

2017

AVIATION CAUCUS ★ LEGISLATIVE RECEPTION



and

ADVOCACY DAY

March 21-22, 2017

New York State Capitol and Hilton Albany, Albany New York



NEW YORK
Aviation Management Association
NYAMA
ADVANCING AVIATION, ADVANCING NEW YORK!



DEAR NYAMA MEMBERS AND AVIATION PROFESSIONALS:

Thanks to the support of members and partners like you, 2016 was another monumental year for NYAMA. Through continuous outreach and relationship building we successfully advocated for legislation that resulted in record funding with the passage of the Governor's \$200 million investment to revitalize our state's airports and the increased Capital Program starting at \$12.5M per year for 2016-2020.

Building on the momentum created in 2015 with the passage of the Aviation Jobs Act (AJA) and the successes from 2016, we are looking forward to meeting with nearly 90 legislators in 2017 to thank them for their support and continue our advocacy efforts. It is vitally important that we continue educating our legislators and key decision makers of the billions of dollars in revenue, hundreds of thousands of jobs and the improved quality of life a robust aviation industry brings to the communities in which they serve.



In order to ensure that the aviation industry continues to be seen as a significant part of New York's economy during State budget deliberations and other important legislative decisions, we invite you to support and participate in our 2017 Advocacy Day.

The top topics for discussion this legislative session will include:

- ★ Thanking our legislative partners for the \$200 million airport capital funding through Upstate Airport Economic Development and Revitalization Competition
- ★ Highlighting the positive economic impacts of Aviation in New York State
- ★ Requesting additional Capital Funding to address the shortfall in previous years grants programs
- ★ Identifying changes in UAS (drone) technology and how NYAMA can support legislation and integration efforts.

Please join us on March 21-22, 2017 for NYAMA's Aviation Advocacy. Every meeting in Albany counts and with your help, NYAMA will remain the voice of Aviation in New York State!

It is also very important to attend Tuesday's Aviation Caucus Legislative Reception to meet your Legislators and tell your story in order to further demonstrate the connection between New York State's aviation infrastructure and the state's economic vitality. Please do not hesitate to contact the NYAMA office at 518-687-2241 with any questions. We look forward to seeing you in March!

Sincerely,

John DeBalso, CM, ACE
New York Aviation Management Association President

Jeremy Martelle, ACE, ASC
Chairman- Legislative Liaison Committee



The aviation industry is faced with growing opportunities and challenges in its legislative efforts. As a result, members of the industry formed the Voice of the New York Aviation Political Action Committee (VNYAPAC) to better support its legislative needs. VNYAPAC allows the aviation community to combine and leverage its monetary capacity.

Government entities and charitable organizations cannot make contributions to a state PAC. A corporation may make aggregate state political contributions up to a maximum of \$5,000 per year. Personal contributions are also accepted.

An initial contribution of \$250, \$100 or \$50 is suggested, but any amount you choose will aid this important work. Opportunities to make a positive impact for the aviation industry and economic development in New York are growing. Please consider a voluntary contribution today. Your participation will help New York move forward successfully.

ABOUT ADVOCACY DAY

The New York Aviation Management Association's annual Aviation Advocacy Day will be held in Albany on March 21 and 22, 2017. This program provides airport managers, corporate representatives, educators and other aviation officials dedicated to airport development with the opportunity to meet with their legislators. Advocacy Day attendees receive timely information on state budget issues and state-funded airport development programs. This event also provides a forum for constructive dialogue between colleagues and state lawmakers. All NYAMA members and aviation officials are welcome and encouraged to attend!

NYAMA's 2017 Advocacy Day will begin on Tuesday, March 21 with an afternoon briefing at the Albany Hilton, followed by the Aviation Caucus Legislative reception and Presentation to be held in the Legislative Office Building (LOB) in downtown Albany. Appointments with state legislators will be held on Wednesday, March 22 throughout the morning and afternoon. As you attend your legislative appointments, NYAMA staff will be available on site to provide assistance. The success of our advocacy program is directly related to the level of participation we receive from the aviation industry. Join us so our voice is heard!

ADVOCACY PROGRAM

A morning legislative briefing will be held at the Hilton Albany. NYAMA President John DeBalso, Legislative Committee Chair Jeremy Martelle, and our Legislative Representative, Bruce Geiger, will review the Association's legislative priorities and discuss the topics that will be the focus of meetings throughout the day. Handouts and talking points will be available to assist you during legislative appointments. Representative of Governor Cuomo's office, state legislators and key New York State Department of Transportation officials have been invited to the Tuesday evening Aviation Caucus Legislative Reception. It is critical for us to have a strong showing from the aviation industry to thank them for their continued support. If you are interested in participating in 2017 Advocacy Day, we ask you to do the following:

- ★ **Register for Advocacy Day** and encourage as many people as possible from your airport or organization to attend.
- ★ **Invite your local legislators** to the Tuesday evening Aviation Legislative Caucus Reception.
- ★ **ATTEND the Aviation Caucus Legislative Reception**, actively engage with legislators and educate them about the importance of aviation to the economic vitality of their legislative districts.

If you need the names or phone numbers of your legislators, please visit www.nysenate.gov senators and www.assembly.state.ny.us/mem, or call our Legislative Representative, Bruce Geiger, at 518.432.1607.

ADVOCACY PROGRAM

Tuesday, March 21, 2017

3:00PM - 4:30PM

General Session (*Hilton Albany*)

Opening Remarks by *Jeremy Martelle*

Legislative Update

by *Bruce Geiger, Legislative Representative*

★ NYAMA Legislative Priorities

★ How to Advocate for Aviation Funding

5:00PM - 7:00PM

Aviation Caucus Legislative Reception

Room 711A, Legislative Office Building

7:00PM

Dinner on Your Own

ADVOCACY PROGRAM

Wednesday, March 22, 2017

8:00AM - 9:30PM

Breakfast and Brief Session/Team Strategy

(*Hilton Albany*)

10:00AM - 4:00PM

Legislative Appointments

Legislative Office Building

11:00AM - 1:00PM

LUNCH Available

(Cornerstone - Capitol Building)



SPONSORSHIP OPPORTUNITIES

As a sponsor for NYAMA's 2017 Advocacy Day, you'll receive recognition throughout the day and at Tuesday evening's Aviation Caucus Legislative Reception. Don't miss this opportunity!

Cornerstone Lunch Sponsor **\$3,000**

NYAMA's 2017 Advocacy Day Lunch sponsorship is the premiere opportunity to highlight your brand and support of Aviation in New York! This year's lunch will be held at the *Capitol's Cornerstone at the Plaza* venue which is hosted by renowned restaurateur Angelo Mazzone and his team of culinary and event professionals at Mazzone Hospitality!

Cornerstone Lunch Sponsorship includes:

- 4 Advocacy Day Registrations
- Large Company logo on Advocacy Day participant bags
- Rotating Company logo on NYAMA website for 6 months
- Company logo featured in print and electronic Advocacy Day material
- Company's promotional material or standup banner displayed throughout the lunch and at NYAMA's prominent display area in the center of the Capitol.

Capitol Lanyard Sponsor **\$2,500**

Show your support of NYAMA and aviation in New York State by sponsoring the official Advocacy Day Lanyard! This lanyard will be worn by all participants and seen by legislators, staffers and members of the general public as NYAMA walks the halls of the Capitol advocating on behalf of its members. *Capitol Lanyard Sponsorship includes:*

- 3 Advocacy Day Registrations
- Rotating Company logo on NYAMA website for 4 months
- Company logo featured in print and electronic Advocacy Day material
- Company material or standup banner showcased at NYAMA's prominent display area in the center of the Capitol.
- Any extra lanyards will be given to the sponsor following the Advocacy Day program

Above the Clouds Breakfast Sponsor **\$2,000**

Showcase your dedication and support of aviation in New York State by sponsoring NYAMA's Above the Clouds Breakfast at the Albany Hilton on March 22nd, prior to the group's full day of advocacy efforts. In addition to the appreciation of a great breakfast to fuel the day, *Above the Clouds Breakfast Sponsorship includes:*

- 3 Advocacy Day Registrations
- Large Company logo on Advocacy Day participant bags
- Rotating Company logo on NYAMA website for 3 months
- Company logo featured in print and electronic Advocacy Day material
- Company's promotional material or standup banner displayed at the breakfast and at NYAMA's prominent display area in the center of the Capitol

2017 Advocacy Day Packet Sponsor **\$2,000**

Show your support of aviation in New York State by sponsoring the 2017 Advocacy Day packet which will cover all of printed material to assist attendees in their Advocacy Day efforts and is left behind for legislators and their staffs to reference after the meetings!

2017 Advocacy Day Packet Sponsorship includes:

- 3 Advocacy Day Registrations
- Large Company logo on Advocacy Day attendee and legislator packets
- Rotating Company logo on NYAMA website for 3 months
- Company logo featured in print and electronic Advocacy Day material
- Company material or standup banner showcased at NYAMA's prominent display area in the center of the Capitol

Perfect Take Off Break Sponsor **\$1,500**

Showcase your dedication and support of aviation in New York State by sponsoring NYAMA's Perfect Take Off Break Sponsor at the Albany Hilton on March 21st, prior to the Legislative Reception. Perfect Take Off Break Sponsorship includes:

- 2 Advocacy Day Registrations
- Small Company logo on Advocacy Day participant bags
- Rotating Company logo on NYAMA website for 2 months
- Company logo featured in print and electronic Advocacy Day material
- Company material showcased at NYAMA's prominent display area in the center of the Capitol

Smooth Landing Sponsor **\$1,000**

Strengthen NYAMA's 2017 Advocacy Day efforts by becoming a Smooth Landing Sponsor which will help support the overall two day program. *Smooth Landing Sponsorship includes:*

- Rotating Company logo on NYAMA website for 2 months
- Company logo featured in print and electronic Advocacy Day material

Beacon Sponsorship **\$500**

Support NYAMA's ability to advocate on behalf of its members by becoming a Beacon Sponsor and receive:

- Company logo featured in print and electronic Advocacy Day material

REGISTRATION FEES

Save \$20 and register by February 22, for just \$95.00 per person. Registration after February 22 will be \$115.00 per person. Please register for the program by completing the registration form contained in this packet or online at www.nyama.com. Registration forms must be received prior to the advocacy program.

CANCELLATION POLICY

NYAMA will provide a full registration refund to those who cancel on or before March 1, 2017. After that time, we will refund half of the registration fee. There will be no refunds after March 20, 2017.

HOTEL ACCOMMODATIONS

Rooms are reserved for Tuesday (3/21) at the Hilton Albany, State and Lodge Streets in downtown Albany for \$177.00 per night (*single or double occupancy*). Check-in is at 4:00 pm; check out time is 11:00am. All rooms must be guaranteed for late arrivals. Please make your hotel accommodations by calling the Albany Hotel directly at 1.866.691.1183 no later than February 20, 2017. Be sure to mention that you are with the New York Aviation Management Association to receive the reduced room rate. You may also make your reservation online at www.hiltonalbany.com with our group code (1NYAMA). Hotel cancellation policy: Guests may cancel room reservations up to 24 hours before planned arrival time.

DIRECTIONS

I-87 Northbound from NY City

NYS Thruway to exit 23, I-787 North; exit at Route 20 West; turn right onto Broadway; left onto State Street; and right onto Lodge Street.

I-90 Eastbound From Buffalo

I-90 East to I-787 South; exit at Clinton Avenue; at the second light take a left onto North Pearl Street; right onto State Street; and right onto Lodge Street.

I-90 Westbound From Massachusetts

I-90 West to I-787 South; exit at Clinton Avenue; at the second light take a left onto North Pearl Street; right onto State Street; and right onto Lodge Street.

I-87 Southbound From Canada

I-87 South to I-90 East; exit at I-787 South; exit at Clinton Avenue; at the second light take a left onto North Pearl Street; right onto State Street; and right onto Lodge Street.

FOR FURTHER INFORMATION: Please contact NYAMA Headquarters at 518.687.2241 or info@nyama.aero

