

insight

A NEW ERA BEGINS

Message from the Chamber President

It's an honor and a privilege to be your new Chamber president. It's an exciting time to step into a new opportunity and that's how I feel about taking the helm of the Rensselaer County Regional Chamber of Commerce, following Linda Hillman's successful 15-year career. The transition, which Linda and I started in November, has gone very well. As many people have told me, I have

very big shoes to fill. Fortunately Linda is leaving the Chamber



"Let's take the Chamber to the next level — together."

Mike O'Sullivan
Chamber President

in a great position financially, where membership is strong and events are growing. Our staff members are a terrific group of professionals who love what they do and our board of directors has dedicated their time and talents to the Chamber's mission and the community. Then there are our members. After only a few weeks, I've been impressed with how you've made me feel welcome, whether it's dropping by the office, introducing yourself at a Chamber event, calling or sending a message via email. As we move forward, it's exactly the model of participation and engagement I want to

encourage, as everything we do here at the Chamber is for you. Meet us, greet us, call us and email us, but whatever you do, TALK to us about your ideas, the help you need and what will assist you to achieve your goals. Together, we can turn your everyday challenges into opportunities.

As a former publisher of *The Record* and *The Saratogian*, I'm a local guy with extensive experience leading organizations in sales, marketing, strategic planning, finance and budgeting, human resources and general operations. During my career in the media, I was always drawn to that part of my job where I was engaged with the community. I enjoy helping businesses grow. Now, I'm getting to do it full time, with an organization known for its resources and advocacy in the community, in ways that truly make an impact.

Some of the items on our agenda include finalization of the Chamber's new strategic plan, a three-year roadmap of priorities. We'll be redesigning the Chamber's website, launching The Leadership Institute's Class of 2017 and hosting our popular CEO Roundtables and Empowerment Series. We'll also present new professional development programs and, of course, more opportunities to network.

Now is the time to get involved in your Chamber and make your opinions known. I look forward to meeting more of you as we take the Chamber to the next level — together.

ASK THE EXPERT: The Importance of Print

Denise Padula is president and owner of *The Alchar Printing Group*, one of the area's top 10 commercial printers and a certified NYS Woman-Owned Business. She has been with *Alchar* for more than 30 years and directs all aspects of her company's operations. She has received awards from her industry, the business community and in recognition of her community service. Denise serves on the NYS Printing Industries Alliance Board.



Q: Is print losing its audience?

A: The U.S. has the largest number of print media outlets in the world and the highest circulation of print media. So printing is still a dominant channel of communication. Online content (blogging, social media, web advertising) is here to stay but commercial printing continues to play an important role in the communication mix. Traditional print is more effective at driving business at a local level, carries more clout and has longer staying power.

Q: What about digital?

A: Digital options cast a wide demographic and up to half of what is sent out is deleted on receipt. Companies, including tech savvy entrepreneurs and small businesses, can better target and position their message through print media, zeroing in on relevant audiences through niche publications. What we've learned is that digital used as a support to print gets the best results.

Q: Why does print have staying power?

A: Print has a clear, competitive edge for businesses. Studies show people pay more attention to print mail; they keep it, they pass it on to others and they remember it. Printed materials, whether it's an ad, marketing piece or article, are perceived by readers as more highly credible than online versions. People also have an affinity for newspapers and magazines, which they save and read at their leisure. Most people sit in front of computers all day, bombarded with digital communication. Print lets people unplug; they can lean back versus leaning forward.

"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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EMPOWERMENT SERIES

Discover Your "Wonder Woman" on February 4

Learn how to harness the power within, build your professional and personal networks and find inspiring mentors at the Chamber's upcoming **Wonder Women**



Mentoring Breakfast, the latest in our popular Tech Valley Series for Empowerment. We're gathering top women professionals to share their experiences by hosting a series of three 20-minute sessions for attendees, sparking lively and candid conversations about career challenges and solutions. Table hop as you meet with mentors and discover new strategies for success.

Topics include moving your career to the next level, taking risks, having difficult conversations, lessons learned and balancing multiple roles in life. Sign up now for an event that will give you "a-ha!" moments, new connections and take-away solutions. Bring your superhero cape and discover the wonder woman in you! *Due to popular demand, the Chamber will offer this event twice in 2016, with the next program in August.*

OUR PRESENTERS

Katie Abrahamson-Henderson

Head Women's Basketball Coach, University at Albany

Kelli Arnold, Sr. VP/Director Government Banking & Eastern New York Market Executive, First Niagara Bank

Jan Cory, President, Silhouette International

Miriam Dushane, Managing Director, Linium Recruiting

Dr. Ann Errichetti, CEO, St. Peter's Hospital/Albany Memorial Hospital & VP, Albany Acute Care, SPHP

Alisa Henderson, President, Duncan & Cahill

The Hon. Kathleen Jimino, Rensselaer County Executive

Denise Padula, President, The Alchar Printing Group

Mel Quinlan, Vice President, Oberlander Group

Paula Stopera, President & CEO, CAP COM FCU

*Register now for **Wonder Women Mentoring Breakfast** on Thursday, February 4 at The Century House, Route 9 in Latham. Sign up online at renscchamber.com/events. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 members; \$50 member walk-ins; \$70 future members. Sponsorship opportunities are available. Contact Kate Ollier at kollier@renscchamber.com or 518.274.7020, ext. 23 or 518.687.1249 to learn more.*



Major underwriters for the Tech Valley Empowerment Series are CAP COM FCU, Linium Recruiting and Turner Construction Company.

● NEW MEMBERS

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Renaissance Albany Hotel
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Trustco Bank
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trustcobank.com

● MEMBER NEWS

First Niagara Financial Group, Inc. has donated a portion of the proceeds from the sale of the historic Rice Building in Troy to five nonprofit organizations: Capital Roots (\$20,000), Commission on Economic Opportunity (\$15,000), Independent Living Center of the Hudson Valley (\$11,000), YWCA of the Greater Capital Region, Inc. (\$15,000), and Troy Rehabilitation & Improvement Program, Inc. (\$20,000). Visit firstniagara.com.



Vital Vio, Inc. co-founders Colleen Costello and James Peterson (photo, left, l-r) were named to *Forbes*' "30 Under 30" list for enterprise technology. The Troy firm designs disinfectant white lights that kill bacteria in hospitals, gyms and hotel rooms. Visit vitalvio.org.

Hudson Valley Community College was ranked a "Military Friendly School for 2016"® by *G.I. Jobs* magazine for providing veteran mentors and an Armed Forces study room. The ranking places the college in the top 14% of 10,000 institutions nationwide. Active duty service members and veterans may call 518.629.4545 to discuss benefits or 518.629.7309 for admissions. Visit hvcc.edu.



The King Advantage celebrated a ribbon cutting and grand opening at 4164 Route 2 in Cropseyville (photo, above). The company helps students and parents with college planning, financial resources, coaching and more. Free consultations are available. Visit thekingadvantage.com.



Capital District YMCA's Greenbush location celebrated a ribbon cutting and grand reopening at 20 Community Way in East Greenbush following a renovation and interior makeover (photo, above). Visit cdymca.org.



architecture+ named Emily Kohout, AIA, LEED AP, as an associate (photo, left). The firm also welcomes Ryan A. Macari as an intern architect (photo, right). Visit aplususa.com.



Friends of the Dyken Pond Center was awarded a \$53,310 New York State Office of Parks, Recreation and Historic Preservation grant to help fund the acquisition of a Newcomb Pond 2 parcel. The land includes 56 acres of woods, wetlands and wildlife habitat, including the majority of Newcomb Pond. The grant will pay off half of the land's purchase price and associated costs. Visit dykenpond.org.

Saratoga National Bank and Trust Company was recognized as a "5-Star Superior Bank" by BauerFinancial, Inc., the nation's leading bank rating and research firm. Saratoga National has earned this designation for the past 27 consecutive quarters. Visit saratoganational.com.

St. Peter's Health Partners Medical Associates appointed Janice D. Macke (photo right) as chief financial officer. She served as director of finance since 2013 and has more than 25 years of experience in public and health care accounting. Visit sphp.com.



events calendar 2016

FEBRUARY	MARCH	ADDITIONAL INFO
<p>Thursday • 2/4 Wonder Women Mentoring Breakfast Back by popular demand, this event will inspire you to harness your powers, build your network and find your own wonder women of support. Meet with professional women from around the region (see full list on page one) to discuss career challenges, strategies and solutions. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At The Century House, Route 9 in Latham. Major underwriters are CAP COM FCU, Linium Recruiting and Turner Construction Company.</p> <p>Thursday • 2/11 Meet the Legislators Lunch Local legislators will gather for an informative panel discussion of the timely issues facing our local communities. Our participants are NYS Senators Neil D. Breslin and Kathleen A. Marchione and NYS Assemblymen John T. McDonald III and Steven McLaughlin. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Event sponsored by National Grid. Coffee bar sponsored by the Workforce Development Institute at Hudson Valley Community College.</p> <p>Thursday • 2/25 How to WOW! Special Breakfast Event Proven strategies to sell your brilliant self in any situation, including introductions, persuasive language, flawless interview skills and more. Presented by internationally acclaimed speaker Frances Cole Jones, founder of Cole Media Management. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$50 for members; \$75 for walk-in members; \$100 for future members. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by SEFCU and Turner Construction Company.</p>	<p>Thursday • 3/3 College President's Breakfast Panel Learn about the academic community and the role of higher education as an economic driver. Panelists are Br. F. Edward Coughlin, Ph.D., Siena College; Dr. John Ebersole, Excelsior College; Drew Matonak, Ed.D., Hudson Valley Community College; Robert J. Jones, Ph.D. University at Albany; and Dr. Caroline J. Stefanco, The College of St. Rose. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Mosaic Associates Architects. Coffee bar sponsored by Northeast Shuttle Service.</p> <p>Wednesday • 3/9 Putting Diversity to Work Increase cultural awareness and protect your company from HR violations. Presented by Julie Ross of Corbett & Ross Organizational Solutions, LLC. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At Revolution Hall, 425 River Street in Troy. Sponsored by Groff NetWorks, LLC and MicroKnowledge, Inc.</p> <p>Wednesday • 3/23 The Leadership Institute 2016 Graduation Join us to celebrate! \$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. Media sponsor is the <i>Albany Business Review</i>.</p> <p>Wednesday • 3/30 NetworkingPlus Luncheon Featuring topic-driven themes, ambassador facilitators and three table rotations. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by The ARC of Rensselaer County, CornerStone Telephone and Saratoga National Bank and Trust Company.</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> No-shows will be billed; 24-hour notice is required for all cancellations.</p> <p>Register online at: renscochamber.com/events</p> <p>Questions? Contact Gabrielle Polce Events Coordinator 518.687.1238 gpolce@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>

STATE REPRESENTATIVES

Meet the Legislators on February 11



State representatives will gather for a panel discussion of timely issues and business challenges at the Chamber's **Meet the Legislators** event. Our guests are New York State Senators Neil D. Breslin and Kathleen A. Marchione and New York State Assemblymen Steve McLaughlin and John T. McDonald III (clockwise, from top left). Come and meet with your representatives.

Meet the Legislators is on Thursday, February 11 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up online at renscochamber.com/events. Registration and lunch at 11:30 a.m.; program 12-1 p.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by National Grid. Coffee bar sponsored by the Workforce Development Institute at HVCC.



PROFESSIONAL DEVELOPMENT

Putting Diversity to Work on March 9

In today's changing world, companies must stay on top of more than just business trends. Find out about social and diversity trends, promoting teamwork and protecting your company from HR violations with the Chamber's upcoming professional development program **Putting Diversity to Work**. This timely workshop will increase your cultural awareness, knowledge and skills to utilize diversity to increase productivity, creativity and profitability. Presented by Julie Ross of Corbett & Ross Organizational Solutions, LLC, a nationally certified diversity training firm. Ross provides training and workshops based on needs assessments of private companies, public organizations and programs. Her mission is to add value to businesses and non-profit organizations through cultural competency and greater diversity understanding.

OUR PRESENTER



Julie Ross is a proven training and development specialist, advisor and strategic partner. Her expertise is in assessing and analyzing organizational behavior for growth and profitability.

Diversity Training is on Wednesday, March 9 at Revolution Hall, 425 River Street in Troy. Sign up online at 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 Groff NetWorks, LLC and MicroKnowledge, Inc.



AWARD-WINNING TRAINING

The Chamber's Leadership Institute



THE LEADERSHIP INSTITUTE

Fact: Nearly 85% of Leadership graduates go on to experience promotion or career advancement; more than two-thirds of our alumni volunteer in their communities. For the past 11 years, the Chamber has been graduating new leaders for our regional business community, diverse and dynamic individuals who are bringing their energy and ideas into their workplaces and communities.

The Leadership Institute is sponsored by First Niagara, with media sponsorship by the Albany Business Review.



Attend: Open House

Learn all about The Leadership Institute, the Chamber's award-winning leadership training program, at an open house for the Class of 2017 on Friday, April 1, from 8:30-9:30 a.m. at the Chamber offices in Troy. Talk with graduates, pick up an application for this fall's new session, and find out how to jump-start your success.

Apply: New Class Starting

It's time to take your career to the next level and seek an educational experience that builds effective leadership skills. Find out firsthand how this extraordinary program can elevate your professional and personal life. Learn from leaders with our distinguished faculty and increase your value in your company and in your community. Application deadline is Wednesday, May 18 at 5 p.m.

Accomplish: Graduation!

Join us at a graduation ceremony and dinner in honor of The Leadership Institute's Class of 2016. The celebration will be on Wednesday, March 23 at 5:30 p.m. at the Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are \$50 per person, and sponsorship tables of 10 are available for \$550, including recognition in the evening's program. Register online renscochamber.com/events.

For more information contact Kate Ollier at 518.274.7020, ext. 23 or 518.687.1249. Online applications are available at www.renscochamber.com/leadership-institute.

CHAMBER MEMBER

spotlights



Edward Jones Financial Advisor Jamie D. Hanlon believes in the power of investment, beginning with

the investment of himself in the success of his clients. "I invest my time to understand what they are working toward. It starts with a discussion about what's important to each individual," said

Hanlon. "By working through the Edward Jones' 5-step process, we identify their needs and transform them into well-defined goals. Then we work together to develop strategies to achieve those goals, making sure we stay on track as we prepare for their future."

Whether you're running a business, planning for retirement or protecting the financial future of loved ones, Hanlon is committed to providing personalized, expert service coupled with the advantages of Edward Jones. "You shouldn't go it alone," said Hanlon. "Thousands of professionals and advanced technology support our office so we can help ensure each client receives the most current and comprehensive guidance. In addition, we welcome the opportunity to work with your attorney, accountant and other trusted professionals to deliver a comprehensive strategy that leverages everyone's expertise. Working together, we can help you develop a complete, tailored strategy and provide top-notch client service."

Edward Jones' services include wealth management: retirement and college savings; stocks, bonds and mutual funds; insurance and annuities; business credit; employee 401ks; simple IRAs and more. Clients also benefit from financial education, fraud awareness and other resources.

JAMIE D. HANLON | EDWARD JONES INVESTORS
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DALLE Accounting & Cash Management, Inc.

provides a full array of professional accounting assistance to businesses, nonprofits and individuals. By offering expert accounting services, tax planning and preparation and payroll

processing, DALLE Accounting prides itself on providing strong, customized services for clients across the Capital District and beyond. "DALLE Accounting isn't just an accounting firm, we become your business partner," said Managing Director Dan Lortie.

Founded in 2006, DALLE Accounting fills a void between small businesses, and their once-a-year tax preparers and payroll providers. "Tax preparers typically do not give businesses the ongoing, day-to-day support that they need. Payroll companies are specialized and the process can be disjointed from accounting and cash flow management," said Lortie. "DALLE Accounting provides back office, day-to-day accounting as well as operational, payroll and general support to small businesses. We're there for payrolls, month-end bank reconciliations, financial questions, sales tax returns and corporate tax returns. We can assist clients manage their bank relationships, oversee billing and collection, and have experience working with the IRS and state tax authorities. Whether you want to outsource your accounting processes, become more efficient in payroll processing, analyze data that comes out of your accounting system, or make financial plans to achieve a business goal, we are the trusted advisor you can lean on for support."

Seamlessly integrating and supporting its clients, DALLE Accounting delivers an experienced service team at all levels, from accounts payable to chief financial officer. With unique, industry-specific expertise, DALLE Accounting provides peace of mind to its clients so they can focus on doing what they do best: maintaining and growing their business.

DALLE ACCOUNTING & CASH MANAGEMENT, INC.
7 STATE STREET | TROY, NY 12180
PH: 518.270.9243 | DALLEACCOUNTING.COM

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

Direct Mail Contact List

Looking for a cost-effective way to build your contact list and reach out to 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 renscochamber.com and click on the "Advertising" option.

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BE YOUR BRILLIANT SELF

Learn 'How to WOW!' on February 25

Learn how to make a lasting impact with the Chamber's upcoming **How to WOW!** breakfast event featuring internationally sought-after presenter Frances Cole Jones. Learn proven strategies to sell your brilliant self in any situation, including making simple introductions with lasting impressions; using effective language to command a room; reading nonverbal cues; conquering interviews; writing pitch-perfect résumés; cover letters and emails; and motivating your team under deadlines.

This is a great opportunity for you and your staff to learn from a recognized expert at a fraction of the usual cost. Sign up today for this exciting event!

How to WOW! is on Thursday, February 25 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 to 9:30 a.m. \$50 members; \$75 walk-in members; \$100 future members. Sponsored by SEFCU and Turner Construction Company.



OUR PRESENTER

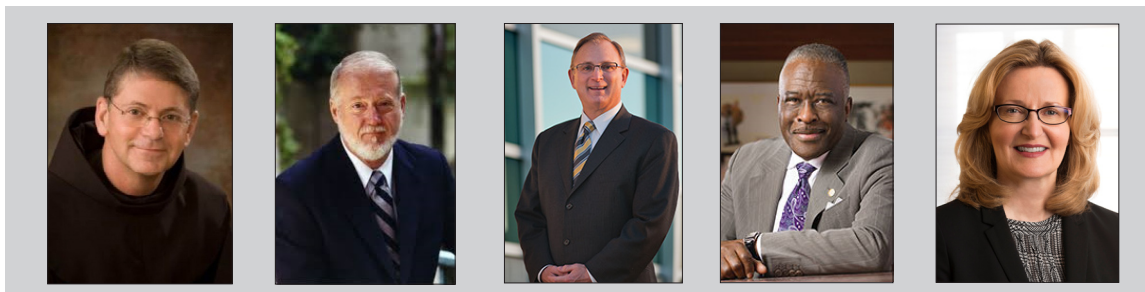


Frances Cole Jones is the author of *How to WOW: Proven Strategies for Selling Your (Brilliant) Self in any Situation*, and is a Top 5 Speaker in Communication. Her clients are featured on *The Today Show*, *Good Morning America*, *CNN* and other high-profile outlets.

College Presidents Breakfast on March 3

Join us for an informative and dynamic discussion and Q&A with the presidents of area colleges at the Chamber's popular **College President's Breakfast**. Discover how the higher education community is partnering with businesses and its role as an economic driver. Our distinguished panel includes (below, l-r): Br. F. Edward Coughlin, OFM,

Ph.D., Siena College; Dr. John F. Ebersole, Excelsior College; Andrew J. Matonak, Ed.D., Hudson Valley Community College; Robert J. Jones, Ph.D., University at Albany; and Dr. Carolyn J. Stefanco, The College of St. Rose. Our moderator is Dr. Joseph Dragone, superintendent of the Ballston Spa Central School District.



College President's Breakfast Panel is on Thursday, March 3 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 8-9:30 a.m. \$35 members; \$50 walk-in members; \$70 future members. Sponsored by Mosaic Associates Architects. Additional sponsorships available. Coffee bar sponsored by Northeast Shuttle Service, LLC



Put the Power of the Chamber to Work for You!



Market: Build Your Brand & Get Results

Tap into our high-impact marketing vehicles to build contacts and business. Choose from online, in-print, and event-driven advertising and sponsorships 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 cost. Our workshops are led by business experts from around the region and across the U.S. bringing you real-world strategies in sales, customer service, marketing, branding, technology, finance, HR administration and more.

Connect: Networking for Success

Build your professional and personal networks with the Chamber's NetworkingPlus programs, member orientations and popular annual events. Develop relationships, maximize potential and share knowledge as a partner in the regional community.

Stay ahead of the competition with strategies that work. Call 518.274.7020 today!