

# insight

## MESSAGE FROM THE PRESIDENT

### Building the Value of Your Membership

There's no doubt that the more we communicate, the more success we share. Communication and feedback is the surest way to build the value of your Chamber membership while helping to keep our organization and its mission strong.

#### Strategic Plan 2019-2021

As our board of directors approaches the task of developing our next three-year strategic plan, we rely on YOU to tell us what you need for your company or organization to achieve its goals. The Chamber's strategic plan is our roadmap for success, a blueprint for keeping short and long-term efforts on target and completely focused on



**"Our success as an organization happens when YOU, our members, succeed. Tell us how we can help your business thrive in 2018 and beyond."**

**Kate Manley, President, Rensselaer County Regional Chamber of Commerce**

YOU. By developing a solid strategic plan, the Chamber achieves organizational agility, the capability to respond and evolve without impacting performance or losing positive momentum. A well-crafted strategic plan, and the discipline to carry it out, strengthens our core services while increasing our flexibility and proactivity. It's a philosophy that served us well as we worked our way through our previous strategic plan, which called for three main initiatives: build a strong, diverse membership; enhance programs and services; and strengthen our solvency. We accomplished these goals and are poised to develop a new plan this summer that will take us through 2021.

#### Marketing & Member Services

Our redesigned website is providing members with even more valuable opportunities to market and brand your business or nonprofit. We are now producing and uploading brief informational **Member Videos** filmed at your location. This is a highly-visible platform to tell our online audience about your company or organization at absolutely no charge (see page 3 article). Our enhanced online **Membership Directory** makes it

easier for visitors to search our membership and discover more detailed **Member Descriptions** and a deeper understanding of your business. Be sure to update your description with information about what sets you apart from the competition. Link your Chamber listing to your company website for a one-time fee of only \$25. For a full listing of all marketing and advertising opportunities, visit [renscochamber.com/market-your-business](http://renscochamber.com/market-your-business).

#### Workforce Development

Economic development and workforce development are intrinsically tied; a vibrant economy depends on a strong workforce. It's the Chamber's role to bring these two mind sets together. We are at the forefront of

collaborative efforts to discover and implement ways to build a strong pipeline of job talent in our communities. This year we'll launch a new level of advocacy and action to drive forward effective strategies among business, education, public and private entities. Stay tuned!

#### A Look Ahead

There's more exciting news as we make our way through 2018. We will be adding an intern to our staff, a senior from Siena College (yes, small businesses CAN have interns) and we will unveil a refreshed design of this newsletter.

Our Chamber is strong, with increased revenues, sponsorships, event attendance, online visitors, and, of course, members. We are poised to continue growth, advocacy and leadership of the regional business community. Now is the time to reach out to us about your needs and challenges. Call, email, attend an event or stop by the office — whatever works for your busy schedule. I look forward to hearing from you.

Sincerely,

*Kate Manley*

[kmanley@renscochamber.com](mailto:kmanley@renscochamber.com)

## PANEL DISCUSSION

### Meet the Legislators Luncheon on February 8

State representatives will participate in a panel discussion at the Chamber's upcoming **Meet the Legislators Luncheon**. Join us as we meet our region's New York State Senate and Assembly members and discuss topics such as ethics in government, budget issues, business regulations, upstate revitalization initiatives and more. Our participants are (l-r) New York State Senators Neil D. Breslin and Kathleen A. Marchione and Assemblyman John T. McDonald III. The discussion will be moderated by Matt Ryan, managing editor for WMHT's "New York Now" program. Bring your questions and join the conversation during an interactive Q&A session.



**Meet the Legislators Luncheon** is on Thursday, February 8 at Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sign up online at [renscochamber.com/events](http://renscochamber.com/events). Check-in and lunch at 11:30 a.m.; panel discussion 12-1 p.m. \$35 for members; \$50 for walk-in members. Sponsored by National Grid and Rensselaer Polytechnic Institute.

**nationalgrid**

**Rensselaer**

## ASK A BOARD MEMBER Women Business Enterprises (WBE)

**Lisa Despart** is the president of AWCplus, a family business founded in 1979. She has served as president since 2003, utilizing her extensive business and leadership skills to triple company sales. AWCplus is a New York State certified Women Business Enterprise, providing commercial window cleaning, pressure washing, aerial maintenance and custom services.



### Q: What are the advantages of being a certified Women Business Enterprise (WBE)?

A: The advantages of having the WBE certification can vary depending upon your industry. For my company, one major benefit is all New York State contracts, including construction projects financed by the state, are required to use WBE or MWBE (Minority Women Business Enterprise) companies for 30% of contract costs. As AWCplus offers services needed on these contracts, hiring my company can help meet the New York State initiatives and provide customers with quality, professional services. There are also a number of private companies with diversity goals and we can work with them as well. Pricing still needs to be competitive. Contracts are not simply handed to a company that is a WBE. Additionally, as AWCplus is part of a male-dominated industry, this certification gives my company an opportunity to differentiate itself from organizations offering similar services.

### Q: Is the certification process difficult?

A: I would encourage anyone considering applying to reach out to a couple of WBE's and learn from their experiences, take advantage of the informational seminars offered by NYS Empire State Development and have a second pair of eyes (such as a WBE expert) review the application before submitting. Lastly, should your application be denied (and you believe wrongly so), you do have recourse with the appeal process. The system is not perfect and some cases mistakenly fall through the cracks (as mine did). Do not give up!

### Q: How do you maintain your certification?

A: The business needs to continue to be owned and led by a woman. Every three years a recertification is required, which I'm told is also an involved process. A WBE certification is neither easy to maintain nor a guarantee for success, but it can be advantageous to some businesses and worth the effort.

*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.

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● NEW MEMBERS

**Catholic School Administrators Association of New York State Non-Profit Educational Association**  
Rep: Carol Geddis  
625 7th Avenue  
Troy, NY 12182  
Phone: 518.273.1205

**Davco Masonry, LLC**  
Masonry  
Rep: David Hartman  
2107 Fourth Ave.  
Watervliet, NY 12189  
Phone: 518.271.8467

**Express Patents**  
Patent Attorneys and Agents  
Rep: Sunny Downs  
113 S. West Street  
Suite 100  
Alexandria, VA 22314  
Phone: 703.820.1813

**Hilton Albany**  
Hotel  
Rep: Ami Kokoneci  
40 Lodge Street  
Albany, NY 12207  
Phone: 518.462.6611  
hiltonalbany.com

**New Castle Asphalt, LLC**  
Paving and Asphalt Services  
Rep: Jack Rifenburg  
159 Brick Church Road  
Troy, NY 12180  
Phone: 518.729.5782

**Old World Provisions**  
Manufacturer/Retail Meats  
Rep: Meghan Crozier  
12 Industrial Park Road  
Troy, NY 12180  
Phone: 800.274.7538  
oldworldprovisions.com

**Taconic Biosciences**  
Biotechnology  
Rep: Todd Little  
One Discovery Drive  
Suite 304  
Rensselaer, NY 12144  
Phone: 518.478.8108

**Did You Know?  
Your Event Belongs on  
the Chamber's Online  
Events Calendar!**

The Chamber's online Member Events calendar gives you a high-impact platform for posting your upcoming events at no cost. This go-to calendar listing for regional professionals connects your company or organization with a wide-ranging audience of Chamber members and community visitors to our website.

There's even more good news: the Chamber maximizes your exposure by linking your calendar listing with a URL address of your choice. Whether it's a website, Facebook page or other online outlet, our link brings readers straight to you!

Get started today at [renscochamber.com](http://renscochamber.com) by clicking the Connect at Events tab and choosing Submit a Member Event. Type in the event details by following the prompts and click Submit. Your event will be added to the calendar after Chamber approval.

Tap into the Chamber's free online Member Events calendar and get the business exposure you deserve!

● MEMBER NEWS

**Hope 7 Community Center, Inc.** named Samantha Adkisson (at left) its interim executive director. She takes the helm from Phyllis Sandow (at right), who served in the position for 18 years and is continuing as a transition advisor. Prior to this position Adkisson worked for the past five years as Hope 7's assistant director and youth program coordinator. Visit [hopeseven.com](http://hopeseven.com).



**Kinderhook Bank Corp.** appointed George Cooper as Senior Vice President. He brings extensive experience to the bank's senior management team. Cooper will have direct oversight of \$550 million in deposits at Kinderhook Bank. He will lead retail banking operations, the branch network and business development and marketing. Cooper has served as vice president of retail banking/marketing with Kinderhook Bank for the past 13 years. Visit [nubk.com](http://nubk.com).

**Northern Rivers Family of Services** was awarded two \$5,000 grants. An award from the Review Foundation will help fund a case management position for the mobile team, a rapid-response mental health program that safely diverts children from emergency room visits and hospitalizations. An award from the Charles R. Wood Foundation will help to purchase equipment and supplies for "Camp to Belong New York," a free summer program that reunites siblings separated by the foster care system. Visit [northernrivers.org](http://northernrivers.org).

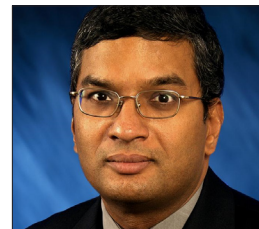


**Community Care Physicians, P.C. and CapitalCare Medical Group, LLC** consolidated to form one integrated, multispecialty medical group. The consolidation improves access and enhances the patient experience for the greater Capital Region, according to Dr. Shirish Parikh, chairman and CEO

of Community Care Physicians. Patients will experience no change of practitioners or locations. Visit [capcare.com](http://capcare.com).

**The Adirondack Trust Company's** insurance division launched a new brand, logo and website. **Amsure**, formerly known as Adirondack Trust Insurance Agency, is a nationally recognized industry leader in risk management, commercial and personal insurance, surety, life insurance and employee benefits. Amsure is a wholly-owned subsidiary of Adirondack Trust Company Financial Services, Inc. and offers a wide range of commercial and personal insurance services, with offices in Albany and Saratoga Springs. Visit [amsureins.com](http://amsureins.com).

**Rensselaer Polytechnic Institute** alumnus Nambi Seshadri '86 was selected to receive the 2018 Alexander Graham Bell Medal from the Institute of Electrical and Electronic Engineers (IEEE) for his contributions to the theory and practice of wireless communications. The Bell Award is the highest honor conferred by IEEE in the field of communications and networking. Visit [rpi.edu](http://rpi.edu).



**Capital Region Sponsor-A-Scholar** earned the recognition of the National Mentoring Quality System following a year-long, intensive process of meeting the highest levels of mentor recruitment, screening, training and supervision practices. The process was made possible by a technical assistance grant from the Office of Juvenile Justice and Delinquency Prevention and an ongoing partnership with Mentor New York. Sponsor-A-Scholar is the first mentoring organization in the Capital Region to earn this recognition. Visit [crsas.org](http://crsas.org).



**Teal, Becker & Chiaramonte, CPAs, P.C.** promoted Karen Foster to director of the firm's retirement plan services division. She is the former manager of pension operations for the firm, with more than 30 years of experience in retirement plan management and client services administration. Visit [tbccpa.com](http://tbccpa.com).

**CDPHP's** Charity of Choice campaign donated a record total of more than \$61,000 to The Bus Stop Club and Family Promise of the Capital Region. The funds were raised by employees and donated through **CDPHP The Foundation**. Fundraising has begun for the 2018 charity of choice, Family and Child Service of Schenectady. Visit [cdphp.com](http://cdphp.com).

## events calendar 2018

FEBRUARY	MARCH	A LOOK AHEAD
<p><b>Tuesday • 2/6</b> <b>Member Benefits Breakfast</b> No charge; RSVPs are requested. Check-in and breakfast at 7:30 a.m.; benefits overview and networking 8-9 a.m. At the Mohawk Hudson Humane Society, 3 Oakland Avenue in Menands. Sponsored by Thomas K. Judd &amp; Associates.</p> <p><b>Thursday • 2/8</b> <b>Meet the Legislators Luncheon</b> A panel discussion of the issues facing our local communities such as ethics in government, budget issues, business regulations and upstate revitalization initiatives. Followed by a Q&amp;A session. Check-in and lunch at 11:30 a.m.; panel discussion 12-1 p.m. Cost is \$35 members; \$50 walk-in members. At Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by National Grid and Rensselaer Polytechnic Institute.</p> <p><b>Wednesday • 2/14</b> <b>Quick Learn: Maintaining a WordPress Website</b> Designed to help individuals new to WordPress learn how to maintain an existing site, from content to publishing. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost is \$79 members. At the Chamber, 90 Fourth Street, Troy (first-floor conference room). Presented through a partnership with MicroKnowledge, Inc.</p> <p><b>Tuesday • 2/27</b> <b>Wonder Women Mentoring Breakfast</b> Check-in and breakfast at 7:30 a.m.; mentoring 8-9:30 a.m. Cost is \$35 members; \$50 walk-in members. At Revolution Hall, 425 River Street in Troy. Sponsored by CAP COM FCU, Groff Networks, LLC and Spectrum Reach. Media sponsorship by <i>Capital Region Women@Work</i>.</p>	<p><b>Wednesday • 3/7</b> <b>College Presidents Panel Discussion</b> A dynamic discussion with the presidents of area colleges and universities. Cost is \$35 members; \$50 walk-in members. Check-in and breakfast 7:30 a.m.; panel discussion 8-9:30 a.m. At Revolution Hall, 425 River Street in Troy. Sponsored by Mosaic Associates Architects and UHY LLP.</p> <p><b>Wednesday • 3/14</b> <b>NetworkingPlus Breakfast</b> Get connected, develop leads and build relationships. With a structured format, three table rotations and ambassador facilitators. Cost is \$35 members; \$50 walk-in members. Check-in and breakfast at 7:30 a.m.; networking 8-9:15 a.m. At Pat's Barn, 110 Defreest Drive, Rensselaer Technology Park in Troy. Sponsored by Community Resource Federal Credit Union.</p> <p><b>Thursday • 3/22</b> <b>The Leadership Institute Class of 2018 Graduation Ceremony and Dinner</b> Cost is \$50 per person; \$550 for an Honorary Table of 10. Check-in and networking reception at 5:30 p.m.; graduation ceremony at 6:30 p.m. At the Franklin Terrace Ballroom, 126 Campbell Avenue, Troy. Sponsored by KeyBank with media sponsorship by <i>Albany Business Review</i>.</p> <p><b>Tuesday • 3/27</b> <b>Ask the Experts: Not Minding Your Own Business - Knowing Your Role in Preventing Workplace Harassment</b> Check-in and breakfast at 7:30 a.m.; training 8-9:30 a.m. Cost is \$35 members; \$50 walk-in members. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by MicroKnowledge, Inc.</p>	<p><b>Coming in April 2018:</b></p> <ul style="list-style-type: none"> <li>» <b>Member Benefits</b></li> <li>» <b>Quick Learn: QuickBooks for Small Business</b></li> <li>» <b>Diversity &amp; Inclusion Panel</b></li> <li>» <b>NetworkingPlus Luncheon</b></li> </ul> <p><b>Sponsorship Opportunities Available Now</b> Contact Maureen McGuinness at 518.687.1244 or <a href="mailto:mmcguinness@renscochamber.com">mmcguinness@renscochamber.com</a></p> <hr/> <p><b>ADDITIONAL INFO</b></p> <p><b>Register for events online at:</b> <a href="http://renscochamber.com/events">renscochamber.com/events</a></p> <p><b>No-shows will be billed; 24-hour notice is required for all cancellations.</b></p> <p><b>Questions?</b> Contact Events Coordinator Rachael Murray at 518.687.1238 or <a href="mailto:rmurray@renscochamber.com">rmurray@renscochamber.com</a>.</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>



## NEW MEMBER BENEFIT

### Online Videos, Starring Your Business!

The Chamber is ready to create a quality informational video highlighting your company or organization at no charge. The video, filmed at your location, will be uploaded to the Chamber's website and social media platforms



for maximum audience exposure. To take advantage of this new benefit or to receive further details about this high-impact marketing opportunity, contact Communications & Web Strategies Manager Staci O'Neill at [soneill@renscochamber.com](mailto:soneill@renscochamber.com) or 518.687.1243. Check out the growing number of online videos and learn about fellow Chamber members at [renscochamber.com/member-videos](http://renscochamber.com/member-videos) and discover how effective this multimedia approach can be.

## COST-EFFECTIVE TRAINING

### Sign Up Now for Quick Learn Sessions

Train yourself and your staff at considerable savings with the latest **Quick Learn** workshops. Spend two hours with expert instructors from MicroKnowledge, Inc. and master new computer skills to make your work more efficient, expand your skills and better serve your customers. Seating is limited, so register today!

#### Maintaining a WordPress Website | Wednesday, February 14

Designed for individuals new to WordPress. Learn how to maintain an existing site, from content to publishing. Topics include using the dashboard, creating and managing content, categorizing information and working with media.

**QuickBooks for Small Business | Thursday, April 12** | Featuring a live demonstration of QuickBooks' desktop version for small business, including working with company files, customer files (invoices and payments), vendor files (enter and pay bills), banking features and report generation.

**Quick Learn** workshops are held at the Chamber, 90 Fourth Street in Troy. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost for each workshop is \$79 for members; seating is limited. Register now at [www.renscochamber.com/events](http://www.renscochamber.com/events). Available through a partnership with MicroKnowledge, Inc.



## Check Out These Chamber Benefits

### ONLINE JOBS & VOLUNTEER BOARD

Find your next employee, intern or volunteer with the Chamber's online Jobs, Intern & Volunteer Board. Post your opportunities at [renscochamber.com/develop-chamber/job-internship-volunteer-board](http://renscochamber.com/develop-chamber/job-internship-volunteer-board), one of our most-visited pages, and reach the right candidates from around the region at no charge. All positions are reviewed before being published.



### 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 save money. 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 One-Stop Career Center can help you reach your goals and stay competitive. For information, contact Brian Williams at 518.270.2860 or visit [renscoc.com/employment.asp](http://renscoc.com/employment.asp).

### SMALL BUSINESS ASSISTANCE

The New York Small Business Development Center (NYSBDC) provides no-cost business counseling by experienced small business advisors to start-ups and existing businesses with fewer than 50 employees. NYSBDC professionals meet with entrepreneurs to determine needs, answer questions and establish a plan of action to achieve their business goals. It is through this close business interaction that NYSBDC provides the personalized, enterprise-specific and client-directed support needed to start, expand or re-energize your business. An experienced representative from NYSBDC is available every other Thursday, 8:30 a.m. to 4 p.m. at the Chamber. For calendar dates, visit [renscochamber.com/events](http://renscochamber.com/events).



For a full listing of member benefits, visit [renscochamber.com](http://renscochamber.com).

## CHAMBER MEMBER

# spotlight

Since 1989, **Jean's Greens** has offered quality organic and wildcrafted herbs and teas, herbal products and education opportunities, including classes, workshops and a 10-month herbal apprenticeship. From the shop's signature herbal tea blends and healing salves to beautiful beeswax candles and fair-trade baskets, Jean's Greens is an oasis of wellness, skin care, gift items and natural home products.



For 13 years, Jean's Greens was located in East Greenbush before moving to downtown Troy in 2016. The shop's retail location on River Street is in an historic building, the site of the first printing of the story "Twas the Night Before Christmas" in 1823. "We're enjoying being part of the vibrant downtown community, with its unique shops, farmer's market and beautiful riverfront location," said Holly Applegate, Jean's Greens owner. "We're continuing to expand our selections of new herbal products, including locally made and fair-trade items. Whether our customers walk through our door or make their purchases through our catalogue or website, we will continue to provide the best possible service while sharing the many good things that nature has to offer."

Jean's Greens offers wellness products for the mind, body and home, including herbal tea blends, black and green teas, more than 200 bulk herbs and spices, extracts, elixirs, homeopathic products, flower essences, essential oils and

aromatherapy, handcrafted pottery, candles, gifts, books and more. The company's retail shop, catalog and online store are chock full of natural supplies and products for all ages, including family pets. Customers can browse products in-store and online. Follow Jean's Greens on Facebook and Instagram for special events and workshops.



JEAN'S GREENS  
225 RIVER STREET | TROY, NY 12180  
PH: 518.479.0471 | 888.845.TEAS | JEANSGREENS.COM

To purchase a Spotlight, contact Maureen McGuinness at [mmcguinness@renscochamber.com](mailto:mmcguinness@renscochamber.com). Members must be in good standing.

## News from The Leadership Institute

The Leadership Institute Class of 2019 is forming now! Here's how you can take your career to the next level.

### Attend: Open House

Learn about The Leadership Institute at an open house on Friday, April 6, from 8:30-9:30 a.m. at the Chamber. Talk with graduates, pick up an application and start planning for your success.

### Apply: New Class Starting

Experience education and training that builds effective leadership and elevates your professional and personal life. Learn real-world skills from our distinguished faculty and increase your value at work and in your community. Application deadline is Wednesday, May 16 at 5 p.m. Visit [renscochamber.com](http://renscochamber.com).

### Accomplish: Graduation

Join us at a ceremony and dinner in honor of The Leadership Institute's Class of 2018 on Thursday, March 22 at 5:30 p.m. at the Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are \$50 per person; \$550 Honorary Tables of 10.

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

**Bryce Cutler, Class of '06**, was the keynote speaker for the inaugural induction of the Leadership and Success Club, through the Archer Center at Rensselaer Polytechnic Institute.



"The Leadership Institute has given me the skills and ongoing experience to achieve a level of success in my career that I would not otherwise have reached," said Cutler, vice president, business development officer for Capital Bank. Visit [capitalbank.com](http://capitalbank.com).

**Callie Gaspary, Class of '15**, was promoted to associate partner at Mosaic Associates Architects. Gaspary has been with Mosaic for more than 16 years and was recently named president-elect of the Association for Learning Environments Northeast Regional chapter. Visit [mosaicaa.com](http://mosaicaa.com).



**Christopher D'Ambro, Class of '17**, a senior business relationship officer with CAP COM FCU, was elected councilman for the Town of Stillwater in Saratoga County. Visit [capcomfcu.org](http://capcomfcu.org).



Submit your Leadership Institute alumni news to Communications & Web Strategies Manager Staci O'Neill at [soneill@renscochamber.com](mailto:soneill@renscochamber.com).



## Member Milestones

A special thank you to the following milestone members who have generously supported the Chamber and its mission to enhance the economic vitality of our communities.

### 35 YEARS

Rensselaer County Historical Society (1982)

### 25 YEARS

Thomas B. Clarke Insurance Agency, Inc. (1992)

### 15 YEARS

Northeast Show Promoters, Inc. (2002)

## 2018 BOARD OF DIRECTORS

**NICOLE STEIN**, Board Chair\*  
SEFCU

**JOHN M. AHEARN\***  
Rifenburg Construction, Inc.

**EDWIN C. ANKER IV, AIA**  
CSArch Architecture | Engineering | Construction Management

**KELLI ARNOLD\***  
KeyBank, NA

**JERILEE BEAUDOIN**  
Pioneer Bank

**VICTORIA CAROSELLA BAECKER\***  
CDPHP

**NORMAN E. DASCHER JR., FACHE**  
St. Peter's Health Partners

**LISA DESPART**  
AWCPlus

**BETTY DIMARIA**  
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\* Executive committee members.



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## FEATURING TOP EXECUTIVES

### Wonder Women on Feb. 27

Learn how to harness your power within, build professional and personal networks and find inspiring mentors at the Chamber's upcoming **Wonder Women Mentoring Breakfast**. We're gathering top women professionals (at right) to share their experiences in a series of three 20-minute roundtables, sparking lively and candid conversations about career challenges and solutions. Table hop as you meet with mentors and discover new strategies for success. Sign up for an event that will give you "a-ha!" moments, new connections and take-away solutions. Develop empowering relationships with local "Wonder Women" and discover the wonder woman in you!

**Wonder Women Mentoring Breakfast** is on Tuesday, February 27 at Revolution Hall, 425 River Street in Troy. Sign up at [renscochamber.com/events](http://renscochamber.com/events). Check-in and breakfast at 7:30 a.m.; mentoring 8-9:30 a.m. \$35 members; \$50 walk-in members. Sponsored by CAP COM Federal Credit Union and Groff NetWorks, LLC and Spectrum Reach, with media sponsorship by Capital Region Women@Work.



## CONNECTING EDUCATION & BUSINESS

### Join us for a College Presidents Panel on March 7



**College Presidents Panel Discussion** is on Wednesday, March 7 at Revolution Hall, 425 River Street in Troy. Sign up at [renscochamber.com/events](http://renscochamber.com/events). Check-in and breakfast at 7:30 a.m.; discussion 8-9:30 a.m. \$35 for members; \$50 for walk-in members. Sponsored by Mosaic Associates Architects and UHY LLP.



As major employers in the Capital District, colleges and universities have an economic impact that reaches beyond campuses. Discover how these institutions collaborate with the business community for mutual success at the Chamber's **College President's Panel Discussion**. We'll discuss the impact of higher education as an economic driver in the region and how current trends are providing exciting opportunities for businesses. Moderated by Guha Bala, president of Velan Ventures, the distinguished panel includes (upper row, l-r) Christopher Ames, Ph.D., The Sage Colleges; James N. Baldwin, J.D., Ed.D., Excelsior College; Br. F. Edward Coughlin, OFM, Ph.D., Siena College; Dr. Shirley Ann Jackson, Rensselaer Polytechnic Institute; (lower row, l-r) Andrew J. Matonak, Ed.D., Hudson Valley Community College; Dr. Havidán Rodríguez, University at Albany; and Dr. Carolyn J. Stefanco, The College of Saint Rose. Register today for this insightful discussion.

SAVE THE DATE

**THURSDAY, MAY 3, 2018**

**118<sup>th</sup> ANNUAL DINNER  
{with a twist} & BUSINESS EXPO**

..... SEE INSERT FOR ADDITIONAL INFORMATION ON RESERVING AN EXPO BOOTH .....





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# 118<sup>th</sup> ANNUAL DINNER {with a twist} & BUSINESS EXPO

THURSDAY, MAY 3, 2018  
FRANKLIN PLAZA BALLROOM, DOWNTOWN TROY

## BUSINESS EXPO BOOTH PARTICIPANT INFORMATION

### EXPO BOOTH DETAILS & SIZE RESTRICTIONS

Each booth is limited to one 6' x 4' table.

Electrical connections are available at no additional charge; space is limited.

### SET-UP DETAILS

Please set-up between 8:00 a.m. - 1:30 p.m. on Thursday, May 3, 2018 at the tent at the Franklin Plaza. Please enter through the Plaza's main entrance and go to the tent to check-in for your booth location. All booths must be set-up by 1:30 p.m. Chamber staff will monitor the expo tent until 5:00 p.m.

### DOOR PRIZE

Each participant must provide a door prize (*minimum value of \$25*) from a Chamber member business.

### REGISTRATION

Space is limited to the first 50 paid expo booths (*a booth is not confirmed until payment is received*).

### CONTACT INFORMATION

Member Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Email: \_\_\_\_\_

ANNUAL DINNER BUSINESS EXPO BOOTH \_\_\_\_\_ X \$375\* PER EXPO BOOTH = \$ \_\_\_\_\_

\*\$375 if purchased before March 1, 2018. Expo booth price will be \$475 starting on March 1, 2018.

Includes one (1) business expo booth with one (1) Annual Dinner reservation.

Name of individual attending booth: \_\_\_\_\_

I would like an electrical connection at my booth (*no additional charge*).

I have a free-standing display and will not need a 6' x 4' table.

### PAYMENT INFORMATION

Check enclosed (*Please make checks payable to "RCRCC"*).

Pay by Credit Card. Please call the Chamber at (518) 687-1238.

### TO CONFIRM PARTICIPATION, PLEASE CONTACT:

Events Coordinator Rachael Murray at 518.687.1238 or [rmurray@renscochamber.com](mailto:rmurray@renscochamber.com)

### EMAIL COMPLETED FORM TO:

[rmurray@renscochamber.com](mailto:rmurray@renscochamber.com)

### MAIL COMPLETED FORM TO:

Rensselaer County Regional Chamber of Commerce  
90 Fourth Street, Suite 200, Troy, New York 12180







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