

# Insight

BUSINESS AND EDUCATION

## Collaboration is Key to Workforce Readiness

Experts agree that workforce readiness — preparing enough people to meet the region's rising workplace needs — requires collaboration among educators and businesses. How do we develop innovative delivery methods necessary for economic prosperity? Find out at the Chamber's upcoming program, "The Future of Workforce Readiness: Education & Business Partnerships." This special event highlights the dynamic relationships among grades 6-12 and regional businesses. Led by our moderator, Amy Johnson, founder and president of Capstone, Inc. (photo below), we'll explore the vital need for these partnerships and how businesses and students benefit from collaborations. Learn how your business can participate in initiatives to engage, educate and prepare students for jobs now and in the future.



Discover the flexible programs and continuum of education options already underway and how they are proving effective in assisting young people to enter the labor force as employees, entrepreneurs and business owners. Make your plans to join us for this exciting program!



Register now for **The Future of Workforce Readiness** on Friday, October 23 at the Troy Middle School/High School campus. Registration and breakfast at 7:30 a.m.; panel 8-9 a.m.; breakout sessions 9-10 a.m. \$35 members; \$50 walk-in members; \$70 future members. Sponsored by CAP COM Federal Credit Union and CSArch Architecture | Engineers, in partnership with the Center for Economic Growth, Inc; Questar III; and Tech Valley High School.

EMPOWERMENT SERIES

## Panel of Leaders Will Inspire, Influence & Lead

The Chamber's popular Tech Valley Series for Empowerment continues its success with "Inspire, Influence & Lead," featuring a diverse panel of regional professionals ready to deliver more of the insights you've requested. We're presenting brand new opportunities to interact in lively and candid conversations about leadership challenges and out-of-the-box strategies for success. Our guests will talk about their personal stories, including obstacles, management styles and

lessons learned. You'll share in the inspiring and individual journeys of these business and non-profit professionals as they discuss their backgrounds and unique strategies that have led to personal and career success. Their stories will draw you in to discover your own path to success, with take-away solutions for professional advancement.

Ready for more of the conversation? Register online today to participate in this career-changing Chamber event.

PANELISTS



**Christopher Burke**  
 Chief Executive Officer  
 Unity House of Troy



**Linda Hillman**  
 Chamber President  
 Panel Moderator



**Carolyn Jones**  
 Publisher, *Albany Business Review*



**Ruth Mahoney**  
 President  
 Key Bank



**Jeffrey Vukelic**  
 President, Owner  
 Saratoga Eagle Sales & Service

Register now for our **Inspire, Influence & Lead** breakfast on Wednesday, October 7 at The Century House, Route 9 in Latham. Registration and breakfast at 7:30 a.m.; program 8-9 a.m. \$35 members; \$50 walk-in members; \$70 future members. Sign up today! Major underwriters are Bouchey Financial Group, Ltd. | Bouchey & Clarke Benefits, Inc.; SEFCU; and Turner Construction Company.



### ASK THE EXPERT : Education & Workforce Development

**Robert Horan** is superintendent of the Schodack Central School District (CSD). With his experience in technology and business education and administration, he works to build public and private-sector partnerships to enhance learning.



#### Q: How can schools learn how to promote workforce readiness?

A: Schools can engage the business community simply by getting out and attending events. The *Albany Business Review*, the Center for Economic Growth and our Chamber all offer monthly meetings on interesting topics that run no more than an hour. These opportunities challenge me to meet people outside of the educational world and outside of my comfort zone. It's exciting!

#### Q: How do you collaborate with businesses?

A: Schodack CSD collaborates with businesses in a number of ways. We started a business incubator program two years ago where we offer start-up businesses empty space in our school buildings. In return, businesses work with our students and faculty to create real-world learning opportunities. We also connect faculty with business leaders and invite them to share ideas. We've created professional development opportunities by encouraging our faculty to visit businesses to learn the real-world needs and integrate those needs into our curriculum. We continuously reinforce the need to open our school doors and collaborate with businesses.

#### Q: How can schools and businesses join the workforce readiness effort?

A: A great way to start is to attend the Education-Business Roundtable on Oct. 23 at the Troy Middle School/High School campus. The event will provide a dynamic forum for schools and businesses to learn how they can work together and also provide networking opportunities. It's a worthwhile time investment.

"Ask the Expert" is a monthly Q&A featuring a member of the Chamber's Board of Directors.



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.

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● NEW MEMBERS

**Edward Jones Investments**  
Financial Services  
Rep: Jamie Hanlon  
13 Averill Avenue  
Suite C  
Averill Park, NY 12018  
Phone: 518.258.0019

**EJM Advising**  
Website Designer  
Rep: Eric Morris  
One Pinewood Avenue  
East Greenbush, NY 12061  
Phone: 518.461.6587  
ejmadvising.com

**Esperance Consulting**  
Business Consultant  
Rep: Theresa Bourgeois  
194 Central Avenue  
Cohoes, NY 12047  
Phone: 518.937.3431

**Ludders Country Adult Home, Inc.**  
Senior Housing  
Rep: Peter Ludder  
10 Denver Drive  
West Sand Lake, NY 12196  
Phone: 518.674.5369  
ludderscountryhome.com

**People for Exceptional Progress**  
Education  
Rep: Joyce Chicoine  
237 Pinehurst Avenue  
Rensselaer, NY 12144  
Phone: 518.859.7605

**Superior Group**  
Employment Agency  
Rep: Mariah Ramundo  
21 Corporate Drive  
Suite 210  
Clifton Park, NY 12065  
Phone: 518.982.5058  
superiorgroup.com

**CloseUP Conversation**



*Gabrielle Polce is our events coordinator. She organizes all Chamber programs and special events, including the Annual Dinner, Van Rensselaer*

*Awards Dinner, Golf Classic and Troy Victorian Stroll.*

At the Chamber, we have the cost-efficient, high-impact solutions to your professional development challenges. **QuickLearn** is a series of computer training courses made possible by the Chamber's partnership with MicroKnowledge, Inc. With each two-hour session, you and your staff will learn how to use office software to increase efficiency and professional skill-sets.

Our **Professional Development** workshops features national, sought-after presenters at a fraction of the usual costs. These workshops include timely topics, such as corporate culture strategies, HR best practices, cybersecurity, social media and more.

The Chamber's **Empowerment Series** connects you with the region's business leaders for candid discussions about on-the-job challenges and solutions for success.

**The Leadership Institute** is the Chamber's award-winning skills-based professional development program. During the seven-month course participants learn real-world lessons from top executives for career and personal advancement. They become members of our distinguished Leadership alumni.

What can the Chamber do for you? Contact us with your professional development needs today!

Email [gpolce@renscochamber.com](mailto:gpolce@renscochamber.com) or call 518.274.7020, ext. 18.

● MEMBER NEWS

*The Albany Business Review* has announced the 2015 recipients of its "Women Who Mean Business" awards. The winners are (photos below, l-r): Ann Errichetti, MD, MBA, president and CEO, **St. Peter's Hospital and Albany Memorial Hospital**; Trudy Hall, M.Ed., head of school, **Emma Willard School**; Alisa Cahill Henderson, president, **Duncan & Cahill, Inc.**; Daquetta Jones, executive director, **YWCA of the Greater Capital Region**; and Danielle Merfeld, Ph.D., technology director, **Electrical Technologies & Systems, GE Global Research**. Visit [bizjournals.com/albany](http://bizjournals.com/albany).



**Focusmaster Fitness** Owner Kyle Coletti has been chosen to compete in a new television show called "Sweat, Inc.," hosted by Jillian Michaels on SpikeTV. He will compete against 26 other fitness entrepreneurs across the country in a search for the next fitness phenomenon. The show airs Tuesday, October 20. Located in Troy, Focusmaster is opening a second kickboxing studio in Loudonville. Visit [focusmaster.com](http://focusmaster.com).

**The Chazen Companies** has hired Don Tegeler as its chief financial officer and a key member of the firm's senior leadership team. He has 30 years of business experience as a corporate financial executive in technology, healthcare, manufacturing and banking. Visit [chazencompanies.com](http://chazencompanies.com).



**Albany Institute of History & Art** (photo above) is calling for volunteers and interns to assist with the museum's many exciting projects and activities. Contact Barbara at 518.463.4478, ext. 405 or [collinsb@albanyinstitute.org](mailto:collinsb@albanyinstitute.org). For a full calendar of exhibits and events, visit [albanyinstitute.org](http://albanyinstitute.org).

events calendar 2015

OCTOBER	NOVEMBER	ADDITIONAL INFO
<p><b>Wednesday • 10/7</b> <b>Empowerment Series Inspire, Influence &amp; Lead</b> Join our breakfast panel discussion for a candid conversation on leadership and lessons learned. Panelists are Christopher Burke, CEO, Unity House; Carolyn Jones, publisher, <i>Albany Business Review</i>; Ruth Mahoney, president, Key Bank; and Jeffrey Vukelic, owner and president, Saratoga Eagle Sales &amp; Service. Moderated by Chamber President Linda Hillman. At The Century House, Route 9 in Latham. Major underwriters are Bouchey Financial Group, Ltd.   Bouchey &amp; Clarke, Benefits, Inc.; SEFCU; and Turner Construction Company.</p> <p><b>Friday • 10/23</b> <b>The Future of Workforce Readiness: Education &amp; Business Partnerships</b> This special event highlights the dynamic relationships among grades 6-12 and regional businesses that lead to workforce readiness. Registration and breakfast at 7:30 a.m.; panel 8-9 a.m.; breakout sessions 9-10 a.m. \$35 members; \$50 walk-in members; \$70 future members. At the Troy Middle School/High School campus. Sponsored by CAP COM Federal Credit Union and CSArch Architecture   Engineers, in partnership with the Center for Economic Growth, Inc; Questar III; and Tech Valley High School.</p> <p><b>Wednesday • 10/28</b> <b>NetworkingPlus Luncheon</b> Get connected, develop leads and build relationships at this fast-paced networking event. Now with three table rotations for more opportunity to connect your business. At Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by CAP COM Federal Credit Union, CDPHP and Web Instinct.</p>	<p><b>Thursday • 11/5</b> <b>Regional Alliance for the Creative Economy Panel Discussion</b> What is a creative economy and what does it offer to businesses, non profits and local communities? Our featured panelists from the Regional Alliance for the Creative Economy will discuss how creative enterprises shape our diverse economy, provide economic opportunities and raise the profile of our region. Registration and breakfast at 7:30 a.m.; program 8 - 9:30 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. At the Century House, Route 9 in Latham. Sponsored by Vicarious Visions.</p> <p><b>Tuesday • 11/10</b> <b>New Managers 101: A Crash Course for Your Success</b> You earned your new supervisor position; this workshop will help you thrive in your role! Learn the skills and insights you need to lead with confidence and start producing results right away. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 members; \$50 walk-in members; \$70 future members. At Pat's Barn, 100 Defreest Drive, Rensselaer Technology Park, North Greenbush. Sponsored by MicroKnowledge, Inc. and Pierce Communications.</p> <p><b>Thursday • 11/19</b> <b>Free Member Orientation Breakfast</b> Open to all members and your employees, this no-cost program is a great way to make the most of Chamber membership and discover all of our valuable benefits. Meet our staff and bring plenty of business cards to distribute. Great networking opportunity! No charge; registration required. At the Capital District YMCA, 20 Community Way in East Greenbush. Sponsored by Thomas K. Judd &amp; Associates.</p>	<p><b>TIMES:</b> <i>All breakfast events have registration and breakfast at 7:30 a.m., with the program from 8-9 a.m. (unless otherwise noted).</i></p> <p><i>All luncheon events have registration and lunch at 11:30 a.m., with the program from 12-1 p.m. (unless otherwise noted).</i></p> <p><b>COSTS:</b> <i>All programs are \$35 (unless otherwise noted) for members who have pre-registered. The cost for walk-in members is \$50. The cost for future members is \$70.</i></p> <p><b>No-shows will be billed; 24-hour notice is required for all cancellations.</b></p> <p><b>Register online at:</b> <a href="http://renscochamber.com/events">renscochamber.com/events</a></p> <p><b>Questions?</b> Call us at 518.274.7020.</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>



**Hoosick Valley Contractors, Inc.** has launched a new logo and new website as part of the 37-year-old firm's brand evolution in the commercial construction industry. The multi-generational company (photo above) selected **Greane Tree Technology** to spearhead the new branding. Visit [hoosickvalleycontractors.com](http://hoosickvalleycontractors.com) and [greanetree.com](http://greanetree.com).

**The Sage Colleges** has awarded this year's Opalka Family Scholarships, established by Chester and Karen Opalka. The scholarships recognize students from Averill Park High School in pursuit of an undergraduate degree in education at Russell Sage College or students pursuing an art degree at Sage College of Albany. (Photo, l-r): Kylee Mueller, recipient; Karen Opalka; James W. Carpentier, recipient; Chester Opalka; and Katielynn Canavan, recipient. Not pictured is Gina Capece, recipient.



**CAP COM Federal Credit Union** has unveiled an insurance services division of products to give members more options and pricing on property and casualty insurance. Credit union members can shop among top-rated carriers for custom policies through the credit union's partnership with Southwest Business Corporation. Visit [capcomfcu.org](http://capcomfcu.org).

**HW Staffing Solutions/S&B Staffing** is honoring temporary, and contract employees during National Staffing Employee Week, September 28 through October 4. The commemorative week recognizes the millions of employees working for staffing firms in the U.S., including more than 100,000 in New York State. Many of these jobs lead to permanent positions. Visit [hwstaffing.com](http://hwstaffing.com).

CLASS OF 2016

## Leadership Institute Kicks Off

CELEBRATING 11 YEARS



The Leadership Institute Class of 2016 met for an overnight retreat in September at the Capital District YMCA's Camp Chingachgook at Lake George (photo above). Attendees participated in team building activities and established new relationships that will develop throughout the seven-month program. Interested in participating? It's not too early to plan to be a member of the Class of 2017. Information and applications available. Contact Kate Ollier at [kollier@renscochamber.com](mailto:kollier@renscochamber.com).

Sponsored by First Niagara with media sponsorship by Albany Business Review



### COST-EFFECTIVE TRAINING

## Chamber + MicroKnowledge, Inc. = Success!

Looking for a valuable training opportunity for yourself and your staff? Welcome to **Quick Learn**, a series of high-impact workshops brought to you by the Chamber and MicroKnowledge, Inc., a pioneer in technology education and a leader in high-quality training and consulting. Spend two hours with expert instructors from MicroKnowledge and master new computer skills to make your work more efficient, expand your skills and better serve your customers. Mark your calendars now for our upcoming workshop:

**Quick Learn Session: Top 5 Time Management Features Using Outlook 2013**  
Wednesday, November 4 | Registration at 8 a.m.; program from 8:30-10:30 a.m.  
\$79 members; \$99 future members | Seating is limited, so register today!  
Held at the Chamber, 90 Fourth Street in Troy.



Register at [renscochamber.com/events](http://renscochamber.com/events). Quick Learn workshops are sponsored by the Chamber and MicroKnowledge, Inc.



### AN EVENING OF EXCELLENCE

## 2015 Van Rensselaer Awards Dinner

The 2015 Van Rensselaer Awards Dinner, held on September 10 at the Hilton Garden Inn, Troy, recognized excellence in our business community with the presentation of our prestigious annual awards. This year's recipients are Turner Construction Company, The Van Rensselaer Corporate Award; Bouchey & Clarke Benefits, Inc. | Bouchey Financial Group, Ltd., The Van Rensselaer Small Business Award; and Dr. Lee A. McElroy, Jr., The Edward H. Pattison Citizenship Award. Congratulations to our recipients!



Photo above (l-r): Steven Bouchey, CEO, Bouchey & Clarke Benefits, Inc. and president, Bouchey Financial Group, Ltd.; Dr. John D. Bennett, president and CEO, CDPHP; Stephanie Coonan, manager, Operations Development, The Phoenix Companies; Dr. Lee A. McElroy, Jr., director of Athletics, Rensselaer Polytechnic Institute; Linda Hillman, Chamber president; Anders Tomson, president, Capital Bank; and Carl Stewart III, vice president and general manager, Turner Construction Company. Photo by Denis J. Nally Photography.



Major underwriters of the 2015 Van Rensselaer Awards Dinner were Capital Bank, CDPHP and The Phoenix Companies.

CHAMBER MEMBER

# spotlights



**Saratoga National Bank and Trust Company** is expanding throughout the Capital Region, most recently with its first Rensselaer County branch at 120 Hoosick Street in Troy. Opened in late September, it is the bank's third new branch in

three years and ninth location overall. The leased 1,200-square-foot space in the Hudson River Commons Plaza will offer a full range of financial services and create four new jobs. President and CEO David S. DeMarco, Vice President and Branch Manager Karen Mason and Vice President of Corporate Banking Kevin Catalano (photos below, l-r) are introducing themselves to Rensselaer County businesses and preparing to continue the bank's long tradition of local community involvement through financial support as well as volunteerism.

Expansion into Rensselaer County represents the bank's commitment to serving the Capital Region and growing beyond its Saratoga County roots. "Our style of true community banking has been well received in Colonie and Clifton Park and we are excited to deliver it now to the residents and businesses of Rensselaer County," said President and CEO David S. DeMarco. "We look forward to being a part of this community and supporting the local organizations that make it a great place to live and work."

Saratoga National Bank and Trust Company provides a full range of financial services for individuals and businesses, including banking, investments and



insurance. Named the Capital Region's "Top Small Community Lender" for 2014 by SBA, the bank is also rated a 5-Star superior institution by BauerFinancial.

SARATOGA NATIONAL BANK  
120 HOOSICK STREET | TROY, NY 12180  
PH: 518.958.0109 | SARATOGANATIONAL.COM



**La Salle Institute** is an independent, Catholic, college preparatory school, established in 1850 in Troy by The Brothers of the Christian Schools. La Salle serves young men in grades 6-12 with a

fully accredited curriculum and a broad array of athletic and extracurricular activities. "The mission of La Salle is to educate its students in a caring, supportive environment in order to inspire them to become moral, responsible and productive members of our communities with a commitment to truth, honor and duty," said Dr. Paul D. Fallon, who became the school's principal in July. "La Salle accomplishes this through excellence in teaching, with a dedicated faculty, and through imparting Christian values in the tradition of our founder, St. John Baptist de La Salle."

Since its founding, the all-boys school has worked with families to make its education affordable. In fact, 45% of students receive a level of financial aid, scholarships or work study programs to assist with tuition. The school recently launched the La Sallian Achievement Awards, a \$150,000 needs-based program designed to aid exemplary students new to the school, starting this fall.

La Salle is recognized for its strong academic programs and character-building focus. The school's many offerings include a growing collaboration with Hudson Valley Community College. With a 100% college acceptance rate, the class of 2015 garnered \$12.58 million in college scholarships at 145 institutions. Interested students and parents are welcome to schedule shadow days or school tours by appointment or on drop-in Wednesdays. The public is also invited to **La Salle's Open House on Sunday, November 1, from 12 to 3 p.m.**

LA SALLE INSTITUTE  
174 WILLIAMS ROAD | TROY, NY 12180  
PH: 518.283.2500 | LASALLEINSTITUTE.ORG

Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Staci Makovich at [smakovich@renscochamber.com](mailto:smakovich@renscochamber.com). Members must be in good standing and not have been featured within the past 24 months.

# insight into...

## Chamber's Energy Alliance

With winter's heating costs around the corner, now is the time to sign up for the Chamber's Energy Alliance, a valuable, no-charge member benefit. By pooling buying power and shopping for the lowest rates, participants have cut an average of 7% off their monthly utility bills, meaning hundreds and, in some cases, thousands of dollars a year in energy savings. Coordinated by EnergyNext, Inc. of Saratoga Springs, the program also provides the latest information on energy-saving issues. For a no-obligation quote to see how much you can save, contact Maureen McGuinness, membership manager, at 518.274.7020, ext. 17 or email [mmcguinness@renscochamber.com](mailto:mmcguinness@renscochamber.com).

### 2015 BOARD OF DIRECTORS

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### REGIONAL INITIATIVE

## Learn How Creativity Boosts Our Economy

When most people think about the Capital Region, they don't necessarily focus on its diverse and world-class creative assets, where cutting-edge technology converges with design, arts and culture. That's all about to change.

Join the Chamber for an exciting discussion about our regional creative economy and what it means to businesses, non profits and local communities. Our featured panelists (photos, below) from the Regional Alliance for the Creative Economy will discuss how creative enterprises—from architecture to performing arts, handcrafted products to historic preservation—shape our diverse economy, provide economic opportunities and raise the profile of our region.

The Regional Alliance for the Creative Economy develops strategies to boost the impact of the region's creative economy. Its primary objective is to drive economic growth, jobs and tourism in the region by leveraging the creative sector. The creative economy is an umbrella term for businesses and freelance artists who create, produce or distribute creative content. The number of workers in the region's creative industries is nearly 24,000, rivaling the number of employees in the area's higher education



industry. Find out how creativity can help drive a healthy economy by signing up today!

Register now for **Regional Alliance for the Creative Economy Panel Discussion** on Thursday, November 5 at The Century House, Route 9 in Latham. Sign up online at [renscochamber.com/events](http://renscochamber.com/events). Registration and breakfast at 7:30 a.m.; program 8 - 9:30 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by Vicarious Visions.



P A N E L I S T S	 <b>Guha Bala</b> President Vicarious Visions	 <b>Karen Bilowith</b> President, CEO Community Foundation for the Greater Capital Region	 <b>Tom Lloyd</b> President, Owner Adirondack Studios	 <b>Ellen Sax</b> Director, Corporate Social Responsibility MVP Health Care
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### EMPOWERMENT SERIES

## Are You a New Manager? Learn Strategies for Success



You've earned your new supervisor position. Now learn to thrive in your role with the Chamber's upcoming professional development program, **New Managers 101: A Crash Course for Your Success**. This workshop is for new and aspiring supervisors and managers, as well as experienced supervisors with little or no formal training. Training is key to your success. Learn how to be part of a management team, take direction and give it, guide others to keep projects on track and make sure everyone works together. Discover the skills and insights you need to lead with confidence and conviction, including:

- » How to start producing results right away.
- » Ways to avoid problems that can sabotage you.
- » What it takes to get productivity from people who aren't used to you being "the boss."
- » How to better support your supervisor and get more backing in return.

» How to increase your visibility and earn the respect your position deserves.

Our presenter is Kimberly A. Fredericks, Ph.D., MPA, RD, associate dean and professor and chair of graduate programs at The Sage Colleges. She has expertise in social network analysis and evaluation in public and non-profit industries. Dr. Fredericks has consulted for many groups and her work has appeared in *New Directions for Evaluation* and the *American Journal of Evaluation*. She was a co-principal investigator for a Robert Wood Johnson Foundation Grant and a grant from the University of Kentucky Public Health Service Center. Don't miss this value-packed program that will give you the strategies you need to succeed.

Register now for **New Managers 101** on Tuesday, November 10 at Pat's Barn, 100 Defreest Drive, Rensselaer Technology Park in North Greenbush. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 members; \$50 walk-in members; \$70 future members. Sponsored by MicroKnowledge, Inc. and Pierce Communications.

