

# insight

A CONVERSATION WITH

## Chamber President Mike O'Sullivan

You may be familiar with the Chamber for your business needs: networking, training and development, cost-savings benefits and economic development resources. But what about the Chamber as the go-to vehicle to connect with your community?

One of the things we do best is connect



**"Businesses are more involved in our communities than ever before and the Chamber is leading the way in fostering these win-win relationships."**

businesses with their local communities through a host of programs and services. Let's take a look:

### » Jobs & Volunteer Board

Online at [renscochamber.com](http://renscochamber.com) is the Rensselaer County community employment and volunteer opportunity board where employers and organizations can post submissions 24/7 at no cost. This is a great way to find an opportunity to volunteer with a community group or a cause you are passionate about.

### » Community Calendar

As a service to the entire community, the Chamber provides an online community calendar. Any non-profit organization or Chamber member may submit

an event that is open to the public. Stay informed of community happenings and post your own events to boost community participation.

### » Introductions & Referrals

The Chamber is contacted every day by members and non-members looking for referrals, and we love doing it! We also connect individuals with person-to-person introductions, facilitating beneficial relationships on many levels. Need to make a contact? Call us today.

### » Networking & Events

When the Chamber hosted "Connecting Good Causes with Good

People" last July, it attracted more than 20 community agencies and dozens of business professionals for a relaxed networking forum. **Stay tuned for an upcoming fall program on community engagement.**

Community involvement brings so many rewards. Expanding your personal and professional networks, learning new, transferable skills and maybe even finding a new career path. Employees who perform community service become more engaged and more productive at work. According to the Corporation for National and Community Service Volunteering, getting involved in your community brings physical and mental health benefits, lower mortality rates and an overall satisfaction with life. Ready to get involved? Contact the Chamber!

## LEADERSHIP ADVANCEMENT SERIES

### Looking for Next Step in Leadership? You've Found It!



**What is it?** The Leadership Advancement Series is made possible by a partnership between the Chamber and Siena College's Institute for Leadership Development. Take the next step in your leadership development and gain the skills necessary for today's competitive work environment.

**When is it?** Monthly sessions on Fridays, from 1-4:30 p.m. at Siena College. In session from September 9 through March 24, 2017.

**Who should attend?** Anyone seeking to enhance leadership skills and reach for new opportunities for ongoing personal growth. Attendees are from diverse industries and organizations. Sessions are led by expert Siena faculty to ensure high quality instruction.

**What will you gain?** Working intensively with college faculty, you'll develop new competencies, increase your understanding of what it takes to be a leader and learn how to share what you've learned with colleagues.

**Syllabus?** *The Leader Within* (September 9), *Communicating for Success* (October 21), *Making Effective Decisions & Leading Change* (November 18), *Managing Human Relations* (January 20), *Getting the Best Out of Your Employees* (February 10) and *Enabling Successful Strategies* (March 24).

**Cost?** You'll get 30 hours of instruction for \$1,450 for Chamber members or \$1,750 for non-members. Includes all sessions, books and refreshments during breaks. **The Leadership Advancement Series** is intentionally a small-sized experience, so seats are limited - register today! **Contact Kate Ollier at [kollier@renscochamber.com](mailto:kollier@renscochamber.com) or 518.687.1249.**

## Congratulations to Class of 2016

Photo, right (l-r, back row): Kate Ollier, the Chamber; Zhen Xie, Northwestern Mutual; Judy Cahee, SaxBST, LLP; Danielle Walsh, Clarkson University Capital Region campus; Nancy Grignon, Community Mutual Insurance; Bob Piccirillo, NYS Office of the State Comptroller; and Erik Eddy, associate professor of management, Siena College. (l-r, front row): Patrick Cronin, Cronin Technology Consulting, LLC; Michael Edmonds, NYSTEC; and Michael Fanning, Mosaic Associates Architects. Graduates not pictured are Thomas Cramer, Sysco Albany; Christopher Graber, Consumer Directed Choices, Inc.; Kate Jackstadt, Stark & Basila; Casey Rosenzweig, Beechnut; Jeffrey Smith, American Medical Systems; Kristina Van Ness, GlobalFoundries; Scott Williams, Atlantic British, Ltd.; and Luke Yetter, Sysco Albany.



## ASK THE EXPERT: Entrepreneurism

**James E. Spencer Jr.** is executive director of the Rensselaer Technology Park, Real Estate and New Venture Development for Rensselaer Polytechnic Institute. He is acting director of the Office of Intellectual Property, Technology Transfer and New Ventures. The Emerging Venture's Ecosystem (EVE) and the Rensselaer Innovation Hub (RPIHUB.org) are also part of his portfolio at Rensselaer.



### Q: What drives an entrepreneur?

A: Entrepreneurs are driven by a burning desire to innovate change in the world through problem-solving and improving an overall quality of life. What separates an entrepreneur from someone who is just clever and industrious, is the entrepreneur's willingness to share solutions with others. Entrepreneurs take risks to form and grow ventures through which they develop, market and sell products and services that embody those innovations – hopefully at a profit.

### Q: How does the Tech Valley region stack up?

A: Tech Valley may not be Silicon Valley or Boston's Route 128, but it does have a vibrant legacy of supporting innovation and entrepreneurship. More than 20 post-secondary academic institutions produce thousands of talented graduates annually, some of whom stay in the region as entrepreneurs. There are numerous publicly and privately managed entrepreneurship programs and physical spaces for supporting new ventures and job creation. The region's innovation ecosystem grows with every startup and successful venture exit.

### Q: What are the biggest challenges?

A: Access to capital and talent are perennial challenges for all entrepreneurs. But unlike mature entrepreneurial hotbeds, our region does not yet have a steady flow of successful company exits generating that "critical mass" of new capital. The number of experienced, cash-heavy entrepreneurs who stay in the region and reinvest their "smart money" and expertise in startups here is growing, but we still have a way to go.

*"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.

Mike O'Sullivan, President  
90 Fourth Street, Suite 200, Troy, NY 12180  
Telephone: 518.274.7020  
[renscochamber.com](http://renscochamber.com)

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● NEW MEMBERS

**Combined Insurance**  
Insurance  
Rep: Thomas Ainsworth  
2806 NY Route 43  
Averill Park, NY 12018  
Phone: 518.858.8992

**Geovanny Marble & Granite**  
Kitchens and Baths  
Rep: Angela Granda  
937 Nineteenth Street  
Watervliet, NY 12189  
Phone: 518.729.3889

**Repeat Business Systems**  
IT Solutions Provider  
Rep: Dawn Abbuhl  
4 Fritz Boulevard  
Albany, NY 12205  
Phone: 518.869.8116

**Train Just in Time**  
Educational Training Devices & Instruction  
Rep: Sue Rappazzo  
4161 Route 20  
Castleton, NY 12033  
Phone: 518.429.1143

**New York State Restaurant Association**  
Non-profit Organization  
Rep: Liz Centi  
409 New Karner Road  
Albany, NY 12205  
Phone: 518.452.4222  
nysra.org

**Notary NY Live Workshops**  
Educational Training Devices & Instruction  
Rep: Victor Bujanow, CIC  
24 The Concourse  
Niverville, NY 12130  
Phone: 518.784.5009

**CloseUP Conversation w/**



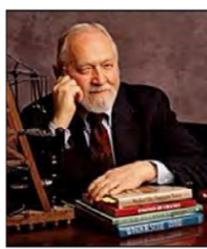
*Staci O'Neill is the Chamber's communications & web strategies manager. She oversees social media, e-newsletters, media releases, website maintenance and co-edits our print newsletter. Staci develops marketing initiatives and coordinates member ribbon cuttings and milestone events.*

Some of our most exciting Chamber marketing services are completely free and available to all members! On our website at [renscochamber.com](http://renscochamber.com), you can post your news items, fundraisers, business milestones, new hires, awards and recognitions and more in the Member News section and upload events to the Community Calendar.

Have you joined the Chamber's social media? Share photos, news and events from your organization's Facebook or Twitter account directly onto ours. Visit [facebook.com/renscochamber](http://facebook.com/renscochamber) to post to our page today. Connect with us on Twitter by including @renscochamber in your tweets. We're always looking to retweet, like and share your news with the entire county and region. Leverage our network for the benefit of your business. Don't forget to join our LinkedIn group and follow our company page, too.

In today's world, technology provides free, high-impact resources to reach your audience and gain new business contacts. In just 15 minutes, you can set up a whole week's worth of social media. For more ideas and help, contact me at [soneill@renscochamber.com](mailto:soneill@renscochamber.com).

● MEMBER NEWS



**Rensselaer County Historical Society** presents The Thomas Phelan (photo, left) Endowed Lecture Series "Celebrating The Historic Preservation Act of 1966: Past, Present, and Future Visions" on June 18. Moderated by Ruth Pierpont, panelists John G. Waite, Michael Lynch and James Conroy

will discuss the law's impact at the national, state and local levels. For a full schedule of events, including an open house, reception and tours of downtown sites, visit [rchsonline.org](http://rchsonline.org).

**Spring Line Design Architecture + Engineering** hired Structural Engineer David Abramo. He holds an M.S. in structural engineering from Northeastern University and a B.S. in physics from State University of New York at Geneseo. Visit [springlinedesign.com](http://springlinedesign.com).

**Thomas K. Judd & Associates'**

Thomas Judd is marking 30 years in the financial services industry and 25 years as the firm's principal. Throughout his award-winning career, Judd has worked with clients to create and protect wealth through insurance and investment products. He also has expertise with pension maximization through the New York State and Teachers Retirement Systems. Founded in 1995, his firm sells insurance through New York Life Insurance Company and administers the Chamber's long-term care insurance benefit. Visit [thomaskjuddandassociates.com](http://thomaskjuddandassociates.com).



**Turner Construction Company** celebrated its 114th anniversary on May 6 with a company-wide Founders' Day of Service. Turner employees from offices around the world joined neighborhood agencies to participate in a variety of community service projects as part of Turner's commitment to good citizenship. Visit [www.turnerconstruction.com](http://www.turnerconstruction.com).



**E. Stewart Jones Hacker Murphy, LLP** announced retired U.S. Magistrate Judge Randolph Treece (photo, left) has been named of counsel. Judge Treece served a combined 40 years in law practice and service to the bench as the first African-American appointed to the federal judiciary of the Northern District of New York. Visit [joneshacker.com](http://joneshacker.com).



**Edward Jones Investments** recently held a ribbon cutting and grand opening at 13 Averill Avenue, Suite C, in Averill Park (photo, above). Financial Advisor Jamie D Hanlon, AAMS® works with clients to reach financial goals, including retirement planning, college savings, insurance needs and estate planning. Visit [edwardjones.com/jamie-hanlon](http://edwardjones.com/jamie-hanlon).

**Brown's Brewing Company** welcomes Melissa Doney Sheridan, CEC, as kitchen manager for Brown's taprooms in Troy and Hoosick Falls. Inspired by cooking with fresh, local ingredients, Doney Sheridan's talents will produce exciting menus to complement the Brown's craft beers. A full kitchen, with a custom-built wood fire grille, opens at the Walloomsac Taproom this summer. Both locations will be hosting special beer and dining experiences. Visit [brownsbrewing.com](http://brownsbrewing.com).

**The Chazen Companies**

has expanded its ownership with two new principals, George Cronk, P.E., CMS4S, and Larry Boudreau, RLA (photos, l-r). Cronk joined the firm in 2009 and is director, Municipal Engineering. Boudreau started with Chazen in 2005 and is director, Land Development. Visit [chazencompanies.com](http://chazencompanies.com).



**Mohawk Hudson Humane Society** announces three new appointments: Todd Cramer, CAWA, director of operations; Barbara Cotton, volunteer manager; and Marguerite Pearson, marketing and communications manager. Visit [mohawkhumane.org](http://mohawkhumane.org).

events calendar 2016

JUNE	JULY	ADDITIONAL INFO
<p><b>Tuesday • 6/7</b> <b>Intentional Communications</b> How effective is your communication? Learn top techniques for engaging people in intentional and productive ways. This dynamic session introduces you to practical techniques to help bridge communication gaps in any environment. Learn practical lessons in workplace preferences, behavior patterns, motivating techniques and more. Presented by Janet A. Means, MS, CPF, a 30-year expert in communications training and facilitation. At The Century House, Route 9 in Latham. Registration at 7:30 a.m.; program 8-9:30 a.m. Sponsored by CDPHP; MicroKnowledge, Inc.; and Pierce Communications.</p> <p><b>Wednesday • 6/8</b> <b>Quick Learn Session</b> <b>OneNote: The Organizing Tool for Multitaskers</b> Discover OneNote, a hidden Microsoft tool that helps you keep track of a variety of notes in one location. Topics include creating notes, organizing and working with notes, adding pages, searching tags, using OneNote on other devices and more. Train yourself and your staff at considerable savings. Presented by MicroKnowledge, Inc. Registration at 8 a.m.; program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members. At the Chamber, 90 Fourth Street in Troy.</p> <p><b>Thursday • 6/16</b> <b>NetworkingPlus Luncheon</b> Topic-driven themes, ambassador facilitators and three table rotations. At Franklin Plaza's Rooftop Terrace, 4 Fourth Street in Troy. Sponsored by AAA Hudson Valley, CornerStone Telephone Company, Insight Coaching &amp; Consulting and Saratoga National Bank &amp; Trust Company. Registration at 11:30 a.m.; program 12-1:15 p.m.</p>	<p><b>Wednesday • 7/13</b> <b>Free Member Orientation Breakfast</b> Open to all members and their employees. Meet our staff and bring business cards to distribute. Great networking opportunity! No charge; registration required. At The Eddy Memorial Campus, 2256 Burdett Avenue in Troy, in the Simmons Room. Sponsored by Thomas K. Judd &amp; Associates. <i>Additional sponsorships available.</i></p> <p><b>Save the Dates for These Upcoming Events:</b></p> <p><b>Monday • 8/15</b> <b>Annual Golf Classic at the Country Club of Troy</b> Golf package includes lunch, cart, on-course beverages and dinner. \$195 per golfer; \$780 per foursome; \$35 for dinner only. Check-in at 10:30 a.m.; lunch at 11 a.m.; shot-gun start at 12 p.m.; dinner at 5:30 p.m. <b>Sponsorships are available at all levels and to fit every budget. Call today!</b></p> <p><b>Thursday • 9/15</b> <b>Van Rensselaer Awards Dinner</b> This year's recipients are SEFCU, The Van Rensselaer Corporate Award; <b>The Kaleel Jamison Consulting Group, Inc.</b>, The Van Rensselaer Small Business Award; and <b>E. Stewart Jones Jr.</b>, The Edward H. Pattison Citizenship Award. Networking at 5:30 p.m.; awards and dinner at 6:30 p.m. Reservations are \$120 members; \$240 future members; \$1,495 per Chairman's Circle tables of 10. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Capital Bank, CDPHP and The Phoenix Companies, Inc.</p>	<p><b>TIMES:</b> <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><b>COSTS:</b> <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> <b>No-shows will be billed; 24-hour notice is required for all cancellations.</b></p> <p><b>Register online at:</b> <a href="http://renscochamber.com/events">renscochamber.com/events</a></p> <p><b>Questions?</b> Contact Gabrielle Polce Events Coordinator 518.687.1238 <a href="mailto:gpolce@renscochamber.com">gpolce@renscochamber.com</a></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>

# Breathing Lights

ALBANY · SCHENECTADY · TROY



Photos: Hyers+Mebane



## Public Art Project Lights Up Urban Revitalization Efforts

### Breathing Lights Events

#### City Weekends and Opening Parties

Each city will host a weekend of events that invite the public to experience Breathing Lights and meet community partners:

- Troy – September 30-October 1. Hosted by the Breathing Lights Troy hub, The Sanctuary for Independent Media and project partner, The Arts Center of the Capital Region.
- Schenectady – October 28-29. Hosted by the Breathing Lights Schenectady hub, the Boys & Girls Clubs of Schenectady and project partner, Proctors.
- Albany – November 4-5. Hosted by the Breathing Lights Albany hub, Albany Barn, Inc. and project partner, Historic Albany Foundation.

#### Youth Media Workshops

Programs to educate youth in the media arts of video, radio, interview, scripting, storytelling and print will be conducted by Youth FX in Albany, Proctors in Schenectady, and Youth Media Sanctuary in Troy. Finished products will include community residents and be featured at City Weekend events and at the Breathing Lights culminating summit.

#### Building Reclamation Clinics

Free seminars discussing resources and grants available to potential property owners, including homeownership counseling, basic home repairs and tax credits. Designed to empower people with the skills and tools to make smart purchases, renovate homes for safety and livability, and establish strong roots in local neighborhoods.

#### Affinity Projects at Local Galleries

Gallery exhibits, performances, lectures and special projects in all media and for all audiences that reflect Breathing Lights themes.

*For up-to-date calendar information visit [breathinglights.com](http://breathinglights.com)*

**B**reathing Lights, winner of the Bloomberg Philanthropies Public Art Challenge, will illuminate hundreds of vacant buildings in Troy, Albany and Schenectady nightly in October and November 2016, transforming public streets into an evocative public art experience. The unprecedented installation will be supported by eight months of programming and events (list at left), including a competition for local artists.

Breathing Lights is aligned with the work of the Regional Alliance for a Creative Economy and exemplifies the growing trend toward collaboration among local municipalities, businesses and non-profit



organizations to develop projects and initiatives that benefit the entire region. The Arts Awards Competition encourages projects related thematically to Breathing Lights and will take place during the fall 2016 installation. Curated by the project's neighborhood hubs and core team, these awards are an opportunity for local artists to develop and display arts projects that expand Breathing Light's objective to spark conversations and initiatives for urban community renewals through inclusive public art experiences. For submission guidelines, visit [artscenterofthecapitalregion.submittable.com/submit/53924](http://artscenterofthecapitalregion.submittable.com/submit/53924).

Conceived by lead artist and University of Albany art professor Adam Frelin and lead architect Barbara Nelson, AIA, of TAP, Inc., Breathing Lights has brought together more than 25 community and private sector partners. The project will culminate in spring 2017 with a regional summit on vacant homes and neighborhood revitalization. The summit will engage local residents, prospective buyers, investors and policy makers. Follow #breathinglights on social media or visit [breathinglights.com](http://breathinglights.com) for the latest information.

### WORKFORCE TRAINING

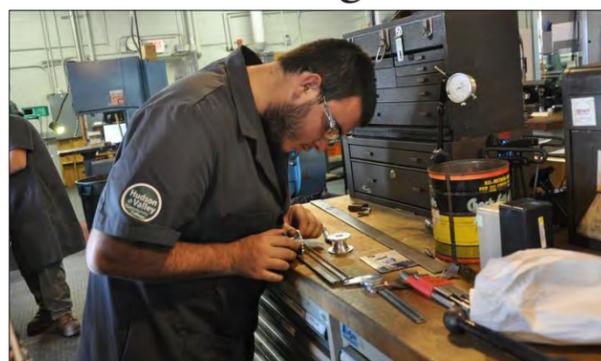
## Hudson Valley CC Plans New Manufacturing Center

**R**esponding to industry shortages, Hudson Valley Community College is planning to expand its workforce training capacity for machinists with the construction of a \$14 million advanced manufacturing center. In order to fund the project, the college's foundation will conduct a multi-million dollar capital campaign, with at least \$3.5 million expected to come from the private sector and individual donors.

The new two-story, 40,000-square-foot manufacturing center will allow the college to expand existing machinist training programs and produce the next generation of workers skilled in reading blueprints and operating lathes, milling machines, grinders and presses for manufacturers locally and globally. Graduates of the program can be recruited to work as machinists and floor supervisors for such regional employers as General Electric, Simmons Machine Tool Corp. and other area manufacturers.

According to industry representatives, the current shortage of machinists is immediate and growing, with jobs waiting to be filled by qualified candidates. Some regional manufacturers have pledged to financially support Hudson Valley's construction project as a viable way of addressing the worker shortage.

The college's Hudson Valley Foundation will work to raise at least \$3.25 million through its capital campaign. The college also plans to seek \$6.5 million from the federal government and \$3.25 million from New York State. Hudson Valley has already been awarded \$1 million from the Haas Foundation, the philanthropic arm of Haas Automation, Inc., an American



company that controls about half of the world's machine tool market. The new center, which could open as early as 2018, will have the capacity to double the college's enrollment in the machinist program to nearly 300 students, while also allowing Hudson Valley to offer training to students preparing for careers in technical marketing, management and sales. The number of available seats in the advanced manufacturing program have been filling up more quickly each year, said college officials, as the shortage of machinists drives up the demand for training. Nine out of 10 graduates of the program have job offers before they finish the Hudson Valley program, with many of the graduates earning starting salaries of \$40,000 to \$50,000 annually, in addition to overtime pay opportunities. Visit [hvcc.edu](http://hvcc.edu).

A QUARTERLY REPORT OF THE CHAMBER'S



Economic Development Partnership

VISIONARY INVESTORS



At First Niagara, commitment to community is

more than what we do, it's also who we are. Thriving communities sustain everything that matters to us: our customers, our employees, and our neighborhoods. It's integral to the way we do business. We have the loans, investments and services that really make a difference in our rural communities, small towns and big cities. At First Niagara, we don't simply talk about reinvesting in our communities; we act on it. Visit [firstniagara.com](http://firstniagara.com).



Rifenburg is one of upstate New York's oldest and largest family-owned construction firms. Specializing in earth moving and restoration of all kinds, Rifenburg

makes quick work of landfill expansions and closures, site work, highway and bridge expansion and utility installations. Since 1958, Rifenburg satisfies customers with dedication to projects, an emphasis on safety and the ability to take on big challenges while getting the job done on time and on budget. Visit [rifenburg.com](http://rifenburg.com).

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NAI Platform

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*List reflects investors as of press time.*



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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 Mike O'Sullivan  
[mosullivan@renscochamber.com](mailto:mosullivan@renscochamber.com)

Director of Member Engagement & Business Development Kate Ollier  
[kollier@renscochamber.com](mailto:kollier@renscochamber.com)

ph: 518.274.7020



MEET OUR INVESTORS:

## Pioneer Bank

Pioneer Bank has been rooted in the Capital Region since its founding more than 125 years ago. Today, Pioneer Bank is the only mutual bank serving the residents of the Capital Region. While other banks focus on returning value to shareholders and investors, Pioneer Bank holds firm to the belief that customers, employees and the community should come first.

Recently, Pioneer Bank has begun to expand rapidly, renovating older offices, opening a new downtown Schenectady office and building new state-of-the-art headquarters in Colonie.



“The current industry trend is one of consolidation and closure, but we have been focusing on opening new branches and expanding our service offerings... Our focus has been, and continues to be, meeting the banking needs of the Greater Capital Region.”

– Tom Amell, President and Chief Executive Officer



Included in the expansion is the acquisition of two Berkshire Bank branches in Greene County and the Albany based insurance agency, Anchor Agency. These additions will expand Pioneer Bank's footprint and allow the bank to continue providing more diverse services to customers.

Pioneer Bank offers individualized and customized branches that go beyond banking to meet the needs of local communities, as well as leading edge technology with a full array of secure, innovative banking products that save time and money. Pioneer has also earned the highest standard in strength and stability: a five star rating from Bauer Financial, Inc. each quarter for more than 25 years. This is an accomplishment that fewer than 5% of banks in the nation have achieved.

Visit [pioneerbanking.com](http://pioneerbanking.com).

## JOB READINESS FOR AT-RISK YOUTH

# Berkshire Farm Center Changes Lives & Futures



Jim Dennis, CEO

## New pilot program certifies students in special education for workforce readiness.

Find out more at [berkshirefarm.org](http://berkshirefarm.org)

Since 2012, Berkshire Farm Center has been a regional and national leader in utilizing paid work experience to prepare at-risk youth for full-time employment and the rigors of college life. Berkshire's innovative Workforce Development program uses classroom learning, paid jobs with social enterprise partners and externships at local businesses to help students beat the odds. Students become academically empowered, learn self-discipline and how to plan for their future. Berkshire has now implemented a ground-breaking pilot program so that students in both general and special education can enroll in Workforce Development programs certified by New York State for job and college readiness.

“For 100% of our students, making work-based learning a top priority is a must,” said Principal Mike Mitchell. “It gives them the vocational skills that make them employable and ready for a challenging future.”

Berkshire's Workforce Development program is funded by donors, individuals and businesses. To learn more, visit [berkshirefarm.org](http://berkshirefarm.org) and click on workforce development.



**Berkshire FARM** Center & Services for Youth is one of New York's leading non-profit child welfare agencies, serving 8,500 children and family members annually. Founded in 1886, it's mission is “to strengthen children and families so they can live safely, independently and productively within their home communities.”

## RPI's Lally School Graduates Have Reasons to Celebrate

### Stats for SUCCESS

Undergraduates' starting salary average: **\$65,000/yr.**

Graduates' starting salary average: **\$76,000/yr.**

Job placement rate for undergrads within first 6 mos. of graduation: **96%**

Job placement rate for MBA and MS grads within 3 mos. of graduation: **100%**

Graduates of the Lally School of Management at Rensselaer Polytechnic Institute are bucking national trends with strong placement outcomes and above-average salaries within months of graduation. Attracting employers from across the country, Lally grads are in demand, earning healthy starting salaries, sign-on bonuses, benefit plans and relocation packages.

Over the last five years, the Lally School has solidified its award-winning undergraduate and doctoral programs, redefined MBAs for a rapidly

changing world and developed groundbreaking nine-month graduate programs in business analytics, supply chain management, technology commercialization and entrepreneurship, quantitative finance and risk analytics and management. The results are statistics that defy rising unemployment and underemployment rates for young college graduates. Lally is among the 5% of the world's business programs that consistently achieve AACSB (Association to Advance Collegiate Schools of Business) accreditation. Visit [lallyschool.rpi.edu/](http://lallyschool.rpi.edu/).



## NYS \$\$ for Farmland Protection Available Now

Approximately \$26 million is available for qualified farmland protection projects across New York State through Round 14 of the Farmland Protection Implementation Grant program. The grants are allocated to help farmers protect valuable and at-risk farmland and support locally-led efforts for farmland protection. The purpose of the funding is to protect viable agricultural land from being converted to non-agricultural use through conservation easements. This year marks the 20th anniversary of the program.

Eligible applicants include:

- Counties with state-approved agricultural and farmland protection plans.
- Municipalities that have adopted a local farmland protection plan.
- Soil and water conservation districts.
- Non-profit conservation organizations or land trusts.

Request for Proposals (RFPs) must be submitted through the New York State Grants Gateway portal by 4:30 p.m. on June 13, 2016. For applications and full details, including a comprehensive webinar, visit [agriculture.ny.gov/rfps.html](http://agriculture.ny.gov/rfps.html).



## NYS Works Towards Downtown Revitalizations

One hundred million dollars in state funding will be awarded to revitalize downtown areas across New York State, transforming them into dynamic neighborhoods where workforces will want to live, work and raise a family, said officials. The goal of the Downtown Revitalization Initiative (DRI) is to spark economic growth including jobs, housing, public spaces and an attractive quality of life. Each of the state's 10 Regional Economic Development Councils will select one winning downtown within their area to be awarded \$10 million. The Capital Region Economic Development Council (CREDC) will accept applications through June 1 and announce the winning downtown area for our region by June 30. The criteria for awardees includes a downtown with defined boundaries, sufficient year-round population, ability to capitalize on private and public investment, recent job growth, diverse levels of housing and mixed-use business spaces, walkability/bikeability and public gathering spaces. Municipal, community and private-sector support must also be shown.

In addition to the DRI, the state will award the sixth round of Consolidated Funding Application (CFA) projects. CFAs must fit into the Upstate Revitalization Plan (Capital 20.20) and projects that advance downtown areas will receive priority points. CFA project submissions will be accepted until July 29 with funding awards announced in late 2016. Visit [regionalcouncils.ny.gov/content/capital-region](http://regionalcouncils.ny.gov/content/capital-region).



# insight into...

## UAlbany MBA Scholarships

Interested in an advanced degree to boost your career options? The Chamber partners with the University at Albany School of Business to offer our members an MBA scholarship program. Now working professionals can 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](http://www.albany.edu/business) or contact the Chamber at 518.274.7020.

### 2016 BOARD OF DIRECTORS

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### PROFESSIONAL DEVELOPMENT

## "Am I Making Myself Clear?" on Tuesday, June 7

How effective are your communication skills? Find out how to be an intentional, responsible and productive communicator with this timely workshop. You'll learn effective techniques to help bridge communication gaps in any environment. Participants will discover:

- Foundational principles for effective communication.
- How language patterns reveal preferences and behaviors.
- Strategies for promoting shared understanding.
- Tips for verbal influencing and motivating in the workplace.



Do you know the three foundational principles of intentional communication? If you've got employees or customers, you should! Sign up today and find out what you — and your listeners — have been missing!

Register now for **Am I Making Myself Clear? Intentional Communications** on Tuesday, June 7 at The Century House, Route 9 in Latham. Sign up online at [renscochamber.com/events](http://renscochamber.com/events). Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by CDPHP; MicroKnowledge, Inc.; and Pierce Communications.



### OUR PRESENTER



**Janet Means, MS, CPF**, of Resource Advantage, Inc., is an accomplished facilitator and modeler with more than 30 years of experience performing facilitated work sessions across organizational levels. She brings senior executives and front-line workers together to improve business performance using effective strategies, redesigned business processes, metrics to support decision making and monitoring to ensure peak productivity.

### NON-STOP NETWORKING

## 116th Annual Dinner {with a twist} a Success!

Thank you to everyone who helped make the Chamber's 2016 Annual Dinner {with a Twist} a success! No wonder our premier event has been called "networking in wonderland," and has earned a 98% approval rating since 2010.

More than 475 regional business professionals enjoyed the freedom of non-stop networking, great food, our popular Business Expo, and a special After Party event on the Plaza's new rooftop terrace. A special thanks to all of our sponsors!

All photos by Denis J. Nally Photography



### Underwriting Sponsors



Dessert Room



Expo Tent



After Party





## New Rooms Designed Around Your Every Need

With more than 415 square feet of living space these are significantly larger than standard hotel rooms. Wall to wall and floor to ceiling glass with French style, sliding doors flood the rooms with light and offer incredible views.

## Mirror Lake Inn Resort and Spa LAKE PLACID'S FINEST



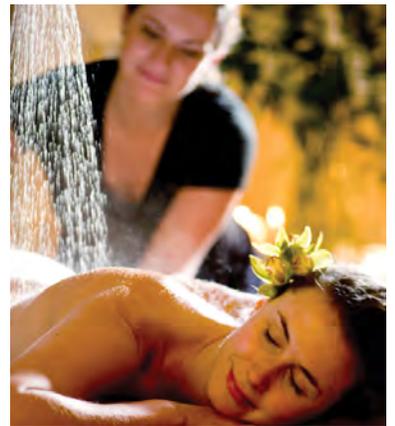
77 Mirror Lake Drive, Lake Placid NY  
MirrorLakeInn.com | 518-523-2544

We Specialize in Small to Medium Sized Groups and Family Reunions!

# LAKE PLACID'S FINEST



With abundant outdoor activities, access to Olympic venues, award winning private dining, over 6000 square feet of unique and versatile meeting space and a stunning location, the Mirror Lake Inn is the perfect place to host your next corporate retreat, business meeting, conference, social event or family reunion. Enjoy the luxury of working with a single point of contact from inquiry to billing, making for a seamless and stress free event.



Please contact Drew Brown at 518-302-3015 or at [dbrown@mirrorlakeinn.com](mailto:dbrown@mirrorlakeinn.com) to plan your next event!



**Mirror Lake Inn**  
**Resort and Spa**  
MirrorLakeInn.com





*We make you look good!*



**Corporate Identity Wear**  
Be seen!

**Business Uniforms**  
Cost-saving alternatives to expensive  
rental programs

**A Wide Variety of Brands**  
Options for every occasion and price point

**In-House Embroidery, Screen Printing and Heat Transfers**

**Advertising Specialties**

Anything you want your logo on: Stickers, Pens, Cups, Coasters, Key Chains ... and more!

**Mention this ad and receive a free left chest embroidery set-up through July 1, 2016. Minimums Apply.**

*Call Us Today and let us make you look good*

**Can't make it to us? We'll come to YOU!**

**Visit our  
Showroom & Factory:**

10 121ST STREET, HISTORIC LANSINGBURGH, NY 12182 ★ [WWW.AMERICANIMAGEINC.COM](http://WWW.AMERICANIMAGEINC.COM)

**PHONE:** 518-235-8738 ★ **TOLL FREE:** 866-786-1110 ★ **EMAIL:** [CS@AMERICANIMAGEINC.COM](mailto:CS@AMERICANIMAGEINC.COM)

# 2016 *Summer Sizzle!*

Take advantage of advertising deals with the Chamber during our *Summer Sizzle* promotion!

Purchase two (2) inserts for \$600  
*Savings of \$100!*

Purchase one (1) insert & one (1) e-newsletter standard ad for \$615  
*Savings of \$75!*

Purchase two (2) e-newsletter standard ads for \$630  
*Savings of \$50!*

The **print newsletter** is distributed to 2,500 recipients every month and included on our website, which receives nearly 19,000 monthly visitors. Only five member business inserts will be included each month. Inserts must consist of one standard sheet of 8.5" x 11" size paper and 2,500 copies must be provided to the Chamber. Inserts should not be folded and cannot exceed the standard 60 lb. paper stock.

The **electronic newsletter** is sent to more than 3,300 recipients on Tuesday and Thursday mornings every week. Only two business ads are included per week. Files must be in (.jpg) or (.gif) format, can not be larger than 2 MB and a link must be supplied.

*All opportunities are on a first-come first-served basis and are subject to availability.  
Two of the same product may not be used in the same month.*

***This offer ends Friday, July 29, 2016.***

*Promotion can be used in the following months:*

*June, July, August, September, October, November and December.*

*Please send the completed form to [soneill@renscochamber.com](mailto:soneill@renscochamber.com) or mail to:  
Rensselaer County Regional Chamber of Commerce / Summer Sizzle  
90 Fourth Street, Suite 200  
Troy, New York 12180*



## Chamber Summer Sizzle Advertisement 2016 Guidelines / Contract

### Reserve Space Today!

Once this contract is received, Staci O'Neill, communications and web strategies manager at the Rensselaer County Regional Chamber of Commerce, will contact you for confirmation. If you have any questions please contact Staci at (51) 687-1232 or soneill@renscochamber.com.

### 2016 Calendar

Please check preferred month(s) of participation below:

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> June      | <input type="checkbox"/> Two (2) inserts for \$600                                   |
| <input type="checkbox"/> July      |  |
| <input type="checkbox"/> August    | <input type="checkbox"/> One (1) insert & one (1) e-newsletter standard ad for \$615 |
| <input type="checkbox"/> September |  |
| <input type="checkbox"/> October   |  |
| <input type="checkbox"/> November  | <input type="checkbox"/> Two (2) e-newsletter standard ads for \$630                 |
| <input type="checkbox"/> December  |  |

Business Name: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

*Your signature below authorizes the Chamber to invoice you, and payment is due on receipt of invoice. Payment can be made with cash, check or credit card. Checks must be made payable to "RCRCC." Cancellations must be made at least 60 days prior to the first of the month of the ad placement.*

*I have read the requirements and payment terms and agree to these guidelines. If they are not met, I understand that my ad will not be displayed on the website and my payment will not be refunded.*

\_\_\_\_\_  
Signature of Contact Holder

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Chamber Staff

\_\_\_\_\_  
Date



THE RENSSELAER COUNTY REGIONAL CHAMBER OF COMMERCE PRESENTS

# 2016 CHAMBER GOLF CLASSIC SPONSORSHIP OPPORTUNITIES

Monday, August 15, 2016

HOSTED AT THE COUNTRY CLUB OF TROY

**PLEASE SELECT YOUR SPONSORSHIP LEVEL:**

**EAGLE SPONSORSHIP PACKAGE \$2,500**

- » All inclusive golf package for four (4), including lunch and dinner (\$780 value)
- » Business name & logo with prominent placement on all print materials & advertising
- » Business name & logo recognition in the Chamber newsletter (2,700+ monthly distribution)
- » Business name & logo recognition with direct link on the Chamber website
- » Business name recognition on upcoming event advertisements and member email newsletters
- » Two (2) flag or tee signs with business logo and website on the hole of your choice (\$300 value)
- » Additional dinner reservations for two (2) staff and/or guests (\$70 value)
- » Banner displayed prominently on the clubhouse and custom event banner in the dining area
- » Business display and marketing materials available to all attendees during lunch and dinner
- » Continuous underwriting sponsor acknowledgement to the 200+ regional professionals at the outing
- » Final attendee registration information available for your marketing purposes
- » Banner ad on the Chamber website for the one month of your choice (\$150 value)
- » Table and Chair at a hole for company representation and marketing materials

**BIRDIE SPONSORSHIP PACKAGE \$1,500**

- » All inclusive golf package for two (2) participants, including lunch and dinner (\$390 value)
- » One flag or tee sign with business logo and website, on the hole of your choice (\$150 value)
- » Additional dinner reservation for one (1) staff or guest to dinner at the end of the golf day (\$40 value)
- » Name recognition on the Chamber website, monthly newsletter and golf program as event supporter
- » Table and Chair at a hole for company representation and marketing materials

**FLAG / TEE SPONSORSHIPS \$150**

- » One (1) flag or tee sponsorship proudly displaying your logo and website
- » Name recognition in the Chamber newsletter and golf program as flag sponsor

**RAFFLE PRIZE CONTRIBUTION\* \$25+**

- » Provide an item to be featured in the popular Golf Classic Raffle (\$25 minimum value)
- » Business name and prize featured on the Chamber Golf Classic website page
- » Business name and prize displayed during the entire Golf Classic to more than 200 business professionals

**Company:** \_\_\_\_\_

**Main Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**\*Raffle Prize Detail / Approx. Value:** \_\_\_\_\_

For more information please contact Gabie Polce, Events Coordinator, at 518.274.7020 ext. 18 or [gpolce@renescochamber.com](mailto:gpolce@renescochamber.com). Please make checks payable to "RCRCC".  
*Guarantee of sponsor packages and benefits depends on timeliness of response*

Please mail this completed form to:

**Rensselaer County Regional Chamber of Commerce**  
 90 Fourth Street, Suite 200  
 Troy, New York 12180  
 P: 518.274.7020 | F: 518.272.7729 | [www.rensochamber.com](http://www.rensochamber.com)

