

insight

INTRODUCING THE LEADERS OF TOMORROW The Leadership Institute Class of 2018

The Chamber is proud to announce **The Leadership Institute Class of 2018**, marking the 13th year of our award-winning, skills-based program. This year's dynamic and diverse group of professionals are poised and eager to expand their Leadership and business acumen. This class will join more than 300 Leadership alumni who are applying their valuable talents within their professions and communities. Join us in welcoming the Class of 2018!

Ready to Join Us? Start Planning Now for the Class of 2019

If you or a staff member are interested in attending The Leadership Institute, now is the time to budget for the program in your annual planning process. For more information, contact us at 518.687.1241.

The Leadership Institute is sponsored by KeyBank, NA with media sponsorship provided by Albany Business Review.



- Gene Browning**, Mosaic Associates Architects
- Michael Buckley**, Mohawk Hudson Humane Society
- Tanya Buechner**, SEFCU
- Samantha Burrington**, Pioneer Bank
- Lisa Carroll**, BBL Hospitality, Hilton Garden Inn - Troy
- Arien Cartrette**, architecture+
- Ana Culver**, Workforce Development Institute
- Tarasha Darden-McKoy**, Troy Drug Free Community Coalition, Troy Rehabilitation & Improvement Program (TRIP), Inc.
- Khristopher Fitzgerald**, U.W. Marx Construction
- Christina Gorman**, M&T Bank
- Constance Grega**, Office of Graduate Education, Rensselaer Polytechnic Institute
- Gregory Hanselman**, KeyBank, NA
- Paula Jacobson**, Healthcare Association of NYS (HANYS)
- Troy Ketcham**, Capital District YMCA
- Gary Klee**, Phoenix Life Insurance Co.
- Christopher Loszynski**, DeCrescente Distributing Co., Inc.
- William Malcolm**, Capital Roots
- Kimberli Relyea**, CSArch Architecture | Engineering | Construction Management
- Robert Rodriguez**, Saratoga Eagle Sales & Service
- Kara Schultz**, The Rifenburg Companies, Rifenburg Construction, Inc.
- Katherine Scoville**, The Sage Colleges
- Claudette Senior**, Unity House of Troy, Inc.
- Erica Stoeckeler**, deFacto Global, Inc.
- Brian Tramontano**, CAP COM Federal Credit Union
- Alison VanDerVolgen**, The Kaleel Jamison Consulting Group, Inc.
- Kimberly Wright**, BST & Co. CPAs, LLP

ASK A BOARD MEMBER: Advantages of Membership

Howard Gross is the founder, president and CEO of eBizDocs, an award-winning electronic document management service provider. The firm assists businesses, organizations and government entities with electronic record management solutions. He has been recognized for his commitment to nonprofit organizations, particularly those empowering individuals with disabilities to find gainful employment in the community. He serves as the board's vice chair for membership.



Q: What are the advantages of Chamber membership?

A: Membership is critical to business. This Chamber is focused on its members, providing the resources and opportunities needed to succeed. From **Networking to Professional Development and Training to Cost-Saving Benefits**, the Chamber is a crucial partner for businesses and organizations to market, develop and connect. Nowhere else will you find such a high level of personalized attention. The staff is dynamic; they know you by name and are dedicated to helping members achieve their professional goals. When I have a business challenge, I turn to the Chamber for solutions. The staff helps navigate effective resources and advocates for business within the regional community. The Chamber's position as a leading stakeholder means that members get the attention and exposure they need to grow.

Q: What new benefits are in store for members?

A: The Membership Committee is launching a Leads Group later this year. This advanced level of networking is designed to generate business for members by developing new relationships. Representatives from non-competing businesses will meet regularly to network and share leads, referrals, sales ideas and professional advice. Participants benefit from meeting reliable vendors, establishing a corporate network, increasing company visibility and educating others about their products and services. Ultimately, the purpose is to increase economic vitality one relationship at a time. Stay tuned for updates on this exciting new project.

"Ask a Board Member" is a monthly Q&A featuring members of the Chamber's Board of Directors.



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.

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

Kate Manley, President
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 renscochamber.com

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VIP PACKAGES FOR YOUR CLIENTS & GUESTS

Golf Classic Tees Off August 14 at CC of Troy

The 2017 Annual Golf Classic gets underway on Monday, August 14 at the Country Club of Troy. Treat yourself and a client to a fun day on these award-winning greens! Check-in is at 10:30 a.m., with lunch at 11 a.m. and a shotgun start at 12 p.m. Golf package includes 18 holes of golf, lunch, cart, on-course beverages and snacks and dinner for \$195 per golfer; \$780 per foursome. VIP packages are available for \$50 extra and include all of the day's golf challenges, valuable raffle tickets and mulligans (an \$80 value). Non-golfers are invited to join us for a 5:30 p.m. dinner at the clubhouse for \$35 per person. For sponsorship opportunities to fit your budget, contact the Chamber at 518.687.1241. Thank you to our major sponsors (at right, as of printing):

"The Golf Classic is one of my favorite Chamber events. I can enjoy a first-class round of golf, relax in a beautiful setting AND network to build valuable business relationships."

Leslie King, director of sales,
 Best Western Franklin Square Inn

Exciting Raffle Prizes!

Even if you don't golf, you can still get in on this year's exciting raffle prizes, including:

1st Grand Prize: Jet away on JetBlue with two roundtrip tickets from Albany to any non-stop city. Courtesy of jetblue.com.

2nd Grand Prize: Two nights in Lake Placid at the Mirror Lake Inn. Courtesy of mirrorlakeinn.com.

3rd Grand Prize: Designer cufflinks in sterling silver with square citrine gemstones framed with mahogany enamel. Courtesy of jkbloom.com.

Raffle tickets are \$4 each/eight for \$20. Drawing at the Golf Classic; **winners do not have to be present.** For tickets, contact the Chamber at 518.687.1241 or purchase at our events.

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Birdie Sponsors	CPHP A plan for life.	Sunmark FEDERAL CREDIT UNION LIFE WITH INTEREST
Chipping Challenge	Hit the Green	Putting Challenge
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Cart Sponsor	Closest to the Pin (M)	Closest to the Pin (W)
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	COOLEY MOTORS	

● NEW MEMBERS

Dave's Accounting & Payroll, LLC
Bookkeeping & Payroll Services
Rep: David J. Hallenbeck
993 Sterling Ridge Drive
Rensselaer, NY 12144
Phone: 518.475.8782
accountingdave.com

Hoosick Street Discount Beverage Center
Beverage Store
Rep: Greg Salamone
2200 Nineteenth Street
Troy, NY 12180
Phone: 518.273.0877

Hoosick Street Wine Cellar
Wine Store
Rep: Frank Salamone
260 Hoosick Street
Troy, NY 12180
Phone: 518.273.0970
wespeakwine.com

H & V Collision Centers
Automobile Repair Service
Rep: Rich Tanchyk
7 Oakwood Avenue
Troy, NY 12180
Phone: 518.273.1834

INOC Data Centers
Technology Consulting
Rep: Abigail Horn
4 Tower Place
Second Floor
Albany, NY 12203
Phone: 518.689.4350
inoc.net

Precision Group
Contractors Equipment & Supplies - Dealers & Services
Rep: Bill McCormack
1710 Erie Boulevard
Schenectady, NY 12308
Phone: 518.346.5800

R.J. Valente Industries, Inc.
Sand & Gravel
Rep: Roddy Valente
One Madison Street
Suite 300
Troy, NY 12180
Phone: 518.432.4470

Shaker Pointe at Carondelet, Inc.
Senior Housing
Rep: John Santora
One Bell Tower Drive
Watervliet, NY 12189
Phone: 518.250.4890
shakerpointe.org

Spectrum Reach
Advertising
Rep: John Tanner
20 Century Hill Drive
Latham, NY 12110
Phone: 518.640.8442
spectrumreach.com

Stragility, LLC
Business Services
Rep: Catharine Potvin
1574 New Scotland Road
Slingerlands, NY 12159
Phone: 518.221.4633

Toshiba Business Solutions
Copy Machines & Supplies
Rep: John Tanner
20 Century Hill Drive
Latham, NY 12110
Phone: 518.640.8442

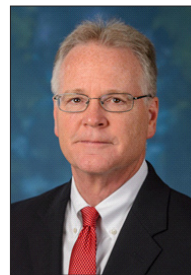
● MEMBER NEWS



DeCrescente Distributing Co., Inc. announced three promotions (above, l-r): Carmine DeCrescente III, vice president, responsible for facilitating high-level business relationships; Steve Rychcik, on-premise sales director, in charge of retail sales and management of sales team; and Greg White, independent channel sales director, responsible for sales volume and programming within independent retail locations. Visit ddcbev.com.

Rensselaer County Historical Society (RCHS) will present "Taking Control - Strategies for Successful Estate Planning," a free educational seminar on Tuesday, September 26, from 3-4:30 p.m. Presented by James E. Prout, Esq., a partner with **Martin, Shudt, Wallace, DiLorenzo and Johnson**, the seminar will offer expert strategies for reaching financial planning goals. Light refreshments and a tour of RCHS will be offered. Visit rchsonline.org.

Hudson Valley Community College named William D. Reuter (at right) the institution's new vice president for administration and finance. He will serve on the president's senior staff and act as the administrative liaison to the college's



board of trustees and chief bargaining unit negotiator. The college also named Antoinette Howard (at left) department chair for the Teacher Preparation Department. She will oversee curriculum and faculty development for six degree and certificate programs that serve more than 200 students. Visit hvcc.edu.

Troy Rehabilitation & Improvement Program (TRIP), Inc. welcomed Tammy Weinman as organizational advancement manager. She will work to advance TRIP's mission by coordinating events, programs, community relations and corporate fundraising. Visit triponline.org.

Catholic Charities Disabilities

Services named Matthew Lindemann, CPA, CFE, a partner at **Wojeski & Company CPAs, P.C.** (at right), the 2017 recipient of its Volunteer of the Year award. The honor recognizes his invaluable role as a member of the non-profit's board of directors and its finance committee. He has been a member of the board since 2014. Disabilities Services is an agency of **Catholic Charities of the Diocese of Albany**. Visit ccdservices.org.



Phinney Design Group hired three new employees (below, l-r): Brennan Drake as architect/design technology coordinator to design and manage projects; Katelyn Mulry as architectural designer and sustainability coordinator focused on "green" building designs and environmentally sensitive construction methods; and Ashley Pezze as an interior designer for residential and commercial projects. Visit phinneydesign.com.



Dowling Law, PLLC Associate Attorney Margaret D. Place, Esq. was installed as president of the Adirondack Women's Bar Association, a chapter of the Women's Bar Association of the State of New York. At the Dowling firm, she represents not-for-profit and

for-profit organizations in labor and employment, corporate governance and other corporate matters. Visit dowlinglawny.com.

Congratulations!

William Sage of **Sage Brothers Company, Inc.** is the winner of a two-night stay at the **Mirror Lake Inn** in Lake Placid for participating in the Chamber's 2017 Membership Survey. Thank you to everyone who provided feedback for our survey.



events calendar 2017

AUGUST	SEPTEMBER	ADDITIONAL INFO
<p>Monday • 8/14 Annual Golf Classic at The Country Club of Troy A great way to network with a client or guest while enjoying a day on the greens. Check-in at 10:30 a.m.; lunch at 11 a.m.; shotgun start at 12 p.m.; dinner at 5:30 p.m. Golf package includes 18 holes of golf, lunch, cart, on-course beverages and snacks and dinner. \$195 per golfer; \$780 per foursome; \$35 for dinner only. VIP packages are available for \$50 extra and include all of the day's golf challenges, valuable raffle tickets and mulligans (an \$80 value). Special thanks to our major sponsors! Eagle Sponsors- Pioneer Bank, RPI Athletics; Birdie Sponsors-CDPHP, Sunmark FCU; Closest to the Pin Men- architecture+; Closest to the Pin Women- Hoosick Valley Contractors, Inc.; Longest Drive Men- Groff NetWorks, LLC; Longest Drive Women- Merrill Lynch The Clore Kelly Group; Putting Challenge- Bouchey Financial Group, Ltd. Bouchey & Clarke Benefits, Inc.; Chipping Challenge- Mosaic Associates Architects; Hit the Green Challenge- Rifenburg Companies; Longest Putt on 18th Green-Midwest Steel; Carts Sponsor- CAP COM FCU; Hole-in-One- Carbone Subaru and Cooley Motors. <i>Sponsorships are available at all levels and for every budget. Contact the Chamber at 518. 687-1241.</i></p> <p>Wednesday • 8/23 NetworkingPlus Luncheon Get connected, develop leads and build relationships at this fast-paced event facilitated by Chamber Ambassadors. Bring plenty of business cards. Cost is \$35 members; \$50 walk-in members. Lunch 11:30 a.m.; networking 12-1:15 p.m. At Pat's Barn, 110 Defreest Drive in Rensselaer. Sponsored by Community Resource FCU. <i>Additional sponsorships are available.</i></p>	<p>Tuesday • 9/12 Quick Learn: Maintaining a WordPress Website Train yourself and your staff at considerable savings. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost is \$79 members; \$99 future members. At the Chamber, 90 Fourth Street, Troy (first-floor conference room). Presented through a partnership with MicroKnowledge, Inc.</p> <p>Thursday • 9/14 Van Rensselaer Awards Dinner The Chamber presents the 2017 Van Rensselaer Awards Dinner honoring this year's recipients: BBL Family of Companies, The Van Rensselaer Corporate Award; Wojeski & Company CPAs, P.C., The Van Rensselaer Small Business Award; and Chester Opalka Jr., The Edward H. Pattison Citizenship Award, also known as "The Ebbie." The evening begins with networking and cocktail reception at 5:30 p.m.; awards ceremony and dinner at 6:30 p.m. Reservations are \$130 members; \$260 future members; \$1,550 for Chairman's Circle Tables of 10. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Bouchey & Clarke Benefits, Inc. Bouchey Financial Group, Ltd.; Capital Bank; and CDPHP. Cocktail reception sponsored by DeCrescente Distributing Company Co., Inc.</p> <p>Thursday • 9/28 Ask the Experts: Power Up Your Pitch Learn how to craft your perfect pitch to ensure your message hits the right note in today's fast-paced business world. Cost is \$35 members; \$50 walk-in members \$70 future members. Breakfast at 7:30 a.m.; program 8-9:30 a.m. At The Century House, Route 9 in Latham. <i>Sponsorships are available.</i></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 future members is \$70 (unless otherwise noted).</i> No-shows will be billed; 24-hour notice is required for all cancellations.</p> <p>Register online at: renscochamber.com/events</p> <p>Questions? 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>

CONNECTIONS THAT COUNT

NetworkingPlus at Pat's Barn on Aug. 23

Networking to achieve high-quality connections doesn't have to take a lot of time or money. Join us for an upcoming NetworkingPlus Luncheon and discover the Chamber difference! We've designed this event to maximize the number of quality introductions and resources to help grow your business or organization. Spend quality time on a summer afternoon in a relaxed setting and leave with new professional connections. Don't forget to bring plenty of business cards and get ready for success!



NetworkingPlus Luncheon is on Wednesday, August 23 at Pat's Barn, 110 Defreest Drive in Rensselaer. Sign up at renscochamber.com/events. Lunch at 11:30 a.m.; networking 12-1:15 p.m. \$35 for members; \$50 for walk-in members. Sponsored by Community Resource FCU.

COST-EFFECTIVE TRAINING

Quick Learn WordPress Session on Sept. 12

Train yourself and your staff at considerable savings with the latest **Quick Learn: Maintaining a WordPress Website**. Designed to help individuals new to the WordPress environment, this workshop instructs participants in the maintenance of an existing WordPress site, from content to publishing. The workshop includes updating content, links, images and publishing edited material. Topics are:

- » General WordPress Information
- » The WordPress Dashboard
- » Creating and Managing Content
- » Categorizing Content for Organization
- » Working with Media

Save money and learn from the experts at MicroKnowledge, Inc. Seating is limited; sign up today!

Quick Learn: Maintaining a WordPress Website is on Tuesday, September 12 at the Chamber, 90 Fourth Street in Troy. Sign up at renscochamber.com/events. Refreshments at 8 a.m.; training 8:30-10:30 a.m. \$79 for members; \$99 for future members. Quick Learn workshops are made available through a partnership with MicroKnowledge, Inc.



Check Out These Chamber Benefits

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

ON-THE-JOB TRAINING



In an ever-changing economy, it's important to stay ahead of the curve with workforce development. Rensselaer County's One-Stop Career Center provides resources, assistance and training opportunities that help businesses and organizations grow their bottom line. One-Stop assists you with job postings, candidate screenings, direct

job referrals, interview space and on-the-job training for both new and existing employees. All of these services, and more, are provided free of charge. If you are struggling to find or retain qualified employees, or seeking to upgrade the skills of your workforce, the Rensselaer County's One-Stop Career Center can help you reach your goals and stay competitive. For information, contact Brian Williams, coordinator, at 518.270.2860 or visit rensco.com/employment.asp.

ENERGY ALLIANCE

The Chamber's Energy Alliance program, administered by EnergyNext, gives members the opportunity to lower energy bills by choosing more competitive rates. There is no cost to sign up or to participate. Through the alliance you'll secure fixed rates from carefully selected top-tier energy suppliers, giving you money-saving options and peace of mind. Visit renscochamber.com or contact the Chamber's Membership Manager Maureen McGuinness at mmcguinness@renscochamber.com or 518.687.1244.



CHAMBER MEMBER

spotlights



All-Phaze Roofing & General Contracting is a fully insured, premier residential and commercial roofing and general contractor serving the Capital District. For more than 25 years, All-Phaze has provided professional, cost-effective services, including new roof constructions, re-roofings, repairs, preventative maintenance, total roof systems, tear-offs, flat roofs, seasonal inspections, snow removal, chimney repairs, carpentry and more. Owner Michael Williams has established his company's reputation with prompt and efficient 24/7 emergency services, a five-year workmanship warranty on all labor and a lifetime warranty on shingle roofs. Accredited by the Better Business Bureau with an A+ rating, All-Phaze serves clients with all-sized projects and all-sized budgets.

"The bottom line for us is affordability—we're dedicated to providing satisfying service at a moderate cost," said Williams, who grew up in the roofing business. "People call us with their roofing problems and we work with them to find the best solutions possible within their budgets. A good roof is a necessity to protect your home or business. We go out of our way to make it affordable."

From modest homes to the Riverview Center in Menands with a 700,000-square-foot roof, All-Phaze has the experience and expertise to get the job done right.



ALL-PHAZE ROOFING & GENERAL CONTRACTING
2409 LAVIN COURT | TROY, NY 12180
PH: 518.272.4846 | ALLPHAZEROOFING.COM

Family-owned for three generations, **Verdile's Restaurant** serves up authentic Italian cuisine in a cozy, nostalgic atmosphere. Verdile's was founded by husband and wife, Raphael and Frances Verdile (photos, upper right), in 1943. When the restaurant moved to its present location in 1951, eldest son Michael Verdile Sr. took over management and grew the restaurant's reputation throughout the greater Capital District. Today, owner Michael Verdile Jr. and his family (photo, lower right) are building on this solid foundation while bringing the fresh ideas of a new generation to the business. In keeping with Italian tradition, Michael's wife Erin, his sister and cousins all contribute to Verdile's ongoing popularity. "It's a true team approach," he said. "Our success and longevity are due to our loyal customers and our dedicated staff." Some staff have worked at Verdile's for more than 30 years.



Verdile's has been honored with many awards and recognitions for best Italian restaurant, best wait staff, best fine dining, reader's choice and more, winning some awards repeatedly and consecutively.



This fall, the restaurant will introduce exciting menu updates while maintaining favorite classic dishes. After nearly 75 years, Verdile's still trusts in the philosophy established by Frances and Raphael decades ago: "quality food, cleanliness and efficient service at reasonable prices." It's a traditional Italian family-style recipe for timeless success.

VERDILE'S RESTAURANT
572 SECOND AVENUE | TROY, NY 12182
PH: 518.235.8879 | VERDILE.COM

To purchase a Spotlight, contact Maureen McGuinness at mmcguinness@renscochamber.com. Members must be in good standing.

Member Milestones

35 YEARS

Commission on Economic Opportunity (1982)

25 YEARS

A.V. Bombard Construction, Inc. (1992)
The Phoenix Companies, Inc. (1992)

15 YEARS

Albany County Airport Authority (2002)
Kathleen's Designs By The Flower Girl, LLC (2002)

10 YEARS

Greenbush Eye Center (2007)
Birkmayer Travel (2007)

2017 BOARD OF DIRECTORS

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CELEBRATING EXCELLENCE

Van Rensselaer Awards Dinner on September 14



VAN RENSSELAER
CORPORATE AWARD



VAN RENSSELAER
SMALL BUSINESS AWARD



Photo by Albany Business Review

Chester Opalka Jr.

EDWARD H. PATTISON
CITIZENSHIP AWARD

Join the Chamber at the **2017 Van Rensselaer Awards Dinner** and share in a celebration of excellence in the regional business community. These prestigious honors recognize businesses and individuals who invest in the economic, cultural and humanitarian advancement of our region and act as ready and willing partners to others. Meet this year's award recipients and discover how they are making a tangible impact in the lives of others within the Rensselaer County region. Congratulations to our recipients:

BBL Family of Companies instills a deep sense of compassion for others in its corporate culture. The company supports initiatives and organizations that strengthen lives and improve communities through philanthropy and the volunteer efforts of its employees. A corporate champion for numerous charities, BBL celebrated its 40th anniversary by donating \$1,000 gifts to 60 grassroots organizations nominated by BBL employees.

Wojeski & Company CPAs, P.C. is committed to giving back to the regional community through the Wojeski Fund, which supports underprivileged children in Rensselaer County. The fund provides essentials, such as eyeglasses, medical co-payments and clothing, as well as opportunities, including summer camp, school field trips, work study programs and more. Administered through the nonprofit CoNSERNS-U, the fund has raised more than \$165,000 since it was founded in 2004.

Chester Opalka Jr. is a respected entrepreneur, investor and philanthropist. Mr. Opalka passionately supports the regional arts community as an advisor and donor. His family's generosity established the Opalka Gallery at the Sage College of Albany, a lauded arts venue that attracts prestigious exhibits and thousands of visitors to the campus. In addition, the Opalka Family Scholarship supports college students studying art or elementary education.

Register now for the **Van Rensselaer Awards Dinner** on Thursday, September 14 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Networking and cocktail reception at 5:30 p.m.; awards ceremony and dinner at 6:30 p.m. \$130 per member; \$260 per non-member. Honor this year's recipients with a Chairman's Circle Table of 10 for \$1,550. For more information, contact the Chamber at 518.687.1241.



A special thank you to these underwriting sponsors

Cocktail reception sponsor

ASK THE EXPERTS

Power Up Your Pitch on September 28

Learn how to craft a perfect pitch and ensure your message hits the right note at the Chamber's upcoming **Ask the Experts: Power Up Your Pitch**, a new professional development workshop. Discover strategies that will help showcase your expertise and credibility in an engaging manner, and foster connecting conversations that bring real results. A perfect pitch is key to success in today's fast-paced business world. With this fun and interactive workshop, presented by Carolina Rock (at right), you'll learn how to:

- » Craft an interesting and effective elevator pitch
- » Tailor your message to various audiences
- » Use your pitch as part of your networking bag of tricks
- » Confidently build on your existing skills in business, social and personal situations
- » Implement feedback to immediately improve your content and delivery

Get insights to the expert techniques of great communicators and come away with a better understanding of how to **Power Up Your Pitch!**

MEET OUR EXPERT



Carolina Rock is the senior facilities manager for Express Scripts, a Fortune 100 company. For the past 20 years, she has brought the art of speaking, listening and thinking clearly and effectively to people of all ages and abilities. A member

of Toastmasters for nearly 25 years, she has judged and competed in speaking competitions throughout the Northeast. She has served as a speaking skills consultant for The Lally School of Management at Rensselaer Polytechnic Institute, conducted youth communications programs for public and private schools and presented to such organizations as Cornell Cooperative Extension.

Ask the Experts: Power Up Your Pitch is on Thursday, September 28 at The Century House, Route 9 in Latham. Sign up at renscochamber.com/events. Breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsorships are available. Contact the Chamber at 518.687.1241.



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Online sales are rapidly growing year to year, and it's clear that e-commerce is here to stay. The benefits are obvious: buyers save time, they can more easily compare prices, and perhaps most importantly, they save money. But there is one negative consequence to the global market since the advent of online sales – everything has become a mere commodity.

This is especially true of hardware like document scanners. The temptation for most buyers is to compare prices, then purchase directly from a supplier at the lowest cost. This seems reasonable, even responsible. But did you know that purchasing from an authorized Kodak Alaris reseller gives you greater value for your investment?

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- ▶ Lease and Rent Options

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- ▶ Scanner Installation
- ▶ Live Troubleshooting
- ▶ Online Helpdesk
- ▶ Knowledgebase Articles, Tutorials, Videos, and FAQ

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