

insight

ENHANCING MEMBER SERVICES

Chamber's New Location Open for Business

Long the site of famous performers and headliner events, Proctor's Theater in downtown Troy is embarking on a new chapter in its history: home to the Rensselaer County Regional Chamber of Commerce and its mission to serve our membership and the regional business community. The exciting move hails a new era for the nationally recognized building as well as the surrounding neighborhood of businesses, offices and residences. As the building's anchor tenant, the Chamber, collaborating with other stakeholders, will play a leading role in the ongoing renaissance of downtown. The Chamber has signed a 10-year lease with Columbia Development Companies to occupy a portion of the landmark building's first floor and its entire second floor, approximately 5,000 square feet that includes office space and conference rooms.

Working for more than one year, the Chamber's board of directors conducted a formal RFP and search process that considered 14 potential

sites located throughout Rensselaer County. Considerations included space, cost, member access and time frame. The selection of the Proctor's building as our new home reaffirms the Chamber's commitment to the continued revitalization of downtown Troy and its impact on the entire county.

Closed since 1971, Proctor's is undergoing a \$1.7 million renovation to create 22,000 square feet of space. The Chamber's new space includes a large first floor conference room and seven offices, two work stations and a smaller conference room on the second floor. The building's historic terra cotta facade will be restored and a new marquee similar to the original one will be installed. The outside facade of the building will be renovated in keeping with, and in respect for, its historic heritage.

The Chamber extends a heartfelt thanks to the committees, businesses and individuals who helped make our move possible. We look forward to serving our members from our brand new location!

ASK THE EXPERT: Education

Robert Horan is superintendent of the Schodack Central School District. With his experience in technology and business education and administration, he works to build educational partnerships to enhance learning.



Q: How are local school districts changing?

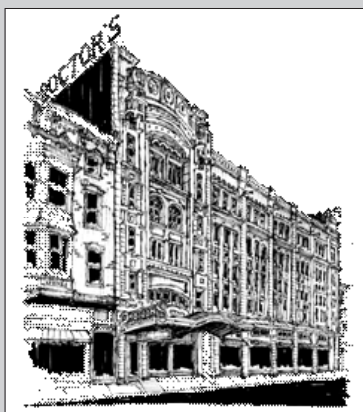
A: Schools, as well as businesses, are required to be more efficient than ever before. Efficiency doesn't always mean eliminating staff, it means thinking outside of the box. Our district is cutting energy costs with solar panels, sharing services with other districts, and repurposing space by collaborating with businesses and the community.

Q: What can schools do to meet challenges?

A: The greatest challenges can become the greatest opportunities. To address declining enrollment, we're creating a middle school environment for 7th and 8th graders within our high school. This gives us the opportunity, through a capital project, to modernize our science labs, provide larger space for music and art and create flexible classrooms. It also allows us to repurpose the middle school for business and community uses. The Schodack Schools' Accelerator program already provides 5,000 square feet of business space to start-up companies and entrepreneurs. The YMCA is running a pilot satellite program with spin bikes and weight equipment, and both Questar and a local pre-school are using the space.

Q: How are students benefiting?

A: Tenants using our space enter into a partnership. Businesses share knowledge and internships with our faculty and students, providing "real-world" experience for 21st century jobs and careers. The YMCA has donated fitness equipment for school use. These kinds of dynamic and collaborative strategies are bringing increased opportunities to students, staff and the community, while being financially responsible and forward-thinking.



OPEN HOUSE

AT THE CHAMBER'S NEW LOCATION IN HISTORIC PROCTOR'S THEATER

90 Fourth Street, Suite 200, Troy New York
Thursday, November 20 from 4 to 7 p.m.

Members are invited to join us in celebrating!
Please RSVP www.renscochamber.com/events

Refreshments * Networking * Tour the New Space

WWW.VICTORIANSTROLL.COM

32nd Annual Troy Victorian Stroll Set for Dec. 7

Discover holiday magic and Old World charm at the 32nd Annual Troy Victorian Stroll on Sunday, December 7 from 11 a.m. to 5 p.m. This exciting event transforms the streets of downtown Troy with seasonal splendor, attracting more than 20,000 visitors from all over the Northeast. Every year Stroll visitors enjoy a day of holiday fun, food, shopping, and activities for all ages.

The Stroll offers more than 100 activities including live bands, dancing, crafts, theatre, and costumed performers, set against a backdrop of unique shops, storefronts and restaurants. An outdoor food court with a variety of hot food and snacks will complement the many Troy eateries and restaurants participating in the event. For full information, visit the Stroll website at www.victorianstroll.com. This year's Stroll guide is available electronically via your smart phone or device. Just use the convenient QR code at left for up-to-date information about all of the exciting activities.



For more than three decades, the Stroll has been presented by the Chamber and the City of Troy and funded entirely through the generosity of individual and corporate donors. Make your tax-deductible donation today by contacting the Chamber at 518.274.7020.

This year's major sponsors (at press time) are:

Platinum - Dunkin' Donuts; Fagan Associates, Inc.; First Niagara; E. Stewart Jones Law Firm, PLLC; MVP Health Care; Pioneer Bank; Rensselaer Polytechnic Institute; Saratoga Eagle Sales & Services; City of Troy; Troy Business Improvement District; Troy Local Development Corporation.

Gold: Rensselaer County IDA; National Grid.

Silver: Bonacio Construction, Inc.; Kaleel Jamison Consulting Group, Inc.; Rifenburg Construction, Inc.

Media sponsors: B95.5 FM; *Capital Region Living Magazine*; *The Record*; *Times Union*; WNYT-NewsChannel 13.



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.

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

Linda Hillman, President
90 Fourth Street, Suite 200, Troy, NY 12180
Telephone: 518.274.7020 | Fax: 518.272.7729
www.renscochamber.com

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● NEW MEMBERS

Dutch Apple Cruises

Private Event Venue
Rep: Malissa Hagan Renna
141 Broadway
Albany, NY 12202
Phone: 518.463.0220
www.dutchapplecruises.com

Rowlands & Barranca Agency

Insurance - Employee Benefits
Rep: Bruce Rowlands
6 Tower Place
Albany, NY 12203
Phone: 518.482.5192



DID YOU KNOW ?

You can set your business apart from the competition and attract new clients by using our Online Member Descriptions, a no-charge benefit provided by the Chamber. Just compose a 10-word description about your area of specialty, expertise, and strengths and we'll add it to our Online Membership Directory at www.renscochamber.com. Add a hyperlink from our directory to your website for a one-time fee of just \$25 and watch your visits increase! Submit your free online description by emailing Laura Amos at lamos@renscochamber.com.

CloseUP Conversation w/



Brenda Ladd is president of Northeast Show Promoters, a Chamber member business since 2001. She serves as coordinator of the annual

Troy Victorian Stroll, working closely with Director of Member Engagement & Events Kate Ollier, booking entertainment, securing participating businesses and overseeing advertising, marketing and budget.

Participating in the 32nd annual Troy Victorian Stroll on Sunday, December 7 is a high-impact way of attracting attention for your business or non-profit organization. For more than three decades the Stroll has drawn in thousands of visitors from the region and all around the Northeast. They come to downtown Troy to enjoy the traditional Victorian holiday spirit while shopping, dining and experiencing all kinds of live entertainment for people of all ages.

Thanks to the talents and generous commitment of many businesses, organizations and individuals, the Stroll continues to grow. Everyone should be part of this wonderful event! There are unlimited ways to be involved: financial sponsorships, donating a product or service, or participating through hosted activities for Strollers to enjoy. We work, one-on-one, with each person to find just the right way for them to participate. Restaurants and food vendors, retail shops, banks, tech businesses, museums, entertainment venues, non-profit groups, civic and community organizations - everyone finds a creative way to add to the overall success of the Stroll.

If you would like to join in celebrating this event, we'd love to help. Just contact us at kollier@renscochamber.com today. See you at the Stroll!

● MEMBER NEWS

St. Peter's Health Partners has broken ground on its \$99 million Troy Master Facilities Plan, a strategic redevelopment project aimed at transforming health care in Rensselaer County. The project has received a \$10 million donation from Heinrich A. Medicus, a retired physicist, and a \$1 million donation from Stewart's Shops and the Dake family.

Bouchey & Clarke Benefits, Inc. is hosting a Health Insurance Open Enrollment Open House on Thursday, November 6 at 12 p.m. at the Rensselaer County Regional Chamber of Commerce, 90 Fourth Street, Suite 200 in Troy.

Kirchhoff-Consigli Construction Management has won a 2014 "Best Projects" award by *Engineering News-Record* for a \$23.6 million renovation and restoration of the Franklin Delano Roosevelt Presidential Library and Museum in Hyde Park.



Girvin & Ferlazzo, P.C. welcomes attorney Daniel Rubin as an associate (photo at left). He concentrates his practice in state and federal civil litigation and personal injury law. He is a member of the New York State Bar Association, the Albany County Bar Association, the Federal Bar Council and the Federal Court Bar Association.

Capital Combat Zone has opened its paintball and airsoft facilities at 100 Farrell Road in Brunswick with a ribbon cutting ceremony (photo below). Capital Combat features special packages for birthday parties, corporate events and all occasions. Visit www.capitalcombatzone.com.



The Enclave at Duncan Meadows recently celebrated a ribbon cutting and grand opening at 2 Donna Way in Brunswick (photo above). The luxury apartment community offers state-of-the-art amenities and a professional staff. For information, visit www.enclaveluxury.com.

GreyCastle Security has expanded, hiring its fifth new employee this year. Chris Kelley, security specialist (photo at right), has 20 years of experience in security and technology, including with the U.S. Navy, Department of Defense and the National Security Agency. His areas of expertise are network analysis, Linux administration, UNIX network, identity management, packet-level analysis, SNORT, OWASP, TCP/IP and security training.



Commission on Economic Opportunity (CEO) has secured \$26,250 in funding from the **United Way of the Greater Capital Region** to implement "Financial Foundations," an innovative program to help Rensselaer County residents gain economic freedom by learning the fundamentals of personal finance. Fourteen courses will be offered during 21 months, expected to serve more than 160 people. For information call 518.272.6012 x 306, or email kdarling@ceo-cap.org. Learn more at www.ceo-cap.org/financial.

Capital District Community Gardens (CDCG) raised \$73,000 at its annual "Autumn Evening in the Garden" gala, featuring regional chefs preparing locally-grown cuisine. The nonprofit will host a grand opening of its Urban Grow Center on December 3 at 10 a.m. The new regional food hub will triple CDCG's capacity to provide access to fresh food.

events calendar 2014

NOVEMBER	DECEMBER	ADDITIONAL INFO
<p>Thursday • 11/6 "Write Your Way to Success: Simple Rules to Help You Write Like a Pro" Writing expert Jo Ann LeSage Nelson, VP Client Services, Pierce Communications, gives us a primer on the rules of effective writing. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CDPHP, Micro-Knowledge, Inc.; and Pierce Communications.</p> <p>Wednesday • 11/12 "Incubating Excellence: An Update from the SUNY East Campus" Almost one decade after its founding, the University at Albany's East Campus is a hub of research and development. Learn how cutting-edge science conducted right in our own backyard is changing the world. Registration and lunch at 11:30 a.m.; program 12-1 p.m. At The Century House, Route 9 in Latham. Sponsored by National Grid and Rensselaer County IDA.</p> <p>Wednesday • 11/19 Member Orientation Breakfast Make the most of your membership! Meet our staff and bring plenty of business cards to distribute. No charge; registration required. At Grace Fellowship Church, 73 Troy Road in East Greenbush. Sponsored by TD Bank and Thomas K. Judd & Associates.</p> <p>Thursday • 11/20 Open House at Chamber's New Location! All Chamber members are invited to join in the celebration at our new offices in historic Proctor's Theater, 90 Fourth Street, Suite 200, in Troy. Refreshments, networking and tours available. From 4 to 7 p.m. Please RSVP at www.renscochamber.com/events.</p>	<p>Tuesday • 12/2 Quick Learn Session Take Your Excel Skills to the Next Level A hands-on training course by MicroKnowledge, Inc. Understand core Excel features, including working with formulas, using absolute vs. relative references, formatting data and more for enhanced productivity and effectiveness in business. Train yourself and your staff for greater efficiency at considerable savings. Registration at 8 a.m.; program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members. Seating is limited. At the Chamber, 90 Fourth Street, Suite 200, in Troy.</p> <p>Sunday • 12/7 32nd Annual Troy Victorian Stroll The region's premier holiday event, attracting thousands of visitors from all over the Northeast. Food, fun, live music, theatre, crafts, shopping, and more. 11 a.m. to 5 p.m. For a full schedule of events and activities, visit www.victorianstroll.com or use the QR code on page one for quick and easy information. The Stroll is presented by the Chamber and the City of Troy and funded entirely through the generosity of individual and corporate donors (see page one for sponsor listing).</p> <p>Wednesday • 12/17 Holiday NetworkingPlus Luncheon 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 The Century House, Route 9 in Latham. Sponsored by Bouchey & Clarke Benefits, Inc., Bouchey Financial Group, Ltd., E. Stewart Jones Law Firm, PLLC, CAP COM Federal Credit Union; and Tri City Rentals.</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. Walk-ins and future member registrations are \$50.</i></p> <p>Please Note: No-shows will be billed. 24-hour notice is required for all cancellations.</p> <hr/> <p>Register online at: www.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>

GREAT GIFT IDEA

NetworkingPlus Passes for 2015

The Chamber's money-saving NetworkingPlus Series pass is available now! For just \$175 you can lock in all six of the Chamber's popular NetworkingPlus programs in 2015 — that's six events for the price of five. These passes make great holiday gifts for business professionals and they are transferable among co-workers for even greater value. Give the gift that keeps on giving all year long. Contact Director of Member Engagement & Events Kate Ollier at kollier@renscochamber.com for information and pass purchasing.



Check Out These Chamber Benefits

Here's a quick reminder of just some of the benefits we offer to you and all of your employees. For a full listing of member benefits visit www.renscochamber.com.

ONLINE COMMUNITY CALENDAR

Got a holiday event coming up? An annual fundraiser? Be sure to post your events on the Chamber's free Community Calendar. Just go to www.renscochamber.com and click on the events tab. Our website averages more than 13,000 visits per month and the Community Calendar is one of our most popular features!



MEMBER NEWS

Is your business getting the attention it deserves? With our online Member News feature you can reach the regional business community with news about recent hires, awarded contracts, new clients, industry recognition, company milestones and more. Is your business "adopting" a family for the holiday season? Are you sponsoring a food drive for the needy? Tell us about it! Log on to www.renscochamber.com and click on the "News" tab. Need help with posting calendar or news items? Contact Communications & Web Strategies Manager Chyresse Wells at cwells@renscochamber.com.

AN EVENING OF EXCELLENCE

Van Rensselaer Dinner & Awards a Success

The 2014 Van Rensselaer Awards Dinner, held on September 23 at the Hilton Garden Inn, Troy, recognized excellence in our business community with the presentation of our prestigious annual awards. This year's recipients are National Grid, The Van Rensselaer Corporate Award; Gettysburg Flag Works, Inc., The Van Rensselaer Small Business Award; and Eileen C. Bagnoli, The Edward H. Pattison Citizenship Award. Congratulations to our awardees!



Photo above (front row, l-r): Bill Flaherty, director of community and customer management, National Grid; Eileen C. Bagnoli, retired president & CEO, Pioneer Bank; Michael Cronin, president, Gettysburg Flag Works, Inc.; Dr. John Bennett, president & CEO, CDPHP; Anders M. Tomson, president, Capital Bank. (Back row, l-r): Mary Martinez, second VP, talent management, The Phoenix Companies, Inc.; Daniel Slote, 2014 Chamber board chair; Linda Hillman, Chamber president. photo below). *Photo by Denis J. Nally Photography.*



Major underwriters of the 2014 Van Rensselaer Awards Dinner were CDPHP; Capital Bank; and The Phoenix Companies, Inc. Media sponsor was WYNT-NewsChannel 13.

CHAMBER MEMBER

spotlights



The Capital District Transportation Authority (CDTA) is experiencing tremendous growth and record ridership, thanks to redesigned services, a growing partner base and the introduction of BusPlus, CDTA's Bus Rapid Transit (BRT) service. CDTA's plan to implement 40 miles of

enhanced service along the region's high-volume corridors includes expanded services in Rensselaer County via the River Corridor BRT line.

"We are working diligently on the expansion of our BRT network and placement of transit centers at key locations," said David M. Stackrow, CDTA chairman of the board. "The River Corridor BRT line will provide Rensselaer County with faster travel and enhanced waiting areas with advanced information and security features. Most importantly, we are connecting people with jobs and opportunities. The renewal of Troy and continued growth of the county are in line with our ability to get people where they need to go."

The River Corridor BusPlus line will connect Waterford, Lansingburgh and Troy with downtown Albany via limited stop service. The line will travel via NY Route 32, Broadway and US Route 4 between the Port of Albany and North Troy, with branches to the City of Cohoes and the Village of Waterford. BusPlus Stations with real-time information signs to make trip-planning easier will be supported by better amenities at 26 peak locations. BusPlus will reduce the number of stops between destinations and improve the riding experience for customers looking for a more sustainable way to travel.

CDTA is the region's premier mobility provider, serving 16.5 million riders last year. Owner-operator of the Rensselaer Rail Station and Saratoga Springs Train Station, CDTA employs 650 people who work to transport nearly 60,000 customers each weekday.

CAPITAL DISTRICT TRANSPORTATION AUTHORITY
110 WATERVLIEET AVENUE | ALBANY, NY 12206
PH: 518.437.8300 | WWW.CDTA.ORG

Becker's Farm provides the highest quality annuals, perennials and nursery stock, giving beginner, advanced and weekend gardeners alike the opportunity to create beautiful landscapes and bountiful, fresh produce.



Starting with a burst of color in the spring, Becker's carries a full range of seasonal plants, mulch, stone, topsoil, compost, sod and lawn products throughout the growing season, as well as garden statuary, fountains and decorative accents for indoors and outdoors. With knowledgeable and friendly staff, Becker's assists customers with free soil pH testing, warranties on plants and free delivery within a 10-mile radius.

This time of year, Becker's is ready for the holiday season, Thanksgiving through Christmas, with chrysanthemums, pumpkins, customized floral displays, potted plants, poinsettias, wreaths, kissing balls and fresh Christmas trees. Unique gift ideas, gift cards and the Becker's Rewards Card keep customers shopping. Fuel products, including wood pellets and firewood, are sold year-round. With an updated website, Becker's offers customers gardening know-how, professional landscaping tips, decorating ideas, seasonal recipes, local resources and more.

Established in 1870, the Becker family farm tradition has deep roots that continue to grow. Today, David Becker represents the fourth generation, operating two state-of-the-art greenhouses with computer enhanced environmental controls and watering systems. Becker's total growing capacity has climbed to 75,000 square feet, with an additional 35,000 square feet of outside growing space. David's three sons, Mark, Joseph and Daniel have joined the family business, ensuring a fifth generation on the farm.

BECKER'S FARM
420 COLUMBIA TURNPIKE | RENNELLAER, NY 12144
PHONE: 518.477.4163 | WWW.BECKERSFARM.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. Members must be in good standing and not have been featured within the past 24 months.

insight into...

Member-to-Member Discounts

Just in time for the holidays, the Chamber's Member-to-Member Discount program is a great way to afford unique gifts, cut down on business costs, and "buy local" as you connect with other Chamber members. Participants offer money-saving discounts on products and services to members and their employees, including specialty gift shops, massage and spa treatments, restaurants, arts and cultural centers, and much more. For details, go to www.renscochamber.com and click on the Member-to-Member Discount program, or contact Communications & Web Strategies Manager Chyresse Wells at cwells@renscochamber.com. Start saving today!

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A DECADE OF DISCOVERY

Incubating Excellence at SUNY East Campus



Nearly 10 years ago the Center for Excellence in Cancer Genomics opened its state-of-the-art facility at the University at Albany East Campus. The globally-recognized institution attracts top scientists from around the world in collaborative research to discover the genetic

origins of cancer and lead the way to finding a cure for the disease. In addition, SUNY East Campus prepares students for high-growth, high-need careers.

Now you can get an insider's look at the cutting-edge research happening at the SUNY East Campus, the entrepreneurial spirit of its scientists and the discoveries that are benefiting public health. Join the Chamber as we welcome University at Albany Vice President for Research James A. Diaz, Ph.D. (photo above) who will discuss the center's culture of innovation and collaboration, its unique higher education entrepreneurial model and how advanced research acts as a springboard for "spin-off" companies and start ups. Discover the life-changing research in our own backyard and how UAlbany is connecting research to businesses in our region.

Our presentation will discuss:

- » The scientific endeavors that stimulate job creation, support economies and benefit humanity.
- » The Cancer Research Center's focus on core competencies of nutritional biochemistry and metabolism as paths to discovering a cure for cancer.
- » UAlbany's Cancer Research Center's wide range of services that assist startup biotech researchers to meet the challenges of conducting research in today's competitive environment
- » UAlbany's START-UP NY plan, which includes tax-free business incentive space in East Greenbush to attract newly-formed, expanding and relocating businesses.

You won't want to miss this event - sign up today at www.renscochamber.com!

Register now for **Incubating Excellence: An Update from the SUNY East Campus** on Wednesday, November 12 at The Century House, Route 9 in Latham. Registration and lunch at 11:30 a.m.; program 12-1 p.m. \$35 members; \$50 future members and walk-ins.

nationalgrid

RENSSELAER COUNTY

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Sponsored by National Grid and Rensselaer County IDA

SAY WHAT ??

Simple Rules to Help You Write Like a Pro

Effective communication is more valued than ever before. Are you conveying your message to others as capably as you should? If the written word leaves you "tongue-tied" at your keyboard, it's time to develop and sharpen your writing skills. Learn how to boost your message — and your career — with the Chamber's upcoming workshop "Write Your Way to Success: Simple Rules to Help You Write Like a Pro."

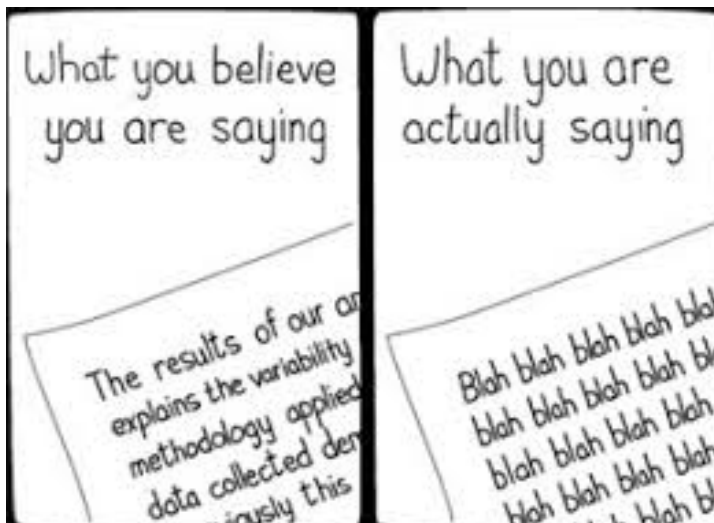
Presenter Jo Ann LeSage Nelson, vice president client services at Pierce Communications (photo right), will give us a no-nonsense primer on the rules of effective writing. Discover why "more" is



not always better (but why we think it is); how misplaced words change meaning; why punctuation matters; how to keep balanced sentence structure; why proof-reading is essential; and more.

Join us for this special program! Register at www.renscochamber.com.

Register now for **Write Your Way to Success: Simple Rules to Help You Write Like a Pro** on Thursday, November 6 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 members; \$50 future members and walk-ins.



CDPHP
A plan for life.

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COMPUTER TRAINING & CONSULTING

PIERCE COMMUNICATIONS
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