

COMMUNICATIONS &
PUBLIC RELATIONS
APPLICATION

Amount Paid \$85 \$95 \$110

Name: _____

Town: _____

Title: _____

IAO: Yes _____ No _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____

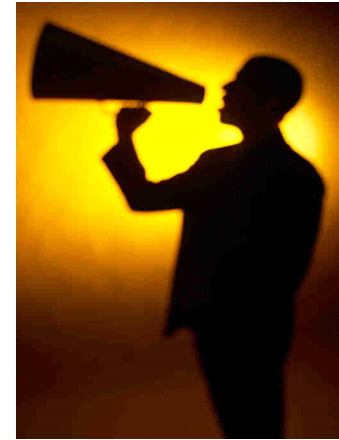
Email: _____

Enclose a check or your Municipality's completed voucher
for the amount you qualify for. Make checks payable to:

New York State Assessors' Association
c/o Patricia McVee, IAO
Town of Bethlehem
445 Delaware Ave.
Delmar, NY 12054

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Delmar, NY 12054

**Communications &
Public Relations**



*The Institute of Assessing Officers
Affiliated with the New York State
Assessors' Association Presents a
One Day Seminar at:*

**Columbia-Greene Community College
PAC Building
Hudson, NY**

March 2, 2012

About the Course

Communications & Public

This seminar is designed for assessors, and assessment staff. This seminar will include a presentation on how to communicate and relate to, and with, the public, public officials and other departments within all levels of government.

At the conclusion of this seminar, the attendee will have a base of knowledge on how to build and maintain positive relationships, arrange, conduct and present programs to the public along with inter and intradepartmental bodies. Discussions will take place on how to identify and resolve problems before they occur within the Assessment Department; how to prepare speeches, presentations and other public documents.

The student will have a better understanding on the importance of communications, public relations and maintaining a favorable public image.

IAO Re-certification Credits

The Institute of Assessing Officers will award (6) re-certification credits to all Institute Members who attend this seminar. Eligible Assessors and County Directors who attend will receive 6 continuing education credits and reimbursement from ORPS, pursuant to their rules.

About the Instructor
Edye McCarthy IAO
Assessor—Town of Greenburgh

Edye McCarthy, IAO is currently the Assessor for the Town of Greenburgh in Westchester County. Edye received her B.S. degree from the University of Florida in Real Estate and holds a Master's Degree from New York University in Real Estate. She is Past President of the New York State Assessors' Association as well as Past President of Westchester County Assessors' Association. Edye has instructed at the Annual Conference, Cornell Seminar and at One-Day Seminars for the Institute of Assessing Officers.

Registration Information

Registration: 8:30 AM
Coffee & Pastry

Seminar: 9:00 AM to 4:00 PM
Lunch Included

Date: March 2, 2012

General Information

March 2, 2012

Location: PAC Building
Columbia-Greene
Community College
4400 Route 23
Hudson, NY 12534

Tuition:

\$85.00—IAO Members
\$95.00—NYSAA Members
\$110.00— All Others

Tuition Includes:

Course Materials, Coffee, Pastry,
Lunch, Breaks

Reservations must be made by:

February 24, 2012

Enrollment is limited to the first 30 applications received. No refunds after March 1, 2012 Consider your reservation confirmed unless otherwise notified.

Call Pat McVee for any information,
(518)439-4955; Fax (518) 439-1699 ;

Email: pmcvee@townofbethlehem.org