

Insight

A YEAR OF PROGRESS

Chamber Highlights & Accomplishments



Tony McManus
2015 Board Chair

As 2015 draws to its end, so does my term as chair of the Chamber's board of directors. It has been a pleasure to serve such a dynamic organization during a time of real progress for our members, our board and our staff, as we worked together to reach new heights. Whether it's helping with a referral,

networking, professional development or cost-saving benefits, the Chamber is all about YOU. Let's take a look at this year's highlights.

The Chamber's relocation to the renovated Proctor's Theater in Troy is revitalizing the Fourth Street neighborhood. Encouraged by the Chamber's commitment to the area, other businesses have moved into the corridor, which is at the heart of downtown. The move has established the Chamber as a key stakeholder in Rensselaer County's economic development efforts and a collaborative partner with the public and private sectors. Whether it's in Troy or Hoosick Falls, East Greenbush or Brunswick, the Chamber's mission is to advocate for economic vitality that benefits every community.

During 2015 we worked towards the development of a new, three-year strategic plan to navigate the short-term future and keep our organization moving forward responsibly and purposefully. Thanks to our previous plans, we've accomplished major goals and our new plan will continue to make this possible.

The Chamber's Economic Development Partnership (EDP) was more in demand than ever in 2015, assisting more businesses, start-up companies and entrepreneurs with resources and guidance as they expand, relocate and revitalize our local economy.

The Leadership Institute marked its 10th anniversary in 2015. We graduated a new class in March and launched the Class of 2016 in September. We also hosted

a Leadership Alumni retreat at Jiminy Peak Resort to keep graduates learning and networking. More than 250 alumni have graduated from the award-winning, skills-based leadership training program and are applying their skills within their professions and in their communities.

This year we introduced popular CEO Roundtables for the presidents of businesses and organizations to meet, talk and tell the Chamber how we can best assist them. We conducted market research to expand programs and services in keeping with member feedback. Our newest marketing benefit, Save Local Now, helps businesses reach more customers through a digital platform that includes content publishing, search engine optimization, email marketing and social sharing. For details, visit renscochamber.com.

The Chamber's 2015 events brought members face-to-face with state, county and local officials, educational leaders and cutting-edge entrepreneurs. Our programs informed you about the "State of the Region," "The Future of Workforce Readiness" and "How to Capitalize on the Creative Economy," while professional development workshops featured top presenters in sales training, social media law, building corporate cultures, hiring and firing, managing across generations and cybersecurity. The Chamber's high-impact Empowerment Series featured two roundtable events and a panel discussion on "Inspiring, Influencing and Leading."

It isn't easy to accept Linda Hillman's decision to step down as Chamber president; we've been very fortunate to benefit from her outstanding tenure for the past 15 years and we wish her well. The board has engaged in a diligent search process and shortly after this newsletter goes to press we will announce the Chamber's new president.

As I make way for 2016 Chair Michael DiAcetis of National Grid, let me express my gratitude for the opportunity to serve this past year. The Chamber is an exciting organization and I encourage you to actively participate. The more active you are, the more benefits you'll realize. Best wishes for health and prosperity during the holiday season and in the new year!

CANDID CONVERSATION

Breakfast with a Leader: Dr. Shirley Ann Jackson

Dr. Shirley Ann Jackson is the 18th president of one of the nation's leading private research universities, Rensselaer Polytechnic Institute. Learn how this award-winning physicist and member of the National Women's Hall of Fame has led an extraordinary transformation of Rensselaer Polytechnic Institute during the past 15 years and what exciting developments are ahead as the institute prepares for the bicentennial of its founding in 2024. Join Chamber President Linda Hillman, interviewer, for the upcoming **Breakfast with a Leader: A Conversation with Dr. Shirley Ann Jackson**. Find out how Dr. Jackson has prepared Rensselaer for leadership in areas of research that are of fundamental significance in the 21st century by focusing on "signature thrusts" in computational science and engineering, biotechnology and the life

sciences, nanotechnology and advanced materials, energy, the environment and smart systems, and media, arts, science and technologies. This special event will feature a candid one-on-one conversation with Dr. Jackson. Get to know this academic president, nationally recognized scientist and outstanding leader. Discover how Rensselaer Polytechnic Institute's initiatives are impacting our communities and creating new opportunities.



Photo by Hart

Register now for **Breakfast with a Leader: A Conversation with Dr. Shirley Ann Jackson** on Wednesday, December 16 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up online at renscochamber.com/events. Registration and breakfast at 7:30 a.m.; program 8 - 9 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Major underwriter is Mosaic Associates Architects. Event sponsor is Turner Construction Company. Media sponsor is the Albany Business Review.



ASK THE EXPERT: The Role of Chief Financial Officer

John M. Ahearn is chief financial officer for all of the Rifenburg-related companies, which employ approximately 300 workers. Rifenburg Construction is a heavy highway contractor specializing in road construction and paving, site work, bridge rehabilitation and replacement, landfill and airport projects.



Q: What does a good CFO bring to the table?

A: CFOs have a comprehensive understanding of their business and the ability to interpret data in order to find profitable opportunities and navigate risks. The CFO has a vision to develop effective and productive procedures to ensure compliance, accountability and meaningful financial reports. CFOs should be effective leaders of the finance and accounting functions, leading key initiatives that support strategic goals. They also need to effectively communicate their insights to facilitate senior-level decision making. CFOs think like investors, understanding what drives the numbers and what will add value to a company.

Q: What about tips for small businesses without a formal CFO on staff?

A: It's crucial to understand the cash flow of your business and its relationship to your income statement. Without proper cash flow, your business can't survive. Create a realistic budget and compare it to your actual results on a regular basis. Surround yourself with a strong team of outside consultants in banking, insurance, accounting and law who will take the time to understand your business and give you sound advice.

Q: How is the role of CFO trending today?

A: It's increasingly important for CFOs to be strategists, helping to shape the overall direction of a company, and to be catalysts, instilling a financial approach and mind set throughout the organization to help other parts of the business excel.

"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

**Albany Medical Center
EmUrgentCare-Brunswick
Medical**
Rep: Pamela Hassett
720 Hoosick Street
Troy, NY 12180
Phone: 518.264.3600
emurgentcare.com

Arthur J. Gallagher & Co.
Insurance
Rep: Robert Crandall
677 Broadway
4th Floor
Albany, NY 12207
Phone: 518.869.3535

Business Environments by RAS
Office Furniture
Rep: Casey Russ
One Interstate Avenue
Albany, NY 12205
Phone: 518.273.9359
bebyras.com

Gardner Farm Inn
Bed & Breakfast
Rep: John Hughes
59 Brunswick Road
Troy, NY 12180
Phone: 917.509.5110
gardnerfarminn.com

GottaVape
Vape Shop
E-Cigarette Store
Rep: Mike Krueger
830 Hoosick Street
Troy, NY 12180
Phone: 518.945.8273
gottavape.com

IZCreations
Graphic Design
Rep: Israel Singer
9 Huckleberry Road
Castleton, NY 12033
Phone: 518.463.8801
izcreations.com

Jared Kingsley's JENT
Entertainment
Rep: Jared Kingsley
6092 Depot Road
Altamont, NY 12009
Phone: 518.925.5966
jentevents.com

Lingualinx, Inc.
Translators and Interpreters
Rep: David Smith
433 River Street
Troy, NY 12180
Phone: 518.388.9000
lingualinx.com

Raona Roy & Company
Management Consultants
Rep: Raona Roy
78 Valley Drive
West Sand Lake, NY 12196
Phone: 518.221.6433

**Riverside Center for Rehabilitation
and Nursing**
Nursing Home
Rep: Jule J. Kovacs
90 North Main Street
Castleton, NY 12033
518.732.7617
riversidecenterrehab.com

Taco Bell
Restaurant
Rep: Jessica Woodburn
563 North Greenbush Road
East Greenbush, NY 12061
Phone: 315.451.1957

● MEMBER NEWS



The Sage Colleges President
Susan C. Scrimshaw has been awarded the Adam Yarmolinsky Medal for service to the National Academy of Medicine. The honor recognizes her distinguished and long-standing work as a medical anthropologist with a focus on worldwide health equity. Dr. Scrimshaw has been Sage president since 2008. Visit sage.edu.

**Samaritan and St. Mary's
Hospital** Chief Executive Officer
Norman E. Dascher, Jr. has been appointed to the American Hospital Association Regional Advisory Board. Dascher has more than 38 years of experience in health care administration and also serves as St. Peter's Health Partners vice president of Acute Care Troy. Visit sphp.org.



E. Stewart Jones Hacker Murphy was selected by its peers for inclusion in the 2016 "Best Law Firms" by *U.S News and World Report*. Awarded the highest level of recognition for Albany, New York, the firm received honors in six practice areas. Visit joneshacker.com.



Gardner Farm Inn is a new bed and breakfast open for business at 59 Brunswick Road in Troy (photo above). Owner John Hughes oversees five guest suites with private baths, hearty breakfasts, fresh afternoon snacks and comfortable accommodations at this historic property. Free wifi and off-street parking is included. Visit gardnerfarminn.com.



Kathleen's Fiber Arts celebrated a ribbon cutting and grand opening at 29 Third Street in Troy (photo above). The shop carries yarns, knitting kits, accessories, hand-woven handbags, blankets, scarves, shawls and more. Classes in fiber arts are available. Visit Kathleen's Fiber Arts on Facebook.

eBizDocs has been named one of the "20 Most Promising Document Management Solution Providers of 2015" by *CIO Review* (cioreview.com). The benchmark recognition noted eBizDoc's capability to perform industry-leading, cost-effective and secure solutions. Visit ebizdocs.com.

CSArch has hired Daryl Mastracci, PE, LEED AP BD+C, as a senior electrical engineer and coleader of the firm's engineering department. He will share responsibilities for the department's strategic and financial planning, operations, and design standardization. Visit csarchpc.com.

Northern Rivers Family of Services is the new name of Northern Rivers, Parsons Child & Family Center and Northeast Parent & Child Society. The new brand and tagline "Life changing care" are designed to strengthen and unify the organization and its message. Visit northernrivers.org.

Saratoga National Bank and Trust Company has been named by the U.S. Small Business Administration as the 2015 "Top Small Community Lender" for the Capital Region as well as the larger 34-county Syracuse district. Saratoga National also received this award in 2014. Visit saratoga-national.com.

The Susan Odell Taylor School, which has served pre-K through grade 6 students since 1998, has opened a new Upper School on the Russell Sage College campus. Students in grades 5 through 8 are located in the newly renovated Lorraine Walker Building, ensuring expanded space and opportunities for collaborative and innovative education. Visit taylorschool.org.

events calendar 2015

DECEMBER	JANUARY 2016	ADDITIONAL INFO
<p>Sunday • 12/6 33rd Annual Troy Victorian Stroll The region's premier holiday event, attracting thousands of visitors from all over the Northeast. Food, fun, live music, theatre, crafts, shopping, and more. 11 a.m. to 5 p.m. For a full schedule of events and activities, visit victorianstroll.com. The Stroll is presented by the Chamber and the City of Troy and funded entirely through the generosity of individual and corporate donors, including our platinum sponsors: Bouchey Financial Group, Ltd. Bouchey & Clarke Benefits, Inc.; City of Troy; Dunkin' Donuts; E. Stewart Jones Hacker Murphy, LLC; Fagan Associates, Inc.; First Niagara; MVP Health Care; Pioneer Bank; Rensselaer Polytechnic Institute; Saratoga Eagle Sales & Service; Saratoga National Bank and Trust Company; Troy BID; Troy LDC.</p> <p>Thursday • 12/10 Holiday NetworkingPlus Luncheon Bring plenty of business cards; enter to win a Spotlight article or one of our exciting and valuable door prizes. Guess the number of candies in the jar and win two JetBlue airline tickets, courtesy of JetBlue! At The Century House, Route 9 in Latham. Sponsored by Bouchey Financial Group, Ltd. Bouchey & Clarke Benefits, Inc.; CAP COM Federal Credit Union; Empire State College; Groff NetWorks, LLC; and Tri City Rentals.</p> <p>Wednesday • 12/16 Breakfast with a Leader: A Conversation with Dr. Shirley Ann Jackson An informal and insightful conversation with the president of Rensselaer Polytechnic Institute. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Major underwriter is Mosaic Associates Architects. Event sponsor is Turner Construction Company. Media sponsor is the <i>Albany Business Review</i>.</p>	<p>Wednesday • 1/6 Free Member Orientation Breakfast 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 Chamber. <i>Sponsorships are available.</i></p> <p>Tuesday • 1/12 County Executive's Breakfast Find out what's ahead in 2016 for businesses in Rensselaer County. Presented by the Hon. Kathleen Jimino. She will report on the status of significant local economic development initiatives and what the future holds for the region and our business community. Reserve your seat now; this popular event sells out each year. At the Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsored by the Rensselaer County IDA.</p> <p>Wednesday • 1/27 NetworkingPlus Luncheon Networking is the number one reason businesses join the Chamber! Get connected, develop leads and build relationships at this fast-paced networking event. Topic-driven themes, ambassador facilitators and three table rotations make for more opportunities to meet new contacts and strengthen your business brand. At The Franklin Terrace Ballroom, 235 Campbell Avenue in Troy. Sponsored by Saratoga National Bank and Trust Company. <i>Additional sponsorships available.</i></p>	<p>TIMES: <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>COSTS: <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 (unless otherwise noted).</i></p> <p>No-shows will be billed; 24-hour notice is required for all cancellations.</p> <hr/> <p>Register online at: renscochamber.com/events</p> <p>Questions? 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>

\$500 Million Competition is Down to the Wire

Capital Region Waits to Hear if its Proposal is a Winner

The governor's high-stakes economic development competition, known as the Upstate Revitalization Initiative (URI), is in its final days before the regional awardees are announced. The state will declare the winners before the end of 2015, awarding \$500 million to each of three upstate New York regions. The competing regions were required to present comprehensive plans that clearly show how the funding would be used to create significant increases in permanent private sector jobs, wages and income, while attracting substantial private sector investment. The URI is an unprecedented opportunity in economic development funding and will be won by the regions that best prove a readiness for transformational revitalization.



"We were challenged to develop a transformational economic development strategy driven by data and shaped by the community, a blueprint for job growth backed by private sector investment," said James J. Barba, J.D., president and CEO of Albany Medical Center and co-chair of the Capital Region Economic Development Council's (CREDC). "The Capital Region has answered that call with much more than a funding application—it's an investment proposal."

Submitted to the state on October 15, the proposal makes

the case for how an investment in the Capital Region would yield the best possible return in terms of economic growth, more and better jobs, improved equity and opportunity and enhanced quality of life.

"Our region has come together and invested in the development of this plan, from countless hours on the part of the community to financial contributions," said Robert J. Jones, Ph.D., president, University at Albany and CREDC co-chair. "We have lined up a consortia of investors who are committed to investing alongside New York State. We believe we have a winning plan for the URI. But even more than that, we have a winning plan for the Capital Region and for New York State."

The State Implementation Assessment Team (SIAT), chaired by New York Secretary of State Cesar Peralas, is charged with reviewing the proposals. Seven upstate areas are competing for three awards. Winners will be designated URI "Best Plan Awardees" and will receive up to \$500 million each, over the course of five years. The other competing regions are Central New York, Finger Lakes, Mid-Hudson, Mohawk Valley, North Country and the Southern Tier.

The Capital 20/20 Plan

The 250-page Capital 20/20 Plan highlights our region's track record of delivering great investment returns and details the transformative strategies and initiatives that would be pursued. The plan is designed around five mutually reinforcing strategies:

Next-Tech

Capturing our next-growth horizons.
\$120-205 million (proposed URI funding)

Gateway

Connecting markets and businesses.
\$90-100 million

Talent

Building the workforce of today and tomorrow.
\$40-55 million

Lift-off

Accelerating ideas, entrepreneurs and businesses.
\$40-65 million

Metro

Building vibrant cities for business and families.
\$120-200 million

The plan includes these specific targets to be achieved by the year 2020:

Add 40,000 more jobs to the local economy.

Attract and retain 10,000 new residents.

Employ 4,500 residents currently unemployed.

Reach 0.6% annual productivity growth, doubling the current rate.

Lift 20,000 local residents out of poverty.

Achieve a 1.8% annual real GDP growth, doubling the current growth rate.

The plan states that \$800 million in private investments have already been committed, contingent on the state's final decision, with an additional \$1.4 billion in matching resources identified. In addition, a diversity of private sector firms are ready to enter into final negotiations with New York State on the plan's signature initiatives. More than 70 local donors invested in the plan's development and nearly 6,000 stakeholders and individuals across eight counties were engaged in the process. View the entire plan at ny.gov/upstate-revitalization-initiative/upstate-revitalization-initiative-plans

READY FOR GROWTH

City of Rensselaer Laying the Groundwork to Attract Business

The City of Rensselaer is engaged in a robust revitalization, including public works projects, private investment and plans to position the city as the ideal center point within the major employment triangle formed by the New York State Capitol, University at Albany East Campus and the Rensselaer Technology Park.

"There is an incredible transformation going on in our city," said Mayor Daniel J. Dwyer. "We are forging ahead with an aggressive revitalization agenda and, with the momentum we have, it will only get better."

Nearly \$22 million in public infrastructure investment is underway, including \$9.3 million in upgrades on Washington Avenue and Broadway, a \$3.5 million reconstruction of the Third Avenue bridge and \$2 million in pedestrian and water line improvements along Columbia Turnpike.

In the past year, the city has financially assisted 10 low-to-moderate income homeowners with upgrades to their homes and expects to complete 10 more by late spring. More than 60 additional units in existing buildings have been renovated into higher-end residential apartments and five new private investor/business owners have located on Columbia Turnpike in previously vacant or under-utilized buildings, including the rehab of a 300,000-square-foot warehouse.

"Three years ago we updated our zoning laws to be more welcoming to residential and



commercial investors. Since then we've been working to set the stage and be as proactive as possible," said Charles E. Moore, AICP, Rensselaer's director of planning and development. "We're improving miles of streets, water, sewer and utility lines. We're laying the foundation for really great things to come."

With a Department of State grant, the city is developing a comprehensive plan for mixed-use development around the Rensselaer Train Station, including concept drawings and a complete vision of the project. In the spring, construction begins on a \$3 million waterfront esplanade and trail at DeLaet's Landing designed to maximize public use and green space. The project will "open up access to the waterfront, a hidden gem, and make it a destination," said Moore.

Officials have also embarked on a site analysis and market study that will lead to a master plan for the Kiliaen's Landing waterfront area (artist's concept, above). Using a \$250,000 NYSERDA grant, the city plans to make the project "shovel ready" for development, including design concepts and pre-permitting to attract investors. The plan will focus on pedestrian and non-motorized use and renewable energy infrastructure, such as photovoltaic panels and electric vehicle charging stations.

A QUARTERLY REPORT
OF THE CHAMBER'S



Economic
Development
Partnership

VISIONARY INVESTORS



FIRST
NIAGARA



CHAMPION INVESTORS

BBL Family of Companies

Center for Economic Growth (CEG)

Pioneer Bank

SEFCU

Tri City Rentals

INNOVATOR INVESTORS

NBT Bank

TRAILBLAZER INVESTORS

Columbia Development Companies

Rose & Kiernan, Inc.

Saratoga National Bank and Trust
Company

List reflects investors as of press time.



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THE ECONOMIC
DEVELOPMENT
PARTNERSHIP

is a department of the Rensselaer County Regional Chamber of Commerce. EDP assists new and existing businesses to develop and expand in our region. We provide resources and information to connect you to regional, national and international marketplaces. The mission of EDP is to enhance the economic vitality of Rensselaer County and establish greater awareness of its high quality of life.

JOIN EDP TODAY

Looking for a smart investment? With the Chamber's EDP you can invest in the success of our regional business community. In conjunction with the Rensselaer County IDA and CEG, we serve as a catalyst for businesses starting up, expanding, or looking to make a profitable move. EDP's high-impact marketing attracts regional, national, and international attention to our county's dynamic quality of life and thriving business environment. Are you ready to join us?

CONTACT US

President Linda Hillman
lhillman@renscochamber.com

Director of Member Engagement &
Business Development Kate Ollier
kollier@renscochamber.com

ph: 518.274.7020



MEET OUR INVESTORS:

BBL Hospitality

BBL Hospitality is a full-service hotel management company offering hotel owners and developers a single, high-quality source for construction, financing and management services. The company has built more than 40 hotel properties in 20 states and currently owns 14 properties, providing hotel management for a dozen of them.

"BBL has always built hotels and we've owned our own hotels since 2000," said President Steve Obermayer.

"We've continually followed our customers' needs and expanded our expertise and specialty in hospitality development and



Steve Obermayer, President
BBL Hospitality

operations. In our business, it's all about the personal attention of quality people devoted to producing satisfied hotel customers, one guest at a time. Nobody understands this better than BBL Hospitality."

These values have enabled BBL Hospitality to win loyal customers for 40 years. As seasoned hotel designers, builders, developers, and owners, the BBL team understands the hospitality business from the inside-out and knows that success is dependent on quality people and quality partners. The company is a preferred hotel manager for owners of top global brands, including Courtyard by Marriott, Residence Inn, Holiday Inn Express & Suites, Fairfield Inn & Suites, Springhill Suites, Hilton Garden Inn, Excelsior Springs, Homewood Suites and Four Points by Sheraton. In addition, BBL Hospitality owns and operates Recovery Sports Grills in 12 locations and BBL Hospitality Catering.

"We're a world class partner with a small business orientation," said Obermayer. "We combine innovative management techniques with consistent attention and communications to produce stellar results. From our leadership team to our associates in the field, we are all hands on and committed to the success of our customers. We have the long years of experience that are vital to return on investment in the fast-moving hospitality industry."

BBL Hospitality and the affiliated BBL Family of Companies are deeply involved with local communities, actively participating in organizations and charitable efforts. BBL supports and encourages its employees to give of their energy and talents to deserving causes and is an active corporate sponsor for major charities through the BBL Charitable Foundation. Visit bblhospitality.com.



Business and education collaborate to train and develop a new generation of cybersecurity experts to address workplace needs.

Find out more about cyber risks to your business at greycastlesecurity.com

SOLVING WORKFORCE SHORTAGES

Cybersecurity Training Launched

Greycastle Security is partnering with Hudson Valley Community College Workforce Development to establish the school's first-ever cybersecurity certificate program to combat what *Forbes* magazine has called a "labor epidemic." The collaboration is in response to local and national shortages of qualified professionals entering cybersecurity, even as the field has become the world's fastest-growing industry. The course will commence January 20, with enrollments being accepted now.

Cybersecurity 101 will explain the fundamentals of cybersecurity by providing hands-on experience and state-of-the-art instruction from industry experts. The non-credit course consists of two sessions hosted online and in the classroom weekly, covering topics ranging from cryptography and software security to incident response management. Students who successfully complete this curriculum are granted free, unlimited access to the course's online instruction for life.

"This is a great opportunity to increase awareness in several key areas of cybersecurity," said Reg Harnish, founder & CEO of GreyCastle Security. "Cybercrime has risen exponentially, becoming an increasing concern within every industry. We need professionals who can help businesses understand and identify these threats. This program will introduce cybersecurity basics and hopefully set students on that career path."

Proceeds from the Third Annual Cybersecurity Symposium, hosted this fall by GreyCastle Security, have established a scholarship fund for students seeking a certificate through HVCC's cybersecurity course.

CYBER Facts

There were 1.5 million monitored cyberattacks in the U.S. in 2013.

Email continues to be the most widely used and effective method of attack.

43% of C-level executives say employee error is the greatest threat to sensitive data.

There has been a 270% increase in identified "business e-mail compromised" victims in 2015.

For more information about enrolling now in Cybersecurity 101:

Visit hvcc.edu
Call **518.629.4111**
E-mail workforce@hvcc.edu

WORLDWIDE GROWTH

Autotask Expands Headquarters and Hires to Meet Growth

GROWTH by Numbers

- 4x revenue growth during the last 5 years.
- Global staff growth of 51% in past year; 150% since 2011.
- 193 total new hires in the past 9 months worldwide; 52 in Capital Region HQ.
- HQ staff in Capital Region has nearly tripled since location was founded in 2006.
- 40 more positions will be filled by year end; about 25% will be hired in the Capital Region.
- 4 new offices opened in past 24 months: Boston, Chicago, Dallas and Irvine.
- Significant office expansions in Sydney and UK in 2015.

Autotask Corporation, an industry leader in cloud-based business management platforms for IT organizations, has expanded its global headquarters in the East Greenbush Technology Park to support strong growth (photo, right). The expanded office space of 4,200 square feet enables Autotask to offer a customer support center featuring state-of-the-art training facilities and regularly scheduled on-site training classes, including Autotask's FastTrack Implementation program, an eight week "boot camp" for customers. The new square footage accommodates an expansion of Autotask's sales team, providing 41 additional workstations. In addition, the expansion offers more open and collaborative work and meeting space for the company's product support team.

"We are seeing tremendous growth in our regional and national operations and recognize the importance of having a world class location to host onsite customer training and special networking events," said CEO and President Mark Cattini. "Our headquarters expansion supports our commitment to provide a superior customer experience."

Autotask employs 422 staff globally, 247 in the U.S. and 169 at its headquarters in East Greenbush. The company anticipates hiring 40 more employees worldwide by the end of this year, with about 25% hired locally. The East Greenbush expansion follows a 6,500-foot-



expansion in Autotask's United Kingdom office and a move to newly renovated office space in the company's Sydney, Australia location. Headquartered in East Greenbush, Autotask has offices in Beijing, Chicago, Dallas, London, Los Angeles, Munich and Sydney.

Autotask helps IT organizations worldwide to work smarter with cloud-based IT business management platforms. The technology enables efficiency, accountability and access to the metrics that drive business decisions. With built-in best practices and workflow automation, Autotask speeds time to revenue while improving service delivery. Autotask is available in seven languages and used in more than 90 countries. Visit autotask.com.

CEO's New Urban Training Center Boosts Workforce Training

CEO's newest and most innovative facility has given an expanded, more accessible home to its workforce training program, YouthBuild. The Urban Training Center, located at Fifth Avenue and Hoosick Street in Troy, has centralized the non profit's community services, including YouthBuild and CEO's Healthy Homes operations. One of 11 CEO locations across Rensselaer County, the training center represents CEO's investment in local communities and people.

"Workforce training programs like YouthBuild give thousands of teens and young people the resources and work skills they need for today's job market," said CEO President Katherine Maciol.

YouthBuild members will benefit from the new innovative teaching space during the day. In the evenings CEO intends to expand the center's use through partnerships with community groups to offer skill-building sessions to the public. The facility includes a technology lab, a construction

lab, a classroom, staff offices, a community space and large storage facilities for CEO's Healthy Homes program and the agency's facilities department. The building was erected on a lot within walking distance of the CEO's administration building and Community Resource Center, creating a centralized "hub" on the CDTA bus line. CEO programs empower more than 13,000 individuals and families each year to build self-sufficiency in all life areas and rise out of poverty. Visit ceoempowers.org.

UPCOMING IN 2016

County Executive's Breakfast



Reserve your seat at the annual County Executive's Breakfast with Rensselaer County Executive Kathleen Jimino, who will report to us on the status of local economic development initiatives and what the future holds for the region. Reserve your seat now; this popular event sells out each year.

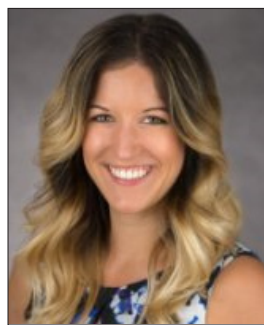
Register now for the Chamber's annual **County Executive's Breakfast** on Tuesday, January 12 at the Comfort Inn & Suites, 99 Miller Road in Schodack. Sign up online at renscochamber.com/events. Registration and breakfast at 7:30 a.m.; program 8-9 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by the Rensselaer County IDA.

RENSSELAER COUNTY

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NO-COST WORKSHOP

Sandler Sales Training for Small Businesses



Small business owners wear many hats and one of them is sales. But finding effective sales techniques can often present significant challenges. As a small business owner are you frustrated that there just doesn't seem to be enough time in the day to develop sales strategies that really work? Does prospecting for new business feel like an impossible task? Do you sometimes feel like you're "winging it" when it comes to sales? Or are you disappointed that business just isn't coming in the way you imagined it would when you started?

Join the Chamber and Sandler Training Associate Lauren Valentine (photo, left) for **Sandler Sales Training: Small Business, Big Growth**, an interactive session focusing on your small business sales challenges and successful solutions to overcome them. This no-cost workshop will provide key takeaways including:

- » A prospecting plan to make the most of your limited day-to-day time.
- » A strategy to turn your current customers into "salespeople" by asking for, and getting, referrals.
- » Effective ways to help you get in front of more qualified, more promising prospects.
- » A consistent selling process you can use with confidence.



Sign up now for **Sandler Sales Training: Small Business, Big Growth** on Tuesday, December 1 in the Chamber's downstairs conference room. RSVP to Events Coordinator Gabrielle Polce at gpolce@renscochamber.com. Registration and breakfast at 8 a.m.; program 8:30-9:30 a.m. No cost for Chamber members; space is limited.

Thank You to All 2015 Sponsors

The Chamber extends its sincere thanks to our major sponsors* whose support made the Chamber's 2015 schedule of programs and events such a success!

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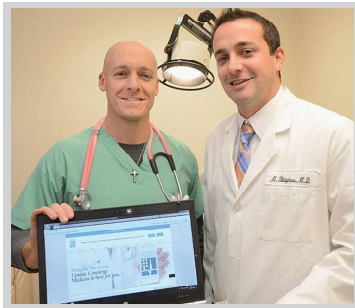
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*This list does not include supporters of the 33rd Troy Victorian Stroll, who will be recognized in an upcoming issue.

Would you like to join our sponsor list for 2016? Sponsorship opportunities for upcoming events, starting at just \$315, are available now by contacting Director of Member Engagement & Business Development Kate Ollier at 518.274.7020, ext. 23 or at kollier@renscochamber.com.

CHAMBER MEMBER

spotlights



Telemedicine is among the fastest-growing segments in health care, projected to be a \$34 billion industry by the year 2020. **Upstate Concierge Medicine** is the Capital Region's premiere provider of telemedicine services with a mission to help patients receive the right care, at the right place and time. Through collaborations with employers, colleges,

primary care providers, insurers and health care systems in the region, Upstate Concierge Medicine is improving quality, reducing costs and increasing patient satisfaction. The company recently became the fifth health care organization in the entire country to earn American Telemedicine Association (ATA) accreditation for online consultation services.

"The ATA accreditation is an important recognition of our principle objectives to provide the highest security, transparency and quality care," said Keith Algozzine, CEO of Upstate Concierge Medicine. "ATA accreditation validates the core values that continue to guide us. It shows our patients and partnering organizations that they not only get the true power of local collaborative concierge telemedicine, but also the highest nationally recognized standards."

Providing unparalleled telemedicine experience, combined with a group of local, hand-selected, highly trained physicians and physician assistants, Upstate Concierge Medicine is dedicated to treating each patient as they would treat their own family. Member/provider consultations can occur via video



conferences, phone calls, text messages or email. Members who request a consultation receive a response from a provider within 15 minutes, quickly and easily accessing MDs and PAs trained in telemedicine/emergency medicine 24/7 for diagnosis, prescriptions, lab work, x-rays and recommendations to local specialists. Electronic patient records are maintained and can be shared with members' primary care physicians.

UPSTATE CONCIERGE MEDICINE & MANAGEMENT
 5 SOUTHSIDE DRIVE, SUITE 11-164 | CLIFTON PARK, NY 12065
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The Clore-Kelly Group, Merrill Lynch Wealth Management is committed to helping clients pursue and achieve their financial and life goals. Working with families, retirees, corporate executives, business owners and non-profit organizations in the Capital Region

and around the country, the professionals at The Clore-Kelly Group believe that successful wealth management begins with thoughtful, personalized financial analysis to reach a deep understanding of a client's needs. Led by partners Robert D. Clore, wealth management advisor, first vice president-wealth management (photo, left), and Georgia P. Kelly, senior financial advisor, vice president (photo, right), the team at Clore-Kelly designs and implements robust wealth management strategies including wealth accumulation, wealth preservation, lifetime retirement income and wealth transfer. Clore-Kelly's services also assist philanthropic and non-profit organizations to grow their resources and accomplish their unique missions.

"Our mission is to help clients identify and pursue their goals at every stage of their lives, from the birth of a child to sending children to college, from planning for health care costs in retirement to leaving the legacies they desire," said Clore. "We help clients pursue their preferred lifestyles through a one-on-one relationship with an experienced, committed financial advisor."

"We provide education for clients to help them make better decisions about their financial affairs," said Kelly. "Our goal is to help clients simplify their financial lives. We coordinate with clients' outside advisors, including attorneys and tax professionals, to bring a holistic approach. Above all, we focus on the things clients care about most— family, goals and priorities — even as they change over the years. Our insightful financial strategies are firmly based on the client-advisor relationship. The relationship comes first."

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Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Staci O'Neill at sonell@renscochamber.com. Members must be in good standing and not have been featured within the past 24 months.

insight into...

Win a \$1,000 Marketing Package

Enter to win a custom marketing package valued at \$1,000 for your business in 2016! Two Chamber member businesses will win customized marketing packages that may include digital and print marketing, tickets to events and opportunities to showcase your business. Winners will work with Chamber marketing staff to develop packages for their specific marketing and business goals. Enter online before Friday, December 4 at 5 p.m. for a chance to win and to view eligibility/contest requirements. Winners will be announced at the Holiday NetworkingPlus Luncheon on December 10. It's the Chamber's way of saying "thanks" to our wonderful members!

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FROM THE PRESIDENT

A Fond Farewell & Sincere Thank You to All



Photo by Donna Althor Vlahos, Albany Business Review

As Chamber members, you may have already heard that I will be stepping down from my position as president at the end of 2015. This job has truly been the most incredible position I have ever held and I have loved every day of it. My 15-year journey

with the Chamber remains the most challenging, rewarding and unrepeatably opportunity in my career. I have been fortunate to work with fabulous board members over the years, including our current directors, as well as outstanding staff members, both past and present. Together with you, our members, these fine professionals have made the Chamber what it is today: one of the most respected business organizations in the region.

Since I began my tenure in 2001, our Chamber has seen tremendous growth and has been recognized as one of the top three chambers of its size in the U.S. Our annual budget has increased from \$475,000 to more than \$1 million. At a time when many chambers are struggling, our member retention rate of 89% is well above the national average.

In late 2014, the Chamber moved to new offices in the historic Proctor's building in downtown Troy, ushering in a new era of neighborhood revitalization and private-public economic development collaboration.

With your support and feedback, we've expanded programming and developed creative events. The Leadership Institute, the Chamber's award-winning, skills-based leadership program, now has more than 250 alumni. The Annual Dinner has become arguably the region's largest networking-only event and more than 25,000 visitors are drawn to the annual Troy Victorian Stroll, which the Chamber plans and executes.

Since making my decision, I've been asked, "Why now?" and my response is, "Why not now?" The Chamber is financially very solid, membership is strong and we have a very capable staff and board. I have tremendous confidence in the leadership of this Chamber. Our members and our mission are in great hands. With an effective succession plan in place, a seamless transition to the new president is ensured.

As for me, I'm looking forward to spending more time nurturing my perennial garden, taking some additional art classes and doing more traveling. After spending some time exploring my creativity, I might find another job, but I'm leaving all my options open. I plan to remain with the Chamber until December 31; the new president will officially start on January 4. I'm confident it will be the right person to take the organization to even higher levels of success and into a promising future for our membership.

It's been my pleasure to meet and work with so many of you over the past 15 years. Thank you to all of our members for your loyalty and for making my time with the Chamber unforgettable.

UPCOMING IN DECEMBER

Troy Victorian Stroll Sunday, Dec. 6th

Join us on Sunday, December 6, from 11 a.m. to 5 p.m. for the 33rd annual Troy Victorian Stroll. The region's premier seasonal event attracting nearly 25,000 visitors from all over the Northeast, the Stroll features more than 100 performances, shopping, food, and activities for all ages. This event is a great opportunity to promote your own business or non-profit organization in Troy. For a full schedule of events, visit victorianstroll.com. The Stroll is presented by the Chamber and the City of Troy and is funded entirely through the generosity of individual and corporate donors. This year's major sponsors are:

Platinum: Bouchey Financial Group, Ltd. | Bouchey & Clarke Benefits, Inc.; City of Troy; Dunkin' Donuts; E. Stewart Jones Hacker Murphy, LLC; Fagan Associates, Inc.; First Niagara; MVP Health Care; Pioneer Bank; Rensselaer Polytechnic Institute; Saratoga Eagle Sales & Service; Saratoga National Bank and Trust Company; and Troy LDC.

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Media: B95.5 FM, *Capital Region Living Magazine*, *The Record*, *Times Union* and WNYT-TV-NewsChannel 13.

Holiday Networking Luncheon Dec. 10th

Enjoy networking with a seasonal flair at the Chamber's Holiday NetworkingPlus Luncheon on Thursday, December 10 at The Century House, Route 9 in Latham. With facilitators, table rotations and more than 60 great door prizes, our holiday networking event is a sell out every year, so reserve your seat early! Bring plenty of business cards; guests are also invited to bring door prizes for giveaways. Enter our "Guess the Number of Candies in the Jar" contest for a chance to win a pair of round-trip JetBlue tickets valid December 10, 2015 through December 10, 2016 to any destination served by the airline from the Albany International Airport. Register for this exciting networking event online at renscochamber.com/events. Registration and lunch at 11:30 a.m.; program 12-1 p.m. Cost is \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by:

