

insight

WELCOME TO A NEW YEAR

Message from the 2016 Board Chair



Michael DiAcetis
2016 Board Chair

This is an exciting time to take the position of board chair and I am grateful for the opportunity to serve. You could say it's the beginning of a new era and a new year, as we welcome Michael F. O'Sullivan as our Chamber president, effective January 4. Former publisher of *The Record* and *The Saratogian*, Mike is an accomplished executive with extensive experience leading organizations in sales, marketing, strategic planning, finance and budgeting, human resources and general operations. We were fortunate to attract several strong candidates for the position, a tribute to the outstanding organization that Linda Hillman built during her 15-year tenure. Mike is the right leader to take the Chamber to the next level as we move forward with continued success.

As Mike takes the helm of our growing organization, one of his first tasks will be finalizing the Chamber's new strategic plan, a three-year roadmap of priorities. Quality strategic plans have been crucial to the Chamber's past successes, such as the award-winning Leadership Institute, our interactive website that now attracts more than 18,000 visits per month and desirable programs including ongoing CEO Roundtables and the Tech Valley Empowerment Series. In fact, strategic plans paved

the way for two Chamber moves in recent years, first to River Street in Troy and, in 2014, to our present location in the historic Proctor's Theater on Fourth Street. Both moves highlighted the Chamber's role as a leader in fostering economic development in Rensselaer County.

The new strategic plan will include a redesigned website to drive even more business and exposure to our members with enhanced user-friendliness, online advertising, job postings and members news. Above all, the plan reinforces what our members have told us they want: cost-effective training for you and your staff by recognized experts (see "How to Wow!" on page four), HR solutions, business and education partnering and even more high-impact networking. We'll continue to add money-saving member benefits such as Save Local Now, which helps businesses with digital marketing, social publishing and web page optimization.

The Chamber is in a strong position to advocate for the business community locally and in the halls of state government. The Capital Region recently won \$98.1 million in state funds through the Regional Economic Development Council program. This is certainly a positive investment and provides the opportunity to fund priority projects that will transform our region.

As we begin 2016, please remember this is YOUR Chamber. The more you get involved, the more you will have opportunities to succeed. It is our privilege to help you reach your goals; let us know what you need. Best wishes in the New Year.

ASK THE EXPERT : Paperless Business Environments

Howard Gross is founder, president and CEO of *eBizDocs*, an award-winning electronic document management service provider. The firm assists businesses, organizations and government entities with electronic record management solutions. He has been recognized for his commitment to nonprofit organizations, particularly those empowering individuals with disabilities to find gainful employment in the business community.



Q: Why are businesses turning paperless?

A: There are many good reasons. Paper is physical, it multiplies and has a way of turning office space into storage space. Then you've got the problems of retrieval time, refile, misfiles and lost files. All of this affects productivity. In addition, there is a growing awareness of waste paper and sensitivity to the environment that has led many people to seek a better option.

Q: What are the advantages of electronic document management?

A: Digital documents reside on a server, taking up far less physical space, and cloud-based solutions have no physical demands at all. There is no need to leave your desk for retrieval and the danger of lost files is essentially eliminated. Documents can be instantly accessed, edited and even shared from any location using any web-based device with no special applications. Document management systems include workflow components that free up employees to be more efficient. This all adds up to more productivity, which saves money.

Q: How about security concerns?

A: Security is heightened. Detailed security rights ensure complete control over who can access any file. Built-in audit tracking will record who has accessed or modified any file in your system. Cloud server transmissions are secured and backups are managed seamlessly in the background. The server is always available to give access to critical documents, even if your physical location is not accessible.

"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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JOIN US FOR A FAREWELL CELEBRATION HONORING

Linda Hillman

Thursday, January 21 | 5 to 7:30 p.m. with brief remarks at 6 p.m.
Franklin Plaza Ballroom, 4 Fourth Street, Troy
Hearty Hors d'Oeuvres & Cash Bar
\$50 per person with proceeds benefitting a new scholarship for The Leadership Institute in Linda's name.
Register at renscochamber.com/events by Jan. 20



UPCOMING EVENTS

2016 County Executive's Breakfast January 12



Reserve your seat at the annual **County Executive's Breakfast** with Rensselaer County Executive Kathleen Jimino. She 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. Sponsored by the Rensselaer County IDA.

County Executive's Breakfast is 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.

RENSSELAER
COUNTY
life looks good from here™

Chamber's Meet the Legislators on February 11

State representatives will present an informative panel discussion at the Chamber's upcoming **Meet the Legislators**. Our guests are (at right, l-r) New York State Senators Neil D. Breslin and Kathleen A. Marchione and New York State Assemblymen John T. McDonald III and Steven McLaughlin.



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.

nationalgrid

● NEW MEMBERS

Corbett and Ross Organizational Solutions, LLC
Management Consulting & Training
Rep: Julie Ross
477 New Scotland South Road
Slingerlands, NY 12159
Phone: 518.231.6467
corbettandross.com

Crystal IS Inc.
Semiconductor Manufacturing
Rep: Dr. Lawrence Felton
70 Cohoes Avenue
Suite 1B
Green Island, NY 12183-1519
Phone: 518.271.7375
cisuv.com

Hudson Arthaus
Apartments
Rep: Lisa Combs
621 River Street
Troy, NY 12180
Phone: 518.419.5077
hudsonarthaus.com

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

Julie & Co. Realty, LLC
Real Estate
Rep: Julia Bonacio
18 Division Street
Suite 314
Saratoga Springs, NY 12866
Phone: 518.350.7653
juliecorealty.com

Miranda Real Estate
Real Estate
Rep: Melissa Petalas
1482 Route 9
Clifton Park, NY 12065
Phone: 518.348.2060
mirandarealestate.com

Northeast Shuttle Service, Inc.
Transportation
Rep: John Ryan
360 Fifth Avenue
Troy, NY 12182
Phone: 518.235.8100
northeastshuttleservice.com

Northwestern Mutual - Troy Financial Group
Financial Planning Consultants
Rep: Amy Babcock
2 Third Street
Suite 200
Troy, NY 12180
Phone: 518.690.7785

Pinnacle Human Resources, LLC
Employment Agencies
Human Resources Consulting
Rep: Rose Miller
90 State Street
Albany, NY 12207
Phone: 518.486.8152
pinnaclehrllc.com

RG Cheese Makers
Cheese Manufacturer
Rep: Sean O'Connor
188 Remsen Street
Cohoes, NY 12047
Phone: 518.892.6701

Tech Valley Center of Gravity
Makerspace
Rep: Thomas Tongue
30 Third Street
Troy, NY 12180
Phone: 518.279.7863
tvcog.net

● MEMBER NEWS

The Community Foundation for the Greater Capital Region's President and CEO Karen Bilowith will step down from her position this month. Since 2009, she has led the nonprofit to grow charitable assets under management from \$43 million to \$65 million and grantmaking/scholarship distributions from \$3 million to \$4.2 million annually. Vice President of Programs Jackie Mahoney will serve as interim CEO. Visit cfgr.org.

Spring Line Design Architecture + Engineering, an integrated architectural design and structural engineering firm, has marked its 15th anniversary in business. The New York-certified Woman-Owned Business and Federal Woman-Owned Small Business works with clients in Tech Valley and the Berkshires. The firm has grown from a sole proprietorship to 10 full-time employees, doubling its size during the past 18 months. Visit springlinedesign.com.

Hudson Valley Community College Foundation honored two longtime leaders and benefactors. Gordon Zuckerman, a 1962 graduate and past chair of the foundation board, was presented the "Outstanding Philanthropist Award" for his generosity to the college. Dr. Robert H. Hill II, who served on the Dental Hygiene Advisory Board for 32 years and recently concluded 24 years on the college's board of trustees, was honored for his leadership and philanthropy. Visit hvcc.edu.

Berkshire Union Free School District's Workforce Development program earned national attention at the annual Alliance for Strong Families and Communities conference, held in St. Louis, Mo. Superintendent Bruce Potter presented the innovative program as a model for other organizations striving to focus on advancing workforce readiness for at-risk youth. Visit berkshirefarm.org.



Northwestern Mutual | Troy
northwesternmutual.com



Stewart's Shops | Troy
stewartsshops.com



Taco Bell | Rensselaer
tacobell.com



Hudson Arthaus | Troy
hudsonarthaus.com

Excelsior College has launched a Bachelor of Science in Public Health degree for students pursuing careers and graduate degrees in public health. Students will learn to address health issues with diverse stakeholders and use critical thinking skills in health care delivery systems. Visit excelsior.edu.

The YWCA of the Greater Capital Region, Inc. has graduated 11 women from its Jamison-Rounds Ready for Work Program. This 12-week job readiness service helps at-risk women gain skills necessary to obtain and maintain permanent employment through on-site work experience, skill-building workshops and training sessions. Visit ywca-gr.org.

The Sage Colleges recently hosted the 14th Annual Character Education Youth Leadership Summit for more than 200 students from 15 local school districts. The summit included eight interactive and character-building workshops to equip students with skills to implement positive change in the climate of their schools. Visit sage.edu.

Gramercy Communications CEO and Founder Tom Nardacci has unveiled plans for The Troy Innovation Garage, a creative economy project at 22-24 Fourth Street in Troy. "The Garage" will provide 13,000 square feet of entrepreneurial space aimed at incubating, accelerating, fostering and growing creative economy companies. It will also become a permanent home to Gramercy. Visit gramercycommunications.com.

Whiteman Osterman & Hanna Associate Javid Afzali was named a Super Lawyers New York "Rising Star." He is with the firm's environmental litigation, arbitration and mediation practice groups. Visit woh.com.

events calendar 2016

JANUARY	FEBRUARY	ADDITIONAL INFO
<p>Wednesday • 1/6 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. Sponsored by Thomas K. Judd & Associates. <i>Additional 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 and the status of significant local economic development initiatives. 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>Thursday • 1/21 Farewell Celebration Honoring Linda Hillman A special event honoring Linda's 15-year tenure with the Chamber. All proceeds will benefit a new scholarship to The Leadership Institute in Linda's name. Hearty hors d'oeuvres and a cash bar. 5 to 7:30 p.m. \$50 per person. At the Franklin Plaza Ballroom, 4 Fourth Street in Troy.</p> <p>Wednesday • 1/27 NetworkingPlus Luncheon 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. At The Franklin Terrace Ballroom, 235 Campbell Avenue in Troy. Sponsored by Saratoga National Bank and Trust Company. <i>Additional sponsorships are available.</i></p>	<p>Thursday • 2/4 Empowerment Series Presents 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. Roundtable discussions about career challenges and solutions, followed by break-out sessions. Featuring professional women from around the region. 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, Liniun Recruiting and Turner Construction Company. <i>Additional sponsorships are available.</i></p> <p>Thursday • 2/11 Meet the Legislators Breakfast 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. <i>Sponsored by National Grid. Additional sponsorships are available.</i></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 to 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 Turner Construction Company. <i>Additional sponsorships are 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> 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>

BOARD OF DIRECTORS

Welcome New Board Members for 2016-18

The Chamber extends a warm welcome to the newest members of its Board of Directors, elected in December. Each will serve a three-year term, beginning in January 2016 (a full listing of the Chamber Board of Directors is on page four). We look forward to working with these talented professionals as we continue to grow the Chamber and serve our membership. The newly elected board members are:

Lauren Groff
Groff NetWorks, LLC

Howard Gross
eBizDocs

Susan Kambrich
Woodland Hill Montessori School

Andrew Kinerson
Gettysburg Flag Works, Inc.

George E. LaMarche III, Esq.
LaMarche Safranko Law, PLLC

John Millet
Bouche & Clarke Benefits, Inc.

Denise Padula
The Alchar Printing Group, Ltd.

PRIZE WINNERS ANNOUNCED

Chamber Gives Away Two \$1,000 Packages

The Chamber has picked the winners of two customized marketing packages valued at \$1,000 each! It's our way of saying "thank you" to our great membership. Congratulations to Catholic Charities of the Diocese of Albany, 40 North Main Avenue, Albany (ccrcda.org) and American Image Corporate Apparel Inc., 10-121st St, Troy (americanimageinc.com). The winners will meet with the Chamber's marketing staff to develop a package to meet their specific marketing and business goals.

You don't have to be a contest winner to take advantage of our customized packages, designed for your individual goals and budget. Marketing packages may include digital and print marketing, tickets to events and opportunities to showcase your business as a sponsor or expo booth participant.

Our Chamber specializes in customer service; just contact us today and we'll set up a personalized meeting at your site or ours. Contact the Chamber's Director of Member Engagement & Business Development Kate Ollier at kollier@renscochamber.com or 518.274.7020, ext. 23.



Check Out These Chamber Benefits

Here's a quick reminder of just some of the benefits we offer to you and all of your employees. For a full listing of member benefits visit renscochamber.com.

✓ UALBANY MBA SCHOLARSHIP PROGRAM

Offered through a partnership with the University at Albany School of Business and the Chamber, MBA scholarships allow working professionals to earn an MBA in less than two years by attending a class every other weekend. Students come from diverse backgrounds, yet all have the desire to further their education and expand their opportunities while pursuing their respective careers. For information, visit albany.edu/business or contact the Chamber at 518.274.7020.

✓ ONLINE COMMUNITY CALENDAR

Planning an open house, a fundraiser or a ribbon cutting? Keep the regional business community aware of your upcoming events and milestones with the Chamber's free Community Calendar at renscochamber.com/community-calendar. Post your own events and be sure to check out the news of other Chamber business and nonprofit members.

✓ FREE CONFERENCE ROOMS

Let the Chamber help you present a professional image by taking advantage of two free conference rooms at our office at 90 Fourth Street in Troy. Choose our executive conference room for your next board meeting, brainstorming session or staff training. The first-floor room seats 35 and includes a kitchenette. Need a smaller venue? Our upstairs conference room seats 10. Both rooms are readily equipped with free Wi-Fi. Reservations are required by contacting Executive Assistant & Office Manager Cindy Lovely at clovely@renscochamber.com. Book a conference room today and let the Chamber help you succeed!

✓ REFERRALS & INTRODUCTIONS

It happens nearly every day - the Chamber connects people and business grows! We consistently receive requests for professional introductions, leads and referrals from the local community and from out-of-town sources. As a member, your business or non-profit organization receives automatic referrals, resulting in potential business. Need a personal introduction? All you have to do is ask!

In addition, our online member directory is available to anyone with Internet access, providing endless opportunities for new business connections. With more than 18,000 visits per month (and growing), our website makes it fast and convenient to search our member directory by alphabetical order or business classification, making your business easy to find. Let the Chamber introduce YOU to the business community and watch your business grow.

CHAMBER MEMBER

spotlights



NAI Platform Commercial Real Estate Specialist Deanna Dal Pos is on a mission. With a passion for the City of Troy, Dal Pos is combining her real estate talents with her expertise in marketing and sales to promote the area's affordable, high-quality urban lifestyle. Her mission so far has included promoting Troy in such places as Brooklyn; Saratoga Springs; Armory Square in Syracuse; Burlington, Vermont; and even Austin, Texas.

"This really has become a passion of mine," said Dal Pos, who lived abroad in Scotland and Germany before settling in the Collar City. "I've been in varied industries for many years which enables me to relate well to prospects from a market analysis perspective. Troy is a real gem, full of potential. Each neighborhood has its own vibe. It's a hip, urban, waterfront, tech-oriented location, completely walkable, with great shops, services, arts and culture. To get the word out, I'm targeting other locations around the country and saying, 'Look, in Troy you get the whole package and it's a lot more affordable.'"



Connecting with millennials, young retirees and other populations attracted to downtown living, Dal Pos is also networking with Troy developers from major stakeholders to grassroots entrepreneurs. "I do a lot of presentations in order to keep spreading the message and keep the momentum going," she said. "In real estate, everything is about timing." With more than 30 years in international strategic marketing and management, Dal Pos' career has included executive-level marketing for a variety of corporations, non-profit organizations and startups.

Founded in 2005, NAI Platform provides full services to commercial real estate buyers, sellers, tenants and developers throughout the Capital Region, upstate New York and the global marketplace. The NAI team has brokered some of upstate New York's most significant deals, building an industry track record of transactions with an approximate combined value of \$2.4 billion.

NAI PLATFORM
14 CORPORATE WOODS BLVD. | ALBANY, NY 12211
PH: 518.465.1400, EXT. 225 | NAIPLATFORM.COM

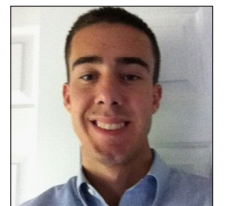


NATIONAL Business Equipment

provides high quality business equipment, managed print services, and managed IT to help customers reduce expenses and boost employee

productivity. Headquartered in Albany, with offices in Kingston, Glens Falls, Plattsburgh and Burlington, Vermont, the company is locally owned and operated since 1927, serving Tech Valley and the surrounding region with "Best in Class" technology solutions and award-winning customer service.

"We take pride in our reputation and longevity," said Matthew McDonough, account manager (photo, right). "Scott Mueller, our company president, has more than 25 years of success in the industry. Since Scott purchased the company in 2008, we've experienced a 400% growth in business, and that's only the beginning."



The company offers an array of leading brand office equipment, including printers, copiers, scanners, work stations and laptop/tablets. Free print assessments help customers save money and the environment with cost-cutting strategies. Customers can also access targeted, affordable IT with security and reliability, including cloud services, desktop management, server and network monitoring, a network operations center and knowledgeable help desk.

"NATIONAL Business Equipment's first commitment is to customer service," said McDonough. "It's all about person-to-person business relationships. When we sell a product we follow it up with biannual account reviews where we visit with customers to make sure they're happy with the equipment and the service."

The company's president instills in his staff members the importance of active community service. "As a company, we donate to area nonprofits and Scott encourages all of us to contribute to our local communities by getting involved," said McDonough. "It's a great way of giving back and building for the future."

NATIONAL BUSINESS EQUIPMENT
505 BRADFORD STREET | ALBANY, NY 12206
PH: 518.724.6455 | NATIONAL1927.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.

insight into...

Chamber's Van Rensselaer Fund

Looking for a great way to make a corporate or personal investment in the quality of life of our communities? A gift to the "Van Rensselaer Fund - Rensselaer County Regional Chamber of Commerce" allows the Chamber to receive funding for member-focused initiatives, helping our organization to provide scholarships for educational and entrepreneurial programs as well as supporting the arts and culture. Gifts of all levels make a valuable difference and donations may be designated for specific purposes. Donors enjoy the tax benefits of a charitable contribution. Contact the Chamber at 518.274.7020. We appreciate your support!

2016 BOARD OF DIRECTORS

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JEFFREY VUKELIC
Saratoga Eagle Sales & Service

* Executive Committee members.



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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 roundtables 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. Following the roundtables will be break-out sessions for even more discussion.

Topics include:

- » Moving your career to the next level
- » Taking risks
- » Having difficult conversations
- » Lessons learned: What I wish someone had told me
- » Balancing multiple roles in your 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!



Register now for **Wonder Women Mentoring Breakfast** on Thursday, February 4 at The Century House, Route 9 in Latham. 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 the Chamber's Director of Member Engagement & Business Development Kate Ollier at kollier@renscochamber.com. or 518.274.7020, ext. 23.



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

BE YOUR BRILLIANT SELF

Learn 'How to Wow!' on February 25

Every encounter provides you with an opportunity to positively influence colleagues, employers, neighbors, even competitors. Your words, your tone of voice and your body language speak volumes. 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. You'll discover proven strategies to sell your brilliant self in any situation, skills that you can put to work immediately. Topics are:

- » Simple introductions with lasting impressions
- » Using effective language to command a room
- » Reading nonverbal cues and shifting negative ones
- » Conquering interviews fearlessly and flawlessly
- » Writing pitch-perfect résumés, cover letters and emails
- » Motivating your team under deadline

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!

Register now for **How to Wow!** on Thursday, February 25 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Registration and breakfast at 7:30 a.m.; program 8 to 9:30 a.m. \$50 members; \$75 walk-in members; \$100 future members. Additional sponsorships are available. Contact Kate Ollier at kollier@renscochamber.com. or 518.274.7020, ext. 23.



Sponsored by Turner Construction Company.

MEET OUR PRESENTER



Frances Cole Jones is the author of *How to Wow: Proven Strategies for Selling Your (Brilliant) Self in any Situation*, and creator of the app "Interview Wow." *Forbes.com* has voted francescolejones.com among the top 100 websites for women and *speaking.com* has named her a Top 5 Speaker in Communication. She is an etiquette expert for e-how, a job interview expert for about.com and a body language expert for The Insider. Frances founded Cole Media Management to help clients develop powerful communication skills. The firm prepares clients for television and print interviews, crucial meetings and public presentations. Her clients are featured on The Today Show, Good Morning America and CNN and in *The Wall Street Journal*, *The New York Times*, *Newsweek* and other high-profile media outlets.