

insight

The Leadership Institute

Real-World Results

"I know of no other place where future leaders can get this level of access to high-profile executives in such a supportive setting. It's an insider's look at their hard-learned lessons and diverse approaches and shatters the myth that there is only 'one type' of successful leader."

Michael Pauley, VP
Communications &
Marketing Strategy, HANYS

"This is a life-changing program. It inspired me to evaluate long-term goals for my personal and professional life. Each speaker provided a fresh perspective on the key characteristics any leader needs to succeed."

Katie Bradley, Coordinator for
Institutional Advancement
Hudson Valley Community College

"A significant benefit of the program is building relationships. My classmates are a mix of bright up-and-comers and established respected professionals. The valuable networking continues after graduation."

Duane Shuler, Manager
Action Window Cleaning Co. Inc.

"The entire Leadership experience has prepared me to be a better employee and a better member of the greater community."

Diane Cameron Pascone
Development Director
Unity House of Troy

Have you heard the news?
Nearly 85% of Leadership
graduates go on to experience

promotion or career advancement; more than two-thirds of our alumni volunteer in their communities. Now is the time for you and key members of your staff to take advantage of The Leadership Institute, the Chamber's skills-based professional development program that incorporates a "learning from leaders" approach to successful training.

Our award-winning model develops participants' professional and personal skills as they learn from a distinguished faculty of the region's top executives. Beginning with an orientation retreat, the program builds with monthly sessions on strategic thinking, communication, career-life balance, financial management, human resources, board development, and community service. The result? Our graduates increase their value as leaders in their companies and in our communities, paving the way for career advancement and personal success. Leadership alumni also enjoy ongoing education programs and exclusive networking events. Take your career to the next level with The Leadership Institute.

Learn all about The Leadership Institute at our **Open House for the Class of 2015, on Friday, April 4, from 8:30 to 9:30 a.m.** at the Chamber offices in Troy. Meet graduates and pick up an application. The new class is forming now, to begin this fall; this year's **application deadline is Wednesday, May 21, at 5 p.m.** For information, contact the Chamber at 518.274.7020 or visit www.renscochamber.com/leadership-institute.

Come to the graduation dinner for the Class of 2014 on Thursday, March 27, 5:30 p.m. at Franklin Terrace Ballroom in Troy. Cost is \$50 per person with tables of 10 for \$550. Register online or contact Kate Ollier at 518.274.7474 or kollier@renscochamber.com.



Sponsored by First Niagara, with media sponsorship by The Business Review



MARKET, DEVELOP & CONNECT

The Power of the Chamber Works for You!

At the Chamber, everything we do is designed to help you reach your full potential. We serve our membership by providing timely, cost-efficient, and high-impact programs and services designed to assist, educate, and advocate. Stay ahead of the competition in 2014 with knowledge, training, networking, marketing, and economic development strategies that work. Contact the Chamber at 518.274.7020 today!

Market: Build Your Brand & Get Results

Tap into the Chamber's high-impact marketing vehicles to build contacts and business. Choose from online, in-print, and event-driven advertising and sponsorships, or use our Direct Mail list and Member-to-Member Discount program to attract attention. Let us design a customized marketing plan to meet your goals and your budget.



Develop: Training & Professional Growth

The Chamber provides top-notch opportunities for professional growth at a fraction of the market cost. Our workshops are led by business experts from around the region and across the U.S. who bring you real-world strategies in sales, customer service, marketing, branding, technology, finance, HR administration, and more. Looking for executive level skill-building? Take advantage of The Leadership Institute, our award-winning program, or our newest initiative, The Leadership Advancement Series, a certificate-earning program through Siena College.



Connect: Networking for Success

Networking is the number one reason why businesses join the Chamber. Our members know that making valuable connections is the key to growth and success. Get started building your professional and personal networks with the Chamber's NetworkingPlus programs, Member Benefits events, and popular annual events. Develop relationships, maximize potential, build communications, and share knowledge when you become an integral partner in the regional business community.

UPCOMING EVENTS

"7 Habits of Highly Effective People® Signature Event"

Wednesday, February 12

Learn how to motivate yourself and your staff to achieve superior results. Cris Lang, certified and nationally recognized business coach and speaker from FranklinCovey, will give an extended presentation based on the proven principles in Dr. Stephen R. Covey's best-selling book. Held at The Century House, Route 9 in Latham. Registration and breakfast at 7:30 a.m.; program 8 to 11 a.m. Cost is \$75 for members; \$95 for non-members and walk-ins. Sponsored by Blue Shield of Northeastern New York; Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; and Turner Construction Co. Media sponsorship by *Capital Region Living Magazine*.



State of the Region Breakfast

Tuesday, February 25

Hosted by four area chambers, this panel discussion will respond to the findings of Siena College Research Institute's newly released annual CEO survey. A great opportunity to network with other chambers! At The Century House, Route 9 in Latham. Registration and breakfast at 7:30 a.m.; program 8 to 9 a.m. Cost is \$25 per person. Sponsored by CDTA.



"Eat Your Veggies: How Dinner Drives the Economy"

Friday, February 28

Find out how agribusiness owners are achieving success and contributing to our local economy. Our guest panelists will discuss their business strategies and the ripple effect they are having on a host of related service industries. At The Comfort Inn & Suites, 99 Miller Road in Schodack. Registration and luncheon at 11:30 a.m.; program Noon to 1 p.m. Cost is \$35 for members; \$50 for non-members and walk-ins. Sponsorships available.

For all Chamber events, register online at www.renscochamber.com or contact Programs and Events Manager Kate Ollier at 518.274.7474 or kollier@renscochamber.com.



"Serving New York's Tech Valley"

The Rensselaer County Regional Chamber of Commerce (RCRCC) 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.

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● NEW MEMBERS

A New Beginning Consignment Shop
Clothing & Accessories
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Rep: Kathleen A. Nally
1334 Sunset Road
Castleton, NY 12033
Phone: 518.894.4681

Ackerman Law Firm
Lawyers
Rep: Phil Ackerman
65 Second Street
Troy, NY 12180
Phone: 518.461.5533

Carma Systems, Inc.
Automobile Diagnostic Service
Business Consultant
Rep: Nicholas S. Cosimano
418 Broadway, Fourth Floor
Albany, NY 12207
Phone: 518.765.8105, ext. 100
www.carmalink.com

Columbia Development Companies
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302 Washington Avenue Extension
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Phone: 518.862.9133
www.columbiadev.com

East West Leadership Counseling
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Fusion Systems Engineering, DPC
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634 Plank Road, Suite 203 B
Clifton Park, NY 12065
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www.fusionsystemseng.com

Jezreel International
Community Organizations
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Rep: Garry Packer
10 Interstate Avenue
Albany, NY 12205
Phone: 518.438.4370
www.jezreelinternational.org

Legacy Title Servies, LLC
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Phone: 518.631.6300
www.legacytitleny.com

Schodack Realty Association
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16 Mt. Elbo Road South
Brewster, NY 10509
Phone: 845.278.2822
www.sunmanagementcorp.com

Screen It, Ltd.
Promotional Products
Screen Printing
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668 Hoosick Road
Troy, NY 12180
Phone: 518.272.1606

TW Telecom
Telephone Communications Services
Rep: Dan Maynard
10 Airline Drive
Albany, NY 12205
Phone: 518.640.0960
www.telecome.com/albany

● MEMBER NEWS

Callanan Industries Inc., a leader in aggregate, asphalt and concrete products, and construction services in the Capital Region for 130 years, has announced a leadership transition. Donald E. Fane has been promoted from executive vice president to president, effective January 1. He succeeds Jonas E. Havens, who is retiring as president after six years, having served 26 years with the company overall.

Lisbeth Calandrino & Associates' newly-published book "*Red Hot Customer Service: 35 Sizzling Ways to Heat up Your Business and Ignite Your Sales*" has won a coveted Royal Dragonfly Book Award. The book, which can be purchased at www.lisbethcalandrino.com, helps businesses think beyond ordinary customer service answers and seek solutions that build both loyal customers and add to profitability.

East Greenbush Central School District's Green Meadow Elementary School has held a grand reopening of its new, fully-operational GMTV studio. The studio reports news and items of interest to the Green Meadow student body and staff on a daily basis, reinforcing communication and building a sense of community.

Tech Valley High School students recently completed a week-long project in Comier, Haiti, combining learning with service. Students taught farmers how to build solar-powered dehydrators and take an inventory of the region's mango trees in order to make local crops more profitable for communities.



H&R Block has celebrated a ribbon-cutting and grand opening at 596 Columbia Turnpike in East Greenbush (photo above). The company provides income tax return preparation and a full range of related financial services, including online solutions. Call 518.477.8979 or visit online at www.hrblock.com.



The Capital District Education Opportunity Center, a division of **Hudson Valley Community College**, has relocated to 431 River Street in Troy, at The Hedley Building (photo above). The EOC delivers academic and workforce development programs and support services to eligible adult learners. For information call 518.273.1900 or visit www.hvcc.edu/eoc.

Capital District Community Gardens has elected new officers and members to its board of directors. New members are: Ellen Fink, Linda Passaretti, and Rachel Hye Youn Rupright. Officers are: President Michael Whiteman, Executive Vice President Kim Hickok, Vice President Raymond Smith, and Ad Hoc Executive Committee Member John Carl.

Carter Conboy has been honored with eight prestigious "Best Law Firms" rankings in the 2014 edition of *U.S. News & World Report*. The firm was ranked in the following areas: appellate practice, commercial litigation, insurance law, real estate law, medical malpractice, personal injury litigation, product liability litigation, and professional malpractice law.

BCI Construction, Inc., welcomes two new staff members: Andrew Neubauer, project manager, and Kiel Sadowsky, assistant project manager. Mr. Neubauer is LEED accredited and a registered architect in New York State.

Insight Coaching & Consulting is offering one free 25 minute coaching call to prospective clients. Contact Phil Gauthier, president and CEO, at philg@icc4u.com. Visit the company's website at www.icc4u.com.

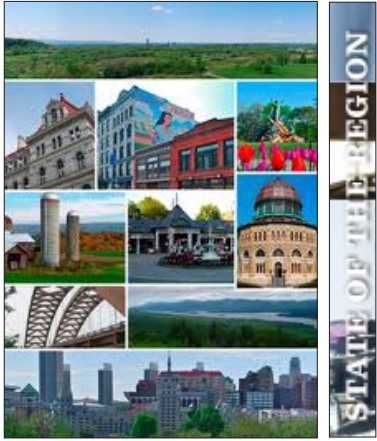
Erdman Anthony has promoted Michael St. John, PE, LEED AP, to principal associate. Mr. St. John joined the company in 2004 and was recently named core business leader for the firm's facilities engineering and design services group.

events calendar 2014

FEB	MAR	APRIL	DID YOU KNOW ?	ADDITIONAL INFO
<p>Wednesday • 2/12 "7 Habits of Highly Effective People® Signature Event" Registration and breakfast at 7:30 a.m.; program 8 to 11 a.m.. Cost is \$75 for member; \$95 for non-members/walk-ins. At The Century House, Route 9 in Latham. Sponsored by BlueShield of Northeastern New York; Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; and Turner Construction Co. Media sponsor is <i>Capital Region Living Magazine</i>.</p> <p>Tuesday • 2/25 State of the Region Breakfast Hosted by four area chambers of commerce. \$25 per person. At The Century House, Route 9 in Latham. Sponsored by CDTA.</p> <p>Friday • 2/28 Monthly Luncheon "Eat Your Veggies: How Dinner Drives the Economy" At the Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsorships available.</p>	<p>Thursday • 3/6 NetworkingPlus Breakfast At Brown's Brewing Co., Revolution Hall, 417 River Street in Troy. Sponsored by CAP COM Federal Credit Union; Deb Best Practices; and Merchant Pro Express.</p> <p>Thursday • 3/20 "Engaging Economic Development: Building the Future" A luncheon panel discussion of the exciting initiatives in our region. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CDTA; Express Scripts; and Kirchhoff- Consigli Construction Management, LLC.</p> <p>Thursday • 3/27 Leadership Institute 2014 Graduation Dinner & Ceremony Join us to celebrate with this year's Leadership class. \$50 per person; tables of 10 are \$550. At the Franklin Terrace Ballroom, 126 Campbell Ave., Troy. At 5:30 p.m. Sponsored by First Niagara and <i>The Business Review</i>.</p>	<p>Thursday • 4/10 Tech Valley Series for Empowering Women "Second Annual Symposium" Our popular Women's Initiative kicks off its second year of events. Stay tuned for details! Registration, lunch, networking, and Expo booths at 11 a.m.; program 12 to 5 p.m. Cost is \$75 for members; \$95 for non-members and walk-ins. Expo booths are \$300 each. At The Century House, Route 9 in Latham. Major underwriters are Bouchey Financial Group, Ltd. and SEFCU. Sponsored by Turner Construction Co. Additional sponsorships available on a variety of levels.</p> <p>Wednesday • 4/23 Member Benefits Breakfast No charge; registration requested. At The Eddy Alzheimer's Center at Hawthorne Ridge, 30 Community Way in East Greenbush. Sponsored by Thomas K. Judd & Associates.</p>	<p>The Chamber's Member-to-Member Discount Program encourages a valuable exchange of discounted business products and services among members AND their employees. It's a great way to attract new business, enjoy money-saving discounts, and improve your bottom line. You and your staff can take advantage of valuable discounts at restaurants, theatres, retail shops, spas, florists, farmers' markets, transportation, realtors, and more!</p> <p>For a full listing of all current discounts, visit www.renscochamber.com/member-benefits and click on Member-to-Member Discounts.</p> <p>To join the program and offer your own product or service discount, simply download the online application, or contact the Chamber today!</p>	<p>TIMES: <i>All breakfast events have registration and breakfast at 7:30 a.m., with the program from 8 to 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 to 1 p.m. (unless otherwise noted).</i></p> <p>COSTS: <i>NetworkingPlus programs are \$30 (unless otherwise noted) for members who have pre-registered. <u>Walk-ins and non-member registrations are \$45 each.</u></i></p> <p><i>All other programs are \$35 (unless otherwise noted) for members who have pre-registered. <u>Walk-ins and non-member registrations are \$50 each.</u></i></p> <p>Please Note: No-shows will be billed. 24-hour notice is required for all cancellations.</p> <p>Register online at: www.renscochamber.com</p> <p>Questions? Call us at 518.274.7474 or e-mail kollier@renscochamber.com</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>

JOINT CHAMBER EVENT

“State of the Region” on February 25th



Save the date for this year’s “State of the Region Breakfast: Chambers’ Response to the Siena CEO Survey,” hosted by a panel of presidents from four area chambers of commerce. This collaborative event is a great opportunity to network with members of other chambers while discussing the findings of Siena College Research Institute’s annual survey, widely considered a reliable forecast of the regional business climate for the coming year.

Our panelists are (photos below, l-r) Mark Eagan, Albany-Colonie Regional Chamber; Linda Hillman, Rensselaer County Regional

Chamber of Commerce; Todd Schimkus, Saratoga County Chamber of Commerce; and Chuck Steiner, The Chamber of Schenectady County. Join us Tuesday, February 25 at The Century House, Route 9 in Latham. Registration and breakfast begin at 7:30 a.m., with the program from 8 to 9 a.m. Reservations are \$25 for members, **with limited seating available**. Register online at www.renscochamber.com or contact Programs & Events Manager Kate Ollier at 518.274.7474 or kollier@renscochamber.com.

Sponsored by CDTA.



REGIONAL REPORT

Economic Development Luncheon Mar. 20

Get ahead of the competition and “in the know” with the Chamber’s upcoming luncheon program “Engaging Economic Development: Building the Future.” We’ll talk with area officials about exciting initiatives in our communities and what the future holds. Our panelists are Linda Hill, principal economic developer, National Grid; Joseph Nicolla, president, Columbia Development Companies; Robert Pasinella, director, Rensselaer County IDA; and Dan Slote, associate broker, NAI Platform, who will serve as our moderator.



This program is set for Thursday, March 20 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Registration and lunch begin at 11:30 a.m., with the program following from 12 to 1 p.m. Cost is \$35 for members and \$50 for non-members and walk-ins. Register online at www.renscochamber.com or contact Kate Ollier at 518. 274.7474 or kollier@renscochamber.com. Sponsored by CDTA, Express Scripts; and Kirchoff-Consigli Construction Management, LLC.



STATE OF THE COUNTY

Executive Jimino Addresses Chamber



More than 150 regional business professionals attended the Chamber’s annual County Executive’s Breakfast, sponsored by Hudson Valley Community College and the Rensselaer County IDA. Photo above (l-r): Robert Pasinella, director, Economic Development & Planning; Chamber President Linda Hillman; Rensselaer County Executive Kathleen Jimino; and Dr. Andrew Matonak, president, Hudson Valley Community College.



RENSELAER COUNTY

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CHAMBER MEMBER

spotlights



Digital X-Press is a premier digital and offset printer offering clients the latest technology, equipment, expertise, and quality customer service. From business cards, postcards, and brochures, to complex printing projects such as bound books and barcoded direct mail, Digital X-Press provides customized, cost effective, results-driven solutions.

“Printing and mailing services today require more than just putting ink on paper or delivering pieces to a recipient’s mailbox,” said Patty Olson, sales executive (photo at left). “At Digital X-Press we provide the highest quality services and marketing solutions in the most efficient manner, specializing in value-added services that meet the needs of each client. We can deliver customized information to specific recipients at a specific time to ensure the best targeted results, including ongoing interactive messages using words, images, promotions, videos, and stories. We integrate mobile channels, mixed marketing, and Facebook and Twitter links, and can program purls and QR codes with back-end analytics to track response results. There is nothing better than to meet with a client who says, ‘I need this, this, and this,’ to which I can respond, ‘We can do all of that...And what about this, too?’”

The company’s traditional capabilities include design, mail file management and processing, printing, binding, mailing, trucking, and shipping. “Whether you need a traditional or customized project done, Digital X-Press has the solution for you,” said Ms. Olson.

Former president, Jack McGrath, kept the company ahead of the curve with updated equipment and technology, noted Jodi L. Hess, current president. “Jack always looked at the big picture and to the future of the industry,” she said. “Forward thinking has kept our company in business for over 30 years and it is the vision we continue to follow today.”

DIGITAL X-PRESS
5 SAND CREEK ROAD | ALBANY, NY 12205
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Endorphin Advisors is a unique management consulting firm and marketing agency. With a range of expert business development and marketing services, Endorphin Advisors assists clients in launching, expanding, marketing, and securing financing for a variety of businesses.

“We have worked with many exciting technology and web-based clients, which is a natural fit with my Silicon Valley experience,” said Erik Bunaes, principal and president. “At the same time, we have worked with clients in a wide range of industries in some of the most fascinating businesses you can imagine, from high-tech to low-tech to no-tech. “Over the years, we’ve helped clients secure financing from venture, vendor, private, bank, and non-traditional sources. We excel in the areas of strategic planning, financial modeling, and partnership development alongside the more traditional aspects of strategic and tactical marketing.”

Mr. Bunaes has more than 25 years of experience in financial services, management consulting, and entrepreneurial ventures. A New York native, graduate of St. Lawrence University, and avid skier and cyclist, he and his family relocated back to New York in 2011 after 15 years in Silicon Valley.

The sole Authorized Local Expert™ for Constant Contact, Inc. in upstate New York, Mr. Bunaes is the founder of the Tech Valley Business Center, a business development resource for Tech Valley entrepreneurs and professionals. He serves on the board of Capital Region Sponsor-A-Scholar Inc.

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Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Chyresse Wells at 518.274.7020, ext. 16 or cwells@renscochamber.com. Members must be in good standing and not have been featured within the past 24 months.

insight into...

Direct Mail Contact List

Looking for a cost-effective way to build your contact list and reach out to more potential clients? The Chamber's Direct Mail list is the answer! If you are planning a direct mail campaign as part of your overall marketing plan, our easy-to-use list is a great source for expanding your prospects quickly and affordably. Choose from two options: an Excel format or printed directly to mailing labels. Either way, our Direct Mail list jump-starts your targeted marketing campaign. Save time and money by requesting a customized list to suit your needs. Contact the Chamber at 518.274.7020 or visit www.renscochamber.com and click on "Advertising."

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STRATEGIES FOR SUCCESS

Learn the "7 Habits of Highly Effective People" on Feb. 12

How can you motivate yourself to show initiative, speak candidly, plan work goals, and use time efficiently? How do you inspire your staff to do the same? Find out at the Chamber's upcoming event "The 7 Habits of Highly Effective People® Signature Event," presented by Cris Lang, certified and nationally recognized business coach and speaker from Franklin-Covey. Our extended presentation, based on the proven principles in Dr. Stephen R. Covey's best-selling book, will help you achieve sustained superior results. Learn how to:

- » Take initiative and identify key priorities
- » Improve interpersonal communication
- » Leverage creative collaboration
- » Apply principles for achieving a balanced life

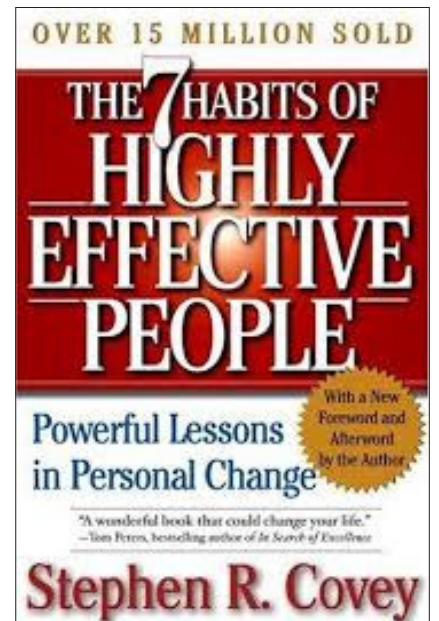
Inspiring, entertaining, and informative, Cris Lang presents real-world solutions that dive deep to the heart of your business, creating positive change and breakthrough results. He brings over 22 years of proven success in sales, management, marketing, training and development, and entrepreneurship, having grown several profitable companies. As an executive coach, Mr. Lang has a passion for helping owners and executives

with strategic focus, effective execution, and work-life balance.

Join us Wednesday, February 12 at The Century House, Route 9 in Latham. Registration and breakfast are at 7:30 a.m., with the program following from 8 to 11 a.m. Cost is \$75 for members; \$95 for non-members and walk-ins. Register online at www.renscochamber.com or contact Kate Ollier at 518.274.7474 or kollier@renscochamber.com Sponsored by BlueShield of Northeastern New York; Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; and Turner Construction Co. Media sponsorship by *Capital Region Living Magazine*.



Cris Lang



ECONOMIC DEVELOPMENT

"How Dinner Drives the Economy" on Feb. 28

Enjoy wine and cheese? How about beer and chips? Did you know the food choices you make can positively affect our business community? Find out how the food you eat is fueling regional economic growth with the Chamber's upcoming monthly luncheon program, "Eat Your Veggies: How Dinner Drives the Economy."

We'll hear from a panel of leading agribusiness professionals who will discuss their diverse farm-to-market products and the savvy business strategies they utilize to achieve success and contribute to our local economy. Not only are these business professionals establishing thriving markets for their products and services — and creating a growing number of regional jobs — they are also part of a dynamic ripple effect, causing growth in a host of related service industries, which in turn are growing. Find out how you can play a part in this synergistic segment of local economic development and what it could mean for your business or non-profit.

Our guest panelists for this program are:

- » Gary Brown, president, Brown's Brewing Company
- » Sue Goold, owner, Goold Orchards and Brookview Station Winery
- » Phil Herrington, owner, Herrington Farms
- » Amy Klein, executive director, Capital District Community Gardens

The Chamber is proud to welcome Todd Erling as our moderator. Mr. Erling serves as the executive director for the Hudson Valley Agribusiness Development Corporation. "Eat Your Veg-

gies" is set for Friday, February 28 at the Comfort Inn & Suites, 99 Miller Road in Schodack. Registration and lunch begin at 11:30 a.m., with the program following from 12 to 1 p.m. Cost is \$35 for members and \$50 for non-members and walk-ins. Register online at www.renscochamber.com or contact Programs & Events Manager Kate Ollier at 518.274.7474 or kollier@renscochamber.com. Sponsorships are available.

