

2021 NYSAA Convention

Schedule of Events - (subject to change) – February 13-15, 2021

Saturday, February 13, 2021

2:00p.m. – 4:30p.m. Registration

3:00p.m. – 5:00p.m. **Seminar:** *Targeted Marketing Strategies* – John and Billie Jo Schultz, AMM

3:00p.m. – 6:00p.m. Trade Show

4:00p.m. – 6:00p.m. Welcome Reception with Vendors (dinner on your own)

Sunday, February 14, 2021

8:00a.m. – 5:00p.m. Registration

8:00a.m. – 9:00a.m. Past President Breakfast

9:00a.m. – 5:00p.m. **TRADE SHOW**

9:00a.m. – 10:30a.m. **Seminar– COVID and Future Business Forecasting** - Pat Penfield, Whitman School of Management

11:15a.m. – 12:30p.m. NYSAA Annual Membership Meeting/Elections

12:30p.m. - 1:30p.m. Luncheon (Marketing Awards, Recognition of Vendors/Sponsors, NAA)

1:30p.m. – 2:30p.m. Visit with Vendors/Networking

2:30p.m.-4:30p.m. **Seminar– Hands on with Facebook, Google and LinkedIn Marketing** – John and Billie Jo Schultz, AMM

5:30p.m. Presidential Dinner, Awards, Bid Calling Contest, **FUN AUCTION**

Monday, February 15, 2021

8:00a.m. – 9:00a.m. Registration

9:00a.m. – 10:00a.m. **Seminar:** *Employee vs. Independent Contractor* – Rob Gregory, Paychex

10:15a.m. – 12:00p.m. **Seminar:** *Managing Human Resource Issues* – Rob Gregory, Paychex