

Insight

A CONVERSATION WITH

Chamber President Linda Hillman

One of the most exciting aspects of my job as Chamber president is planning for the future, with all of its opportunities. And one of the most effective ways to take full advantage of opportunities is **strategic planning**.

A strategic plan is a disciplined effort to shape and guide an organization. It produces fundamental decisions about priorities and includes action steps to reach specific goals. Put simply, a three-year strategic plan drives an organization forward and includes clear directions on how to get real results. It focuses energy and resources, strengthens operations and ensures that all stakeholders are working towards common, agreed-upon goals.



“A Strategic Plan is our roadmap to success. As we begin formulating our newest three-year plan, we want your input.”

Through previous strategic planning we have had great success. We revamped and relaunched our award-winning Leadership Institute, now in its 11th year. Nearly 85% of our graduates receive promotions or career advancement opportunities and two-thirds volunteer in their communities. Strategic planning led to our most popular and effective training programs, including our Empowerment Series, which connects members directly to the region’s top CEOs and executive professionals for insights, guidance and support.

Our strategic plans have also enabled us to move the Chamber’s headquarters twice in order to provide more professional and accommodating environments. As members, you can use our new conference-ready rooms, at no charge, as well as other on-site business resources. The relocation to Fourth Street is impacting local redevelopment and renewal efforts, providing new opportunities for small businesses. Through our strategic plans, the Chamber has established the Economic Development Partnership (EDP), which plays a key role in developing, supporting and sustaining the long-term economic vitality of the Rensselaer County region.

As you can see, all of our Chamber success stories are rooted in solid strategic planning and guided by these forward-thinking documents. Now the Chamber is embarking on its fifth strategic plan during my tenure and our position as an organization is stronger than ever. In July, our board of directors will begin the process with the professional assistance of Kaleel Jamison Consulting Group’s CEO and Lead Client Strategist Frederick Miller and Senior Consultant Monica Biggs. We’ll use member feedback and data collected in the past year through various Chamber programs, including our CEO Roundtables and our current member survey, which you can take right now (see QR code and web link below). YOU are one of our key stakeholders and your voice is necessary to our strategic planning. Participate today and together we’ll reach even greater heights.

— Linda Hillman



Take our survey! The Chamber’s new member survey will help determine new services, programs and benefits, and your opinion counts. Visit surveymonkey.com/s/2015RCRCC today or use the QR code at right. We want to hear from you!

ASK THE EXPERT: Human Resources Featuring Our Board of Directors

Theresa F. Moroukian is Director of Finance and Human Resources for Mosaic Associates Architects, serving as the firm’s first non-licensed Associate. She is responsible for all aspects of financial management for the multi-million-dollar company and HR for a staff of 30. A Leadership Institute alumna, she has been instrumental in creating new policies for best practices and staff development.



Q: How is HR beneficial to my business?

A: Employees benefit from having an HR professional as a resource right from the start of their employment. HR’s valued role provides clear expectations and definitions of company policies, as well as staff development, training and team building. The result for employers? A more effective cultural organization, more productive employees and better recruitment and retention of employees. All of these advantages improve your bottom line.

Q: What are best practices I can implement?

A: Employee performance reviews can be a valuable tool for constructive feedback that includes accomplishments, areas that need improvement and setting goals. Employees want and need feedback for their professional growth. Reviews are perfect opportunities to set goals for their career development and develop a strategic plan to achieve them. Reviews can be done in different formats such as formal written reviews or informal conversations between managers and employees.

Q: Why is team building so important?

A: Team building programs and company retreats are crucial to success. When you engage your employees in activities it gives them a chance to “feel a part of something.” Interacting with coworkers in a non-work atmosphere encourages strong commitment. It promotes more effective communication, better collaboration, trust and respect. Team building evolves into better morale, improves productivity and increases motivation.



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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THREE OPPORTUNITIES IN ONE “Professional Development 2.0” for You & Your Staff

You asked for it and we’re delivering! The Chamber’s new “Professional Development 2.0” is designed to give you and your staff the skills, connections and resources you’ve requested, all in a compact format led by top regional presenters. Start with coffee, breakfast and networking to maximize your morning, then choose from a menu of three timely topics (at right). Network with all attendees and then head off to the specific professional training session designed to enhance your career skills, or **bring your staff and cover all three topics!** You’ll take away strategies that make a difference to your business or nonprofit. Sign up today!

Register now for **Professional Development 2.0** on Thursday, June 25 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up online at rensochamber.com/events. Registration, breakfast and networking at 7:30 a.m.; programs 8:15-10 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by CDPHP; MicroKnowledge, Inc.; and Pierce Communications.



PRESENTERS



Cybersecurity with Reg Harnish, Chief Security Strategist, GreyCastle Security, LLC.



Best Practices & Top Money-Saving Tips of Hiring and Firing with Deb Best, President, Deb Best Practices and Mary Martinez, 2nd Vice President, The Phoenix Companies, Inc.



Social Media 101 with Janae DeRusso, Branding and Content Manager, Overit.

● NEW MEMBERS

B-rads Bistro & Catering
Restaurants
Rep: Brad Stevens
1809 Fifth Avenue
Troy, NY 12180
Phone: 518.326.4041
b-radsbistro.com

Correctional Eye Care Network
Optometry and Optical
Rep: Edward Berger, OD
2 Middlesex Road
East Greenbush, NY 12061
Phone: 518.479.4722

Fleet Technology Group
Transportation
Rep: Larry Mousseau
107 Geiser Road
Wynantskill, NY 12198
Phone: 518.286.9655
fleettechnologygroup.com

Gold Law Firm
Lawyers
Rep: Sarah Gold
1843 Central Avenue
Suite 187
Albany, NY 12205
Phone: 518.213.2345
goldlawny.com

Albany Port District Commission
Port Authority
Rep: Richard J. Hendrick, Sr.
106 Smith Boulevard
Albany, NY 12202
Phone: 518.463.8763
portofalbany.us

Synthesis Architects, LLP
Architects
Rep: Teresa Szemansco
162 Jay Street
Schenectady, NY 12305
Phone: 518.370.1576
synthesisllp.com

Watson Management Group
Management Consultants
Rep: David J. Watson
400 Broadway
Unit 577
Troy, NY 12181
Phone: 518.366.8063

WYBN TV 14 - Cable Ad New York, Inc.
Television Stations & Broadcasting Companies
Rep: Dan Viles
5 Cambridge Drive
Red Hook, NY 12571
Phone: 845.876.1212
wybntv14.com

DID YOU KNOW ?

The Chamber's **Member-to-Member Discount Program** encourages a valuable exchange of discounted business products and services among Chamber members. It's a great way to attract new business, enjoy money-saving discounts and improve your bottom line. The Member-to-Member Discount Program is available to all Chamber member businesses and non-profits AND their employees. You and your staff can take advantage of valuable discounts at restaurants, theatres, retail shops, spas, florists, farmers' markets, transportation, realtors and more! For a full listing of all current discounts, **visit renscochamber.com/member-benefits** and click on Member-to-Member Discounts. To join the program and offer your own product or service discount, simply download the online application, or contact Staci Makovich at smakovich@renscochamber.com.

● MEMBER NEWS



St. Peter's Health Partners (SPHP) has appointed Kim Baker as its new CEO of The Eddy and vice president of continuing care for SPHP. She has more than 18 years of management experience in health care and continuing care, including new person-centered care models prevalent in today's health care industry. Visit sphp.com.

Questar III has named Dr. Gladys L. Cruz as district superintendent. She will serve a dual leadership role, acting as a field representative of the commissioner of education and as CEO of BOCES. Visit questar.org.

Turner Construction, Inc. is marking its 113th anniversary in 2015 with a day of community service to celebrate the milestone and honor the company's long history of community involvement. Employees in Turner's Albany and Syracuse offices will volunteer at the Capital City Rescue Mission and at Schenectady ARC. Visit turnerconstruction.com.

Albany Institute of History & Art has again received the highest national recognition for accreditation from the American Alliance of Museums. The honor recognizes its commitment to excellence, accountability, high professional standards and continued institutional improvement. The museum has been accredited since 1980. Visit albanyinstitute.org.



High Peaks Solar, LLC has opened the doors to its new showroom at 180 Main Avenue in Wynantskill with a recent ribbon-cutting ceremony (photo above). The company and its team of professionals design and install turnkey solar powered systems. Visit highpeakssolar.com.



Community Massage & Holistic Therapies recently celebrated its two-year anniversary and grand reopening at its new, larger location at 270 River Street, Suite 201 in Troy (photo above). Visit troycommunitymassage.com.

Kirchoff-Consigli Construction Management has been honored with the 2014 Jeffrey J. Zogg Build New York Award from the Associated General Contractors of New York State. The award recognizes the firm's major renovation of the Franklin D. Roosevelt Presidential Library and Museum. Visit kccmny.com.

SEFCU has promoted Edward Jennings to vice president, head of commercial banking. He is responsible for oversight of the commercial banking department, including lending and business banking. Visit sefcu.com.

Carter Conboy welcomes Elizabeth "Libby" Coreno as a director with the firm. A prominent property development attorney, she specializes in zoning, planning, real estate transactions and property development. Visit carterconboy.com.

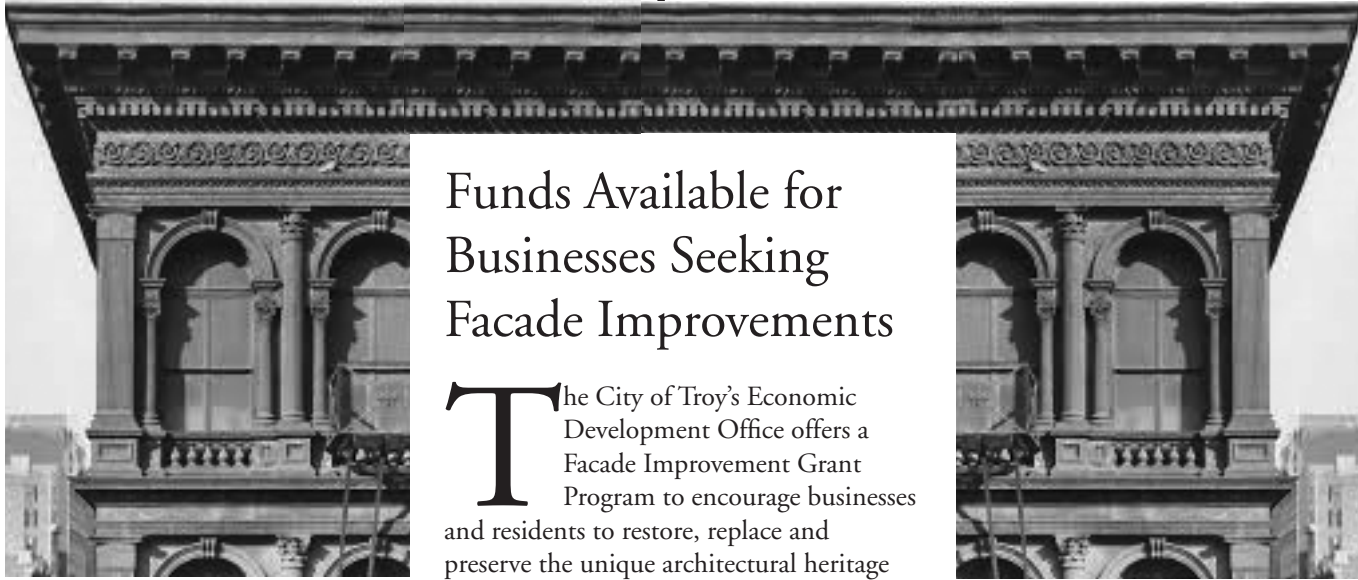
Hudson Valley Community College's Administration Building has been honored with an Excelsior Award for Public Architecture by the American Institute of Architects New York as a model of design excellence. The facility was designed by **architecture+**. Visit hvcc.edu and aplususa.com.

Rensselaer County Historical Society presents the 2015 Boat Trip, a two-day excursion on the Hudson River to Manhattan from July 19-20. The trip includes on-board guided talks, a tour of New York Harbor with views of the Statue of Liberty, Ellis Island and the Brooklyn Bridge, a motor coach tour of Manhattan museums, and a visit to Mohonk Mountain House on the return trip. Visit rchsonline.org.

events calendar 2015

JUNE	JULY	ADDITIONAL INFO
<p>Tuesday • 6/2 Quick Learn Session Using OneNote to Stay Organized 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 • 6/10 NetworkingPlus Luncheon Three table rotations, talking points and ambassador facilitation. Bring plenty of business cards; enter to win a Spotlight article. At the Franklin Plaza Ballroom's new third floor, Fourth & Grand Streets in Troy. Sponsored by CAP COM Federal Credit Union; DALLE Accounting and Cash Management, Inc.; eBizDocs; and St. Peter's Health Partners.</p> <p>Thursday • 6/18 "Your Competitive Edge: Get Creative and Increase Your Bottom Line" Breakfast Discover the value of creative thinking, how to work smarter and more productively. Registration at 7:30 a.m.; program 8-10 a.m. Cost is \$40 members; \$80 future members. At Pat's Barn, Rensselaer Technology Park, 110 Defreest Drive in Troy. Sponsored by EYP Architecture & Engineering.</p> <p>Thursday • 6/25 Professional Development 2.0 Choose from three timely topics: Cybersecurity, Best Practices for Hiring/Firing, and Social Media 101. Learn from the pros! Registration at 7:30 a.m.; program 8-9:30 a.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CDPHP; MicroKnowledge, Inc.; and Pierce Communications.</p>	<p>Tuesday • 7/7 "Connecting Good People with Good Causes" Find your passion for nonprofits and meet with representatives from local organizations to discover how you can make a difference in our communities. Enjoy cash bars, 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. Sponsorships are available.</p> <p>Thursday • 7/23 Free Member Orientation Breakfast Make the most of your 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>SAVE THE DATE FOR AUGUST! 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.; tee-off noon; dinner 5:30 p.m. Sponsorships are available at all levels, to fit every budget. Call today! Eagle Sponsors: CDPHP, Pioneer Bank. Birdie Sponsors: Turner Construction Company; Express Scripts; Hilton Garden Inn, Troy; CornerStone Telephone Company; Thomas K. Judd & Associates. Cart Sponsor: CAP COM Federal Credit Union. Putting Challenge: Bouchey & Clarke Benefits, Inc. Chipping Challenge: Mosaic Associates Architects. Hit-the-Green Challenge: SaxBST.</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>

Extreme Makeovers: City's Facades Get a Face-Lift



Funds Available for Businesses Seeking Facade Improvements

The City of Troy's Economic Development Office offers a Facade Improvement Grant Program to encourage businesses and residents to restore, replace and preserve the unique architectural heritage of the city's neighborhoods. Funded through the Troy Local Development Corporation, the grant program is available citywide, with \$150,000 in funds specifically targeted for the districts of Lansingburgh, Little Italy and the East Side. These three eligible areas are: Second Avenue, from 114th Street to 126th Street; Fourth Street, between Ferry Street and Adams Street; and Pawling Avenue, from Spring Avenue to Winter Street.

The grants are set up as a single payment reimbursement to property owners per building/business, and in some situations, tenants. Facade grants are available on a 50/50 matching basis with a cap of \$5,000 per grant. Facade grant funds focus on exterior work for a building/storefront that is visible to the traveling public.

Who: Property owners or tenants of a building located in the City of Troy. Tenants must be able to submit owner's written permission.

What: Grants are awarded on a 50/50 matching basis. Types of projects can include: awnings, cornices, painting trim, door replacement, tuck-pointing of brick, in-fill design/construction, removing false facades and additions, paint removal, repair/replacement of doors and windows, historic sign restoration, and more.

How: For details or to download an application, visit troyny.gov/departments/economicdevelopment/ecodevprograms incentives.aspx or contact Monica Kurzejeski at 518.279.7412.

The Facade Improvement Grant Program encourages private investment through the renovation and improvement of facades in areas of focus throughout the City of Troy. The goal is to preserve good design and architectural character. The program is funded through the Troy Local Development Corporation.

START-UP NY Plan Creates Tax-Free Areas Near Hudson Valley

Thanks to the START-UP NY program, Hudson Valley Community College is drawing new and expanding businesses to the Rensselaer County region. Approved by the State University of New York and Empire State Development Corp., Hudson Valley's plan designates four off-campus locations with more than 134,000 square feet as START-UP NY tax-free areas. Companies must focus on advanced or chemical manufacturing, biotechnology, clean or emerging energy development, nanotechnology or semiconductor manufacturing. Additionally, the college will consider businesses relating to computer science, health information management, information systems or those seeking partnerships with its entrepreneurship degree and certificate program, faculty and students. The four properties are:

- 195 Cohoes Avenue in Green Island. Expanding with new construction, 28,880 square feet of industrial space is available 1.5 miles from the college.
- 79 102nd Street in Troy. An existing building with vacant suites presenting 78,986 square feet of office and light industrial space.
- 32 Third Street in Troy. The Quackenbush Building (photo above, right). Newly renovated, multiple vacant spaces and suites on four floors, offering 23,863 square feet.
- 274 Second Street in Troy. Two-floor, industrial building under renovation for 2,926 square feet of light manufacturing, office and warehouse space.

"Hudson Valley has a long history of developing innovative collaborations to spur economic growth," said Andrew Matonak, president of Hudson Valley. "Our START-UP NY plan to partner with private industry generates new economic development and serves as a resource for academic departments, student recruitment, internships and job placement for our graduates."



Companies participating in the program must align with the college's academic mission, as well as contribute to the economic development of the local community. Under START-UP NY, new, relocating or expanding businesses may operate for 10 years in designated tax-free areas on eligible college campuses and nearby properties where mutually beneficial strategic partnerships are possible. Employees that join participating businesses also will be exempt from state personal income taxes for the 10-year period.

"Creating local jobs is crucial to boosting our local economy," said Rensselaer County Executive Kathleen Jimino. "We're committed to utilizing all the advantages available to promote job growth. Thanks to Hudson Valley's efforts, this program will help provide educational opportunities and job training."

For more information, visit hvcc.edu/startupny/plan.

Businesses Benefit from Summer Youth Employment Program

The Rensselaer County Department of Employment and Training is seeking businesses and organizations to participate in its Summer Youth Employment program, to serve as worksites for income-eligible individuals, aged 14-20. "For many of our youth, this is their first experience in the professional workplace, so it's an important step in building their

skill sets," said Brian Williams, director of youth programs. "Participating businesses have the opportunity to get 'backburner' projects done at no cost. It's also a great source for future employees and gives businesses positive PR exposure as success stories are shared with the community." Youth are paid \$8.75 per hour and work 20 to 25 hours per week. All wages along with fringes are paid

through the county and the youth are covered under the county's insurance and liability. Dedicated counseling staff ensure a successful experience for both the youth and the business. Applications are due to the Employment and Training Department by June 5; the program is expected to start in early July. Call 518.270.2860 or email brian@capreg.org.

A QUARTERLY REPORT OF THE CHAMBER'S



Economic Development Partnership

VISIONARY INVESTORS



CHAMPION INVESTORS

BBL Family of Companies

Pioneer Bank

SEFCU

Tri City Rentals

TRAILBLAZER INVESTORS

NAI Platform

Pattison, Sampson, Ginsberg & Griffin PC

Rose & Kiernan, Inc.

List reflects investors as of press time.



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This report is sponsored by Express Scripts. express-scripts.com

THE ECONOMIC DEVELOPMENT PARTNERSHIP

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

JOIN EDP TODAY

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

CONTACT US

President Linda Hillman
lhillman@renscochamber.com
518.274.7020



MEET OUR INVESTORS:

Bouchey Financial
Group, Ltd /
Bouchey & Clarke
Benefits, Inc.

Bouchey Financial Group, Ltd. and Bouchey & Clarke Benefits, Inc. are two companies with one philosophy. "Our clients are at the center of everything we do," said Steven Bouchey, CFP®, president and CEO of Bouchey Financial and co-founding partner of Bouchey & Clarke. "Every client defines wealth and health needs in their own way. That is why we serve each client in a personalized manner."



Advising clients since 1990, Steve Bouchey formed Bouchey Financial Group in 1995 as an SEC Registered Investment Advisor. The firm provides personalized wealth management services for individuals, families and businesses, managing more than \$275 million in client assets. The heart of its financial strategy is the understanding that each portfolio and client is unique. Bouchey Financial helps high net worth clients grow and sustain their wealth.



Steven Bouchey

Being independent allows the firm to focus on providing unbiased advice and address unique circumstances.

Bouchey & Clarke Benefits was co-founded with Matthew A.

Clarke, LUTCF, vice president. The firm provides tailored, strategic insurance and employee benefit solutions that are cost effective and valuable to employees, helping employers maximize every dollar.

"We offer customized options that meet a client's budget and ensure they will keep employees healthy, productive and satisfied," said Clarke.



Matthew Clarke

President John Millet, CPA, notes, "Our team of employee benefits and insurance experts provides innovative strategies and the latest technology to help clients save time and money, while increasing communication with their employees."

Both companies are deeply committed to making a difference in the community, generously supporting charitable and non-profit organizations financially and on a volunteer basis. Longtime supporters of the Chamber, the Bouchey Companies also encourage their employees to become involved in local causes. Visit bouchey.com.



John Millet

Good Eats: Growing Deep Roots in the Community



GROW • EDUCATE • PROVIDE

Hungry?
Capital Roots, formerly
Capital District
Community Gardens,
is determined to bring
fresh, healthy foods to
more and more tables.

Learn how to join the feast at
capitalroots.org.

Capital Roots is 40 years old, and the nonprofit's vitality and fresh brand is like a garden in summer: overflowing with good things. The organization nourishes healthy communities with 50 Community Gardens, The Veggie Mobile® produce markets, Healthy Stores, The Produce Project, Squash Hunger and more. Like its veggies, Capital Roots is growing with the opening of its Urban Grow Center, a regional hub focused on urban agriculture and produce distribution to four counties. Located at 594 River Street in Troy, the facility supplies more people with more food from local farms, improving access to nutritious food in urban areas while helping regional farmers cost-effectively reach new markets. The Grow Center also includes a produce stand that serves neighborhoods without access to fresh food, and space for an active volunteer center.

Founded in 1975 as a community service project of Garden Way, Capital Roots is a national leader in connecting people and communities with knowledge and resources to improve their food sources and their well-being. The organization reduces the impact of poor nutrition on public health by organizing community gardens, providing healthy food access, offering nutritional and horticultural education for all ages and coordinating urban greening programs in Albany, Rensselaer, Schenectady and southern Saratoga counties. With its new headquarters and regional food hub, Capital Roots expects its produce distribution capacity to triple to one million pounds by 2017.

A Side Dish of "Green"

Capital Roots has partnered with The Massry Family of Tri City Rentals to keep nearly 300,000 pounds of electronic waste out of landfills. The "green" initiative is the result of the fifth annual "Spring Clean, Live Green E-waste Recycling Event," held at locations throughout the Capital Region. The amount collected grows exponentially each year. At this year's event, Tri City Rentals pledged \$1 to Capital Roots for every 10 pounds of e-waste recycled, presenting a check for \$29,834. The funds will help complete new phases of the Urban Grow Center.

EnergyNext Merges to Bring More Resources to NY Customers

Strength in Numbers

The Chamber's Rensselaer Gateway Energy Alliance, administered by EnergyNext, saves members hundreds, in some cases thousands, of dollars on their energy bills each year. This free-of-charge member service combines the buying power of participants to shop for the lowest prices available. Isn't it time you joined? Visit renscochamber.com/member-benefits/energy-savings-program.

One of the state's leading energy consulting firms, EnergyNext, Inc. of Saratoga Springs, has entered into a strategic partnership with Chicago-based Satori Energy to expand services and meet the needs of its growing clientele. The merger will bring more resources to customers in the New York market, including the Chamber and its membership through the Rensselaer Gateway Alliance (see article at left). The partnership will integrate Satori's robust back-office assets with EnergyNext's pricing, analysis and energy management expertise. The result will be enhanced commodity procurement for electricity and natural gas clients.

"This partnership will allow EnergyNext to realize additional energy savings for the various businesses, chambers of commerce, trade associations and municipalities we serve, utilizing Satori's industry-leading procurement processes and internal systems,"



said Gene Salerni, who founded EnergyNext with Gordon Boyd in 1988. EnergyNext will continue to operate at its location and under its own name.

The company purchases \$100 million in electricity, natural gas supplies and renewable energy for more than 1,500 customers. The merger will help meet the needs of its growing customer base, ensuring that new group-buying programs and choices are available, especially in renewable energy and community choice. Visit energynext.com.

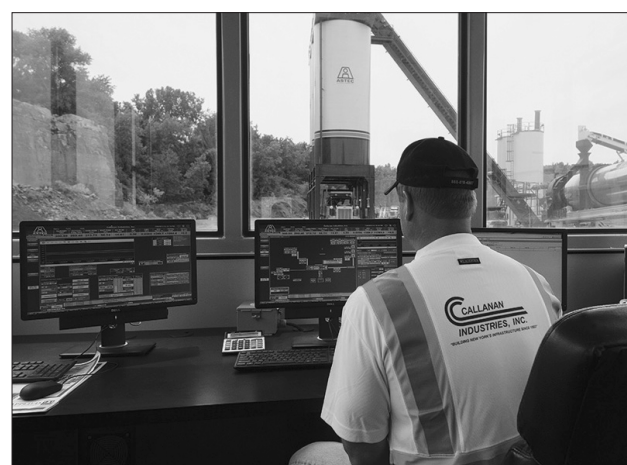
EOC Dedicates James Emerson Sharp Hall at New Location



Capital District Educational Opportunity Center (EOC), which recently relocated to Hedley Park Place, has dedicated the James Emerson Sharp Hall, a large meeting room that will be used for EOC events. James Sharp was former vice president and director of EOC, serving the organization for 25 years and playing a major role in its development and advancement. EOC has moved into a 50,000-square-foot space at 431 River Street, making it the largest tenant. The renovated space accommodates the culinary, cosmetology, welding, high-tech computer labs, nursing and technology-enhanced classrooms for the center's career-based academic programs and comprehensive employment services. Visit hvcc.edu/eoc.

Callanan Purchases Two Companies; Paves the Way to Growth

For more than 130 years, Callanan Industries has been paving the highways of New York State. With two recent acquisitions, the longstanding supplier of aggregate, asphalt and concrete products is poised to continue growing its business and reputation. Callanan has purchased Albany Asphalt and Hudson River Construction Co., two businesses within the Albany Port District, and will be adding the former owners and employees to its own company staff. Callanan will also be looking at utilizing the river port to move its products, according to Donald Fane, president of the company. The Albany Port District Commission has approved Callanan's takeover of Albany Asphalt's lease at the port. Founded in 1883 by Peter Callanan, a farmer from South Bethlehem, Callanan Industries is one of the oldest companies of its kind. Visit callanan.com.



COST-EFFECTIVE TRAINING

Chamber + MicroKnowledge, Inc. = Success!

Looking for a valuable training opportunity for yourself and your staff? Welcome to **Quick Learn**, a series of high impact workshops brought to you by the Chamber and MicroKnowledge, Inc., a pioneer in technology education and a leader in high quality training and consulting. Spend two hours with expert instructors from MicroKnowledge and master new computer skills to make your work more efficient, expand your skills and better serve your customers. Mark your calendars now for our upcoming workshop:

Quick Learn Session
OneNote: How to Stay Organized

Tuesday, June 2
Registration at 8 a.m.; program from 8:30-10:30 a.m.
\$79 members; \$99 future members
Seating is limited, so register today!
Held at the Chamber, 90 Fourth Street in Troy.



Register now at www.renscochamber.com/events. Quick Learn workshops are sponsored by the Chamber and MicroKnowledge, Inc.



Leadership Alumni Retreat Set for June 4-5



We're marking the 10th anniversary of The Leadership Institute with an alumni-only event designed to keep graduates learning and networking! **The Leadership Institute Alumni Conference Retreat** is set for Thursday, June 4 and Friday, June 5 at Jiminy Peak Mountain Resort, featuring a panel of leaders, expert training activities and, of course, non-stop networking opportunities. Our keynote speaker is Paul Milton, president and CEO of Ellis Medicine, who served as chair of the Chamber's board of directors when The Leadership Institute was launched 11 years ago. Alumni will participate in advanced leadership development, panel discussions and networking, all while enjoying this beautiful summer resort. Reservations are \$325 per attendee and include all activities and meals. Register online at renscochamber.com/events. Jiminy Peak has reserved rooms at a special rate of \$115 per person. Please contact the hotel directly at 413.738.5500 to make your room reservations.

This event is underwritten by BBL Hospitality/Recovery Sports Grill, CSArch, Mosaic Associates Architects and New York Business Development Corporation. Sponsors are Hoosick Valley Contractors, Inc.; The LaMarche Safranko Law Firm; and Unity House of Troy, Inc.



MARKETING FOR SUCCESS

Advertise In Print & Online

As a member of the Chamber, you can tap into one of the region's most powerful marketing and advertising vehicles available to businesses and non-profit organizations. The Chamber's high-impact menu of opportunities includes something for every budget, including event sponsorships, newsletter inserts and spotlight articles, e-newsletters, banner ads and website advertising and direct mail lists. All of these member exclusives mean you can leverage the Chamber's growing presence for your own success in affordable, effective ways. Take advantage of our advertising opportunities to strengthen your brand throughout the region and improve your organization's bottom line. It's never too early to start planning! The Chamber has advertising and sponsorship opportunities for the remainder of 2015, as well as a full calendar of exciting events for 2016. Planning your budget for next year? Call the Chamber today for a customized package. Contact Communications & Web Strategies Manager Staci Makovich at 518.274.7020 ext. 16 or email smakovich@renscochamber.com.

CHAMBER MEMBER

spotlights



NYSEG, a subsidiary of Iberdrola USA, serves 883,000 electricity customers and 264,000 natural gas customers across more than 40% of upstate New York. NYSEG is committed to providing outstanding customer service and exceptional reliability, while holding safety and the environment in high regard. Iberdrola USA is the U.S.

subsidiary of global energy leader Iberdrola S.A.

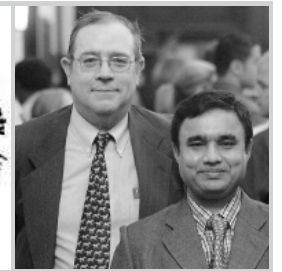
Through its longstanding and successful economic development programs and its long list of energy efficiency programs, NYSEG is helping upstate business grow and use energy wisely. "We are especially proud of these programs," said Melany Putman, manager - community outreach and development, East Region. "Our economic development programs have provided millions of dollars in incentives that have helped spur hundreds of millions of dollars of capital investment. Our energy efficiency programs have saved NYSEG and RG&E (Rochester Gas & Electric) customers nearly 400 million kilowatt-hours of electricity and more than 13 million therms of natural gas."

For more information on NYSEG's economic development programs: lookupstateny.com/assistanceandincentiveprograms/nysegprograms.html.

One example of the many energy efficiency programs NYSEG offers is the Small Business Energy Efficiency Program. An eligible small business with demand of less than an average of 110 kilowatts per month can receive a free energy assessment and up to 70% of the cost of recommended equipment upgrades. Those upgrades include high efficiency lighting and fixtures, occupancy sensors, dimmer switches, commercial refrigeration upgrades and more. For more information on the Small Business Energy Efficiency Program, contact program administrator **EnerPath at 1.877.359.9814**.

For more information on all of NYSEG's energy efficiency programs, visit nyseg.com/energyefficiencyprograms/default.html.

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Every year, **Literacy Volunteers of Rensselaer County** helps hundreds of children, teens and adults to read, write, speak and understand English. But the local nonprofit, which ranks in the top quartile of all adult career and continuing education services, does so much more. Volunteer tutors help individuals improve math skills, provide workplace literacy at local businesses, teach financial literacy and money skills, assist adult immigrants and refugees to learn about U.S. civics and history, provide citizenship preparation for naturalization tests and interviews, and strengthen speaking and comprehension telephone skills. Literacy Volunteers' Sewing and English Class allows women from foreign countries to learn marketable skills while practicing English, and volunteers tutor incarcerated men at the Rensselaer County Jail to improve reading and writing skills.

"We offer hope by offering help," said Judith Smith, executive director. "We teach people English, we educate the community about literacy issues and we empower our students to advocate for themselves. By donating, you can make a difference in the lives of people right here in our community. By investing your time and talent as a volunteer, you can transform those lives."

On Thursday, June 25, the organization hosts a "Jazzed for Literacy Evening" fundraiser at the Hilton Garden Inn, 235 Hoosick Street in Troy, starting at 5:30 p.m. The evening features live jazz, dancing and refreshments with Sonny and Perley performing timeless standards from The Great American Songbook. Tickets are \$25 in advance/\$35 at the door. Reserve by phone or website.

LITERACY VOLUNTEERS OF RENNELAER COUNTY
1915 FIFTH AVENUE | TROY, NY 12180
PH: 518.274.8526 | LVORC.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.

insight into...

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Looking for a great way to get your business the exposure it deserves? Post your latest news items on the Chamber's website by using our online form: visit renscochamber.com > News > Member News. Send us news for consideration in our monthly newsletter, *insight* at news@renscochamber.com. Have a new employee? A new client? Relocating or expanding? How about new products or services? Whatever is happening at your business or non-profit organization, we'd like to hear about it and so would our membership. Get started today!

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CHAMBER PARTNERS WITH ARTS CENTER

Get Creative! Learn How to Work Smarter June 18

Register today for the Chamber's upcoming program, "**Your Competitive Edge: Get Creative and Increase Your Bottom Line**," a dynamic partnership with The Arts Center of the Capital Region. This creative thinking program for businesses and organizations will help you discover the tangible value of creative thinking and how it can lead you and your staff to work smarter and more productively. Our presenters (below) have been trained in creative thinking by experts from the International Center for Studies in Creativity at Buffalo State College, a program developed through 40 years of research and practice. Recognized by corporations around the globe, this program is now available to you. Creative thinking is a skill that everyone can learn and is now recognized as critical for success in work and life in the 21st century. Join us and get creative!

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Stacy Bridge

Director of Finance + Operations
The Arts Center of the Capital Region

Combining her passion for creativity with analytical business skills, Stacy has worked with Capital Rep, the Arts Center of Coastal Carolina and the Utah Shakespeare Festival. An alumna of The Leadership Institute, she has a B.S. in theatre arts, an accounting certification from HVCC and is completing a master's in business administration.



Rebecca Angel Maxwell

Creative Arts Educator

A creative arts educator in music, theater, and writing, Rebecca works with schools, libraries, universities and The Arts Center. She inspires students to discover how creative arts serve as a model for all areas of endeavor. With a B.A. in music and English, she is a singer/songwriter, published author, playwright and writer for geekmom.com.

Register now for **Your Competitive Edge: Get Creative and Increase Your Bottom Line** on Thursday, June 18 at Pat's Barn in the Rensselaer Technology Park, 110 Defreest Drive in Troy. Sign up online at renscochamber.com/events. Registration and networking at 7:30 a.m.; program 8-10 a.m. \$40 for members; \$80 for future members. Sponsored by EYP Architecture & Engineering.

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MAKING A DIFFERENCE IN THE COMMUNITY

Connecting Good People with Good Causes

Today's professionals want more than success in business - they want to make a difference in their communities. Let the Chamber introduce you to a host of diverse nonprofits at "**Connecting Good People with Good Causes**," a casual after-hours event featuring representatives from more than a dozen local 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!



Register now for **Connecting Good People with Good Causes** on Tuesday, July 7 at Revolution Hall, 417 River Street in Troy. Sign up online at renscochamber.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.

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 (a \$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 a variety of sponsorship opportunities for every size budget: underwriting sponsors, contest sponsors, raffle prize donations and flag sponsors. Contact Kate Ollier at 518.274.7020, ext. 23 or email kollier@renscochamber.com. A special thank you to our major sponsors (as of printing):

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