

insight

WIN - WIN RELATIONSHIPS

Business & Nonprofits Partner for Success

For Bill Corbett, it was the introduction of the year. As president of Capital Region Sponsor-A-Scholar, Inc., Corbett was attending an event when a Chamber staff member tapped him on the shoulder and introduced him to Jennifer Robbins, manager of Business Development for Turner Construction Company. "I had been trying to get the company's attention for five years," said Corbett. "That introduction led to a \$20,000-a-year commitment by Turner and the opportunity for our nonprofit to directly assist even more students. It never would have happened without the introduction."

"Many of our members are looking for more than increasing their bottom line; they want to take an active role in their community and have it be part of their brand," said Chamber Communications & Web Strategies Manager Staci Makovich. "Partnering with nonprofits can be an effective marketing technique that sets you apart from your competition and attracts loyal customers who share in the nonprofit's mission. It builds a caring culture among employees when the business they work for gives back to the community."

"When our staff witnesses Turner's commitment to the local community they are proud of our company and want to do their part," agreed Robbins.



Photo at left (l-r): Chamber Communications & Web Strategies Manager Staci Makovich; Unity House of Troy Director of Development Diane Cameron Pascone; and Chamber Director of Member Engagement & Events Kate Ollier.

"Nonprofits and businesses are a perfect fit. It's B2B at its best."

Diane Cameron Pascone
Director of Development
Unity House of Troy

"Businesses want to play an active role in helping their communities prosper. Nonprofits are looking to connect with businesses to advance their missions and bring about positive change," said Chamber Director of Member Engagement & Events Kate Ollier. "The Chamber helps the two connect. Professional introductions are among our most valuable member benefits. The result is a win-win situation for everyone."

Whether it's providing financial support, donating products and/or services, sponsoring a cause or promoting employee involvement, regional businesses are investing in local nonprofits as part of their corporate culture.

"The response to volunteer opportunities is always outstanding. Our employees also take part in the selection of the charitable organizations we support. It really enhances our company culture."

And small contributions count, too, say nonprofits. "When we were planning our Troy Victorian Tea fundraiser, I thought it would be great if The Whistling Kettle participated," said Malissa Pilette-McClenon, director of development and marketing for the YWCA of the Greater Capital Region, Inc. "But asking a business for support can be nerve wracking." A simple introduction by the Chamber to co-owner Kevin Borowsky led to the café donating a gift basket and setting up a display table to attract new customers.

"It was a no-brainer," said Borowsky. "A Victorian tea in Troy? We had to be there!"

MAKING A DIFFERENCE IN THE COMMUNITY

Connecting Good Causes with Good People

Today's professionals want more than success in business - they want to make a difference in their communities. Let the Chamber introduce you to diverse, local nonprofits at "Connecting Good Causes with Good People," a casual after-hours event featuring CEOs and development directors from more than twenty community organizations. Find your passion for nonprofits and discover how you can take an active role in real change for the better. Enjoy networking, appetizers and a cash bar all evening. This is a great "no-pressure" event designed to open up connections, communication and opportunities. Find the cause that lights you up by registering today!

Register now for **Connecting Good Causes with Good People** on Tuesday, July 7 at Revolution Hall, 417 River Street in Troy. Sign up online at rensochamber.com/events. Registration and networking at 4 p.m.; program 4:30-6 p.m. \$35 for members; \$50 for walk-in members; \$70 for future members.

Sponsored by Marvin and Company Certified Public Accountants and Consultants.



Non-Profit Participants (as of press time)

- American Cancer Society, Inc. Eastern Division
- Berkshire Farm Center & Services for Youth
- Capital Region YMCA
- Capital Roots
- Catholic Charities of the Diocese of Albany
- Community Foundation for the Greater Capital Region
- The Friends of Dyken Pond Center, Ltd.
- Hope 7 Community Center
- Hudson Mohawk Industrial Gateway
- Junior Achievement of Northeastern N.Y., Inc.
- The Leukemia & Lymphoma Society
- Literacy Volunteers of Rensselaer County
- Pride Center of the Capital Region
- St. Anne Foundation
- St. Paul's Center, Inc.
- Stride, Inc.
- The Junior League of Troy, New York
- Unity House of Troy, Inc.
- Vanderheyden, Inc.
- Whitney M. Young Foundation
- YWCA of the Greater Capital Region, Inc.

ASK THE EXPERT:

Branding for Nonprofits

Featuring Our Board of Directors

Mel Quinlan is Owner and Operations Director of Oberlander Group, a design and advertising firm working primarily for clients in higher education, the arts, technology and health care. The firm's services include branding, web development and design.



Q: Why is branding important to nonprofits?

A: Nonprofits usually focus resources on their mission but they also need to attract private donors, corporate sponsors and volunteers who feel confident they are devoting time and money to the right cause. That's where a strong brand makes a difference. Your brand has to clearly show your core message and it needs to appeal to people on an emotional level. Branding is the art of communicating your message clearly, and with the greatest impact, in order to influence your target audience.

Q: How does it differ from business branding?

A: Business branding is about trying to find a unique way to differentiate yourself from a sea of similar businesses. Nonprofits are usually unique in what they offer, so differentiation isn't the main concern. But since there are many other nonprofits competing for the same funding, you want to tell your story in a more compelling way. Non-profit branding is about building an emotional connection so the public feels compelled to not only donate to the cause but help move its message along to others. One major agency describes it as "Loyalty beyond reason." That's where you want to be.

Q: What are some basic dos and don'ts?

A: Your website is the strongest vehicle. Invest in photos and videos—a picture is still worth a thousand words and you want to connect emotionally. Don't be concerned that things will look too expensive. Focus on your message and make it as impactful as possible. It's also imperative to have all collateral consistent and true to your established brand, even when there are different agencies involved in the production of your materials (and even if they are donated). Otherwise you risk diluting your message.



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.

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rensochamber.com

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● NEW MEMBERS

American Cancer Society, Inc. Eastern Division
Not-for-Profit Health Organizations
Rep: Cheryl Lasher
One Penny Lane
Latham, NY 12110
Phone: 518.220.6933

The Asphalt Doctor
Paving Contractors
Rep: Kathleen Trong
42 Brick Church Road
Troy, NY 12180
Phone: 518.273.8005

Brunswick Veterinary Hospital, PLLC
Veterinarians
Rep: Dr. Nicole LaMora, DVM
1632 State Route 7
Troy, NY 12180
Phone: 518.279.0700

Combined Insurance
Supplemental Insurance
Rep: Lori Costello Martin
13 Cornell Road
Latham, NY 12110
Phone: 518.701.3939

Informz
Digital Marketing
Rep: Terry Nawrot
19 Railroad Place
Suite 301
Saratoga Springs, NY 12866
Phone: 888.371.1842
informz.com

The Friends of Dyken Pond Center, Ltd.
Non-Profit Organizations
Rep: Leonard Tremblay
475 Dyken Pond Road
Cropseyville, NY 12052
Phone: 518.658.2055
dykenpond.org

Rensselaer Honda
Automotive Dealer
Rep: Andrew James
770 Hoosick Road
Troy, NY 12180
Phone: 518.279.1171

Saratoga National Bank & Trust Co.
Banks
Rep: David S. DeMarco
120 Hoosick Street
Troy, NY 12180
Phone: 518.583.3114
saratoganational.com

Sandler Training
Business Consulting
Rep: Lorraine Ferguson
13 Columbia Circle
Albany, NY 12203
Phone: 518.229.0516

Scotland and Sons Spray Foam Insulation
Insulation
Rep: Joe Scotland
75 Fourth Street
Troy, NY 12180
Phone: 518.888.0891
facebook.com/gofoam

Vermont Rail System
Railroads
Rep: Herb Russell
One Railway Lane
Burlington, VT 05401
Phone: 802.707.3530
rails-vt.com

● MEMBER NEWS

GreyCastle Security has ranked among the “Cybersecurity 500” list of the hottest companies to watch in 2015. The list, compiled by Cybersecurity Ventures, highlights the most innovative security providers in the marketplace. GreyCastle has experienced record-breaking growth. Visit greycastlesecurity.com.

miSci has opened its new Challenger Learning Center, a hands-on STEM experience in a completely renovated wing. Based on NASA missions, participants can join crews in simulated space missions. The center is open to pre-kindergarten to college age students, community groups, private parties and team-building events. Visit misci.org.

Rocky’s Music Studio is offering a week-long camp July 13 with Yamaha drums and Aquarian artist and educator Larry Levine, and a week-long Whammer Jammer Blues Camp with New York State Blues Hall of Famer Rick Surrano starting July 20. All instrumentalists and levels are welcome. Call 518.429.6380 or visit rockysmusicstudio.com.

SaxBST, LLP and William C. Freitag, leader of the firm’s Governmental and Municipal Services Group, were recently presented with the Corporate Member of the Year Award by the Municipal Electric Utilities Association (MEUA) of New York State. The award honors corporate MEUA members for their commitment and service. Visit saxbst.com.

Carter Conboy Director Brian D. Carr was recently published in the Trucking Industry Defense Association newsletter. The article analyzed the need for reform of the Federal Motor Carrier Safety Administration Compliance, Safety, Accountability (CSA) program. Carr is a litigator as well as a director. Visit carterconboy.com.



Carbone Auto Group/Carbone Subaru | Troy
carbonesubaruoftroy.com



Madison & Saratoga Hearing Center | Castleton
albanyhearclear.com



Berkshire Hathaway Home Services
Blake Realtors | Defreestville
berkshirehathawayhs.com



Brunswick Veterinary Hospital | Troy
brunswickveterinaryhospital.com

The Sage Colleges has appointed Deborah Lawrence, Ph.D. to the position of dean at Russell Sage College. A faculty member since 1994, she will support civic engagement, global and diverse educational programming and undergraduate research to ensure an enriching student-centered environment. Visit sage.edu.

The Capital District Transportation Authority (CDTA) has posted record ridership for a second consecutive year, with total boarding up 3% to surpass 17 million rides. Ridership is up across the board on CDTA services, most notably on trunk and neighborhood routes. Visit cdta.org.

The YWCA of the Greater Capital Region, Inc.’s 2nd Annual Victorian Tea fundraiser attracted 150 attendees and raised more than \$13,000. All proceeds from the event benefit the YWCA programs and services, which strive to provide 360-degree support to encourage and empower women in need to reach and maintain self-sufficiency. Visit ywca-gcr.org.

The Chazen Companies has expanded its ownership with new Principal Stuart Mesinger, AICP and four new associates: Barbara Beall, PWS; Edward Larkin, P.E.; Arlette St. Romain; and Bruce Wells, L.S. The five new shareholders have a wide range of experience and responsibility within the company. Visit chazencompanies.com.

Marvin and Company, P.C. has successfully completed a rigorous peer review of its practice and received the highest possible rating. Also, the company has been recognized by the American Institute of Certified Public Accountants as one of the 500 largest firms in the U.S. Visit marvincpa.com.

events calendar 2015

JULY	AUGUST	ADDITIONAL INFO
<p>Tuesday • 7/7 “Connecting Good Causes with Good People” Find your passion for nonprofits and meet with representatives from local organizations to discover how you can make a difference in our communities. Enjoy a cash bar, appetizers and networking. Registration at 4 p.m.; program 4:30-6 p.m. Cost is \$35 members; \$50 walk-in members; \$70 future members. At Revolution Hall, 417 River Street in Troy. Sponsored by Marvin and Company, CPAs.</p> <p>Thursday • 7/23 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, 90 Fourth Street in Troy. Sponsored by Thomas K. Judd & Associates.</p>	<p>Tuesday • 8/4 Quick Learn Session Creating Marketing Pieces Using MS Word A hands-on training course by MicroKnowledge, Inc. Train yourself and your staff at considerable savings. Registration at 8 a.m.; program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members. Seating is limited. At the Chamber, 90 Fourth Street in Troy.</p> <p>Wednesday • 8/5 Empowerment Series Wonder Women Roundtables Breakfast event with regional “wonder women.” Table-hop, interact in candid conversations and find the wonder woman in you! 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 Bouche Financial Group, Ltd.; SEFCU; and Turner Construction Company. Event sponsored by Hoosick Valley Contractors, Inc.</p> <p>Tuesday • 8/11 NetworkingPlus Luncheon Three table rotations, talking points and ambassador facilitation. Bring plenty of business cards; enter to win a Spotlight article. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by AAA Hudson Valley; CAP COM Federal Credit Union; and Groff NetWorks, LLC.</p> <p>Monday • 8/17 Annual Golf Classic @ Country Club of Troy Golf package includes lunch, cart, on-course beverages and dinner. \$195 per golfer; \$780 per foursome; \$35 for dinner only. Check-in 10:30 a.m.; lunch 11 a.m.; shot-gun start noon; dinner 5:30 p.m. For a full listing of sponsors, as of printing, see page 4. Sponsorships are available at all levels, to fit every budget. Call today!</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.</i></p> <p>No-shows will be billed; 24-hour notice is required for all cancellations.</p> <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>

YOU ARE INVITED

Van Rensselaer Dinner & Awards Sept. 10



Van Rensselaer Corporate Award



Van Rensselaer Small Business Award



Dr. Lee A. McElroy
Edward H. Pattison
Citizenship Award

The Chamber presents the 2015 Van Rensselaer Dinner and Awards, a celebration of excellence in the regional business community. For more than two decades these prestigious honors have recognized corporations, small businesses and exceptional individuals in the Rensselaer Gateway communities who invest in the economic, cultural, and humanitarian advancement of our region and act as ready and willing partners to other businesses and organizations. You can acknowledge this year's award recipients (at left) with a customized "Note of Congratulations" in the evening's program. Full color, half-page ads are just \$250. Deadline to reserve space is August 26 at 5 p.m.; deadline for electronic files is September 2 at 5 p.m. For more information or to send files, contact Director of Member Engagement & Events Kate Ollier at kollier@renscochamber.com

Register now for the **Van Rensselaer Dinner & Awards** on Thursday, September 10 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Networking and cocktail reception at 5:30 p.m.; awards and dinner at 6:30 p.m. \$120 per member; \$240 per non-member. \$1,495 for Chairman's circle table of 10.



Underwritten by Capital Bank, CDPHP and The Phoenix Companies

ONLINE MARKETING

Can New Business Find You?

The Chamber's website attracts more than 15,000 visits per month and is growing every day. Now is the time for you to drive new business to your door by taking full advantage of the Chamber's free **Online Member Descriptions**. Just compose a 10-word Google search keyword-style description of your business or organization. What sets your business apart from the competition? What areas of specialty do you offer clients? Your answer could bring you new business! The Chamber is attracting potential business to our website every day with our online Membership Directory. We're getting more requests than ever for referrals as technology changes the way people do business, locally and globally. Make it easy for users to find and choose YOU. Have you checked your listing in our directory? Now is the time to make sure your contact information is updated and correct. Email your new or enhanced description, as well as changes to your directory listing, to Accounting Assistant Laura Amos at lamos@renscochamber.com.



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.

✓ CHAMBER COMMITTEES



Want to get involved, share your talents and network with new contacts? Join a Chamber committee today. It's one of the best ways to accomplish all three goals, make the most of your membership investment and have fun. The **Troy Victorian Stroll** committee plans the region's leading holiday event; the **Golf Classic** committee organizes the Chamber's most popular, sell-out event; the **Ambassador**

Committee greets and facilitates at Chamber programs and maintains contact with current members; and the **Economic and Government Affairs Committee** works in a civic advocacy role on issues that impact local and state public policy. Interested? Contact Kate Ollier at kollier@renscochamber.com.

✓ FREE CONFERENCE ROOMS

Let the Chamber help you present a professional image by taking advantage of two free conference rooms at our new location at 90 Fourth Street in Troy. Choose our executive conference room for your next board meeting, brainstorming session or staff training. This first-floor room seats 30 and includes a kitchenette. Need a smaller venue? Our upstairs conference room seats 10 and includes a white board. Both rooms are readily equipped with free wifi. 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!



CHAMBER MEMBER

spotlights



The **Cookie Factory** was founded in 2006 as a bakery focused on cookie products. But the quality of the baked goods and the positive response of customers has led brothers Joe and Chris Alberino (photo, l-r) to establish not only a full line of delicious bakery products, but three retail locations and a new 30,000-square-foot production plant at 41 River Street in Troy. Baking

8,000 to 10,000 dozen of cookies per week, The Cookie Factory serves nearly 200 outlets, including Hannaford, Price Chopper and ShopRite supermarket locations from upstate to Long Island and Staten Island. Employing about 47 full and part time staff, the company is adding 8-10 jobs with its newest retail location in Clifton Park.

You might say baking is in the blood of the Alberinos, going back to their grandfather. Joseph Alberino, Sr. was a well-known Troy baker who operated Alberino & Sons, a successful business in the late 1960s. His sons, Joseph Jr. (Chris and Joe's father) and Carl, maintained the tradition and the bakery until 1987. Having worked in the family business, Chris and Joe decided two decades later to pursue their own bakery with a different approach: keep the great family recipes but focus on cookies for chain supermarkets. When the word got out that the Alberino family had opened a new bakery, the response was so positive that it wasn't long before the brothers were operating a full-line shop with pies, pastries, breads and rolls, donuts and special occasion cakes and desserts. Cookies remain 50% of the revenue, but the retail aspect is growing, thanks to loyal customers. Corporate gift baskets, from cookies to their popular muffin baskets, are available year-round. Gift baskets can also be customized to suit any professional or personal occasion.



THE COOKIE FACTORY, LLC
520 CONGRESS STREET | TROY, NY 12180
PH: 518.268.1060 | COOKIEFACTORYLLC.COM



"There is a warm sense of community here and an excitement about learning," said **Woodland Hill Montessori** Head of School Susan Kambrich. Since its 2002 relocation, enrollment has grown and a building addition, new playground, gymnasium

and outdoor pavilion have been constructed. With such offerings as a Suzuki violin program (with 50 students participating); Voyage of Discovery parent education programs; International Day of Peace Celebration; and science, history, cultural and eco fairs, the school successfully incorporates hands-on activities and interrelationships among areas of study into each student's education. The school is marking its anniversary with a "50 for 50" theme of ways to be environmentally sustainable, including an innovation fair, recycling and planting trees. The celebration has also included performances by Tom Chapin and the Time for Three string ensemble, a Sustainability and Innovation Forum, and a 50th anniversary gala.



Woodland Hill first opened its doors in 1965 as the Montessori School of Albany. Founded by parents searching for a school that would recognize and develop the immense potential within all young children, the school provided preschool education for 3-6 year olds. The elementary program was added in 1986 and the middle school followed in 2001. A toddler program was added in 2012. Today, WHMS serves 291 students, from age 2 to 8th grade, from a seven-county region.

WOODLAND HILL MONTESSORI SCHOOL
100 MONTESSORI PLACE | RENSSELAER, NY 12144
PH: 518.283.5400 | WOODLANDHILL.ORG

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

UAlbany MBA Scholarships

Interested in an advanced degree to boost your career options? The Chamber has partnered with the University at Albany School of Business to offer our members an MBA scholarship program that allows 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. Find out more about this exciting program by visiting www.albany.edu/business or contact the Chamber at 518.274.7020.

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VIP PACKAGES FOR YOUR CLIENTS & GUESTS

Golf Classic Tees Off August 17 at CC of Troy

The 2015 Golf Classic: A Day of Clubs, Carts & Connections gets underway on Monday, August 17 at the award-winning Country Club of Troy. A popular event for golfers and non-golfers alike, it's a great way to network or treat a client or guest while enjoying a day on the links. Registration begins at 10:30 a.m., with lunch at 11 a.m. and a shotgun start at noon. Golf packages are \$195 per person or \$780 per foursome and include lunch, dinner, cart, and more. For an additional \$50 per person, you can pre-order a VIP package for yourself,

clients or guests that includes all of the day's golf challenges, valuable raffle tickets and mulligans (an \$80 value). For \$35 per person, non-golfers are invited to join us for a 5:30 p.m. dinner at the clubhouse. Businesses and nonprofits can take advantage of sponsorship opportunities for every budget from underwriting to raffle prize donations and flag sponsors. Contact Events Coordinator Gabie Polce at 518.274.7020, ext. 18 or email gpolce@renscochamber.com. A special thank you to our major sponsors (as of printing):



You Don't Have to Golf to Win Big!

Get in on this year's exciting raffle prizes, including: **1st Grand Prize Two Nights in Lake Placid** at the Mirror Lake Inn (courtesy of www.mirrorlakeinn.com); **2nd Grand Prize: Overnight Stay & Golf For Two in Cooperstown** at The Cooper Inn and Leatherstocking Golf Course (courtesy of www.otesaga.com); **3rd Grand Prize: Custom Golf Cufflinks** featuring a contemporary design in silver (courtesy of www.jkbloom.com). More than 60 other exciting prizes! Tickets are \$4 each/eight for \$20. Drawing at the Golf Classic; *winners do not have to be present*. For tickets, call the Chamber at 518.274.7020.

EMPOWERMENT SERIES

Discover Your "Wonder Woman" on August 5

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



the latest in our popular Tech Valley Series for Empowerment. We're gathering top women professionals to share their experiences. This powerhouse group (list at right) will host a series of 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. Topics are: moving your career to the next level; taking risks for results; tackling difficult conversations; lessons learned and shared; powering-up confidence; and balancing your 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!

Register now for **Wonder Women Roundtables** on Wednesday, August 5 at The Century House, Route 9 in Latham. 7:30 a.m.-9:30 a.m. \$35 members; \$50 member walk-ins; \$70 future members.

OUR PRESENTERS

Kelli Arnold, Vice President & Market Executive
First Niagara Bank

Karen Carpenter Palumbo, President & CEO
Vanderheyden

Betty DiMaria, CEO & Performance Strategist
Aras Performance Group

Katie Doran, CPA, Shareholder
Teal, Becker & Chiaramonte, CPAs, PC

Linda Hillman, President
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Sabrina Houser, CEO
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Carolyn Jones, Publisher
Albany Business Review

Susan Kambrich, Head of School
Woodland Hill Montessori School

Lauren Payne, Managing Partner
Spiral Design Studio

Kathleen Pingelski, President
MicroKnowledge, Inc.

Paula Stopera, President
CAP COM Federal Credit Union



Major underwriters are Bouchey Financial Group, Ltd.; SEFCU; and Turner Construction Company. Event sponsor is Hoosick Valley Contractors, Inc. (HVC, Inc.)