



THE ROCKLAND ASTRONOMY CLUB  
IS PROUD TO PRESENT FOR OUR 24TH YEAR  
**THE WORLD'S GREATEST  
ASTRONOMY EXPO**

# 2015 NORTHEAST ASTRONOMY FORUM & TELESCOPE SHOW APRIL 18-19



Sponsored by



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[ROCKLANDASTRONOMY.COM](http://ROCKLANDASTRONOMY.COM)

NEAF is a 501c3 Non-profit event held at SUNY Rockland Community College, Suffern, NY (just 30 minutes from NYC).

The largest and most exciting astronomy show in the U.S., NEAF features world-renowned speakers and America's biggest exhibitor floor with more than 130 vendors from all over the world, astronomy workshops, Pro/Am collaborations, daily solar observing, and much, much more!

For further information, please visit our web site or email us:  
[NEAF@RocklandAstronomy.com](mailto:NEAF@RocklandAstronomy.com)

## DEAR EXHIBITOR

### Register this year for NEAF 2015 and receive a special 10% Vendor Discount!

Rockland Astroomy is pleased to announce another blockbuster event, the 2015 Northeast Astronomy Forum, taking place at the convenient SUNY Rockland Community College campus in Suffern, NY on Saturday April 18th, and Sunday April 19th. For two unbeatable days, an unprecedented number of astronomy gear shoppers will descend onto the 90,000 square feet of astro-paradise. You'll want to be there to capture their attention with your outstanding products and services – and tap their once-a-year buying frenzy.

We never lose our focus on you, our all-important vendor, because it is your participation and support that has helped NEAF to become one of the largest shows of its kind in the world. We're constantly striving to increase your NEAF customer base with fresh marketing campaigns and additional show events which will attract new participants and even more customers. Not all shows recognize the importance of their vendors or place such an emphasis on increasing your sales, but be assured that NEAF does. Our goal is to make your participation as pleasurable as possible, and bring you nothing less than a world-class event, which is why we are continually upgrading and adding vendor amenities and services.

Be a part of it, register early and secure your space. Vendors that register and pay by December 31st will receive the special 10% "Early Bird" discount (see page 7 for details). We look forward to seeing you in April, but remember to lock in your space early for what we promise will be another truly exceptional event.

Economy booths start at only \$270 with the discount, and include an 8-foot table, 2 folding chairs, 2 admission badges to the show as well as a sign with your company name in 3-inch letters. Please see attached pages for further information: EXHIBITOR RESERVATION FORM (page 7). But don't delay, as space is limited!

The Vendor Hotline is open for any questions, please contact Ed Siemenn at 201.925.SHOW (7469) or email us at [NEAF@RocklandAstronomy.com](mailto:NEAF@RocklandAstronomy.com)

Also, this year we are pleased to announce our ninth annual **Northeast Astro Imaging Conference** (NEAIC). NEAIC is a two-day imaging seminar held at the nearby Crowne Plaza, Suffern, New York on April 16th and 17th, preceding NEAF. The conference is devoted to the many aspects of astronomical imaging, including deep-sky imaging, high resolution and planetary imaging, imaging using digital SLR cameras, photometry and spectroscopy. For more information, please visit our web site [rocklandastronomy.com](http://rocklandastronomy.com).

We look forward to seeing you in April!

Ed Siemenn  
*NEAF Team Manager*  
*Rockland Astronomy Club, Inc.*



#### Rockland Astronomy Club, Inc.

225 Route 59  
Suffern, NY  
10901-5203  
[info@rocklandastronomy.com](mailto:info@rocklandastronomy.com)  
[rocklandastronomy.com](http://rocklandastronomy.com)

#### Board of Directors

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NEAF@rockland  
astronomy.com

- Show Dates** Saturday & Sunday, April 18th & 19th, 2015
- Setup** Friday, April 17th, 2015
- Venue** Indoor Field House at SUNY Rockland Campus,  
145 College Road, Suffern, New York 10901
- Lodging** **Crowne Plaza** (NEAIC location & closest to NEAF) - **845.357.4800**  
Sheraton Crossroads, Mahwah, NJ - 201.529.0887

**Note: You must mention the 'Northeast Astronomy Forum' to receive reduced rates.**

- Co-Sponsors** *Astronomy Magazine*  
*Sky & Telescope Magazine*  
*Discover Magazine*

- Electricity** All Booths are available with Electricity for \$125.00 extra.  
**500 Watt maximum, additional current is available:**  
**Contact us for special requirements.**

- Setup Hours** Friday, April 17th from Noon to 9:00 pm. Sorry, no exceptions.

- Show Hours** Saturday, 8:30 am to 6:00 pm  
Sunday, 10:00 am to 5:00 pm

- Exhibitor Entrance** Exhibitor personnel will be permitted entry on the day of the show after 7:30 am at the EXHIBITOR ENTRANCE at the rear of the building.

Your preregistered badges and vendor packets will be distributed at the Exhibitor Entrance upon your arrival on Friday.

Security guards will not allow re-entry to anyone who is not displaying an Exhibitor Name Badge.

**ALL PERSONNEL MUST HAVE A BADGE ON AT ALL TIMES!**

*Continued on next page.*





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**Registration  
Deadline**

February 15, 2015 is our deadline for accepting booth reservations from exhibitors. All reservations received by this date are guaranteed space at the show. Reservations received after this date will be accepted on a "space available" basis, and your company name may not appear in our promotional advertising. There is also a 10% late fee for registrations received after February 15th. Please refer to the EXHIBITOR RESERVATION FORM on page 7 of this packet.

**Security**

Professional security guards are employed around the clock commencing at 4:00 pm on Friday, April 17th. After 9:00 pm on Friday, all doors providing access to the exhibit area will be locked.

Overnight security is provided. Security guards will also be stationed at all entrances and exits during show hours on Saturday and Sunday. Roaming undercover security will also be in attendance during all show hours. However, please keep alert and notify security of any concerns. You are ultimately responsible for merchandise and valuables at your booth. RAC cannot take responsibility for lost or stolen goods.

**Exhibitor personnel are advised to remain at their booths at 6:00 pm on Saturday, until Security guards have cleared the building of visitors. This should take no more than 10 – 15 minutes and will eliminate the chance of theft from your booth.**

**Insurance**

The Rockland Astronomy Club requests copies of your General Liability and Workman's Comp insurance. If you are a sole proprietor this does not apply.

**Loading  
& Parking**

ANY SPECIAL NEEDS PLEASE LET US KNOW, WE ARE HERE TO HELP!  
The driveway on the east side of the building is "off limits". You must use the parking area and entrance at the west side "rear" of the building. We will provide assistants to help you unload and move your merchandise.

**PLEASE KEEP ALL FIRE LANES OPEN AT ALL TIMES.  
VEHICLES WILL BE TOWED AWAY AT OWNER'S EXPENSE.**

*Continued on next page.*





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**Late Arrivals**  
**Early Departures**

NEAF show hours are Saturday 8:30 am to 6 pm, and Sunday 10 am to 5 pm. You are expected to have your booth set up and operating for the 8:30 am Saturday opening. If you are not present for set up by 9 pm on Friday, your booth location may be forfeited. Our goal is to present a full and exciting showroom floor to our arriving guests – empty booths become problematic.

Of course, there are always emergencies and special circumstances. We urge you to contact Ed Siemenn the moment you suspect that you may be late so you can make special arrangements and avoid the disappointment of your booth location having been moved.

If you observe the Sabbath on Saturday, you will be expected to have a full display of catalogues, merchandise photos, signs and other items to fill your table in an appropriate manner during the business day on Saturday. This must be setup prior to your departure Friday evening. You must also arrive early on Sunday, prior to the 10 am opening to ready your table for sales before guests arrive.

**No early departures or breakdowns prior to 5 pm on Sunday will be tolerated.** Early breakdowns will risk forfeiting preferred booth locations for the following year and other penalties. If you have an emergency or handicap and must leave early, you must notify the Floor Manager as soon as possible for assistance and discrete exit procedures.

**Booth Placement**

While we will do everything we can meet your requests for booth placement, final layout will be at the discretion of Rockland Astronomy Club. Booth layout and map will be finalized in April, placement flexibility is based on overall booth demand.





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### Truck to Field House Direct

You may make arrangements for your own carrier or a trucking company to deliver your merchandise directly to the RCC Field House on Friday before the show between the hours of 8:30 am and 4:30 pm. We will have forklift service to unload your truck for you. This merchandise should be picked up in the same fashion by your shipper either on Sunday, between 5 pm and 8 pm or on Monday, between 8:30 am and 4:30 pm\*. Forklift service will be available between these hours to load your truck for you. There is no additional charge for forklift service at the Field House during these hours. If you are unable to guarantee your deliveries and pickups within these time frames, you will need to ship to our warehouse for holding and delivery to the show and pick up after words.

*\*Rockland Astronomy Club assumes no responsibility for merchandise left at the Field House beyond the Monday 4:30 pm deadline.*

*Our contracts conclude at this time and we no longer have control of the facilities. Forklift and security service will not be available after this time, and you may incur substantial moving charges from outside parties.*

### Truck to Warehouse

Shipping to our warehouse offers you the flexibility of not having to worry about your carrier making the Friday and Monday time deadlines. You may make arrangements for your trucking company to deliver your merchandise ahead of time to our warehouse facility up to a week prior to the show. Your pallets will be held until the Friday of the show, then loaded onto a truck and moved to the Field House and off-loaded and brought to your booth. The pallets will then be picked up Sunday after the show and delivered back to the warehouse to await your shipper's pickup for up to a week after the show. **There is a \$180 flat rate moving and storage fee per pallet of merchandise using this service.** Please note, all deliveries and pickups from the warehouse must be made during normal business hours. Please have your trucking company call 12-hours in advance to assure forklift operators will be ready.

### Overseas Shipments

We strongly urge you to ship your overseas merchandise to our warehouse since these types of deliveries are difficult to control time-wise. Using our warehouse service will give you a one week buffer before and after the show. **There is a \$180 flat rate moving and storage fee per pallet of merchandise using this service.**



**UPS, FEDEX,  
USPS, DHL, etc.**

You may ship packages directly to our warehouse via these mail services, up to two weeks before the show. Your packages will be held until the Friday of the show, then loaded onto a truck and moved to the Field House, off loaded and brought to your booth. On Sunday after the show, all packages should be boxed and pre-labeled / pre-paid for return shipment. They will be picked up by our moving company and brought to the warehouse where we will call for pickup by your prepaid shipping service. **The first 5 boxes for this service are free, each box thereafter is \$10 each (round trip) or \$180 for palletized goods.**

**Warehouse  
Information**

Our warehouse is operated by a professional, fully insured, moving and storage company to assure you the best possible service and security for your merchandise. The warehouse is located in nearby Mahwah, NJ. If you intend to use this service, please email us at: [NEAF@rocklandastronomy.com](mailto:NEAF@rocklandastronomy.com) for the proper shipping address information.

**Door & Raffle  
Prize Donations**

1. The donation of prizes is requested, but optional (they produce good publicity for you).
2. Merchandise with a retail value of \$150.00 or more will be listed as a raffle prize, \$149 or under as a door prize.
3. When donated, gift or discount certificates should be valued at \$50.00 & greater.
4. Donated prizes will be picked up at your booth during setup hours.
5. If you plan a donation, we request that you tell us what it is, and its retail value when returning VENDOR RESERVATION FORMS (p. 13).

**Miscellaneous**

1. On-site food service will be provided on Saturday and Sunday.
2. You are responsible for damage to the floor within the confines of your booth. Please ensure that sharp or pointed merchandise does not tear or puncture the rubberized floor.
3. **ALL VENDORS MUST BE OUT OF BUILDING BY 9:00 PM SUNDAY NIGHT. ANY EXPENSES FOR OVERTIME WILL BE BILLED TO THE VENDOR.**



[NEAF@rockland  
astronomy.com](mailto:NEAF@rocklandastronomy.com)



**EXHIBITOR RESERVATION FORM  
FRIDAY TO SUNDAY, APRIL 17-19**

Use this form and the attached Floor Plan to select the level and approximate location of your booth(s) and any additional items you require. RAC will make every effort to accommodate your requests, however, final booth placements are at the discretion of RAC.



NEAF@rockland  
astronomy.com

Company Name \_\_\_\_\_  
 Your Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail address \_\_\_\_\_  
 Cell Phone (required for show day emergencies) \_\_\_\_\_

**Additional tables and chairs WILL NOT be available at the show, so plan accordingly.**

**Register and pay by December 31, 2014 to receive a 10% 'Early Bird' Discount!**

<b>Booth Choices</b>	<b>(by Dec 31)</b>	<b>(after Dec 31)</b>		
<b>Economy</b>	\$270.00 <b>(Save \$30)</b>	\$300.00	x _____ =	\$ _____
<b>Standard</b>	\$315.00 <b>(Save \$35)</b>	\$350.00	x _____ =	\$ _____
<b>Premium</b>	\$360.00 <b>(Save \$40)</b>	\$400.00	x _____ =	\$ _____
Booth Sub-Total				\$ _____
<b>10% Late Fee (add if registering after February 15th)</b>				\$ _____
<b>Total Booth Price</b>				<b>\$ _____</b>
Additional 8' tables required		\$50.00 ea.	x _____ =	\$ _____
Additional chairs required		5.00 ea.	x _____ =	\$ _____
Additional admission/name badges (2 included per booth*)		30.00 ea.	x _____ =	\$ _____
Electricity (please check if required) <input type="checkbox"/>		125.00		\$ _____
Wi-Fi (NOTE: see Ed Siemenn Friday or during show for access code)		35.00		\$ _____
Per Pallet Warehouse Service (see page 5)		180.00 ea.	x _____ =	\$ _____
Per Box Receiving Service (see page 6)		10.00 ea.	x _____ =	\$ _____
<b>Total Fee Due</b>				<b>\$ _____</b>

**Booth**

**Placement**

Due to increased demand, final booth placement is at the discretion of management. However, we will make every attempt to meet your requests (see page 4).

or Bill me later  
 or Bill me later

\*ONLY 2 BADGES INCLUDED IN PRICE PER BOOTH – YOU MUST PURCHASE ADDITIONAL BADGES IF YOU WILL HAVE MORE THAN 2 PEOPLE PER REGISTERED BOOTH.

**Deadline Penalty** All NEAF Reservation Forms received after February 15, 2014 will incur an additional 10% late fee.

**Checks Payable to** ROCKLAND ASTRONOMY CLUB, INC.

**Mail Check & All Completed Forms** Rockland Astronomy Club, Inc., 225 Rt. 59, Suffern, NY 10901-5203  
 Attn: NEAF Exhibitor Reservations

**Fax** You may fax forms to: 201.518.1388





**EXHIBITOR PERSONNEL LIST**

To ensure that unauthorized persons are not permitted access to the building, persons without proper ID will be denied access. Computer printed ID CARDS and NAME BADGES will be provided for each individual you list on this form, and must be worn at all times.

Please **PRINT CLEARLY** all names **EXACTLY** as you want them to appear on your credentials. Names submitted are restricted to people who will be working at your booth. Admission tickets for guests (employees, family members, friends, or customers) must be paid for at the show ticket booths. **Guests will not be permitted access to the exhibit floor during non-show hours.**

Company Name \_\_\_\_\_

(This is a separate form - please fill in your company name above) \_\_\_\_\_

Name 1 (cost included) \_\_\_\_\_

Name 2 (cost included) \_\_\_\_\_

Name 3 (add \$30, see pg. 7) \_\_\_\_\_

Name 4 (add \$30, see pg. 7) \_\_\_\_\_

Name 5 (add \$30, see pg. 7) \_\_\_\_\_

Name 6 (add \$30, see pg. 7) \_\_\_\_\_

**ANY Badges Requested During Show Setup or Days of Show Will Be \$35.00 each. NO Exceptions!**

ID cards will be given out when you arrive on Friday. Badges should immediately be clipped to shirts or blouses and be displayed at all times. If during the process of setting up your booth you observe any person near your booth that is not wearing a NAME BADGE, notify a security guard or NEAF STAFF member immediately.

To allow sufficient time to print credentials, we must receive this form **no later than February 15th, 2015.**

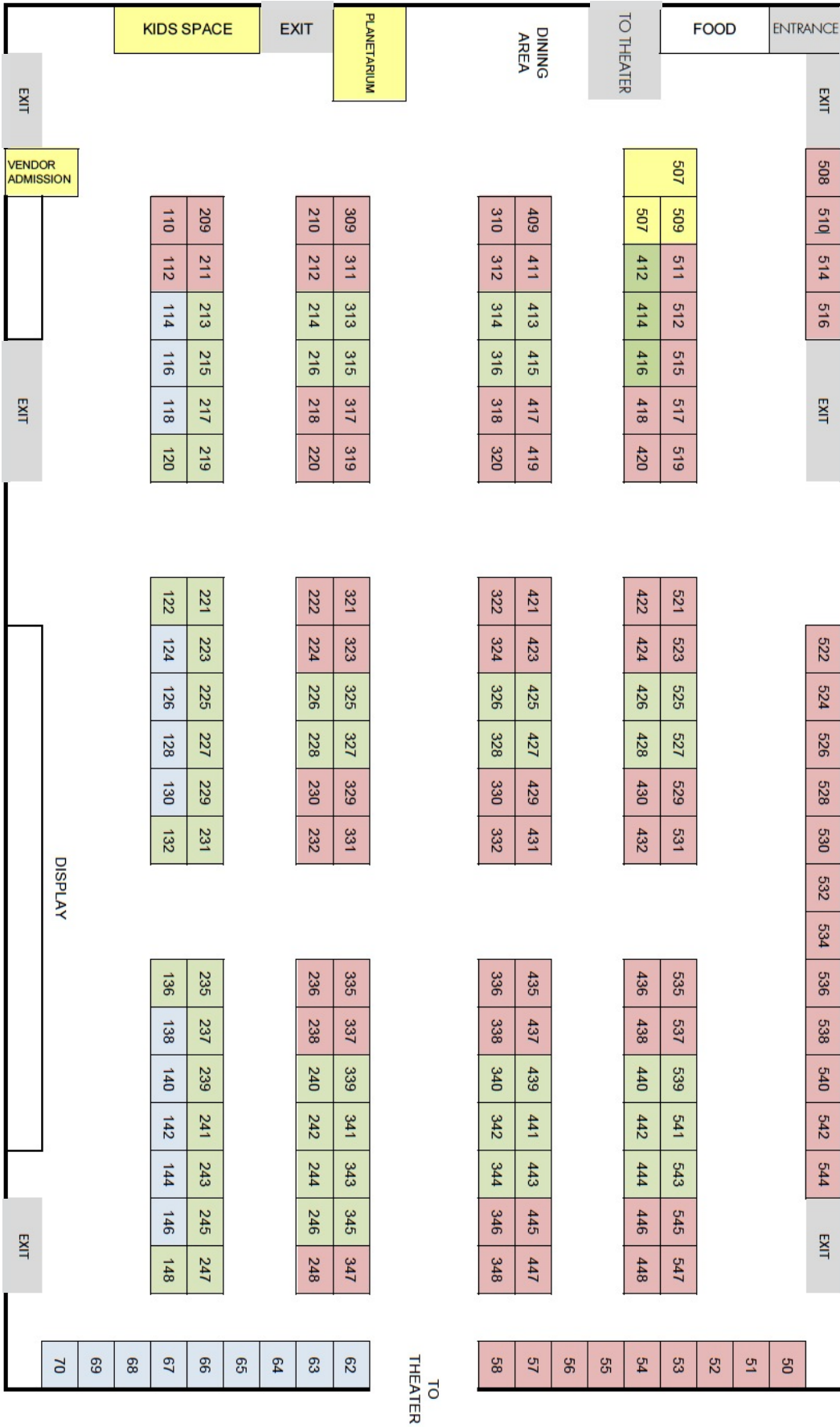


NEAF@rockland  
astronomy.com

NEAF Exhibitor  
Reservations  
Rockland  
Astronomy Club  
225 Route 59  
Suffern, New York  
10901-5203



EXHIBITOR BOOTH FLOOR PLAN



Booth Pricing Key

RAC Use

10% OFF  
Before  
Dec. 31  
\$270

Economy  
\$300

Standard  
\$350

Premium  
\$400

\$315  
\$360

Please include the correct booth costs when filling out your Reservation Form on page 7.



**PRIZE DONATION FORM**

If you are able to donate merchandise as door or raffle prizes for the show, please describe them below. We require this information in advance so that a list of raffle prizes can be established and published at the show, thus providing you with additional publicity.

Merchandise valued at \$150.00 or more will be used as a raffle prize. Merchandise valued at \$25.00 to \$149.00 will be awarded as a door prize.

Please return this form with your registration papers.

Company Name \_\_\_\_\_

(This is a separate form - please fill in your company name above) \_\_\_\_\_

Prize 1 \_\_\_\_\_

Retail Value \_\_\_\_\_

Prize 2 \_\_\_\_\_

Retail Value \_\_\_\_\_

*Thank you for your generosity and cooperation. Have a great show!*



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astronomy.com



**EXHIBITOR SPONSORSHIP PACKAGES**

The Rockland Astronomy Club is a 501c3 non-profit educational organization. Aside from providing a major advertising opportunity for your company, your sponsorship dollars go toward defraying the huge cost of producing the Northeast Astronomy Forum. This helps to keep admission prices affordable for the attendees who are purchasing your products.



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astronomy.com

Thank you for considering a NEAF sponsorship. We look forward to your company becoming a Team NEAF Member and helping to support our event, the leading show of its kind in America.

RAC has three levels of NEAF sponsorships available (see below). Please contact Ed Siemenn for further information by emailing: NEAF@rocklandastronomy.com

**PLATINUM  
Sponsorship  
\$5,000**

- **Main lecture theater named after your company or product**, i.e.: "The [your company name] Theater".
- Theater will be identified as such at both main entrances with your logo on **large signage** provided by us.
- **A "Welcome Slide" with your company name and logo or a Video Commercial Opportunity.** A Welcome Slide with your name and logo will be projected on the large main screen at the front of the theater during the seating of guests throughout the day and until each speaker begins (5 each day), or you may choose to have your own video commercial played (3 minutes max) between seatings.
- Your Theater Name would also be prominently included in the **Show Program** and all **other theater signs**.
- **Prominent positioning and a link on the RAC web site** home page and NEAF landing page.

**GOLD  
Sponsorship  
\$3,500**

- **Two 6 x 2 ft. full-color vertical advertisement banners** at both sides of the main entrance doors to the ticket area.
- **One large full-color advertisement poster in ticket booth area.** Every attendee entering the show will see your promotion. The banners may each be the same or they can be different. They may simply state your company name with a logo or also display a product. Artwork must be provided by the sponsor in an appropriate format.
- **Prominent positioning and a link on the RAC web site** home page and NEAF landing page.

*Continued on next page.*



### **SILVER (A)** **Sponsorship** **\$1,500**

- **Half Page Ad in NEAF Show Schedule.** The Show Schedule is a glossy handout given to every attendee. Highly visible and just below the vendor location map, your company name/logo and message will be in the hands of all 4,000 people visiting NEAF. This is an effective, low-cost way to reach every attendee at the show with your company or product information.
- Includes an ad in 'Forum', the official NEAF Souvenir Program.

### **SILVER (B)** **Sponsorship** **\$500**

- **Half Page Ad in 'Forum', the official NEAF Souvenir Program.**
- A highly visible advertisement in this handsome 4-color "Broadway-style" program.

### **BRONZE** **Sponsorship** **\$1,000**

- **Fieldhouse theater named after your company or product,** i.e.: "The [your company name] Theater".
- The Fieldhouse theater will be identified with your company name and logo at the **entrance** to the area. All **directional signage** to theater will also bear your company name and logo. Signage will be provided by us.
- In addition to the regular Fieldhouse Theater schedule, it can be used by you for **product demos**, and will be an ideal venue to show your sponsorship and promote your product.
- Your theater will also be identified with your company name in all references on our **web site**.

### **FIELDHOUSE** **BANNERS** **\$300**

- **Hang Your Company Banner or Advertisement** from the Field House balcony.
- A prominent display of your company name, logo, or product.
- Up to 4-feet wide x 8-feet long (vertical).
- Banners and hanging material are the responsibility of the vendor. (We suggest heavy cord and small sand bags for hanging.)
- Location is strictly "first come, first serve" ('no hang' zones will apply).
- Banner art is subject to review by RAC. PDF or facsimile of banner art should be sent to RAC on or before April 1st for review to: NEAF@RocklandAstronomy.com. Note: RAC retains the right to reject banner art for inappropriateness of content.



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astronomy.com



Thank you for considering a NEAF sponsorship. We look forward to your company becoming a Team NEAF Member and helping to support our event, the leading show of its kind in America. Please select the level of Sponsorship below, complete this form and return to Ed Siemenn at the email or mailing address at right.



**Rockland  
Astronomy  
Club, Inc.**

Attn: Ed Siemenn  
225 Route 59  
Suffern, NY  
10901-5203

NEAF@rockland  
astronomy.com

201.925.7469

Company _____	
Contact Name _____	
Address _____	City/State/Zip _____
Phone _____	E-mail _____
Method of Payment <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> Bank Transfer (please add \$20)	

See pages 11 and 12 for a full description of benefits for each sponsorship level.

- PLATINUM Sponsorship \$5,000**
- Main lecture theater named after your company or product, i.e.: "The [your company name] Theater".
  - Large signage provided by RAC.
  - A "Welcome to the [your company name] Theater" Slide or 3-minute commercial with your logo will be projected.
  - Prominently included in the Show Program and all other theater signs.
  - Prominent positioning and a link on the RAC web site.
  - Prominent linked banner ad in the attendee's contact e-mail newsblast.
- GOLD Sponsorship \$3,500**
- Two 6 x 2 ft. full-color vertical advertisement banners at both sides of the main entrance doors to the ticket area.
  - One large full-color advertisement poster in ticket booth area.
  - Prominent positioning and a link on the RAC web site.
- SILVER (A) Sponsorship \$1,500**
- Half Page Ad in NEAF Show Schedule, a glossy handout with vendor location map given to every attendee. Your company name/logo and message will be in the hands of all 4,000 people visiting NEAF.
  - Includes Ad in 'Forum'.
- SILVER (B) Sponsorship \$500**
- Half Page Ad in 'Forum', the official NEAF Souvenir Program.
  - A highly visible advertisement in this handsome 4-color "Broadway-style" program.
- BRONZE Sponsorship \$1,000**
- Fieldhouse theater named after your company or product, i.e.: "The [your company name] Theater".
  - Signage will be provided by RAC.
  - The Fieldhouse theater can also be used for product demos.
  - Your theater will also be identified with your company name in all references on our web site.
- FIELDHOUSE BANNERS \$300**
- Hang Your Company Banner or Advertisement from the Field House balcony.

\*RAC is a 501(3)c nonprofit educational organization, your sponsorship is tax deductible.

Disclaimer: Company sponsorships assist RAC in defraying the costs associated with the production of the NORTHEAST ASTRONOMY FORUM. RAC is a non profit organization, all sponsorship funds become the sole property of RAC for dispensation at their sole authority and discretion. Sponsorship of the NORTHEAST ASTRONOMY FORUM does not constitute involvement or approval of production, advertising, scheduling or management of the show or its contents.





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The Rockland Astronomy Club is a non-profit 501(c)3 national educational organization dedicated to expanding public awareness of the universe and to furthering an appreciation of astronomy and space sciences education. Rockland Astronomy Club is a proud recipient of Pride of Rockland Award.