

# Insight

## NON-STOP NETWORKING

### 114th Annual Dinner *{with a twist}*

“The Chamber’s Annual Dinner is a hothouse of connections, especially for businesses on a growth curve,” said Deb Best, SPHR, principal of Deb Best Practices. “Good things come to people who network well, and the Annual Dinner is like ‘Networking in Wonderland.’ The Chamber is ingenious at coming up with exciting ways to maximize my business interactions.”

The 114th Annual Dinner *{with a twist}* is an evening of non-stop networking with a cocktail reception, Business Expo with 50 showcase booths, culinary stations with gourmet foods by Franklin Plaza, a decadent dessert room, casual seating, valuable door prizes, and more. Guests can network, dine, explore expo booths and meet and greet all evening, allowing for maximum opportunities to make connections, build relationships and enjoy high-impact networking in a relaxing, enjoyable manner.

Nearly 500 regional business professionals are expected to converge on this year’s Annual Dinner *{with a twist}*, making it a must-attend event for Chamber members and non-members alike.

“The Annual Dinner is a mainstay of the business community, but every year it is fresh and energetic,” said Steven Bouchey, CFP, president and CEO of Bouchey Financial Group and founding partner of Bouchey & Clarke Benefits, Inc. Both companies



Bryce Cutler, NBT Bank assistant vice president and branch manager; Linda Hillman, chamber president; and David Krupski, NBT Bank senior vice president and regional commercial banking manager.

are generous sponsors of the Annual Dinner. “This event is a reflection of the diversity of the Chamber’s membership, with something for everyone. It is a night to remember.”

**Register now for the 114th Annual Dinner & Business Expo on Thursday, May 8 at Franklin Plaza Ballroom in Troy, 5:30-8:30 p.m. \$120 per person; \$1,495 Chairman’s circle table of 10. Expo booths \$375 (includes one dinner ticket). See calendar on page 2 for details.**

Sponsored by Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; and NBT Bank. Business Expo sponsor Turner Construction Company. Dessert sponsor CAP COM Federal Credit Union.



## NONPROFIT KNOWLEDGE

### Learn How to Fundraise for a Nonprofit



Nonprofit organizations are facing tougher challenges than ever before. If you are a board member, volunteer or staff member of a nonprofit, you can help catapult your organization to new levels of fundraising, communication, awareness and partic-

ipation. Join us for this upcoming Chamber workshop and discover strategies for everyone who loves a nonprofit. Learn the key concepts in development and fundraising; how good marketing can happen even when there is no budget; and a very simple way to overcome your fear of fundraising.

Our presenter is Diane Cameron Pascone, development director for Unity House of Troy. Pascone

has served as executive director for nonprofit organizations in the arts, human services, community development, healthcare and education for more than 30 years, including at The Smithsonian Institution in Washington, DC.

“Nonprofits are crucial to the overall health of a community. They connect people to resources, provide a safety net, improve the quality of life and stimulate reform.” said Pascone. “But the competition for fundraising, awareness and participation gets more difficult every year. Board members, volunteers, staff and others who support nonprofits have key roles to play. It begins by realizing that nonprofits are businesses, too, but with a difference.”

**Register now for More Than the Mission: Fundraising and Development for Everyone Who Loves a Nonprofit on Wednesday, March 12 at Comfort Inn & Suites in Schodack, starting at 7:30 a.m. \$35 members; \$50 future members and walk-ins. See calendar on page 2 for details.**

Sponsored by Marvin and Company; MicroKnowledge, Inc.; and Pierce Communications, Ltd.



## ASK THE EXPERT: Intellectual Property

This month’s expert is **David P. Miranda**, partner at Heslin Rothenberg Farley & Mesiti PC, an Albany firm practicing exclusively in intellectual property law. A successful trial lawyer, he has been named a “Super Lawyer” by Thompson Reuters, and is president-elect of the New York Bar Association for 2014-2015.



### Q: What is Intellectual Property (IP)?

A: Intellectual property can be an invention (patent), brand or logo (trademark), creative work (copyright) or trade secret. In our region, IP is thriving across a broad spectrum of industries, from manufacturing companies to high tech, from entrepreneurial start-ups to large corporations. IP is what makes your company valuable.

### Q: How is IP protected?

A: There are many ways, some simple and others more time-consuming. Strategies can include patents, trademarks, trade dress, trade secrets, and copyrights. When necessary, clients should have their rights defended and enforced through litigation. The goal is to help clients protect and capitalize on their IP by realizing its potential.

### Q: When should I contact an IP professional?

A: From the very start. IP protection begins with a personal consultation to discover exactly what needs to be protected and the best options for doing so. It’s important to work with legal professionals with experience in IP law, as well as industry-specific professionals who understand the applications of your IP and who have hands-on expertise. Appropriate IP protection can propel a company forward by providing new revenue streams for profitability and greater heights of success.



The Rensselaer County Regional Chamber of Commerce (RCRCC) 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.

“Serving New York’s Tech Valley”

“insight” is published monthly. Submissions are considered for publication based upon content and space availability.

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Register for all Chamber events online at  
[WWW.RENSCOCHAMBER.COM/EVENTS](http://WWW.RENSCOCHAMBER.COM/EVENTS)

● NEW MEMBERS

**3tarchitects**

Architects, Interior Decorators & Designers  
Rep: Scott Townsend  
418 Broadway  
Albany, NY 12207  
Phone: 518.618.0900, ext. 108  
www.3tarchitects.com

**A New Beginning Consignment Shop**

Clothing & Accessories  
Retail  
Rep: Kathleen A. Nally  
170A Columbia Turnpike  
Rensselaer, NY 12144  
Phone: 518.894.4681

**Community Loan Fund of the Capital Region**

Financing  
Rep: Linda MacFarlane  
255 Orange Street  
Albany, NY 12210  
Phone: 518.436.8586  
www.mycommunityloanfund.org

**Empire Exhibits & Displays, Inc.**

Trade Show Display Manufacturer  
Rep: Craig Koehler  
100 Second Street  
Watervliet, NY 12189  
Phone: 518.266.9362  
www.empireexhibits.com

**The Junior League of Troy, New York**

Nonprofit Organizations  
Rep: Caroline Melkonian  
P.O. Box 111  
Wynantskill, NY 12198  
Phone: 518.674.0910  
www.jltroy.org

**CloseUP Conversation w/**



Kate Ollier, the Chamber's programs and events manager, works with members to create customized marketing packages that drive your business and brand.

As a Chamber member, you can tap into one of the most powerful and effective marketing vehicles available to regional businesses and nonprofits. My job is to build partnerships with members, developing customized packages to achieve their targeted goals, all within their budget. Let's take a look:

• **Sponsor an Event** - Attract new business with our lineup of exciting events and professional programs. Showcase your brand to maximum capacity audiences, take advantage of local media coverage, and network with national speakers and key state and local leaders.

• **Advertise Online** - Averaging more than 10,000 visits per month, the Chamber website offers Banner Ads with frequency discounts and no minimum purchase; Member Spotlight home page profiles, along with logo and contact information; Page Peels for attention-grabbing results; and Business Web Links for one-click connections to your company's website.

• **In-Print** - Inserts in the Chamber's monthly newsletter reach 2,700 members and their employees, with a pass-on rate of over 6,000.

• **Direct Mail** - Expand your client list quickly, customize and target your audience with our Excel list or printed labels.

Find out more by contacting me today at kollier@renscochamber.com. A small investment earns a big return when you partner with the Chamber!

● MEMBER NEWS



**The Downtown Troy Business Improvement District (BID)** has appointed Erin Pihlaja its new executive director. A Troy resident, she will work with downtown stakeholders to create opportunities within the ongoing revival of the local community. Pihlaja is BID's second executive director.

**S & B Staffing** is celebrating its 25th year in business in the Capital Region. The company, owned by founders Patricia Blais and Connie Sargent, opened in 1989. Over the years, the firm has worked with hundreds of companies, providing employment for thousands of local individuals. Today the firm services a wide spectrum of industries and provides permanent placement, temp-to-hire and temporary staffing solutions. To learn more, visit [www.s-bstaffing.com](http://www.s-bstaffing.com).

**The YWCA of the Greater Capital Region, Inc.**

announces the new hire of Daquetta P. Jones as the organization's executive director. She brings 13 years of professional experience providing services to at-risk populations. Jones will be responsible for the executive and administrative leadership of the organization and its more than 100 residents.



**The Tri-City ValleyCats** are teaming up with **Hannaford Supermarkets**

to host the second annual "Show on the Road." One lucky youth sports league will be chosen based on good sportsmanship on the field and within the community. For applications, log on to [www.tcvalleycats.com](http://www.tcvalleycats.com) or call 518.629.CATS. Deadline is Friday, April 4. The day will include pregame picnic and entertainment, home run derby, mascots, give-away competitions and more.

**CSArch**, an architecture, engineering and construction management firm with offices in Albany and Newburgh, has made several senior staff promotions. Tina Mesiti-Céas, AIA, and Edwin Anker, AIA, were each promoted from senior associate to principal. Scott Wolfe, director of construction management, was promoted from the level of principal to managing principal.



**Louie's** has opened its doors at 62 Vandenberg Avenue in Troy with a ribbon-cutting ceremony (photo above). The restaurant serves everything from breakfast to burgers, including salads, sandwiches and sides. Visit [www.louiestroy.com](http://www.louiestroy.com). Owner Ken Stulmaker received a \$5,000 matching grant from the City of Troy for facade improvements and renovations.

**Walrath Recruiting, Inc.** has launched a redesigned website at [www.walrathrecruiting.com](http://www.walrathrecruiting.com). A NYS certified Woman-Owned Business, the company provides expert staffing and recruiting services to businesses and job seekers in the greater Capital Region from offices in Albany and Saratoga Springs.

**Whiteman Osterman & Hanna LLP**

welcomes Michael L. Diakiwski as a new associate. A graduate of Georgetown University Law Center, he previously served as a law clerk for a senior senator on the U.S. Senate Committee on the Judiciary. He is a member of the NYS Bar Association.



**Ryan-Biggs Associates, PC**

has announced two promotions. Matt Yerkey, PE, has been named principal associate. He has been with the firm since 1998 and manages many of the firm's bridge and contractor service projects. Jeff Hodgson, PE, has been promoted to senior engineer. With the firm since 2006, he provides the design for many of the firm's educational, industrial and municipal facility projects.



events calendar 2014

MARCH	APRIL	ADDITIONAL INFO
<p><b>Thursday • 3/6</b> <b>NetworkingPlus Breakfast</b> Networking is the number one reason why members join the Chamber. Table rotations, talking points, and ambassador facilitation make for a valuable program. Bring plenty of business cards; enter to win a Spotlight article. At Brown's Brewing Co., Revolution Hall, 417 River Street in Troy. Sponsored by CAP COM Federal Credit Union; Deb Best Practices; and Merchant Pro Express.</p> <p><b>Wednesday • 3/12</b> <b>"More Than the Mission: Fundraising and Development for Everyone Who Loves a Nonprofit"</b> This extended breakfast workshop will present strategies to help the nonprofit you love reach new heights of fundraising, community awareness and public participation. With presenter Diane Cameron Pascone of Unity House. From 7:30-9:30 a.m. At Comfort Inn &amp; Suites, 99 Miller Road in Schodack. Sponsored by Marvin and Company; MicroKnowledge, Inc.; and Pierce Communications, Ltd.</p> <p><b>Thursday • 3/20</b> <b>"Engaging Economic Development: Building the Future"</b> A luncheon panel discussion with regional leaders. Find out how economic development can benefit your business. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CDTA; Express Scripts; and Kirchhoff-Consigli Construction Management, LLC.</p> <p><b>Thursday • 3/27</b> <b>The Leadership Institute 2014 Graduation</b> Join us to celebrate! \$50 per person; tables of 10 are \$550. At the Franklin Terrace Ballroom, 126 Campbell Ave., Troy. At 5:30 p.m. Sponsored by First Niagara and <i>The Business Review</i>.</p>	<p><b>Wednesday • 4/2</b> <b>Quick Learn Session: Advanced Outlook</b> Spend two hours with the expert instructors from MicroKnowledge, Inc. and learn new computer skills before lunchtime! The Chamber presents the next "Quick Learn Lesson" in partnership with the area's foremost computer training firm. This upcoming session will focus on Advanced Outlook. Now is the time to train yourself and your staff for greater efficiency at a considerable savings. Registration at 8 a.m., program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members/walk-ins. At the Chamber, 255 River Street in Troy. Sponsored by MicroKnowledge, Inc.</p> <p><b>Thursday • 4/10</b> <b>Tech Valley Series for Empowering Women "Second Annual Symposium"</b> Our popular Women's Initiative kicks off its second year of events. This half-day event includes panel discussions, break-out sessions, and informal networking. Registration, lunch, networking and Expo booths at 11 a.m.; program 12 to 5 p.m. Cost is \$75 for members; \$95 for non-members and walk-ins. Expo booths are \$300 each. At The Century House, Route 9 in Latham. Major underwriters are Bouchey Financial Group, Ltd. and SEFCU. Sponsored by Hoosick Valley Contractors, Inc. (HVC, Inc.) and Turner Construction Company.</p> <p><b>Wednesday • 4/23</b> <b>Member Benefits Breakfast</b> A great way for you and your employees to make the most of the Chamber's valuable benefits and services. No charge; registration requested. At The Woods Apartments, 400 Brunswick Road in Brunswick. Sponsored by QuiCR LLC and Thomas K. Judd &amp; Associates.</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>NetworkingPlus programs are \$30 (unless otherwise noted) for members who have pre-registered. Walk-ins and non-member registrations are \$45 each.</i></p> <p><i>All other programs are \$35 (unless otherwise noted) for members who have pre-registered. Walk-ins and non-member registrations are \$50 each.</i></p> <p><b>Please Note: No-shows will be billed. 24-hour notice is required for all cancellations.</b></p> <p><b>Register online at:</b> <a href="http://www.renscochamber.com/events">www.renscochamber.com/events</a></p> <p><b>Questions?</b> 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>

REGIONAL REPORT

Discover How We're Building the Future



Get ahead of the competition and “in the know” with the Chamber’s upcoming luncheon program “Engaging Economic Development: Building the Future.” We’ll talk with area professionals about exciting initiatives in our communities and what the future holds. Our panelists are (photos above, l-r): Joseph Nicolla, president, Columbia Development Companies; Robert Pasinella, director, Rensselaer County IDA; Dan Slote, associate broker, NAI Platform, who will serve as our moderator; and Arnold Will, acting Capital Region director, Empire State Development Corporation.

Register now for **Engaging Economic Development: Building the Future** on Thursday, March 20 at the Hilton Garden Inn, Troy starting at 11:30 a.m. \$35 members; \$50 future members and walk-ins. See calendar on page 2 for details.



Sponsored by CDTA; Express Scripts; and Kirchhoff-Consigli Construction Management, LLC.

Chamber Benefits Make it Easy to *Market, Develop, & Connect*

Are you making the most of your Chamber membership? We offer the following money-saving benefits to help you *Market, Develop, & Connect* for success!

- Add your 10-word business description** to our online Membership Directory at no charge to improve your business’s search optimization. Call the Chamber at 518.274.7020 to get your 10 word description online.
- Post all of your available job and volunteer opportunities** on our website that averages more than 10,000 visits every month. It’s free! Visit [renscochamber.com/edp](http://renscochamber.com/edp) > Jobs/Volunteers.
- Submit your upcoming events** to our Community Calendar. Go to [www.renscochamber.com](http://www.renscochamber.com) > Events > Submit an Event to complete the online form.
- Include a hyperlink from our website to yours** for a one-time fee of \$25. Contact us at 518.274.7020 to have your organization’s website added to ours.
- Participate in Member-to-Member Discounts.** Bring more customers to your door by offering discounts on products and services. Visit [renscochamber.com](http://renscochamber.com) > Member Benefits > Member-to-Member Discounts. Download, sign and return the form to include your discount on our website!
- Submit press releases and company news** to our website by using our online form. Visit [renscochamber.com](http://renscochamber.com) > Member News and add your news item for free. It’s that easy!
- Call and sign up for a free Energy Savings Program.** Making just one call can help you reduce your monthly operating expenses. Contact us today at 518.274.7020.
- Take advantage of the Chamber’s two free Conference Rooms.** Call us today to reserve one of the conference rooms: 518.274.7020.
- Sign up for our weekly e-newsletter** and stay up-to-date on all Chamber news, events and regional information. Visit [renschamber.com](http://renschamber.com) and select ‘e-newsletter’ at the top to sign up.
- Save time and money with the UAlbany MBA Scholarship.** Through our partnership with the University at Albany School of Business, working professionals can earn an MBA in less than two years. Contact us today to find out how to take advantage of the scholarship: 518.274.7020.
- Email Marketing:** Whether you already use Constant Contact, or are considering email marketing, Constant Contact offers up to 25% off member business e-newsletter accounts when you sign up through the Chamber. Contact us to receive the discount at 518.274.7020.
- Additional Money Saving Benefits** include Long-Term Care Insurance, Country Club of Troy Membership Discount, Business Referrals, and more. Visit [www.renscochamber.com](http://www.renscochamber.com) > Member Benefits.

For information on all of these valuable benefits of Chamber membership, visit our website at [www.renscochamber.com](http://www.renscochamber.com).

CHAMBER MEMBER

spotlights



**Empire State College**, one of 13 arts and science colleges of the State University of New York, is a multi-site institution offering associate, bachelor’s, and master’s degrees. Geared primarily toward adult learners, the college was established 40 years ago with a focus on non-traditional teaching and learning. Through a unique model of customized, flexible learning, faculty mentors guide students through rigorous, individually-designed degree programs within 12 broad areas. More than 70,000

alumni state wide leverage their Empire State College experience to advance their careers and make positive contributions to their communities.

The college’s Northeast New York Region serves the greater Capital District with locations in Troy, Schenectady, Queensbury, Johnstown and Plattsburgh and a regional center in Latham. A satellite office at the Empire State Plaza brings study opportunities to state employees.

“We’re definitely different from the traditional college experience,” said Gerald Lorentz, PhD, dean of the Northeast New York Region. “Our students enjoy the advantages of a small, local college atmosphere but with the resources and support of a state-wide SUNY college, all at an affordable tuition. Students work with faculty mentors to design degrees that meet their individual education, career and personal goals. They learn in flexible and personalized independent study, small seminars, residencies and online courses. We also recognize college-level learning outside the classroom, which can be evaluated and credited towards their degree through a portfolio process.”

Each year the college serves more than 2,300 undergraduate students in the Northeast Region, helping them to balance their studies with their work and life priorities. The college also works in partnership with the public and private sectors to promote an educated, job-ready workforce.

SUNY EMPIRE STATE COLLEGE  
21 BRITISH AMERICAN BLVD. | LATHAM, NY 12110  
PHONE: 518.783.6203, EXT. 5990 | WWW.ESC.EDU



Founded in Troy in 2011, **GreyCastle Security** is a national information security consulting firm specializing in assessments, security management and remediation services. As the leading cybersecurity firm in the Northeast, GreyCastle’s clients span a multitude of industries from Fortune 500 financial companies, to state and local higher education sectors, to elite medical institutions.

At GreyCastle Security, clients are the main priority. The firm offers an array of services including penetration testing, compliance, security awareness training, incident response and policy development. In the past year, GreyCastle has widened its scope in response to growing demand, with an expansion into larger office space as well as increased staffing.

“Cybercrime and security are an increasing concern within every industry -- none are exempt,” said Reg Harnish, chief security strategist. “These attacks are evolving into more sophisticated, financially-driven crimes with an immeasurable long-term impact. We anticipate continued growth as more organizations seek proactive measures to protect their critical infrastructure, intellectual property and clients.”

One of GreyCastle’s core concepts is people. “The largest security risk within any organization is its people,” said Harnish. “Despite the warnings and training, people unknowingly allow outsiders access to their network with just a simple click. Constant and proper training is paramount for all businesses to ensure security.”

While cybersecurity is a never-ending process that can’t be 100% foolproof, GreyCastle Security continues to fight the war on cybercrime and secure companies all across the country.

GREYCASTLE SECURITY, LLC  
500 FEDERAL STREET, SUITE 540 | TROY, NY 12180  
PHONE: 518.274.7233 | WWW.GREYCASTLESECURITY.COM

Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Chyresse Wells at 518.274.7020, ext. 16 or [cwells@renscochamber.com](mailto:cwells@renscochamber.com). Members must be in good standing and not have been featured within the past 24 months.

## insight into...

### Get Attention Online

The Chamber's Online Member Directory is better than ever. Now a simple "key word" search will bring visitors directly to your contact information. The result? More referrals, more clients, more business. You can turn up the volume by including a no-charge member description about your specialty, expertise or strengths. Top it off with a hyperlink from our membership directory straight to your company's website for a one-time fee of just \$25. Then sit back and watch your visits increase! You'll leverage your brand with the Chamber's website, which averages more than 10,000 visits per month. Find out more at [www.renscochamber.com](http://www.renscochamber.com), click on "Advertising."

#### 2014 BOARD OF DIRECTORS

**DANIEL SLOTE**, Board Chair\*  
NAI Platform

**JOHN AHEARN**  
Rifenburg Construction, Inc.

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Pioneer Bank

**JOHN AMODEO**  
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**JUDY A. CAHEE, CPA**  
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**JAMES CONROY\***  
New York Business Development Corporation

**BRYCE CUTLER\***  
NBT Bank, NA

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\* Executive Committee members.



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#### TECH VALLEY EMPOWERMENT SERIES

### Save the Date: Kick-Off Symposium Set for April 10

The Chamber announces the kick-off of a brand new year of our Tech Valley Series for Empowering Women and it's better than ever! The series gets underway with the Second Annual Symposium where regional professionals will engage in candid, solutions-based conversations within dynamic forums to connect and share experiences.

"The Chamber is creating an interactive environment that inspires and guides the conversation," said Beth Coco, Entrepreneur in Residence, University at Albany. "This series gives women and men the opportunity to come together and share acquired knowledge, to discuss the positive impact diversity and inclusion can have on our organizations and on the future of the region."

The symposium is a half-day event, featuring a panel discussion, break-out sessions, and informal networking. Guest presenters will facilitate collaborative and constructive sessions to prompt discussion among participants. We'll explore successful strate-



gies to ongoing challenges and help you expand your career beyond traditional boundaries. Our presenters (clockwise from upper left) Denise Gonick, president & CEO, MVP HealthCare; Beth Coco, Entrepreneur in Residence, University at Albany, SBDC; Michael J. Castellana, president & CEO; and Steven B. Bouchey, CFP, president & CEO, Bouchey Financial Group, Ltd. Following the presentations will be two breakout sessions, "Turning Obstacles into Opportunities" and "Negotiations." Be sure to save the date and join us for this exciting forum.

Register now for **Tech Valley Series for Empowering Women: Second Annual Symposium** on Thursday, April 10 at The Century House in Latham, starting at 11 a.m.-5 p.m. \$75 members; \$95 future members and walk-ins. See calendar on page 2 for details.

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



## The Leadership Institute



Have you heard the news? Nearly 85% of Leadership graduates go on to experience promotion or career advancement; more than two-thirds of our alumni volunteer in their communities.

"For the past decade, the Chamber has been graduating new leaders for our regional business community, diverse and dynamic individuals who are bringing their energy and ideas into their workplaces and communities," said Chamber President Linda Hillman. "Every time a new class graduates, it's a celebration for everyone because we all benefit from their accomplishment."

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



### Attend: Open House

Learn all about The Leadership Institute, the Chamber's award-winning leadership training program, at an Open House for the Class of 2015 on Friday, April 4 from 8:30-9:30 a.m. at the Chamber offices in Troy. Talk with graduates, pick up an application for this fall's new session, and find out how to jumpstart your success.

### Apply: New Class Starting

It's time to take your career to the next level. If you or key members of your staff seek an educational experience that builds effective leadership skills, now is the time to learn how this extraordinary program can elevate your professional and personal skills. Learn from leaders with our distinguished faculty and increase your value in your company and in your community. Application deadline is Wednesday, May 21, at 5 p.m.

### Accomplish: Graduation!

Join us at a graduation ceremony and dinner in honor of The Leadership Institute's Class of 2014. The celebration will be on Thursday, March 27 at 5:30 p.m. at the Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are \$50 per person, and sponsorship tables of 10 are available for \$550, including recognition in the evening's program.

For information contact Kate Ollier at 518.274.7020, ext. 23. Online applications are available at [www.renscochamber.com/leadership-institute](http://www.renscochamber.com/leadership-institute).



# Economic Development Partnership

The Economic Development Department of the Rensselaer County Regional Chamber of Commerce

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## APPROVAL PROCESS BEGINS

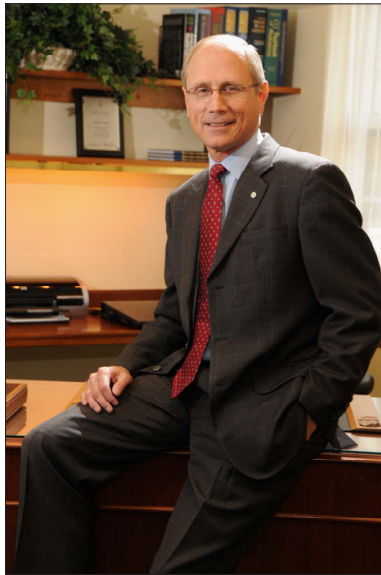
### SPHP Moves Ahead with \$99 Million Master Plan

With some changes to the scope and timing of its original plan, St. Peter's Health Partners (SPHP) is seeking state approval of a \$99 million construction and renovation plan for Samaritan and St. Mary's hospitals. SPHP has filed certificates of need with the New York State Department of Health seeking review and authorization for its Troy Master Facility Plan (MFP), the first major step in obtaining regulatory approval for the project.

The original plan, first announced in November 2012, called for a \$150 million, three-phase project over 13 years, including \$67 million in the initial phase. The revised project proposes an initial investment of \$99 million over the next five years, with future phases to be determined at a later point. The revised project will also accelerate by six years the consolidation of inpatient care in the two Troy hospitals in order to address the rapidly changing health care environment and more quickly modernize inpatient facilities.

By the end of 2017, Samaritan Hospital will serve as SPHP's single facility for medical/surgical and behavioral health inpatient care in Troy. St. Mary's Hospital will transition to an ambulatory care campus, providing important outpatient services to the community. Among the major highlights of the project is construction of a five-story patient pavilion at Samaritan Hospital (rendering below) with a new, expanded emergency department, intensive care, progressive care and medical/surgical beds. The construction will also include infrastructure improvements and a \$9 million, 550-car parking garage that has received \$1.25 million in grant funding from New York State and the Capital Region Economic Development Council.

SPHP was created in October 2011 through a merger of St. Peter's Health Care Services, Northeast Health and Seton Health. With a \$1.3 billion annual budget, SPHP is the region's largest private employer with more than



President & CEO James K. Reed  
St. Peter's Health Partners

12,500 employees in over 170 locations in seven counties. One of the key goals of the merger was to create a long-term, sustainable acute care presence in Troy while acknowledging the sweeping changes of health care reform. The proposed MFP represents one of the largest private-sector investments in Troy and Rensselaer County's histories. According to SPHP, the project will be funded through equity, capital financing and philanthropy. In March 2013, the proposed project received a \$10 million donation from an anonymous Troy resident.



## FUNDING THE FUTURE

### CREDC Secures \$82 Million for Local Projects

The Capital Region Economic Development Council (CREDC) has received more than \$82 million for local projects that will move forward as a result of the council's advocacy. As part of round three of New York State Governor Andrew M. Cuomo's regional council initiative, CREDC was named a Top Performer and awarded \$82.8 million for 100 projects in 2013. A total of \$715.9 million was awarded state-wide.

"We have a winning formula and have made steady progress in building a vibrant economy for the Capital Region," said CREDC Co-Chairs James Barba and Robert J. Jones.

"The funding allows us to further implement our strategic plan and move several priority projects in high-tech, manufacturing, agriculture, educational and service industries forward more quickly. These projects will create jobs, spur private investment, revitalize cities and encourage long-term sustainable growth for our region."

A community-based approach to economic development, the regional council initiative is creating jobs and supporting economic growth across the state, said Chamber President Linda Hillman, who was appointed to CREDC by the governor at its inception.

"We have an enthusiastic, dynamic group of profes-

sionals serving together with one purpose: to move projects forward for the economic benefit of the entire community," said Ms. Hillman. "I am honored to serve on the council and look forward to even more success in 2014."

Funded priority projects in 2013 included:

- » \$1,000,000 to Dockside Lofts for mixed-use redevelopment in downtown Troy (renovation of a 35-unit building, construction of a Hudson River walkway, parking and infrastructure).
- » \$550,000 to Tech Valley Center of Gravity to purchase and renovate a vacant building in downtown Troy into a maker space/tech incubator.
- » \$225,000 to Hudson Valley AgriBusiness Development Corporation to establish the Mid-Hudson/Capital Region LTL Local Food Distribution Hub. The hub will allow farmers to get their products to market cost-effectively.
- » \$64,956 to Capital District Community Gardens for its multi-phased Urban Grow Center project. The center will include a local food supply hub, rehabbed "green" building with alternate power generation and conservation, fresh produce market and expanded year-round programming.

A full list of 2013 Regional Economic Development Council awards can be found at <http://regionalcouncils.ny.gov/assets/documents/2013REDCBooklet.pdf>.



## ECONOMIC DEVELOPMENT PARTNERSHIP

### VISIONARY INVESTORS



### CHAMPION INVESTORS

**BBL Construction Services**

**Bouche Financial Group, Ltd. /**

**Bouchey & Clarke Benefits, Inc.**

**Capital District Transportation Authority (CDTA)**

**Center for Economic Growth (CEG)**

**First Columbia, LLC**

**Gurley Precision Instruments**

**National Grid**

**Nigro Companies**

**Pioneer Bank**

**SEFCU**

**Tri City Rentals**

### INNOVATOR INVESTORS

**United Group of Companies, Inc.**

**U.W. Marx, Inc.**

### TRAILBLAZER INVESTORS

**CAP COM Federal Credit Union**

**Kinderhook Bank**

**Lavelle & Finn, LLP**

**NAI Platform**

**Pattison, Sampson, Ginsberg & Griffin PC**

**Rose and Kiernan, Inc.**

**TD Bank**

*This list reflects investors as of press time.*

THE ECONOMIC DEVELOPMENT PARTNERSHIP (EDP) is a department of the Rensselaer County Regional Chamber of Commerce. EDP's goal is to develop, support and expand new and existing business for the region by providing relevant information, contacts and assistance through marketing opportunities to regional, national and international businesses. The mission of EDP is to enhance the economic vitality of Rensselaer County and establish greater awareness of its high quality of life.

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## MEET OUR PARTNERS:

### Capital District Transportation Authority

The Capital District Transportation Authority (CDTA) is the premier mobility organization in the Capital Region, providing local, express, commuter and bus rapid transit services. CDTA owns and operates the Rensselaer Rail and Saratoga Springs Train Stations, and operates the Northway Xpress Commuter Service between Saratoga County and downtown Albany.

Employing more than 650 people in the Capital Region, CDTA delivers a transit system that transports 60,000 customers each weekday. With more than 306 vehicles, including 50 hybrid electric buses, CDTA serves Albany, Rensselaer, Saratoga and Schenectady counties with a \$76 million annual consolidated budget.

CDTA made record-breaking gains in ridership and increased recognition of its innovative transit system and new customer programs last year. CDTA is on track to serve more than 16 million riders this fiscal year, its highest boarding count in 30 years. The ridership gains and system improvements are driven by efforts to position the transit system as a better way to travel.

"The Capital Region is taking notice," said CDTA Chairman David M. Stackrow. "We listen to what our customers and partners tell us they need in transportation, whether it's for work, recreation, or whatever is important to them. As we head into 2014, we are excited to work towards more service on the street, innovative payment options and even more community partnerships."

A key component of this growth has been CDTA's universal access program that offers discounted wholesale contracts based on a bulk purchase of rides. CDTA works with over a dozen colleges and businesses to provide unlimited access for students and employees, offering an unmatched tool for convenient and affordable access to jobs.

"The introduction of Bus Rapid Transit service to the Capital Region has been a game changer for public transit," said Stackrow. "The flexibility and build-ability of Bus Rapid Transit systems provides a clear connection to economic development opportunities in areas where it has been introduced."

BusPlus service has resulted in a 20% increase in ridership on the NY Route 5 corridor. Based on this success, CDTA has developed a 40 miles of BRT vision that will include service on the Washington/Western and River Corridors. These are the second and third busiest corridors in the region and combine for nearly 6 million trips annually.

For more information, visit [www.cdta.org](http://www.cdta.org).



### Economic Development Partnership

The Economic Development Department of the  
Rensselaer County Regional Chamber of Commerce

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## THIRD GENERATION BUSINESS

### Stefanie Wiley Takes the Helm of HVC

Hosick Valley Contractors, Inc. (HVC) has named Stefanie Wiley as president of the 36-year-old general contracting firm. She and husband, Scott Wiley (photos at right), purchased the company from Ms. Wiley's father, Robert VanWie, upon his retirement. Scott Wiley has been named vice president. They are the third generation to lead the company.

"It is a great honor to be able to take over the family business, representing the third generation," said Ms. Wiley, who, as the new majority owner of the company, plans to obtain state certification as a Women Business Enterprise. "My goal is to use my collaborative approach to continue to grow and strengthen the business well into the future."

HVC is a construction services firm providing general contracting, design/build and project management services to the Capital District. Annually, the company performs over \$7 million in construction volume and employs 25. Recent clients include the towns of Moreau and Niskayuna, the Ballston Spa Central School District and Questar III BOCES.



In 2011, Ms. Wiley was named a "40 Under 40" honoree by *The Business Review*. Later that year she received the publication's "Women Who Mean Business" award. Ms. Wiley has served on the Rensselaer County Regional Chamber of Commerce Board of Directors, chairing the committee of The Leadership Institute in 2013. She has also previously served on the board of directors for the Lansingburgh Boys & Girls Club as well as the local chapter of the National Association of Women in Construction (NAWIC).

## STRATEGIC PARTNERSHIP

### HVCC's Educational Center Opens Doors

After 30 years on Congress Street, the Capital District Educational Opportunity Center (EOC) has relocated to a new facility at 431 River Street in the Hedley Building, Troy. The 50,000-square-foot space includes six general purpose classrooms, several computer and technology-enhanced classrooms, student support areas, and specialty labs for the center's career-based programs in building trades, cosmetology, culinary, nursing assistant and welding. A large meeting room enables the center to host events that benefit both the EOC and the surrounding community, such as job fairs.

Since its inception in 1966 the EOC has served 47,000 Capital Region residents, offering tuition-free academic and workforce development opportunities to disadvantaged and educationally under-prepared individuals 16 years and older. As a result, thousands of Capital Region residents have gained self-confidence in their own potential, realized career goals, and obtained self-sufficiency and economic independence.

A division of Hudson Valley Community College, EOC delivers comprehensive, community-



Andrew Matonak, president, Hudson Valley Community College; Cynthia B. Doran, legislator, Rensselaer County; and Lou Rosamilia, mayor, City of Troy.

based academic and workforce development programs. The center provides support services leading to enhanced employment opportunities, access to further education, personal growth and development. EOC enrolls approximately 1,000 students annually, and successfully places 200 students into employment each year.

For information on EOC's programs, visit [www.hvcc.edu/eoc](http://www.hvcc.edu/eoc) or call 518.273.1900.

## STRATEGIC PARTNERSHIP

### RPI Partners to Train Health Care & Tech Leaders

Rensselaer Polytechnic Institute is strengthening its strategic partnership with Icahn School of Medicine at Mount Sinai to launch the new Mount Sinai Institute of Technology (MSIT). The facility is part of a \$100 million public-private initiative to boost biotechnology innovation in New York State. MSIT will train tomorrow's leaders in the fields of health care and technology, graduating experts able to address the world's most critical health-care challenges.

"This research and technology hub will enable innovation and discovery in biomedical technologies, health-care analytics, and education.



Ultimately, it will advance economic development and improved health care," said Rensselaer President Shirley Ann Jackson, PhD. "Rensselaer will work closely with Mount Sinai to foster MSIT's growth while expanding opportunities to build Rensselaer-driven biomedical technologies upstate."

The new institution is designed to transform biomedicine through discovery and development of technology-based solutions to critical unmet healthcare needs. MSIT will confer graduate degrees in technology-based life sciences disciplines. Students and faculty will engage in academic

research, product development and active entrepreneurship in areas including big data, cloud computing, social networking, scientific and clinical simulation, tissue engineering, sensors, microprocessors, robotics, mechatronics, drug delivery and nanomedicine. Rensselaer and Mount Sinai will collaborate on five multidisciplinary research teams comprised of faculty members, post-doctoral scholars, and students from both institutions. The MSIT program is expected to be launched this fall.