

insight

LOOKING FOR CAPITAL?

Small Business Loans For You

Robyn Scotland was getting used to rejection. Searching for a small business loan to help jump start her business plan for a unique daycare center led to a series of “no” answers. Then she presented her case to the Community Loan Fund of the Capital Region.

“We were short of money to make the needed commercial renovations to the space,” said Scotland, a special education teacher (photo at right). “My hopes weren’t that high after all the rejections. I didn’t think getting a loan was something we’d be able to do.”

The **Community Loan Fund** changed all of that and today Scotland’s business plan has been translated into the growing Eco Baby Daycare, LLC on Fourth Street in Troy. A \$20,000 start-up loan enabled Scotland to renovate using environmentally safe insulation, flooring and paint, while equipping the center with eco-friendly blankets, diapers, and cleaning supplies. The business now provides daycare for 20 families (with a waiting list), full-time jobs for four people, and part-time jobs for five others.

“We wanted to support this project because it was located in an empty building in an urban area that needed revitalization,” said Joe Landy, senior lending officer at Community Loan Fund. “It’s also a woman-owned business, and would create local jobs. It was a risk worth taking.”

Rather than focus solely on credit history, the fund takes a potential lender’s business plan into account and is guided by mission-driven CDFI values that seek to benefit financially underserved communities. To learn more about the fund, visit www.mycommunityloanfund.org/.

That’s just one option for small businesses



looking to secure crucial capital. Another is **SEED (Small Enterprise Economic Development)** at the University at Albany Small Business Development Center. SEED is a loan program for entrepreneurs and small business owners that bases lending decisions on the applicant’s character and business model feasibility. With maximum loans capped at \$35,000, SEED offers assistance in developing a business plan, entrepreneurial training, one-on-one business counseling and peer mentoring. For more details, visit www.albany.edu/business/28899.php.

Through Rensselaer County Economic Development & Planning, businesses can access the **Job Development Program (JDP)**, a HUD-funded revolving loan fund. Loans from \$25,000-\$250,000 may be used to acquire fixed assets, purchase inventory, support current accounts receivable and to refinance existing debt. For details and eligibility, visit www.discoverrensselaer.com/econ/growing_your_business.aspx.

City of Troy Economic Development has a menu of funding incentives available to eligible for-profit businesses and commercial property owners, including loans, grants and tax abatements. Go to troyny.gov/departments/economicdevelopment/troyida.aspx.

The **New York Business Development Corporation** offers a Micro Loan Program with alternative credit scoring for smaller loan requests as well as a 504 Loan Program with funding for up to 90% of any project for small to medium-sized businesses. Details at www.nybdc.com/about-us/loan_information_54_pg.htm.

For a full listing of small business loan resources, visit the Chamber’s website at www.renscochamber.com/economic-development-starting-a-business.

ASK THE EXPERT : Commercial Real Estate

Daniel Slote is an associate broker with NAI Platform, a leading commercial realtor. He specializes in multi-market industrial corporate solutions, industrial tenant representation, portfolio strategy, property, acquisition/disposition, leasing and build-to-suit transactions and all phases of site development. A recipient of NAI Global Elite Broker status for 2010 and 2013, he is the Chamber’s 2014 Board Chair.



Q: How can a licensed commercial realtor help a business succeed?

A: Business owners can navigate the process but like any expert a realtor is committed to knowing the industry from top to bottom. A broker’s experience, access to real-time market data, negotiating skills and ability to expedite buying, selling and leasing processes all add up to value. Having a broker represent your best interests can save thousands of dollars during a transaction and provide a better fit overall.

Q: What’s the outlook for the regional market?

A: The government and education sectors insulate us from wide market fluctuations, but we also tend to miss out on “rebound” growth spurts. The good news is that tremendous investments are being made in high tech and manufacturing industries, and we have the educated workforce to fill those jobs. This workforce’s demand for upscale residences will continue to drive our communities to re-invent their property inventories, which, in turn, attracts developers and investors who provide the living, shopping and dining experiences for this growing population.

Q: What is the number one mistake made by businesses looking for space?

A: Implementation. Business owners are caught trying to run their own companies while balancing all of the components of a transaction. It’s not uncommon to lose sight of important factors, such as time frames. Transactions can take 6-12 months. By not allowing enough time to consider and locate the best options, choices become limited and so does your ability to make the best deal possible.



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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WE’VE MOVED!

The Chamber’s new location is the historic Proctor’s Theater at 90 Fourth Street Suite 200 Troy, NY 12180

518.274.7020
www.renscochamber.com

Stay tuned for an Open House later this fall.

● NEW MEMBERS

Beverage Barn
Beer Retail - Wholesale
Rep: Valentino Fiacco
402 Fifth Avenue
Troy, NY 12182
Phone: 518.235.6397

New York Life Insurance Company
Financial Services
Insurance
Rep: John Botti and Phil Mabey
26 Century Hill Drive, Suite 301
Latham, NY 12110
Phone: 518.220.4223

Sweet Sue's
Delicatessens
Restaurants
Rep: Susan Dunckel
203 River Street
Troy, NY 12180
Phone: 518.892.2933
www.sweetsuesweets.com

The Bank of Greene County
Financial Services
Rep: Perry Lasher
341 Main Street
Catskill, NY 12414
Phone: 518.943.2600, ext. 3029

Whitney Young Health - Troy
Physicians- Family & General Practice
Rep: David Shippee
6 - 102nd Street
Troy, NY 12180
Phone: 518.833.6900

Zwack, Incorporated
Manufacturers
Rep: Frank J. Zwack
15875 NY 22
Stephentown, NY 12168
Phone: 518.733.5135
www.zwackinc.com

CloseUP Conversation w/



Stephanie Fitch has held the position of controller at the Chamber since 2000. She manages all internal financial operations, including cash flow, investments and budget preparation. She holds a B.S. in finance from Siena College.

What is the fundamental value of Chamber membership? Simply said, membership is a smart business investment. Our Chamber members rely on us to provide the resources, communications and connections that enable them to achieve more.

We inform members — through e-communications, on our website, in our monthly newsletter — about important business issues, timely events and member news that gives them a distinct advantage over the competition. Where else can you receive top-notch training at a fraction of the cost? Who else can help you navigate business incentives such as loan programs and venture capital opportunities? How else can you meet and develop high-impact relationships with clients, mentors, advisors and industry experts? **Only through Chamber membership.** The more you use your membership benefits, the higher the return on your investment.

The Chamber is a non-profit organization. Money from dues and other revenue streams is invested back into the Chamber, providing more events, training and services than ever before. But doing this on membership dues alone would be impossible. We rely on our generous member-sponsors who see the value in supporting what the Chamber does for the entire community.

● MEMBER NEWS



3tarchitects has opened its design studio in the historic Dauchy Building at 283 River Street in Troy (photo left). Founded in 2006, the award-winning firm offers architecture services/designs for clients in the Capital Region and beyond.

Turner Construction has been named the leading general contractor in the United States (most revenue generated domestically) by *Engineering News-Record*. The weekly trade magazine compiled its rankings from separate top lists, all of which are based on 2012 revenue.



architecture+ welcomes Intern Architect Nicole Courville to the firm (photo left). A resident of Watervliet, she is a 2014 graduate of the architecture program at Rensselaer Polytechnic Institute and has participated in multiple international design competitions.

Whitney M. Young, Jr. Health Center has unveiled a \$150,000 mobile health care unit (photo below) with a ribbon cutting ceremony. The mobile unit will bring health care services to low-income individuals at diverse locations including the Lansingburgh Central School District in Troy.



Boost Mobile has opened the doors of its newest location at 578 Second Avenue in Troy with a ribbon cutting celebration (photo above). A subsidiary of Sprint Corporation, Boost Mobile offers prepaid wireless phone service through unlimited daily and monthly plans.

CDPHP's Workforce Team Challenge has presented more than \$25,000 to four area charities that provide vital services to children and seniors (photo right). The funds were raised at an annual road race.



Marvin and Company, P.C. announces the addition of Veronica Maheaux, John Schlegel and Daniel DeRubertis to the firm's audit department and Charles Smith to the Queensbury and Latham offices in the audit and tax departments. In addition, Christopher Healy, Joshua Mabee, Mark Quackenbush and Thomas C. Piraino were promoted to Level II auditors, and Kevin Manieri was promoted to beginning in-charge, a step towards senior level accountant.

Spring Line Design Architecture + Engineering has been certified as a National Women Business Owners Corporation. The company provides integrated architecture and engineering for seamless building design. Established in 2000, the firm serves the public and private sectors, health care institutions, educational facilities, historic places and more.

events calendar 2014

OCTOBER	NOVEMBER	ADDITIONAL INFO
<p>Wednesday • 10/1 Quick Learn Session Building Effective Presentations A hands-on training course by MicroKnowledge, Inc. Learn how to use Microsoft PowerPoint to plan your next presentation. Discover how to organize and insert content, create slide masters, use transitions and animations, add hyperlinks and more. Train yourself and your staff for greater efficiency at considerable savings. Registration at 2:30 p.m.; program 3-5 p.m. Cost is \$79 members; \$99 future members. Seating is limited. At the Chamber, 90 Fourth Street in Troy.</p> <p>Thursday • 10/9 Tech Valley Series for Empowering Women "Women Leaders: Styles, Strategies & Stories" Registration, breakfast and networking at 7:30 a.m.; panel 8-9:30 a.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Major underwriters are Bouche Financial Group, Ltd.; and SEFCU. Underwriting sponsors are Hoosick Valley Contractors, Inc. (HVC, Inc.) and Turner Construction Company. Event sponsor is The Clore-Kelly Group, Merrill Lynch Wealth Management. Media sponsor is <i>Capital Region Women@Work</i> magazine.</p> <p>Tuesday • 10/28 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 Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by CAP COM Federal Credit Union; CDPHP; Empire State College; and Groff Networks, LLC.</p>	<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 no-nonsense 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; MicroKnowledge, Inc.; and Pierce Communications.</p> <p>Wednesday • 11/12 "Incubating Excellence: Update from SUNY East Campus" Almost one decade after its founding, the University at Albany's East Campus is a hub of research and development, attracting top scientists worldwide in a true spirit of entrepreneurial discovery. Learn how cutting-edge science conducted right in our own backyard is benefiting global humanity. 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 Calling all members and their employees, Chamber newbies and long-time members! Discover how to make the most of your membership with this free program. Meet our staff, including President Linda Hillman, and bring plenty of business cards for networking. 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>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> <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>

TRAINING FOR YOU & YOUR STAFF

Chamber + MicroKnowledge, Inc. = Success!

Looking for valuable training opportunities for yourself and your staff? Welcome to **Quick Learn!** This member benefit is a series of high-impact workshops brought to you by the Chamber and MicroKnowledge, Inc. Expert instructors will help you master new computer skills to work more efficiently, increase productivity and better serve your customers. Mark your calendars now for these upcoming workshops at the Chamber offices in Troy. **Cost for each session is \$79 members; \$99 future members.**

PowerPoint: Building Effective Presentations

Wednesday, October 1 | Registration 2:30 p.m.; training 3-5 p.m.

Learn how to organize content, format images, blend colors and fonts, insert action buttons, use global elements and more. Take advantage of tricks-of-the-trade for knock-out presentations.

Taking Your Excel Skills to the Next Level

Tuesday, December 2 | Registration 8 a.m.; training 8:30-10:30 a.m.

Understand core Excel features, including working with formulas, using absolute vs. relative references, formatting data and more for enhanced productivity and effectiveness in business.

QuickBooks for Small Business

Wednesday, February 4 | Registration 8 a.m.; training 8:30-10:30 a.m.

Live demonstration of QuickBooks tailored to small business. Learn how to set up your company, create invoices, manage and pay bills and more.



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



GETTING BACK TO BASICS

Write Like a Pro for Business Success

The way we communicate is crucial to success in business. Learn how to write like a professional with the Chamber's "Write Your Way to Success: Simple Rules to Help you Write Like a Pro," with presenter Jo Ann LeSage Nelson, vice president client services at Pierce Communications. This no-nonsense primer on the rules of effective writing will include: 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 proofreading is essential; and more. Be sure to join us for this special program!

Register now for **Write Your Way to Success** 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.



Sponsored by CDPHP; MicroKnowledge, Inc.; and Pierce Communications

CLASS OF 2015

Leadership Institute Kicks Off



The Leadership Institute Class of 2015 met for an overnight retreat in September at the Capital District YMCA's Camp Chingachgook on Lake George (photo above). Attendees participated in team building activities and established new relationships that will develop throughout the seven-month program. Upcoming sessions include: Leadership & Strategic Thinking; Communication; Balancing the Professional Career & Personal Life; Financial Management; Human Resources & Organizational Development; and Board Development & Service.

Interested in participating? Plan now to be a member of the Class of 2016. Information and applications available. Contact Director of Member Engagement & Events Kate Ollier at kollier@renscochamber.com for more information.



Sponsored by First Niagara with media sponsorship by Albany Business Review

CHAMBER MEMBER

spotlights



Capital Health & Wellness, LLC provides sensible and supervised weight loss services as well as the knowledge to help maintain an ongoing stable weight and healthy lifestyle. By using a medically developed weight loss method, with a balanced weight maintenance plan built in, Capital Health & Wellness

empowers clients to conquer weight problems and reach their goals by eating smarter, exercising appropriately and learning how to make healthy choices for overall well being.

"Most dieters gain all of their lost weight back within five years — the real challenge is finding a method that works while teaching you smarter lifestyle choices," said Keith Cuttler (photo left), a CEO who has spent his career in health care administration. He and his brother, Kevin Cuttler (photo right), D.C., clinical director of Hoosick Family Chiropractic in Troy and a certified fitness instructor, founded Capital Health & Wellness and recently moved into a new, 2,200-square-foot location off Hoosick Street.

"The weight loss method we use is a four-phase program that teaches how calories are burned, what calorie consumption means, which foods are best suited to stable weight management, all about carbohydrates, fats and proteins and how they impact your body, and much more," said Dr. Kevin Cuttler. "This isn't gimmicks or fads or miracle solutions. It's solid science."

The brothers are committed to building their business around the health and wellness of individuals, not just a weight loss product, and work closely with their clients' primary care physicians to forge customized paths tailored to each person. In addition, they offer employee wellness programs designed to save money on corporate health care costs.

CAPITAL HEALTH & WELLNESS, LLC
ONE CONWAY COURT | TROY, NY 12180
PH: 518.279.0550 | WWW.CAPITALHEALTHWEIGHTLOSS.COM

Celebrating the 50th year since its founding, **The Lally School of Management**, the business school at **Rensselaer Polytechnic Institute**, develops aspiring business leaders who have a passion for innovation and an ability to work across business functions. The Lally School offers a variety of degrees that focus on innovation, technology and quantitative skills:

- B.S., MBA, and Ph.D. in Management
- M.S. degrees in Business Analytics; Management; Quantitative Finance and Risk Analytics; Supply Chain Management; and Technology Commercialization and Entrepreneurship

The Lally School also offers valuable university and community collaborations, internships and mentorships, as well as global partnerships including intensive international exchange programs with 19 universities abroad and international research collaborations with business schools around the world.

"The Lally School's 50th anniversary celebration is part of an ongoing effort to highlight milestones of how the world has been transformed by the achievements of the Rensselaer community — past and present — as a bridge to the bicentennial of Rensselaer Polytechnic Institute in 2024," said Dean Thomas Begley, Ph.D. "We welcome the public to come and celebrate with us at our anniversary events."

THE LALLY SCHOOL OF MANAGEMENT
110-8TH STREET, PITTSBURGH BUILDING | TROY, NY 12180
PHONE: 518.276.2812 | WWW.LALLYSCHOOL.RPI.EDU

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...

Chamber's e-newsletter

Have you signed up for the Chamber's convenient e-newsletter? It's fast, it's easy and it will keep you connected with the regional business community. Stay informed about upcoming events, important announcements, member benefits, Chamber news and more with this handy online resource.

Just visit our website at www.renscochamber.com and click on the e-newsletter sign up to enter your contact information. While you're there, be sure to check out the latest issue of the electronic version of our monthly newsletter, *insight*. Sign up and get connected today!

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TAKING IT TO THE NEXT LEVEL ON OCTOBER 9

Women Leaders Share Styles, Strategies & Stories

Ask Sari O'Connor about the best advice she's ever been given and she'll point to a framed quote hanging on her office wall: "Well-behaved women rarely make history."

"I'm also a firm believer that what doesn't kill us makes us stronger and that we should trust our instincts," said O'Connor, chief development officer for Northern Rivers Family Services. "But my best advice to others is 'Always be prepared for Plan B.'"

The Chamber's Tech Valley Series for Empowering Women started a dynamic discussion at our recent "Wonder Women Roundtables" event that left more than 100 participants asking for more opportunities to interact in lively and candid conversations about career challenges and out-of-the-box strategies for success. Now we're taking

the conversation to the next level with "**Women Leaders: Styles, Strategies & Stories**," featuring a diverse panel of leading regional professionals ready to deliver more of what you're asking for.

Our guests will share their personal stories, including obstacles, leadership styles and lessons learned. You'll share in the inspiring and individual journeys of these business women as they discuss their backgrounds and unique strategies that have led to personal and professional success. Their stories will draw you in to discover your own path to success, with take-away solutions for professional advancement.

Ready for more of the conversation? Make your plans today to participate in this career-changing event!

PANELISTS



Linda Hillman
Chamber President
Panel Moderator



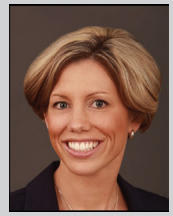
Sari O'Connor
Chief Development
Officer, Northern
Rivers Family
Services



Karen Hitchcock
Special Advisor
Park Strategies



Catherine Volk
Vice President and
Corporate Advisor,
The Kaleel Jamison
Consulting Group



Stefanie Wiley
President
Hoosick Valley
Contractors, Inc.

Register now for **Women Leaders: Styles, Strategies & Stories** on Thursday, October 9 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. Sponsorship opportunities available. Call today!



Major underwriters: Bouchey Financial Group, Ltd.; and SEFCU

Underwriting sponsors: Hoosick Valley Contractors, Inc. (HVC, Inc.); Turner Construction Company

Event sponsor: The Clore-Kelly Group, Merrill Lynch Wealth Management. Media sponsor: Capital Region Women@Work

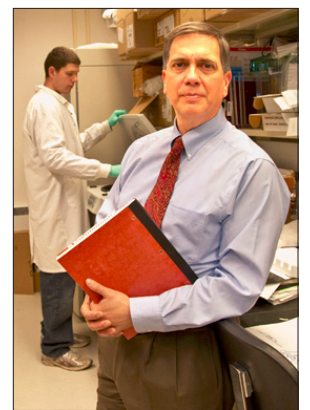
A DECADE OF DISCOVERY

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. This exciting scientific research is happening right in our Rensselaer County backyard.

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 UAlbany's Vice President for Research James A. Diaz, Ph.D. (photo right)

who will discuss the center's culture of innovation and collaboration, it's unique higher education entrepreneurial model and how advanced research acts as a springboard for "spin-off" companies and start ups. Learn how scientific endeavors can stimulate job creation, support economies and benefit humanity. You won't want to miss this event - save the date and register today.



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



RENSSELAER
COUNTY

life looks good from here™

Sponsored by National Grid and Rensselaer County IDA