



# 2026 ASCP Experience Webinar

Presenting Sponsor:



**Tuesday, May 19, 2026 – 2pm ET**

Zoom link: <https://us06web.zoom.us/meeting/register/zQkmJWgSRI-CpWH7U4v0Pw>

## Building Membership Through Precision Outreach

Join ASCP for a practical conversation with the Business Council of New York State (BCNYS) on how they designed and executed a highly targeted membership strategy using examples such as a successful campaign focused on a select group of General Counsels connected to New York's Commercial Court.

The session will highlight how this approach can be expanded into targeted, strategic campaigns tailored to the industry and the roles of key decision-makers—including General Counsel, Government Affairs leaders, CEOs/COOs, Human Resources executives, and business development teams. Centered on the value of their Business Defense Fund, and campaigns on Anti-trust, non-compete, and affordability, BCNYS leveraged customized outreach, role-specific messaging, and industry-focused memos to directly address the priorities, risks, and incentives unique to each audience segment.

BCNYS will share how the idea came together, how they identified and approached their targets, what messaging resonated, and what results followed. This is a strong case study in thoughtful, strategic membership growth and a good example of how a narrow prospect pool can still produce meaningful results when the approach is disciplined and relevant.



### Howard Becker, BCNYS

Howard Becker is The Business Council's Vice President of Membership. He is responsible for The Business Council's Membership department's recruitment and retention. Howard joined the Business Council in 2013, after a 25-year career working in both houses of New York State Legislature. Howard had the distinction of working for both the Democratic and Republican leaders of the New York State Assembly.

In addition to working in the Legislature, Howard has been employed as a political fundraiser on several New York State Assembly and Senate races and worked for two years as a national fundraiser on United States House and Senate campaigns in New York and Washington, DC.



### Colton Becker, BCNYS

Colton Becker joined The Business Council of New York State as Director of Membership in October 2025. He has over seven years of sales experience, including two years as a membership recruiter for the National Federation of Independent Business (NFIB), where he consistently ranked in the top 10% nationally for both membership growth and revenue generation.

Colton is a graduate of Sage College of Albany, where he earned a degree in Business Administration. He lives in New York's Capital District with his wife and two young daughters.