

CANYS

Chamber Alliance of New York State

Hosted by



Brooklyn Chamber
of Commerce



2014 Annual Summer Conference Creating Community and Developing 21st Century Cities

June 8 - 10, 2014

Programming: Sheraton, 228 Duffield Street, Brooklyn, NY

Lodging: Hotel Indigo, 229 Duffield Street, Brooklyn, NY

Welcome to Brooklyn, NY! For the weekend of June 8-10, you will officially be "In Da House!" We are pleased and proud to host the CANYS conference for the first time in New York City. On its own, Brooklyn has a vibrant and diverse economy and would be one of the four largest cities in the United States-- but when we join with our partners in the Five Borough Chamber Alliance, representing the Bronx, Queens, Manhattan and Staten Island, we represent the biggest city in the nation and we have put together a program that only New York can produce. We hope that you enjoy your time with us, get a chance to explore all that Brooklyn has to offer and come back to visit us soon and often.

Ensuring effective communication is the most proactive strategy any Chamber can have to keep current members engaged and to create a pro-growth membership environment. The most prevalent themes among our panels and discussions for the Summer Conference speak to our ability to tell our members what they need to know and creating opportunities for them to be heard. We will focus on the uses of technology, neighborhood development and committees to form stronger bonds and lasting relationships that enhance the experience of our members and the welfare and viability of our communities.

We are pleased to welcome our Keynote Speaker Kathryn Wylde, Partnership for New York City and special guest, Steve Cohen, Deputy Commissioner for Small Business Services and Community Economic Development, Empire State Development Corp.

Join us as we discuss important issues, catch up on what's going on around New York State and enjoy some Brooklyn style hospitality!

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Sunday, June 8



Attendees Arrive

Hotel Indigo- 229 Duffield Street

5:00 PM: Brooklyn Highlights Bus Tour

A Slice of Brooklyn Tour bus will leave from the Hotel Indigo at 5 PM taking the streets through Brooklyn on our way to Coney Island. Our engaging tour guide Tony Muia will point our landmarks and points of interest along the way.

7:00 PM: Walking Tour & Dinner

We will briefly walk the boardwalk to view the ongoing revitalization of Coney Island along with beach and amusements. Dinner to follow at Gargiulo's, Brooklyn's landmark Italian restaurant since 1907.

Monday, June 9

10:00- 11:00 AM: Conference Check In and Networking M. Blaise Backer, Deputy Commissioner, NYC Dept. of

11:00-12:30 PM: Mobilizing Your World

Sponsored by AT&T

According to the Progressive Policy Institute, the two major telecoms ranked numbers 1 and 2 among all companies investing in the U.S. Hear how mobile technologies impact business in New York State and what it means for job creation and investment.

12:30-1:30 PM: Lunch and reconnect with your colleagues from across the State.

1:30-2:15: Effective Use of Technology to Promote Your Destination

Sponsored by Constant Contact

We all want to be a go-to destination for whatever great assets we produce- entertainment, dining, sightseeing and more. Our panelists will discuss strategies for enhancing your destination's image and distributing your message through effective deployment of the latest technology.

Ellen Williams, Director, Regional Development Director, New York State, Constant Contact

Kael Goodman, Founder and CEO, Blank Slate

Ben Guttman, CEO, Digital Natives Group

Nicole Davis, Publisher and Founder, Brooklyn Based

2:15-2:30 PM: Break

2:30-3:30 PM: Place Making and Neighborhood Development

Capitalizing on your community's assets and potential to create thriving retail corridors and appealing public spaces

Small Business Services

Monica Blum, President, Lincoln Square BID

Michelle McClymont, Executive Director,

Flatbush Nostrand Junction BID

Tucker Reed, President, Downtown Brooklyn

Partnership

3:30-3:50 PM: Snack Break

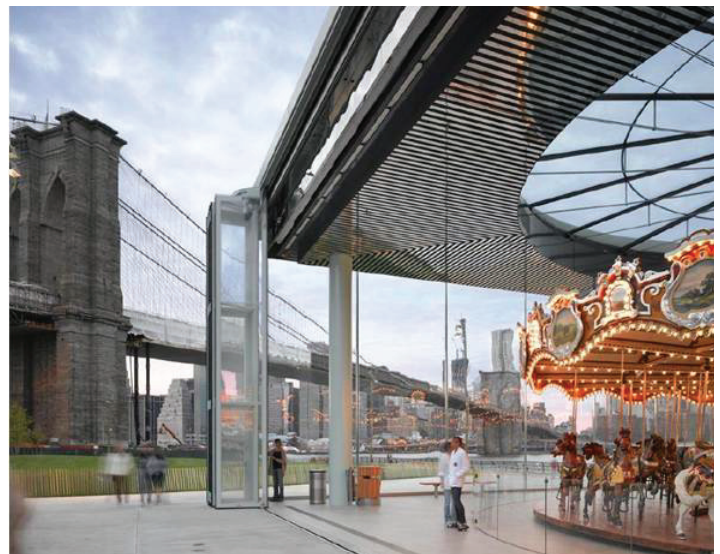
Followed by travel toward Pier 1

5:00-6:00 PM: Ferry Ride

NY Water Taxi from Pier 1, Brooklyn Bridge Park, DUMBO

6:00-8:00 PM: Red Hook Winery Tasting and Dinner

Welcome remarks by Marisa Shorenstein, President, AT&T New York & Fred Dixon, President, NYC & Company





KEYNOTE ADDRESS by Kathryn S. Wylde, President & CEO of the Partnership for New York City, a non-profit organization of the city's business leaders established by David Rockefeller in 1979.

The Partnership is dedicated to working with government, labor and the not-for-profit sectors to build a stronger New York, with a focus on education, infrastructure and the economy. Over the course of her career, Ms. Wylde has created a number of pioneering efforts in affordable housing, promoted entrepreneurial business initiatives across the five boroughs, helped to diversify the City's economy, create jobs and assisted in the redevelopment of economically distressed communities.

8:00-9:15 AM: Breakfast with Keynote Address

by Kathryn S. Wylde, President & CEO, Partnership for New York City

9:15-9:30 AM: Break

9:30-10:15 AM: Breakout Sessions

Session 1

Issues Affecting 501 (c) 3 Organizations

Our speakers will address issues such as compliance for non-profits and non-traditional sources of funding.

Session 2

Legislative Issues Update

Sponsored by Council for a Strong America

Ken Pokalsky, Vice President of Government Affairs, Business Council of NYS

Jenn O'Connor, NYS Director, Council for a Strong America

Geoffrey O'Hara, U.S. Chamber of Commerce, Executive Director, Eastern Region

10:15-10:30 AM: Break

10:30-11:30 AM: Member Engagement Through Working with Committees

How do we keep our members engaged and with the perception they are receiving optimum value for their membership? For many members the answer is committee work: providing targeted networking opportunities by affinity or industry type, motivating our members to provide service to our organizations and providing opportunities for exposure and leadership as they take on new challenges.

Moderator: Nancy Ploeger, President, Manhattan Chamber of Commerce

David Liatti, 61 Local

Jon Gilbert, Enovative TV

11:30-1:30 PM: Lunch with Special Guest Steve Cohen, Deputy Commissioner, Division for Small Business, Empire State Development Corp.



Steve Cohen is Senior Vice President and Deputy Commissioner at Empire State Development (ESD), where he heads the Department of Community Economic Development. Since joining ESD, Mr. Cohen has led efforts to create, implement and refine important programs and initiatives to support small business development, increase access to capital, and improve the economic climate in communities throughout New York State.

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Complete the registration form and mail or fax to the CANYS office:
1450 Western Avenue, Suite 101, Albany NY 12203 - Fax (518) 463-8656

REGISTER NOW TO RESERVE YOUR SPOT

Complete Pricing

CANYS Members:

First Attendee **\$209**

Add'l Attendees **\$179**

Non-Members: \$249

Hotel reservations must be made by calling the Hotel Indigo at **(718) 254-7800** or visit <http://tinyurl.com/canys2014> to enjoy the special room rate of \$189 per night plus tax.

Be sure to mention/enter Group Booking Code: CAS

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