

insight

WORKING TO BUILD A

CREATIVE ECONOMY

Creative industries, also known as the creative economy, are a major economic player, adding \$698 billion to the U.S. economy and 4.7 million jobs.* The Capital Region is no exception. According to the Regional Alliance for a Creative Economy, a group of stakeholders led by the Community Foundation for the Greater Capital Region and the Center for Economic Growth (CEG), there are nearly 30,600 local jobs in creative industries, representing \$800 million in earning, making it the sixth largest employment sector.

The Capital Region's share of people employed in creative industries is higher than the national average. It ranks second in the highest concentration of creative jobs.

What does all this mean? "It means the creative sector is a significant component of our regional economy," said CEG President and CEO F. Michael Tucker. "We've confirmed that we have outstanding assets on which to build. We've also learned that in order to grow this sector, we need to think regionally, encourage world class enterprises and foster collaboration. The goal is to construct an enabling environment where a creative economy can thrive."

"The alliance has completed a major study of our creative economy, and developed recommendations

for leveraging creative assets to drive economic growth," said Karen Bilowith, president and CEO of The Community Foundation. "We're working with a cross-sector advisory committee and regional stakeholders to put these action steps in motion to galvanize the creative economy and support our incredible people and places."



The idea is already catching on. The Capital Region has been selected as one of 12 finalists in the Bloomberg Philanthropies Public Art Challenge, a national program aimed at supporting temporary public art projects that engage communities, enhance creativity and enrich the vibrancy

of cities. The joint submission from the cities of Albany, Schenectady and Troy proposes to illuminate up to 300 vacant homes nightly for two months to regenerate interest in neglected urban neighborhoods. The effort involves artist Adam Frelin, architect Barbara Nelson, Rensselaer Polytechnic Institute's Lighting Research Center and more than 25 community and private-sector partners. The first place prize? A two-year, million-dollar grant to fund the project and national recognition. Stay tuned. For more details, visit upstatecreative.org.

*January 2015 report by the Bureau of Economic Analysis and the National Endowment for the Arts.

CHAMBER PARTNERS WITH ARTS CENTER

Get Creative! Discover How to Work Smarter June 18

Excited about the Capital Region's Creative Economy? Turn your interest into action with 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 (see 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! Understand how creative thinking – the process of having original ideas that have value – can give you a competitive edge and promote success. You'll learn how to develop creative skills, habits and attitudes that translate into innovative and practical approaches to your work. 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!

PRESENTERS



Stacey Bridge
Director of Finance + Operations
The Arts Center of the Capital Region
Combining her passion for creativity with analytical business skills, Stacey 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 of all ages 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.

EYP
Architecture & Engineering

ASK THE EXPERT : Energy Savings & Conservation Featuring Our Board of Directors

Michael DiAcetis is Manager, Community & Customer Management at National Grid USA. He develops and maintains relationships with major accounts, key stakeholders, community and municipal leaders, economic development and other major associations.



Q: How can I save on energy costs?

A: Review your energy usage and costs to determine how they are trending. You can also perform an energy review/audit and get expert help to discover what areas you need to improve. List possible projects, costs vs. savings, and follow through on your priorities. Also, don't forget to ask your employees for their ideas and concerns. Their perspective can be valuable and it invites them to "buy in" to your energy goals.

Q: What resources are available?

A: National Grid's Small Business Program provides a free audit and pays up to 70% of the installation and equipment costs. There are also financing and payment incentives. Local utilities, NYSERDA and the Energy Star program provide tools, resources and incentives. The NY Green Bank helps to identify project funding.

Q: What about tax advantages?

A: Federal tax credits are available to small businesses, home builders and manufacturers for energy efficiency upgrades. Deductions are available for owner/lessees of commercial buildings installing efficient measures. Tax incentives are available toward the purchase of hybrid, electric and alternative fuel vehicles. Check your federal and state tax departments for details and eligibility requirements.



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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Linda Hillman, President
90 Fourth Street, Suite 200, Troy, NY 12180
Telephone: 518.274.7020
renscochamber.com

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● NEW MEMBERS

Berkshire Hathaway Home Services Blake
Real Estate
Rep: Karen Westman
446 North Greenbush Road
Defreestville, NY 12144
Phone: 518.687.2222
bhhsblake.com

Cogent Technologies
Computer Software Development
Rep: Paul Marano
291 River Street
Suite 303
Troy, NY 12180
Phone: 518.328.8719
cogent-technologies.com

Focused Technologies Imaging Services, LLC
Document Management Solutions
Rep: Rebecca Sheehan
279 Broadway
Menands, NY 12204
Phone: 518.935.4135
focused-tech.com

Gleason, Dunn, Walsh & O'Shea
Lawyers
Rep: Tammy Cumo
40 Beaver Street
Albany, NY 12207
Phone: 518.432.7511
gdwo.com

Krucz Consulting
Management Consultants
Rep: David Kruczlnicki
11 Bogart Court
Queensbury, NY 12804
Phone: 518.307.8377
kruczconsulting.com

Line to Line Pavement Marking
Pavement Marking & Maintenance
Rep: Tom Pariseau
1426 State Route 40
Schaghticoke, NY 12154
Phone: 518.522.7343

Linium Staffing
Employment Agencies
Rep: Amy Stringer
187 Wolf Road
Suite 302
Albany, NY 12205
Phone: 518.689.3140
liniumstaffing.com

T.J. Bell Environmental Inc.
Remediation
Rep: Suzanne Bell
203 Sheer Road
Averill Park, NY 12018
Phone: 518.339.0060
tjbellenvironmental.com

The Community Preservation Corporation
Financial Services
Rep: Michael Skrebutenas
54 State Street
Suite 201
Albany, NY 12207
Phone: 518.463.1776
communitypc.com

DID YOU KNOW ?

It's time you joined the Chamber's social media. Have an upcoming event, launching a new fundraiser, or celebrating a business milestone? Share photos, news and events from your organization's Facebook or Twitter account directly onto ours. Visit 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.

● MEMBER NEWS



The College of Saint Rose has hired Suzanne Wilhelm of Fort Lewis College in Colorado to head its business school. She will lead the institution to new levels of excellence, including accreditation from the Association to Advance Collegiate Schools of Business. St. Rose offers four new undergraduate degree programs in management, entrepreneurship, marketing and human resources management. Visit strose.edu.

Whitney M. Young, Jr. Health Center has received a \$30,000 grant from the Seymour Fox Memorial Foundation to support its Mobile School-Linked Health Program, which provides health care services within the Lansingburgh School District via a mobile health unit. More local residents, students, and staff will be able to receive primary and preventive health services, including routine management of chronic illnesses. Whitney Young accepts charitable donations to help increase access to high quality health care without regard to income. For more information, visit wmyhealth.org.

Siena College's Stack Center for Innovation and Entrepreneurship has named Michael J. Barranca '87, co-founder and vice president of the **Rowlands+Barranca Agency** of Albany, as the recipient of its 2015 Entrepreneur of the Year Award. The award recognizes an alumni who, driven by the entrepreneurial spirit of Siena, has excelled as an entrepreneur and positively impacted the community. Visit siena.edu.



miSci has received four 3D printers, valued at about \$1,300 each, from the 3D Systems company. miSci is now part of the MakerLab Club, a community of museums and libraries promoting 3D digital literacy. The printers and an existing MakerBot printer will be installed in a new space on the main gallery floor called Maker Garage, and will be the site of science classes, training and activities for kids. In addition, miSci has received a \$2,180 grant from the Capital District Library Council to conserve 2,000 science and technology books in the museum's archives. Visit misci.org.

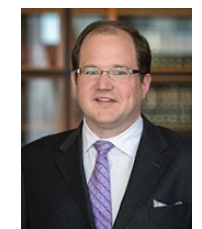


Groff NetWorks, LLC recently celebrated its new location at 81 Fourth Street in Troy with a ribbon-cutting celebration (photo above). Owner Lauren Groff purchased and restored the building. The ground floor serves as the firm's new offices and the upper two floors have been renovated into two apartments already leased. Groff is a leading area provider of managed IT services and computer support. Visit groffnetworks.com.

Rensselaer Polytechnic Institute is collaborating with Walt Disney Imagineering Research & Development, Inc. to explore how cognitive computing technology under development at Rensselaer can enhance visitor experiences at Disney's theme parks, cruise ships and other venues. For more information, visit news.rpi.edu.

Excelsior College's School of Public Service has launched a Master of Public Administration (MPA) degree. The dynamic program with eight weekly online courses is flexible for working adult students looking to further their careers in the nonprofit sector. Visit excelsior.edu.

Whiteman Osterman & Hanna LLP welcomes three new partners (below, l-r): Lucy Kats, estate planning and administration; Christopher McDonald, litigation, arbitration and mediation; and John Regan, government relations. Visit woh.com.



events calendar 2015

MAY	JUNE	ADDITIONAL INFO
<p>Thursday • 5/7 The 115th Annual Dinner {with a twist} & Business Expo Join nearly 500 regional business professionals to celebrate the Chamber's premier annual event! Enjoy an evening of non-stop networking with a cocktail reception, Business Expo with 55 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! At Franklin Plaza Ballroom, Fourth and Grand Streets in Troy. <i>Please enter through the Grand Street entrance.</i> From 5:30 to 8:30 p.m. Reservations are \$120 per member; \$240 per non-member; Chairman's Circle tables of 10 are \$1,495. <i>Business Expo booths are sold out.</i> Sponsored by Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; First Niagara; and Saratoga Eagle Sales & Service. Dessert tent sponsor is CAP COM Federal Credit Union; Business Expo tent sponsor is Turner Construction Company.</p> <p>Thursday • 5/21 "Meet the Mayors" Breakfast The mayors of area municipalities will gather for the Chamber's annual "Meet the Mayors" breakfast, an informative panel discussion with Rensselaer Mayor Daniel Dwyer, Watervliet Mayor Michael Manning, Cohoes Mayor George Primeau, Green Island Mayor Ellen McNulty-Ryan, and Troy Mayor Lou Rosamilia. We'll discuss timely issues facing our region and what the future has in store for you and your business or organization. At the Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsored by Capital District Transportation Authority (CDTA) and Express Scripts.</p>	<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 non-members. Seating is limited. At the Chamber, 90 Fourth Street, Suite 200, 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 non-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 MicroKnowledge, Inc. and Pierce Communications.</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 non-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>

Leadership Class of 2015 Graduates

The Chamber is proud to present the graduates of The Leadership Institute Class of 2015 (photo below, *Denis J. Nally Photography*). These professionals have completed our award-winning leadership training program, learning from a distinguished faculty of the region's top executives in the public and private sectors. They join our growing alumni in leveraging their training to benefit their workplace and the community. Can you picture yourself among these leaders? Apply today for the Class of 2016. **Deadline for applications is Wednesday, May 20 at 5 p.m. Visit renscochamber.com/leadership-institute.**

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



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 top motivational speakers, expert training activities and, of course, non-stop networking opportunities. Participate in advanced leadership development, hear from panel discussions and network with alumni, all while enjoying a 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, New York Business Development Corporation and Recovery Sports Grill. Sponsors are Hoosick Valley Contractors, Inc.; The LaMarche Safranko Law Firm; and Unity House of Troy, Inc.



"Meet the Mayors" Breakfast Panel



The mayors of area municipalities will gather for the Chamber's annual "Meet the Mayors" breakfast, an informative panel discussion with (photos, l-r) Rensselaer Mayor Daniel Dwyer, Watervliet Mayor Michael Manning, Cohoes Mayor George Primeau, Green Island Mayor Ellen McNulty-Ryan, and Troy Mayor Lou Rosamilia. We'll discuss the issues, challenges, and success stories of their respective municipalities and answer questions from the audience.

Register now for the Chamber's **Meet the Mayors** program on Thursday, May 21 at the Comfort Inn & Suites, 99 Miller Road in Schodack. Sign up online at renscochamber.com/events. Registration and breakfast at 7:30 a.m.; program 8-9 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by Capital District Transportation Authority (CDTA) and Express Scripts.



CHAMBER MEMBER

spotlights

The Junior League of Troy, Inc. is committed to strengthening the lives of women and children in Rensselaer County through effective volunteer action. By building family and community partnerships and inspiring shared solutions, The Junior League undertakes educational and charitable projects that make a tangible difference in the lives of individuals.

"We are committed, trained volunteers welcoming women of all ages and backgrounds who want to serve their community," said President Caroline Melkonian. "Founded 86 years ago, we have deep roots in Rensselaer County. We are always looking to partner with private and public sectors, from schools, libraries and nonprofits, to businesses and corporations, in order to promote positive change in people's lives."

With a rich history, including founding The Junior Museum, the forerunner to today's Children's Museum of Science and Technology (C-MOST), The Junior League has renovated cottages at Vanderheyden Hall, funded daycare nutrition and exercise programs, served meals at Joseph's House & Shelter, and provided Christmas gifts for the needy. The organization currently emphasizes literacy outreach programs, providing bookcases filled with hand-chosen books to match the interests and reading abilities of Vanderheyden residents and distributing books to local children at community events. Further, trained volunteers are modeling to parents how to choose appropriate books and how to read effectively to their children in order to promote a life-long love of reading. In September, The Junior League will host its annual fundraiser, "Dine by Design," a walking tour of inspiring homes and culinary experiences in downtown Troy. The organization offers members extensive training in leadership and organizational development, community needs assessment, strategic planning, communications, advocacy and fundraising. The members share solutions, motivate volunteers and create new partnerships. Most importantly, they lay the foundation for real and lasting change.



THE JUNIOR LEAGUE OF TROY, INC.
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Adjusters International/Basloe, Levin & Cuccaro is the nation's premier public insurance adjusting and disaster recovery consulting organization. Its core focus is maximizing and expediting clients' financial recovery from insurance and FEMA. With local offices in Albany, the company is experienced with the types of natural disasters that can happen in the Capital Region, as well as the firms that insure here, and how local claims are handled.

"We have the resources and expertise to thoroughly investigate your loss, accurately prepare, document and submit your claim, and get you a full, fair and expedited settlement," said Tyler Charrier, a professional loss consultant licensed in New York, Connecticut, Vermont, Maine and Rhode Island. "We've helped thousands of businesses and individuals recover from all types of property damage by helping them get everything they are entitled to in a timely way."

Dedicated to providing flexible, client-focused customer service, Tyler advocates for his clients and works to guide them to a successful recovery. "Our combined experience is unparalleled in the industry," he said. "Adjusters International has over 40 offices throughout North America, giving us the resources of a national company with the personalized knowledge and service of a local firm."

Since 1908, Adjusters International/Basloe, Levin & Cuccaro has been assisting clients through the unpredictable territory of preparing and settling insurance claims, including fire, hurricane, windstorm, tornado, flood, hail, water, roof collapse, winter storm and more. "A public adjuster represents the only category of insurance adjuster that works exclusively for policyholders and never for insurance companies," said Tyler. "This means there's no inherent conflict of interest when it comes to advocating on your behalf to the insurance company."

ADJUSTERS INTERNATIONAL
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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...

Country Club of Troy Discounts

Dreaming of the golf course this summer? You can enjoy the award-winning links at The Country Club of Troy at significant discounts. Chamber members and their employees can waive the initiation fee — a savings of up to \$2,500. In addition, Chamber members pay no dues during their 1st, 2nd, and 13th months of membership, a savings of up to \$1,700. Take advantage of affordable membership options, including full facility use for families/individuals, discounted rate for juniors, and corporate memberships. Access the 18-hole golf course, golf pro, tennis courts, tennis pro, swimming pool, and dining at the clubhouse. Contact the Chamber at 518.274.7020.

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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're looking for, all in a compact format led by top regional presenters. It all starts with coffee, breakfast and networking to maximize your morning, then choose from a menu of three timely topics:

PRESENTERS



Reg Harnish
Chief Security Strategist
GreyCastle Security, LLC



Debra Best
President
Deb Best Practices



Mary Martinez
2nd Vice President
The Phoenix Companies

- » **Cybersecurity** with Reg Harnish of GreyCastle Security, LLC.
- » **Best Practices of Hiring and Firing** with Deb Best of Deb Best Practices and Mary Martinez of The Phoenix Companies, Inc.
- » **Social Media 101**

Network with all the 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! No matter what you choose, you'll take away strategies that will make a difference to your business or non-profit organization. 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 renscochamber.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 MicroKnowledge, Inc. and Pierce Communications.



SHOWCASING BUSINESSES

115th Annual Dinner {with a twist} on May 7

The Chamber presents the 115th Annual Dinner {with a twist}, our premier event attracting nearly 500 regional business professionals for an evening of non-stop networking at Franklin Plaza Ballroom. With a new guest entrance on Grand Street, we've optimized space for 55 Business Expo booths - more than ever before and all are **SOLD OUT**. You won't want to miss this year's extra special showcase of area businesses and organizations.

The evening includes a cocktail reception, lavish culinary stations and gourmet foods by Franklin Plaza, a decadent dessert room, casual seating, valuable door prizes, and more. Guests will dine,



explore expo booths and meet and greet all evening, allowing for maximum networking opportunities. Make connections, build relationships and enjoy high-impact networking in a relaxed, enjoyable atmosphere. Join us for a special After Party event, hosted by Franklin Plaza, to unveil its new third floor addition. (Photos by Joan Heffler Photography.)

Register now for the **115th Annual Dinner & Business Expo** on Thursday, May 7 at Franklin Plaza Ballroom in Troy, 5:30-8:30 p.m. \$120 per member; \$240 per non-member; \$1,495 Chairman's circle table of 10. Sign up at renscochamber.com/events.



Sponsored by Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; First Niagara and Saratoga Eagle Sales & Service. Business Expo tent sponsor Turner Construction Company. Dessert room sponsor CAP COM Federal Credit Union.