

Insight

THE LEADERSHIP INSTITUTE

Chamber Announces Class of 2008

The Leadership Institute's Class of 2008 is set to begin this September with a dynamic group of participants. The Chamber's innovative and skills-based leadership program has graduated 48 professionals in the last two years, and this year's class will continue to expand its successful alumni. The Leadership Institute's interactive format provides individuals with the valuable skills necessary to advance their careers. Class members gain insight on real-life experiences from seasoned executives who share their expertise, giving participants strategic and analytical training along with beneficial interactions.



Above: The Institute's guest panel of senior level executives at Session Four "Financial Management."

"The Leadership Institute emphasizes a 'learning from leaders' approach to developing the skills of future leaders in New York's Tech Valley," said Chamber President Linda Hillman. "The Class of 2008 is a very talented and diverse group of individuals. The curriculum and caliber of our professional presenters is top notch."

Participants for the Class of 2008 are: **Patrick Ball**, Project Engineer, Rifenburg Construction, Inc.; **Stephen Buhr**, Counsel, Greenberg Traurig, LLP; **Judy Cahee**, Tax Manager, BST Advisors, LLC; **William Caswell II**, Director of Operations & Training, New Horizons of Albany; **Richard Crisci**, Network & Operations Manager, Capital Communications FCU; **Tammy Cumo-Smith**, Associate Attorney, Whiteman Osterman & Hanna LLP; **Mark Davies**, Branch Manager, KeyBank; **David Farstad**, Regional Business Development Officer, Pioneer Savings Bank; **James Formosa**, Vice President of Lending, Excelsior Credit Union; **Lauren Groff**, Principal, Groff NetWorks; **Kimberly Harasymiak**, Lab Manager, Seton Health; **Aimee LaLiberte**, Director of Advancement Services, Donor Relations, & Alumni Affairs, HVCC Foundation; **Elizabeth LeVine**, Development Associate for Leadership Gifts, WMHT; **Michael Martini**, Area Manager, Albany International; **Karen Mayer**, Director,

Beechwood Retirement Community, Inc.; **Megan Olchoway**, Contract Administrator, KAPL, Inc.; **Michael Schaeffer**, Director of Client Services, Senior Whole Health; **Michael Shannon**, Work Center Supervisor, DynaBil Industries, Inc.; **Rikki Shaw**, Development Coordinator, Unity House of Troy, Inc.; **Kelly Smith**, Director of Small Group Sales, CDPHP; **Holly Sorenson**, Program Director - Prevention Services, Northeast Parent & Child Society; **Richard Spence**, Coordinator of Student Services, SUNY Educational Opportunity Center; **Amanda Wheeler**, Account Manager, Smith & Jones; and **Michael Yanni**, Manager of Technical Support, HANYS.

The Leadership Institute is conducted in monthly sessions held at a variety of locations throughout Rensselaer County. The class begins with an overnight retreat at Camp Chingachgook in Lake George and proceeds with the following sessions: Leadership & Strategic Thinking; Communication; Balancing the Professional Career & Personal Life; Financial Management; Human Resources & Organizational Development; and Board Development & Service. The program concludes with a graduation dinner in April.

"KeyBank is proud to partner with the Chamber to bring The Leadership Institute to the business community," said Michael Orsino, President of KeyBank, the program's sponsor. "This innovative program will assist in ensuring future generations of quality leaders in our community."

The Leadership Institute is sponsored by KeyBank, with media sponsorship provided by the *Times Union*.



Above: Leadership participants tour the high tech headquarters of Vicarious Visions.

Sign Up Now for Chamber Golf Classic



The Chamber Golf Classic is set to tee-off on Monday, August 27 for a day of networking on the award-winning links at The Country Club of Troy. The Golf Classic has sold out for the past four years, so be sure to sign up your foursome today! New for 2007 are morning and afternoon tee times, at 8 a.m. and 1 p.m. All-inclusive golf packages are \$190 each and include greens fees, cart, use of practice facilities, golfer gifts, beverages on the course, lunch and dinner.

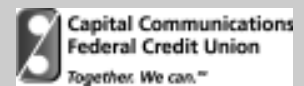
Please note: in lieu of mailed invitations, sign-ups are being accepted through our fast and convenient online registration, available on the Chamber's new website at www.renscochamber.com. You may also register by contacting Amanda Combs, Marketing Assistant, at 274.7020, ext. 23 or by email at acombs@renscochamber.com. The Golf Classic is underwritten by the following sponsors: Gold Level, the *Times Union*; Silver Level, Franklin Plaza; Bronze Level, Cool Insuring, MVP Health Care, SEFCU, and The Star Group; Cart Sponsor, CAPCOM.

UPCOMING EVENTS

Member Appreciation Breakfast

Friday, July 13

This free event is our way of saying "thank you" to all of our great members. Special guest speaker will be Jim Pugliese, motivational speaker and National Speaker Association member. Registration and breakfast at 7:30 a.m.; program 8 to 9 a.m. No charge but reservations are required. Held at HVCC's Bulmer Telecommunications Center in Troy. Sponsored by Capital Communications Federal Credit Union.



Chamber Baseball Challenge ValleyCat for a Day

Thursday, July 19

Have you ever dreamed of stepping up to the plate at a professional baseball park and hearing your name over the PA system? Here's your opportunity to do just that and so much more! Reservations include custom jersey and hat; lunch program with motivational speaker Dr. Mark Hillman; on field batting practice; baseball game with scoreboard and announcer; team photo; and post event reception. 11:30 a.m. to 5:30 p.m. Cost is \$85 per person, all-inclusive. Held at the Joseph L. Bruno Stadium at HVCC in Troy. Sponsored by The Alchar Printing Group and Vicarious Visions.



Business After Hours Special Edition:

Cruise on the Hudson

Tuesday, July 24

A unique opportunity to network with members from our Chamber and the Albany-Colonie Regional Chamber of Commerce while cruising the Hudson River aboard the Captain JP II. Event includes live music, food, drink specials and more. Registration and networking at 5:30 p.m.; cruise 6:30 to 8 p.m. Cost is \$32 per person. Sponsored by First Niagara.



To register for any of these events, use quick and easy online registration at www.renscochamber.com, or contact Amanda Combs, Chamber Marketing Assistant at 518.274.7020, ext. 23 or email to acombs@renscochamber.com.



The Rensselaer County Regional Chamber of Commerce is a business, civic and economic development alliance that strives to enhance the economic vitality of Rensselaer County and the neighboring Gateway communities of Cohoes, Green Island, Waterford and Watervliet. The Chamber seeks to improve the quality of life within the community for both residents and businesses.

"Insight" is published monthly. Submissions are considered for publication based upon content and space availability.

Linda Hillman, President
255 River Street, Troy, New York 12180
Telephone: 518.274.7020 | Fax: 518.272.7729
www.renscochamber.com

Editor: Doreen M. Ercolano, Quill & Ink Publishing
Contributing Editor: Jacob L. Dumesnil, Vice President, RCRCC
Design: Spiral Design Studio, LLC | 518.432.7976

● NEW MEMBERS

4 Corners Liquor Store
Liquor Stores
Rep: Anthony Petrocofski
P.O. Box 592
West Sand Lake, NY 12196
Telephone: 518.674.8608

Babcock Brother Restorations, Inc.
General Contractors
Rep: David Babcock
285 Theresa Terrace
Lee, MA 01238
Telephone: 413.243.4479
Fax: 413.243.4493

Birkmayer Travel
Travel Agencies
Rep: Elana Glinert
281 River Street
Troy, NY 12180
Telephone: 518.272.2650
Fax: 518.272.7257

Center for Financial Planning
Financial Planning Consultants
Rep: Louis Morizio
26 Vly Road Suite 100
Albany, NY 12205
Telephone: 518.452.4394
Fax: 518.452.4482

Colonie Properties, LLC
Country Store
Rep: Josh Furnag
P.O. Box 79
Hoosick, NY 12089
Telephone: 607.731.6470

Crawford Door & Window Sales
Door and Window Dealers
Rep: Steven Stiansen
519 Third Avenue Extension
Rensselaer, NY 12144
Telephone: 518.286.1900
Fax: 518.286.4011
www.cdwsales.com

Crawmer's Grooming & Training
Pet Grooming Services and Supplies
Rep: Catherine J. Crawmer
P.O. Box 364
West Sand Lake, NY 12196
Telephone: 518.477.8230

Andrew C. Jacobs
Lawyers
Rep: Andrew C. Jacobs, Attorney
573 Columbia Turnpike
East Greenbush, NY 12061-1601
Telephone: 518.477.5408
Fax: 518.477.4255

Juvenile Diabetes Research Foundation
Non Profits Organizations
Rep: Beverly Kennedy
6 Greenwood Drive
East Greenbush, NY 12061
Telephone: 518.477.2973
www.jdrf.org

Krafts By Kim
Gift Shops
Rep: Kimberly Edberg
390 Columbia Turnpike
Rensselaer, NY 12144
Telephone: 518.477.1274

NADC
Real Estate Consulting
Rep: Ad Hereygers
157 Ash Street
Saratoga Springs, NY 12866
Telephone: 212.371.9860
Fax: 212.371.9841
www.nadcnyc.com

New York Oncology Hematology, PC
Physicians' Group
Rep: Amanda Pyskadlo
2200 Burdett Avenue
Troy, NY 12180
Telephone: 518.272.2097
Fax: 518.272.6612

Tech Valley Webs
Web Site Design Service
Rep: James Letzelter
44 New Road
East Greenbush, NY 12061
Phone: 518.727.0144
www.techvalleywebs.com

MEMBER BENEFITS

Free Technical Assistance for Problem-Solving through SATOP



Chamber businesses facing a technical problem can access professional, no-cost assistance through the Space Alliance Technology Outreach Program (SATOP). Eligible businesses with under 500 employees and entrepreneurs can take advantage of 40 hours of free, no-obligation technical assistance from a SATOP alliance partner, matched from a pool of nearly 50 companies including aerospace contractors, universities, colleges, and NASA field centers. Professionals within these companies donate their time and expertise in solving technical challenges that are preventing businesses from growing and succeeding. For full information, visit SATOP's website at www.spacetechnolutions.com.



At left: SATOP's Economic Development Manager Virginia Limmiatis at the Chamber's 2007 Business Expo.

● MEMBER NEWS

Rensselaer Technology Park has announced the construction of a \$135 million, 150,000-square-foot manufacturing plant by General Electric. The new site will be GE's Healthcare Digital X-Ray Manufacturing Facility, where the company will produce digital x-ray mammography machines. The plant will house a total of 150 workers with about 50 coming from the GE Global Research Center in Niskayuna, where the digital x-ray technology was developed.

Celery, LLC, developer of an innovative technology that sends and receives emails without a computer, has been named the winner of a \$100,000 business plan competition at the 2007 Summit in Tech Valley. The Troy company has found a successful niche with its Celery product, which allows people to enjoy the advantages of email using a regular printer instead of a PC. The product is cost-effective and ideal for people who do not have computer knowledge but who want to keep in touch with family and friends through email.

Goold Orchards has been named 2007's Agricultural Entrepreneur of the Year by the New York State Small Business Development Center. The award is given to a successfully managed agricultural business which follows traditional entrepreneurial principles. The farm's award-winning Brookview Station Winery is the Capital Region's first commercial farm winery.

Dorfman-Robbie CPAs, PC has become a founding member of ProfitCrew, a new association of certified public accountants and advisors that assist contractors to build their businesses.

The City of Troy will embark on a new advertising, branding and marketing campaign, developed by **Smith & Jones**. The campaign, funded by the Troy Redevelopment Foundation, will promote the advantages of living and working in Troy.

Rensselaer County's Empire Zone program announces a special seminar on Thursday, July 26, from 9 to 11 a.m. at the Comfort Inn and Suites, 99 Miller Road in Schodack. Co-hosted by NYS Tax and Finance and NYS Empire State Development, this Empire Zone and Tax Seminar is a must for anyone who is zone certified or interested in becoming certified. Learn the financial benefits for locating or growing a business within an Empire Zone and understand recent tax law changes affecting businesses already in the zone. Cost is \$10 per person. Contact Jay Sherman, Rensselaer County Empire Zone Coordinator, at 270-2917 by July 10.

CDTA has introduced new "clean fuel" 40-foot buses into service around the Capital Region. The buses, which use ultra-low sulfur diesel, are easily identifiable by the new blue painted exterior, and "Iride" branding scheme. The new look is part of CDTA's continuing effort to improve services to encourage people to choose bus transit. A total of 22 new buses will roll out in the next few months.

Hudson Valley Community College will offer a new degree option in Insurance this fall. Responding to the need for insurance professionals, the Insurance option will prepare students for jobs such as underwriters, appraisers and other insurance claims positions by providing coursework in personal and commercial types of insurance. The curriculum will also detail how an insurance agency works.

The Children's Museum of Science and Technology has elected its Board of Trustees officers: Lynn Bradley, The Community Preservation Corporation, Chairperson; William Schwarz, NextRidge, Inc., Vice Chairperson; Nancy Schultz, Nancy Schultz Consulting, Inc., Treasurer; and Ruth Johnson, The Affinity Group, Secretary.

TAG Solutions, a provider of data, voice and technology infrastructure services, has achieved Gold Partner status with Symantec, the recognized global leader in security and risk software and services.

calendar 2007

	JULY	AUG	SEPT	OCT		
<p><i>All breakfast programs are \$20 (unless otherwise noted) for members who have registered by the deadline date (5 business days prior to the event). Late member registrants and walk-ins are \$40 each.</i></p> <p><i>Non-member registration is \$40.</i></p> <p><i>*All breakfast events have registration and breakfast from 7:30 to 8 a.m., and a program from 8 to 9 a.m. (unless otherwise noted).</i></p>	<p>Fri • 7/13 Member Appreciation Breakfast* With speaker Jim Pugliese. No charge. At HVCC's Bulmer Telecommunications Center. Sponsored by CAPCOM.</p> <p>Thurs • 7/19 Baseball Challenge: "ValleyCat for a Day" A rare opportunity to play at "The Joe." \$85 per person. Sponsored by The Alchar Printing Group and Vicarious Visions.</p> <p>Tues • 7/24 Business After Hours Special Edition: Cruise on the Hudson Cruise aboard the Capt. JP with members of the Albany-Colonie Chamber. \$32 per person. Registration at 5:30 p.m.; cruise 6:30 to 8 p.m. Sponsored by First Niagara.</p>	<p>Tues • 8/7 Networking Luncheon At the Van Schaick Country Club in Cohoes. Registration and lunch at Noon; program 12:30 to 1:30 p.m. \$22 members; \$40 non-members/walk-ins. Sponsored by Creative Expressions Photography, The UPS Store Troy, and The Phoenix Companies.</p> <p>Thurs • 8/23 Member Benefits Breakfast* No charge; reservations required. Sponsored by Thomas K. Judd Associates.</p> <p>Mon • 8/27 Golf Classic Morning and afternoon flights at the Country Club of Troy. \$190 per golfer, all-inclusive. Register today. Various sponsor opportunities still available.</p>	<p>Wed • 9/26 Van Rensselaer Awards Dinner With presentations of the VR Corporate Award to MapInfo Corp., the Small Business Award to Spiral Design Studio, and the Ebbie Award to John Scarchilli. Cocktail reception at 6 p.m.; award presentations and dinner at 7 p.m. At The Century House, Route 9 in Latham. Reservations are \$85 per person. Sponsored by The Phoenix Companies, Inc. and Capital District Physicians' Health Plan.</p>	<p>Thurs • 10/25 Networking Breakfast* Meet with business professionals from around the region and give a brief presentation about your company. Bring plenty of business cards and literature to hand out. Enter to win a profile in this newsletter! Sponsored by Berkshire Bank, The Sage Colleges and Gramercy Communications.</p>	<p>For full information on all of our valuable 2007 sponsorship opportunities, call Jake Dumesnil at 274.7020, ext. 18, or e-mail to jdumesnil@renscochamber.com</p> <p>Did You Know? Directions to all of our event locations are available online at www.renscochamber.com Click on "Event Directions."</p>	<p>How do you sign up for these great events?</p> <p>Online registration: Quick, convenient and easy! Go to www.renscochamber.com and click on "Chamber Event Calendar."</p> <p>Telephone us: 518.274.7020, ext. 23</p> <p>e-mail us: acombs@renscochamber.com</p> <p>Fax us: 518.272.7729 using the form at right.</p> <p><i>If you have special requirements, please contact us one month prior to event to ensure we are able to provide for your needs.</i></p> <p>Please Note: No-shows will be billed.</p> <p><i>Reservation deadline is 5 business days prior to event.</i></p>

DEADLINE AUGUST 24th

Applications Due for Fall SmartUp Class



SmartUp, a program designed to help small businesses start up and succeed in Rensselaer County, is accepting applications for its next class. Applications are due by Friday, August 24 and SmartUp classes will begin on

Wednesday, September 12. A comprehensive, educational business course, SmartUp is offered to eligible Rensselaer County entrepreneurs who want to gain insight and practical instruction about starting and growing small businesses. Eight weekly seminars are led by experienced local business experts who bring a "real world" view into the classroom. Students learn how to develop a business plan; the basics of entrepreneurship; credit analysis; business management and operation; market analysis and strategy; products and services; marketing, promotion and selling; legal issues, bookkeeping and accounting; financing; and insurance.

SmartUp is presented by Rensselaer County Economic Development & Planning and The Business Development Center, which is the County's economic development affiliate. The cost of the program is \$250 per person. For information and applications, contact 274.7020, or visit The Business Development Center's website at www.thebusinessdevelopmentcenter.com.

After Hours Cruise July 24

Join us for Business After Hours Special Edition: Cruise on the Hudson Tuesday, July 24, aboard the Captain JP with members of the Albany-Colonie Regional Chamber of Commerce. Enjoy live entertainment, great food, drink specials and more. Registration starts at 5:30 p.m. and the cruise is from 6:30 to 8 p.m. Reservations are \$32 per person. Register today by using the Chamber's convenient online registration at www.renscochamber.com, or by contacting Amanda Combs at 274.7020, ext. 23/acombs@renscochamber.com.



Chamber's Ryan Silva Promoted to Director



Ryan Silva

The Chamber has promoted Ryan Silva to the position of Membership Director. In his new role Mr. Silva will be responsible for enhancing the Chamber's large portfolio of member benefits while continually increasing new membership and retention goals.

"Ryan has done an outstanding job developing the Chamber's membership department," said President Linda Hillman. "He was also a very important part of our recognition as 'One of the Top 3 Chamber's in the Nation in 2006' by the American Chamber of Commerce Executives (ACCE). This promotion recognizes his contributions to our continued success."

Mr. Silva recently earned a 2007 Lifetime Achievement Award from ACCE in recognition of his outstanding achievements in sales and new member recruitment.

CHAMBER 2007 MEMBER

profile

GENDRON'S TRUCK CENTER

2702 SIXTH AVENUE

TROY, NY 12180

PHONE : 518.274.7240

TOLL FREE: 800.680.9820

FAX : 518.274.0139

WEB: www.gendronstruckcenter.com



Step inside Gendron's Truck Center, located just minutes off Route 7 and I-787 in Troy, and you may be surprised at what you find. There's little doubt that Gendron's is the recognized dealership leader in GMC light-duty and medium-duty sales and service, providing generations of hard-working businesses with reliable vehicles to get the job done and the service they need to stay on the road. But Gendron's is so much more.

"We can take care of any sized business, from a cargo van to a tandem axle dump truck and everything in between," said Richard Gendron, Dealer Principal. "We also pride ourselves in providing business and personal vehicles to customers, whether it's a one-person business, an individual looking for an SUV or someone purchasing a family vehicle. Once they buy from us, we usually have them as lifelong customers."

The reason for the loyalty is Gendron's commitment to customer service. From the sales staff through the service department, the company's high level of training and experience, coupled with its low level of employee turnover, result in customer satisfaction, repeat clients, family and word-of-mouth referrals. While other potential buyers may base their purchase on price alone, Gendron's clientele knows the value of customer and vehicle service over the long run.

"For most of our customers, vehicle downtime is expensive. They've got to get back on the road right away," said Tim Vadney, General Manager. "Our service staff knows our products inside and out. They have a high level of training and a great track record for getting the vehicles repaired and back on the road. Whether you're running a third generation business or sending your teenager off to college, you want service you can rely on every time."

Gendron's reputation has attracted clients from Alabama to New Hampshire, from Massachusetts to California. Its distinguished service department is often chosen by General Motors to successfully repair vehicles considered "unserviceable" by other repair shops. One of the only GMC dealerships in the area to sell medium-duty diesel trucks, Gendron's is the only service department with certified technicians on staff to service them.

For customer convenience, Gendron's offers a full-service website, which is updated daily. Potential customers can browse new and used inventory, request a quote, get financing information and become pre-approved, schedule a test drive, make a service appointment and even order parts.

"We often say it's a five-minute ride (to Gendron's) that will save you a million headaches later," said Dave Kreczko, Commercial Vehicle Specialist. "We do one thing and we do it very, very well. We sell a quality vehicle at a good price and back it up with exceptional service and customer support. If people want a truck or SUV, we're here to see that they are satisfied. That's why we're called the 'Leader of the Pack.'"



L-R: Tim Vadney, General Manager; Richard Gendron, Dealer Principal; and Dave Kreczko, Commercial Vehicle Specialist at Gendron's Truck Center in Troy.

Gendron's Truck Center was awarded this profile through a random drawing of business cards at the April 26th Chamber Networking Breakfast at the Van Schaick Country Club in Cohoes.

Chamber Event Registration Form		
Fax: 518.272.7729 or Mail: 255 River Street, Troy, NY 12180		
<i>Please Register at least one week in advance of event. Thank you.</i>		
Company Name: _____		
Address: _____ _____		
Telephone: _____	Fax: _____	
Person(s) attending event: _____	Event title & date: _____	

Form of payment (please make checks payable to Rensselaer County Regional Chamber of Commerce):		
___ M/C ___ Visa ___ AMEX ___ Discover ___ Check Enclosed		
Account #: _____	Account Name: _____	
Exp. Date: _____	3-4 Digit Security Code: _____	Zip Code: _____