

insight

MARKETING STRATEGIES

Reaching for Success with the Chamber

When John Santora, principal of Santora Accounting & Bookkeeping Services, Inc., needed a marketing plan to rebrand his business, he turned to the Chamber. “We needed to draw attention to our company,” said Santora. “The marketing plan included banner ads in the Chamber’s semiweekly e-newsletter. We had never used banner ads before and we were excited by the response. People started asking about the company right away. When we asked how they heard the news, everyone said through the Chamber e-newsletters.”

Every day, the Chamber helps businesses and nonprofit organizations achieve their marketing goals by customizing packages to suit every size budget. Take Habitat for Humanity Capital District, for example. “We included an insert in the Chamber’s newsletter with a call for volunteers,” said Ericka Small, associate director. “The response was so great, we had hundreds of volunteers on our construction site. Thank you Chamber staff!”

Take a look at our menu of marketing opportunities:

- » The Chamber’s monthly newsletter, *insight*, reaches 2,700 members, with a pass-on rate of 6,000. Purchase a monthly insert or a Spotlight article to reach our entire membership with no hassle and no postage expense.
- » More than 3,200 members receive our e-newsletter twice a week. Your banner ad will link thousands of potential customers directly to your website.
- » Nearly 13,000 visitors per month (members, potential members and relocating companies) view our website for the Community Calendar



Photo (l-r): John Santora, principal, Santora Accounting & Bookkeeping Services, Inc.; and Chyresse Wells, manager, communications and web strategies for the Chamber.

and Member News links and to register for events. Choose from online banner ads with frequency discounts, creative page peels and online Spotlights.

- » Chamber events and networking programs offer high-impact opportunities to gain exposure through sponsorships. Our events attract thousands of regional business professionals and are often sold out. Talk about a captive audience!

Planning your 2015 budget? Now is the time to lock in your marketing opportunities and build your brand by leveraging the power of the Chamber. Contact Chyresse Wells, manager, communications and web strategies, at cwells@renscochamber.com to talk about a customized marketing plan to fit your needs and your budget. What are you waiting for?

PROTECT YOUR BUSINESS

“Legal Issues in HR” on September 18

Litigation is on the rise — how well are you and your business protected? What proactive changes can you implement now to avoid workplace pitfalls? Discover the answers at the Chamber’s upcoming workshop “Avoiding Legal Hot Spots in HR,” presented by Patrick Fitzgerald, partner, and Ryan Mullahy, associate, with the Girvin & Ferlazzo, PC law firm. These professionals will discuss timely issues including benefits coverage, employee documentation that holds up in court; drug testing; age discrimination; sexual harassment and more.

Fitzgerald (photo, left) practices law with a focus on business litigation, employment disputes, discrimination claims and other commercial and corporate disputes. He frequently represents public and private employers in claims arising under civil rights, disabilities, family leave and other employment acts. He also counsels clients concerning federal and state compliance with employment laws. Mullahy (photo, right) concentrates his practice in the areas of education law, private and public sector labor and employment law and litigation. He is



experienced in collective bargaining and in state administrative proceedings, including improper practice proceedings before the New York State Public Employment Relations Board, as well as unemployment insurance hearings before the New York State Department of Labor.

Register now for **Legal Issues in HR** on Thursday, September 18 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.

ASK THE EXPERT : Human Resources

Mary Martinez is an assistant vice president of Human Resources at The Phoenix Companies, Inc., a firm that helps financial professionals provide income strategies and insurance protection to individuals and families.



Q: What is HR?

A: Human Resources is a department or support system with specialized skills in attracting, retaining and developing talent, training, compensation and benefits, management consulting, performance management, succession planning, organizational design, internal investigations, disability management and regulatory compliance.

Q: How can an HR professional help me?

A: An HR expert is a strategic business partner, helping to drive and support profitability and growth, while mitigating company exposure to legal and regulatory risk. No matter the size of the company or organization, HR provides critical, value-added services during an employee’s entire lifecycle, from first contact, recruitment and hiring, through training and development and work/life balance, to effective termination processes. We function as the expert on people and organizations and provide guidance on managing changes that impact employees. We’re also skilled at providing critical feedback and analysis that identifies specific obstacles that stand in the way of peak performance, which affects your bottom line.

Q: What are my HR options?

A: It depends upon the size and nature of the business. Large companies often choose to have HR professionals on staff. Small businesses can opt to access HR services through outsourcing and consultants. HR is an important consideration for every business—even start-ups with only a handful of staff need to spell out employee rights, responsibilities and expectations. Choosing the right model and investing in appropriate HR management can spur company growth and result in a significant return in the long run.



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.

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● NEW MEMBERS

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Rep: Keith Algozzine
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www.upstatevipmedicine.com

● MEMBER NEWS



Pierce Communications
Vice President, Client Services JoAnn LeSage Nelson has been nominated to serve on the Public Relations Society of America (PRSA) Board of Directors for 2015. Election by vote of the PRSA Leadership Assembly will be held at the society's International Conference in Washington, D.C. in October.

Ryan-Biggs Associates, PC has earned certification as a Women Business Enterprise (WBE) by NYS Department of Economic Development, Division of Minority & Women's Business Development. Earlier this year the firm merged with Clark Engineering & Surveying, creating one of the largest women-owned engineering firms in upstate New York.

Excelsior College has hired Laban Coblenz, founder and chairman of the Tech Valley Center of Gravity, as the college's new head of international development. He will identify new program opportunities for Excelsior and potential partners among international colleges. Excelsior College currently enrolls more than 37,000 students.

Sunmark Federal Credit Union announces the addition of Glen Stacey as a content marketing specialist. He will develop branding, promotional and positioning opportunities.

1945 Speed and Custom, LLC has held its second anniversary block party custom car and bike show, "Hot Rods on the Hudson," (photo below) with proceeds benefiting a local charity. *Mike McMahon/The Record*



The East Greenbush Community Library has unveiled its new Outdoor Community Garden (photo above). The space features raised gardening beds that are handicapped accessible, seating areas and room for all ages to enjoy. The garden will also be used for nature-themed programming and activities.

College of Saint Rose has been ranked among the top colleges to work for in the U.S. for the sixth consecutive year, according to *The Chronicle of Higher Education*. The publication also placed Saint Rose on the survey's elite "honor roll" for scoring in multiple categories.

Literacy Volunteers of Rensselaer County is expanding its "Everybody WINS! Power Lunch" program thanks to a \$2,500 grant from **First Niagara Foundation**. The program pairs elementary school children with volunteer mentors to read aloud once a week during lunchtime. Visit www.lvorc.org.

Carter Conboy has added two associate attorneys to the firm's Albany office. Steven J. Auletta (top, right) practices in the areas of medical and professional malpractice, health care law, product liability, trucking and transportation and general civil litigation. Asish A. Nelluvelli (bottom, right) practices in the areas of civil litigation, labor and employment law and municipal law in federal and state courts throughout New York.



Big Brothers Big Sisters of the Capital Region is celebrating its 50th anniversary in 2014 and has set an agency goal of 250 new matches for the year. To learn more about serving at-risk youth through mentor relationships, visit www.bbbscr.org.

events calendar 2014

SEPTEMBER	OCTOBER	ADDITIONAL INFO
<p>Thursday • 9/18 "Legal Issues in HR" Learn how to implement proactive strategies to avoid workplace pitfalls. Our presenters are Patrick Fitzgerald, partner, and Ryan Mullahy, associate, with Girvin & Ferlazzo, PC. 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 eBizDocs; MicroKnowledge, Inc.; and Pierce Communications.</p> <p>Tuesday • 9/23 Van Rensselaer Awards Dinner The Chamber presents the 2014 Van Rensselaer Awards Dinner, a celebration of excellence honoring this year's recipients: National Grid, The Van Rensselaer Corporate Award; Gettysburg Flag Works, The Van Rensselaer Small Business Award; and Eileen C. Bagnoli, The Edward H. Pattison Citizenship Award, also known as "The Ebbie." The evening begins with networking at 5:30 p.m., with awards and dinner following at 6:30 p.m. Reservations are \$120 per person; \$1,495 per Chairman's Circle tables of 10. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Capital Bank, CDPHP, and The Phoenix Companies, Inc. Media sponsor is WYNT NewsChannel 13.</p> <p>Friday • 9/26 Be Prepared for the Next Wave of Health Care Reform Join us for a breakfast presentation and Q & A with John Millet, CPA, president, Bouchey & Clarke Benefits, Inc., and Kevin McCoy, Marvin and Company, CPA, CFF, managing director, Marvin and Company. 8-9:15 a.m. No cost to attend; RSVPs kindly requested. At the Hilton Garden Inn, 235 Hoosick Road in Troy.</p>	<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 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 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 Bouchey 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>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> <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>NetworkingPlus programs are \$30 (unless otherwise noted) for members who are pre-registered. Walk-ins and future member registrations are \$45.</i> <i>All other 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>

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.

✓ SOCIAL NETWORKING FOR SUCCESS

Join the Chamber on the most popular social networking sites and you'll meet potential clients and connect with us in new and valuable ways. Become an online fan on Facebook, LinkedIn, and Twitter and tap into a new level of membership, including opportunities to win free passes to exciting events, give feedback through member surveys, and stay on top of news and information that builds your business. Need help getting started? Contact Chyresse Wells, manager, communications and web strategies at cwells@renscochamber.com.



✓ SHOP FOR ENERGY SAVINGS



With cold weather heating costs just around the corner, now is the time to choose your energy provider. Save with the Chamber's Energy Alliance, a valuable, no-charge member benefit. By pooling buying power and shopping for the lowest rates,

Energy Alliance participants have cut an average of 5%-20% off their monthly utility bills, meaning hundreds and, in some cases, thousands of dollars a year in energy savings. Coordinated by EnergyNext, Inc. of Saratoga Springs, the program can also serve as a consultant for energy needs. For a no-obligation quote to see how much you can save, contact Corbin Fridgen, membership manager at cfridgen@renscochamber.com.

✓ ONLINE JOB & VOLUNTEER BOARD



Is your business hiring? Are you looking for intern or volunteer help? It's time to post your job, volunteer and internship opportunities to our website for free. The Chamber's website sees nearly 13,000 visits every month, making it a perfect opportunity to communicate with our membership and the greater

business community. The jobs board is the most popular link on our website. Visit our Online Job and Volunteer Board at www.renscochamber.com/edp. Please allow 24 business hours for approval of job board submissions.

Finding the "Wonder Woman" in You



Gathering more than a dozen of the region's top women professionals, the Chamber recently presented "Wonder Women Roundtables" as part of our ongoing Tech Valley Series for Empowering Women. More than 100 participants learned from this powerhouse group how to meet career challenges with positive solutions. *J.S. Carras/The Saratogian*

Major underwriters

bouchey
FINANCIAL GROUP, Ltd.

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CHAMBER MEMBER

spotlights



Groff NetWorks, LLC provides expert IT solutions for small businesses, helping them to maximize productivity and minimize risk. Founded in 2005 by Lauren Groff, the company has grown into a leading provider of managed IT services and computer support

in the Capital District. Groff's team is dedicated to helping businesses get the technology they need to achieve their business goals, customizing IT solutions to fit each client's budget and expectations while strengthening infrastructure to boost productivity and profitability. By offering flat-rate IT services, Groff ensures clients less downtime, fewer disruptions, and system and network monitoring 24/7. Groff's array of services includes business continuity planning, cloud computing, networking, computer security and support, disaster recovery planning, IT consulting and outsourcing, network monitoring, online backup, onsite support, remote desktop services, server installations and upgrades virtualization, and VPN.

"Groff NetWorks prides itself on delivering honest, reliable, high-quality service, placing value on our client partnerships," said Groff. "When you call, you get a personable and professional IT expert, not an automated 1-800 number. Our managed IT services help clients reduce their overall IT costs and gives them more time to focus on their businesses."

This client-centered philosophy has helped Groff capture new markets and build business relationships at an exponential rate, building a reputation for satisfied customers and attracting new referrals.

GROFF NETWORKS, LLC

11 STATE STREET | TROY, NY 12180

PHONE: 518.320.8906 | WWW.GROFFNETWORKS.COM



Windo-Therm, LLC, manufacturer of **Advanced Energy Panels (AEPs)**, is an innovative company providing state-of-the-art, energy-saving window solutions for residential and commercial use. AEPs are patented, insulated window inserts that transform out-of-date windows into windows that exceed Energy Star ratings for energy efficiency, all without the costs of replacement. AEP technology is cost-effective, aesthetically attractive and dramatically

reduces energy usage. The panels also increase soundproofing and eliminate condensation, preventing the poor visibility, mold and wood rot associated with drafty or loose-fitting storm windows. Unlike the cost of replacement windows, AEP products pay for themselves within approximately four years.

"AEPs are interior window insulating panels that can be installed in any building — office, home or industrial — in any shape or size," said President and CEO Jim Devine. "Custom-made to fit over existing openings, AEPs have a higher insulation and air sealing rating and provide greater comfort than most replacement windows, yet they are a fraction of the cost. The adaptability of the panels has led many historic organizations to choose AEP for architecturally significant buildings and projects."

Lightweight, easy to handle, available with or without mullions and carrying a 10-year warranty, patented AEPs cut heating and cooling expenses, reducing energy bills substantially. Energy incentives are available to eligible applicants.

WINDO-THERM, LLC / ADVANCED ENERGY PANELS

PO. BOX 405 | HOOSICK FALLS, NY 12090

PHONE: 518.686.9581 | WWW.ADVANCEDENERGYPANELS.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.

UAlbany MBA Scholarships

Interested in an advanced degree to boost your career options? The Chamber has partnered with the University at Albany School of Business to offer our members an MBA scholarship program that allows working professionals to earn an MBA in less than two years by attending a class every other weekend.

Students come from diverse backgrounds, yet all have the desire to further their education and expand their opportunities while pursuing their respective careers. Find out more about this exciting program by visiting www.albany.edu/business or contact the Chamber at 518.274.7020.

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YOU ARE CORDIALLY INVITED

Van Rensselaer Awards Dinner on Sept. 23

The 2014
Award Recipients

nationalgrid



Eileen C. Bagnoli

The Chamber presents the 2014 Van Rensselaer Awards Dinner, a celebration of excellence in the regional business community. For more than two decades these prestigious honors have recognized exceptional companies and individuals who invest in the economic, cultural, and humanitarian advancement of our region, partnering to promote a greater quality of life for others.

National Grid, The Van Rensselaer Corporate Award: The company's corporate giving supports many initiatives, promoting education and renewal of neighborhoods and businesses. National Grid partners with United Way, Junior Achievement, Habitat for Humanity, miSci and other nonprofits, while its foundation funds programs that transform lives and communities.

Gettysburg Flag Works, The Van Rensselaer Small Business Award: Led by founder Michael Cronin, the Gettysburg team prides itself on industry expertise and a passion for patriotism. Gettysburg supports and promotes The Wounded Warriors Project, Patriot Hills of New York, and Stars for Our Troops. The company also educates people of all ages in flag respect and etiquette.

Eileen C. Bagnoli, The Edward H. Pattison Citizenship Award: Retired president/CEO of Pioneer Bank, Eileen serves with many professional and charitable causes, including Commission on Economic Opportunity, NYS Higher Education Services Corp., Helping Hands School, National Association of Bank Women, the Chamber's Leadership Institute and many more.

Register now for the **Van Rensselaer Awards Dinner** on Tuesday, September 23 at Hilton Garden Inn, 235 Hoosick Street in Troy. Cocktail reception at 5:30 p.m.; awards dinner at 6:30 p.m. \$120 per person; \$1,495 for Chairman's circle table of 10. Major underwriters: CDPHP; Capital Bank; and The Phoenix Companies, Inc. Media sponsor: WYNT NewsChannel 13



A SCRAPBOOK OF SUCCESS

Women Leaders Share Styles, Strategies & Stories

What makes a woman successful? Join us as we explore the experiences of leading regional professionals in this candid, solutions-based forum, "Women Leaders: Styles, Strategies & Stories."

Our diverse panel of guests, moderated by Chamber President Linda Hillman, 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 to apply to career advancement. Sign up today!

Register now for **Women Leaders: Styles, Strategies & Stories** on Thursday, October 9 at the Hilton Garden Inn, 235 Hoosick Street in Troy. 7:30 a.m.-9:30 a.m. \$35 members; \$50 future members and walk-ins. Sponsorship opportunities available. Call today!

OUR PANELISTS

- Linda Hillman** - Chamber President, moderator
- Karen Hitchcock, Ph.D.** - Special Advisor, Park Strategies
- Sari O'Connor** - Chief Development Officer
Northern Rivers Family Services
- Catherine Volk** - Vice President and Corporate Counsel
The Kaleel Jamison Consulting Group
- Stefanie Wiley** - President, Hoosick Valley Contractors, Inc.



Major underwriters: Bouche Financial Group, Ltd.; and SEFCU
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Economic Development Partnership

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

A QUARTERLY PUBLICATION

VOLUME 07 | ISSUE 03

GATHERING MOMENTUM

Collaboration has “Hoosick Rising” to New Heights

Families are strolling down Main Street and nearby there’s music playing from the bandstand. Shop owners serve customers, as people call out greetings to one another along the sidewalks. A police car cruises by; a group of children smile and wave. If there’s one thing Hoosick Falls has, it’s a small-town vibe. Now, with a new planning initiative taking root, the village, the Town of Hoosick and a groundswell of grassroots collaborators are working to build on the region’s attractive, affordable assets to ensure a bright future.

“*Hoosick Rising*” is a multi-faceted approach to healthy economic development in keeping with Hoosick’s natural and historic heritage. In its beginning stages, Hoosick Rising is already gaining momentum from the energy and enthusiasm of the community.

“It’s very exciting because more people are getting involved and they are bringing their unique ideas and perspectives to the table,” said Hoosick Falls Mayor David Borge. “The overall intent is to foster economic prosperity that builds on the wonderful small-town quality of life we have to offer. This is a great place to live, to raise a family, to start a business and to relocate a company. It’s time to get the word out.”

Through a series of open meetings, elected officials, business owners and community members from diverse backgrounds are working in partnership to identify and develop key projects.

Facilitated by Camoin Associates, Inc. of Saratoga Springs, Hoosick Rising has many facets, including potential economic initiatives and business-friendly zoning, Octagon House; Brown’s Brewing Co; Berle Farms’ organic yogurt; the Hoosick Falls Armory.

efficiency, tourism, increased recreational access and more. The Chamber, recognizing Hoosick’s attractive inventory of business space, will assist in marketing an industrial building on Mechanic Street.

“The best way forward is to have more people step up and get involved,” said Town Supervisor Mark Surdam.

“We’re looking for the talents of a cross-section of people to brainstorm during this planning process. This is an unprecedented effort with the town, the village and many entities collaborating. Now is the time to be heard.”

The brainstorming won’t be limited by village or town boundaries, either. Officials say the collaborative effort will be regional as Hoosick seeks to strengthen connections with nearby locations, such as Cambridge,

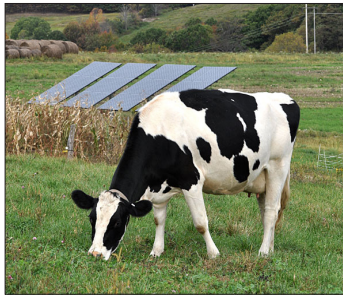
New York and Bennington, Vermont. Hoosick has its own attractions: the folk artist known as Grandma Moses lived in Hoosick Falls, and the famous Battle of Bennington took place in Walloomsac. Hoosick Rising supporters point to the area’s many historic buildings, expanded Hoosick River Greenway, and a vibrant

arts culture. In addition, there are highly-rated public and private schools, affordable real estate, a local police department, two hometown newspapers and Southwestern Vermont Medical

Center only 8 miles away in Bennington. Infrastructure investments have recently included solar energy at the wastewater treatment plant (soon to be added to the municipal center) and an ongoing sidewalk improvement program. Within 35 miles of the greater Capital Region, Hoosick is also in a commutable radius of the Luther Forest/Malta technology area.

“We have a very entrepreneurial spirit, a can-do attitude about bringing in new business and new

opportunities,” said Borge. “We’re ready to say to the region ‘Bring your ideas to our doors and let’s make it happen.’”

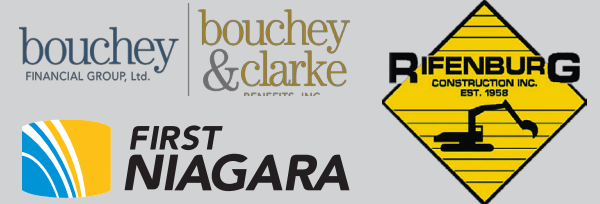


From the top: Architecturally significant buildings abound; renowned folk artist Anna Mary Robertson, “Grandma Moses,” was a resident of Hoosick Falls; solar panels at Berle Farms; Hoosick kids meet Rensselaer County’s Dairy Queen; the Estabrook Octagon House; Brown’s Brewing Co; Berle Farms’ organic yogurt; the Hoosick Falls Armory.

The public is invited to attend the next “Hoosick Rising” meeting, scheduled for Thursday, September 25, at 6:30 p.m. at The Armory, 80 Church Street in Hoosick Falls.

ECONOMIC DEVELOPMENT PARTNERSHIP

VISIONARY INVESTORS



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- BBL Construction Services**
- Capital District Transportation Authority (CDTA)**
- Center for Economic Growth (CEG)**
- First Columbia, LLC**
- Gurley Precision Instruments, Inc.**
- 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**

List reflects investors as of press time.



This newsletter is sponsored by Express Scripts. www.express-scripts.com

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:

The Rifenburg Companies



As a Visionary Investor in the Chamber's Economic Development Partnership, the Rifenburg Companies are making a tangible commitment to the region they've served for more than 50 years.

"This area is our home, and from a business standpoint it has been a successful region in which to grow our business," said President George Rifenburg. "We believe in giving back to the community. Investing in the Chamber's Economic Development Partnership is an important way of committing to the area's economic well-being and ensuring a high quality of life for everyone who works or lives here."

Founded by Ken Rifenburg, the company has followed a steady philosophy of safety and customer satisfaction, resulting in successful growth. In 1972, it had about 60 employees and its projects included many small New York State Department of Transportation contracts.

Today, the Rifenburg Companies has grown to more than 350 employees and completes more than \$90 million in projects annually for municipalities, state agencies, and private companies. Projects include industrial sites, commercial and residential developments, office parks, and more.

"Safety comes first at the Rifenburg Companies. We were one of the first construction companies to partner with OSHA," said George Rifenburg. "Our father started the business with a dedication to customer service and high-quality work. Our reputation continues to be built on the satisfaction of our clients."

Collectively, the Rifenburg Companies provide expertise in highway construction and restoration, site development, landfill technologies, environmental clean-up, utilities installation, mining, aggregate sales, equipment (sales, leasing, rentals), airport maintenance, and runway reconstruction. In 2013, Rifenburg completed a \$99.6 million reconstruction of an 8-mile-segment of the NYS Thruway, from exit 23 to 24. It was largest undertaking in the history of the Thruway Authority's Albany division. The three-year project, which included a third travel lane in both directions, drainage systems, bridge modifications and noise barriers walls, was completed on time and on budget.

By focusing successfully on customer goals, timetables, and budgets, Rifenburg has many repeat clients, and has built a solid reputation.

"The keys to our success have been respect and appreciation for our employees, an emphasis on safety for all, and responsiveness to clients," said Mr. Rifenburg.



Economic Development Partnership

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

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SMALL TOWN, BIG PLANS

Proposal Brings New Life to Dougherty's Corner

The Village of Hoosick Falls has announced the allotment of state funds to redevelop a vacant lot where the local landmark Dougherty's Hotel once stood (photo at right). In order to secure the reissue of a \$750,000 grant from the Restore New York Communities initiative through Empire State Development Corp., the village was required to assign a developer to the vacant John Street lot known locally as "Dougherty's Corner."

Enter Sequence Development, and its president and CEO Jeff Buell. The Troy real estate firm has agreed to act as developer and owner of a newly proposed construction project that would make the corner of John and Main streets an integral part of the village once more.

"It's a very positive move forward and just the boost our community needs," said Village Mayor David Borge, who announced the proposal at a Hoosick Rising meeting in July.

Sequence is projected to start construction of the new three-story building on the vacant 33-by-66-foot lot by October, and finish in 2015. The company also purchased the building next door at 23 John Street to augment the space for first-floor commercial use. Overall, the project will be



mixed use. "We've got four people working up in Hoosick Falls, giving the project the due diligence it deserves," said Buell. "We're immersing ourselves in the local culture to get a proper understanding of the significance of the site and its importance to the community. The people of Hoosick Falls really care about the future of their community and are trying to drive it forward. It's important that whatever we do at Dougherty's Corner, we respect what has come before and provide a new opportunity for the future."

FIRST-CLASS EDUCATION

Hoosick's Public & Private Schools Excel



As a recognized AP honors district, Hoosick Falls Central Schools bring excellence in academics, sports and the arts (photo at left) to the community it serves. "The schools are the cornerstone of the community and our students work

hard to make us all proud of their achievements," said Superintendent Kenneth Facin. "The community is very supportive of our mission and of the students. The Hoosick Rising initiative has our full support and as the new school year gets underway, we will mobilize our students and faculty to join the collaborative effort."

Families in the region can also choose private education, including St. Mary's Academy in Hoosick Falls, and the Hoosac School (photo at right), a co-educational private boarding school in the Town of Hoosick for grades 8-12.

Enrolling 120 students, the elite prep school attracts top students from around the globe who go on to attend the finest colleges and universities. About 25% live locally and attend as day students.

"Hoosac will be a significant partner in the Hoosick Rising effort," said Headmaster Dean Foster. "The school brings, by its very nature, many students from different cultures around the world. This is a valuable resource that most small towns can not lay claim to. In addition, the public high school works collaboratively with Hoosac to provide opportunities for students from both schools to work together for the good of the whole community."



BREWING-UP BUSINESS

Brown's Opens the Doors in Walloomsac



This fall, Brown's Brewing Company, will publicly open a new \$3 million full-scale brewery, shining a spotlight on the dynamic diversity of the Hoosick region.

Located on Factory Hill Road in North Hoosick, Brown's Walloomsac Brewery and production facility is housed in a converted 19th century mill along the Walloomsac River. Formerly home to FlowMatic Valve, the factory has undergone a painstaking renovation for the past three years. Situated on 40 acres, the Walloomsac Brewery includes bottling and packaging facilities and has a maximum capacity of producing 20,000 barrels of brew a year. Eventually, Brown's plans to open the new brewery for beer tastings and tours.

A successful craft brewery since its founding in 1993 on River Street in Troy, Brown's wholesale operation sells ales and lagers to such clients as Price Chopper, Hannaford, Stewart's Shops and others throughout the Capital Region.