

insight

UNLIMITED NETWORKING ON MAY 3 118th Annual Dinner {with a twist}



Attracting more than 500 regional business professionals, the Chamber's **118th Annual Dinner {with a twist} & Business Expo** gives you maximum opportunity to Market, Develop & Connect. This is the Chamber's premier annual event, receiving a 98% approval rating from attendees since 2010.

What's the {twist}? Unlimited, freeflowing networking all evening long with more than 50 expo booths, lavish culinary stations, casual seating and a decadent dessert room. Keep the networking going at our rooftop after party, with views of the city's skyline at sunset.

"This event is truly valuable for our company," said Mark Poskanzer, director of business development for Troy Web Consulting. "We get lots of traffic at our expo booth, which provides new business leads, and the night consists of fun, high-energy networking. A very enjoyable evening all around."

"The Chamber's Annual Dinner {with a twist} allows us to mingle with other busy business professionals and share experiences, ideas and some laughs," said Pasha King, owner of Flowers By Pasha. "We look forward to this popular event every year."

Join us for this year's event and share your photos and favorite moments with us on Facebook, Instagram and Twitter @renscochamber #Twist2018



Register now for the **118th Annual Dinner {with a twist} & Business Expo** on Thursday, May 3 at Franklin Plaza Ballroom, Grand Street entrance, in Troy, starting at 5:30 p.m. with networking and expo booths. \$130 for members; \$1,550 Chairman's Circle Table of 10. Expo booths are \$475 and include one dinner ticket. Event registration and expo booth forms available online at renscochamber.com/events.

Thank You to Our Sponsors



Media Sponsor



Expo Tent



Dessert Room



After Party



MAKE THIS YOUR YEAR

Ready, Set, Lead! Leadership Open House April 6

Take your career to the next level with The Leadership Institute, the Chamber's skills-based professional development program. The award-winning model strengthens participants' professional and personal skills as they learn from a diverse and distinguished faculty of the region's top executives. Our graduates increase their value within their companies and their communities, paving the way for career advancement and personal success. Learn about The Leadership Institute at an **Open House Event on Friday, April 6, 8:30-9:30 a.m.** at the Chamber offices, 90 Fourth Street in Troy. Get an insider's look from graduates, learn about

the application process and get your questions answered.

Application deadline is Wednesday, May 16, at 5 p.m. For more information and online applications, visit renscochamber.com/leadership-institute or contact Communications & Web Strategies Manager Staci O'Neill at 518.687.1243 or soncill@renscochamber.com.

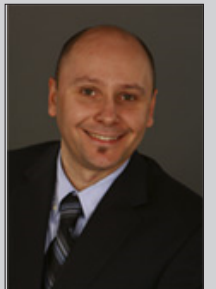


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ASK A BOARD MEMBER Small Business Succession Planning

Andrew Kinerson is the general manager of Gettysburg Flag Works. He is responsible for day-to-day operations, including overseeing all aspects of manufacturing, human resources and marketing. He focuses on team building, product development and customer service to sustain the company's lead ranking in the industry.



Q: What is succession planning?

A: A succession plan is the process of deciding how a business will move forward during the transition of leadership. It's a plan that maps out the handing on of the business with the goal of ensuring stability and success for years to come. The process is complex, particularly the timing of the various steps of the plan, and each situation is highly unique, especially for small businesses, like Gettysburg Flag Works.

Q: What are the advantages of succession planning for your company?

A: For us, succession planning really tells our staff and our customer base that the values and integrity of the business will continue going forward. It builds confidence in the company and gives a sense of security. We are addressing a lot of details along a logical time line to ensure a smooth transition. This process is creating a calm and trusting atmosphere instead of uncertainty about the future. All of this helps to set the stage for us to grow and evolve the business into an even stronger entity. In addition, succession planning gives small businesses the opportunity to consider flexible, creative options, such as seller financing, sweat equity and more.

Q: Can you outline your company's plan?

A: Owner and founder Mike Cronin had a retirement plan and brought me on seven years ago. I began to take over his duties and hire new talent to grow the company. Mike recognized that we were building an effective team and that the company has flourished and grown in new ways. He's really trusted us with his business. We are now in the midst of a succession plan with a time line of roughly two years, although it's been a gradual and logical process for a while. Succession planning takes a lot of work and patience but it's worth it.

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

Saratoga Human Resources Solutions
Human Resource Consulting
Rep: Jim Marco
5 Overlook Drive
Gansevoort, NY 12831
Phone: 518.429.0308
saratogahr.com

Upstate Total Basement Finishing LLC
Basement Remodeling
Rep: Virginia Pappa
18 Wood Lane
Nassau, NY 12123
Phone: 518.766.7610
upstatetbf.com

CloseUP Conversation: Chamber Ambassadors



When Brendan Pilawski became a Chamber Ambassador more than a year ago, he brought plenty of enthusiasm to the voluntary position.

“Brendan is an outstanding Ambassador,” said Membership Manager Maureen McGuinness. “When he calls Chamber members and they share information about their business needs, he immediately relays it to our staff so we can quickly assist them. Brendan also invites members to join him at Chamber events and makes them feel welcomed. He consistently goes above and beyond to help his fellow members.”

The Chamber’s 16 Ambassadors regularly contact members to gain a better understanding of the needs and challenges of individual businesses and nonprofits. Making approximately 900 phone calls a year on behalf of the Chamber, these Ambassadors are volunteers who donate their time and talent to assist us with a variety of activities and act as a direct link between members and our staff.

Ambassadors actively encourage members to get more involved with the Chamber and to use their member benefits. They greet members and facilitate networking at various Chamber events. Ambassadors maintain regular contact with members and act as liaisons to the Chamber staff by forwarding questions, ideas and suggestions.

“Being a Chamber Ambassador allows me to meet a variety of local business people and form, not only business relationships, but also friendships,” said Brendan Pilawski, territory manager for County Waste & Recycling Service, Inc. “I am able to actively promote my company’s charitable work, which is not widely known within our communities. I am also able to network myself to build business relationships.”

Chamber Ambassadors call members once a month. When you receive a call from an ambassador you can be sure they will be courteous, helpful and professional.

● MEMBER NEWS

Hudson River Community Credit Union welcomed William Peterson to its executive management team as vice president of risk management and chief information security officer. For more than two decades, he has assisted financial institutions to implement cutting-edge banking security practices. *Visit hrccu.org.*



Wojeski & Company CPAs, P.C. hired Anthony Coppola as a tax supervisor. Coppola, with nine years of CPA industry experience, is responsible for tax preparation, compliance and advisory services for businesses, nonprofits and individuals. The firm also promoted Kevin Kelly to tax supervisor and Chelsea Bell, Brittany DeGiulio and Krista Shoemaker to senior staff accountants. *Visit wojeskico.com.*

Rensselaer Polytechnic Institute’s Games and Simulation Arts and Sciences (GSAS) program was ranked among the best in the U.S. by two leading game design entities. GSAS reached number 7 on gamedesigning.org’s “Top 75 Video Game Design Schools” list and number 12 on The Art Career Project’s 2018 list of the top U.S. colleges and universities. GSAS was recognized for its creative environment and ability of students to secure jobs after graduation. *Visit rpi.edu.*

START Children’s Center of Rensselaer County will host a 5k Run/Walk and Open House on April 28 at its new location at 127 Bloomingrove Drive in Troy. Corporate sponsorships are available by contacting Alaina Finan at alaina.marie.b@gmail.com. To participate in the 5k or make a donation, go to runsignup.com/race/ny/troy/startchildrenscenter5k. *Visit startchildrenscenter.org.*



CAP COM Federal Credit Union and CAP COM Cares Foundation’s 2018 Spring BIG Benefit Raffle is raising funds for the **YWCA of the Greater Capital Region** and other community organizations. Tickets cost \$25 each and are available through May 2 or until tickets sell out. *Visit capcomfcu.org and ywca-gcr.org.*

Joan Heffler Photography was honored with the publication of a photograph in Backroads Travel Adventure Company’s 2018 wall calendar. The image, chosen from 10,000 entries, represents the travel company’s Bryce & Zion Walking & Hiking Tour in the Utah national parks. *Visit joanhefflerphotography.com.*



GreyCastle Security CEO Reg Harnish was named “Cybersecurity Consultant of the Year” by the Cybersecurity Excellence Awards for the second straight year. Additional honors went to Marketing Director Marissa Salzone for 2018 Marketer of the Year for North America and Director of People and Culture Francesca LoPorto-Brandow for 2018 Recruiter of the Year. In addition, GreyCastle Security was named a finalist in the Cybersecurity Company of the Year (10-48 employees category) for the second consecutive year.

Northern Rivers Family of Services named Amy DiRamio, LCSW-R its executive program director of behavioral health, overseeing Northern Rivers Behavioral Health Centers in Albany and Schenectady. The centers are state licensed clinics offering counseling to the general public. *Visit northernrivers.org.*



Hudson Valley Community College’s Surgical Technology associate degree program is now offered in an accelerated format, allowing students to complete the 64-credit degree in 16 months. The college also offers a 46-credit Surgical Technology certificate program. Both are administered through the college’s Nursing Department. *Visit hvcc.edu.*

The City of Troy will hold a three-day public forum to solicit input on future development of One Monument Square in downtown. Participants will collaborate during the multi-day brainstorming and design program to develop a mutually agreed upon concept that respects Troy’s historic character while enhancing and expanding the site’s waterfront access. Business owners, residents and community stakeholders are encouraged to participate in the process. *Visit troyny.gov* for the latest information.

Capital Region Sponsor-A-Scholar welcomed two new board members to three-year terms. Jeffrey A. Cohn (left) is the principal and owner of **ADNET Technologies NY**. Philip Schwartz (right) is the senior director of Marketing and Communications for **Ellis Medicine**. *Visit crsas.org.*



events calendar 2018

APRIL	MAY	A LOOK AHEAD
<p>Wednesday • 4/11 Member Benefits - New Time! Find out about the many benefits of your Chamber investment and network with regional business professionals. Open to all members and their employees. Bring plenty of business cards to distribute. Check-in and light appetizers at 4 p.m.; benefits overview and networking 4:30-5:30 p.m. No cost; RSVPs required. At Dinosaur Bar-B-Que, 377 River Street in Troy. Sponsored by Thomas K. Judd & Associates.</p> <p>Thursday • 4/12 Quick Learn: QuickBooks for Small Business Master QuickBooks’ desktop version through a live demonstration of features for your small business. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost is \$79 for members. At the Chamber, 90 Fourth Street, Troy (first-floor conference room). Presented through a partnership with MicroKnowledge, Inc.</p> <p>Thursday • 4/19 Diversity by Design Discover strategies for diversity and inclusion that can help your bottom line. Check-in and breakfast at 7:30 a.m.; training 8-10 a.m. Cost is \$35 members; \$50 walk-in members. At the Renaissance Hotel, 144 State Street in Albany. Sponsored by CDPHP.</p> <p>Tuesday • 4/24 NetworkingPlus After Work Skip the rush hour traffic and make valuable connections with a structured format, three table rotations and ambassador facilitators. Check-in and appetizers at 5:30 p.m.; networking 6-7:30 p.m. Cost is \$35 members; \$50 walk-in members. At Pat’s Barn, 110 Defreest Drive, Rensselaer Technology Park in Troy. Sponsored by Community Resource FCU and Magna5.</p>	<p>Thurs • 5/3 118th Annual Dinner {with a twist} & Business Expo At Franklin Plaza Ballroom, Grand Street entrance in Troy. From 5:30-8:30 p.m. Cost is \$130 members; \$260 future members; Chairman’s Circle Table of 10 are \$1,550; Business Expo booths \$475. Presenting sponsors: Bouchey & Clarke Benefits, Inc. Bouchey Financial Group, Ltd.; CDPHP; DeCrescente Distributing Co., Inc.; and SEFCU. Media: <i>Times Union</i>. Expo Tent: Turner Construction Co. Dessert Room: Community Resource FCU. After Party: Spectrum Reach.</p> <p>Tues • 5/8 QuickLearn: Using Excel to Manage Day-to-Day Business Learn core Excel features for enhanced productivity. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost is \$79 for members. At the Chamber, 90 Fourth Street, Troy (first-floor conference room). Presented through a partnership with MicroKnowledge, Inc.</p> <p>Mon • 5/14 Special Edition Lunch with U.S. Reps. Faso and Tonko Check-in and lunch at 11:30 a.m.; discussion and Q&A. 12-1 p.m. Cost is \$35 members; \$50 walk-in members. At The Century House, Route 9 in Latham. Sponsored by CDTA and Groff Networks, LLC.</p> <p>Thurs • 5/17 NetworkingPlus Lunch Get connected, develop leads and build relationships at this fast-paced event. Cost is \$35 members; \$50 walk-in members. Check in and refreshments 11:30 a.m.; networking 12-1:15 p.m. At Shaker Pointe, One Medaille Drive in Watervliet. Sponsored by Community Resource FCU.</p>	<p>Coming in June 2018:</p> <ul style="list-style-type: none"> » Meet the Mayors Breakfast » Rooftop Off-the-Clock After Hours <p>Sponsorship Opportunities Available Now Contact Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com</p> <hr/> <p>ADDITIONAL INFO</p> <p>Register for events online at: renscochamber.com/events</p> <p>No-shows will be billed; 24-hour notice is required for all cancellations.</p> <p>Questions? Contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.</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>

MARK YOUR CALENDAR

Upcoming Networking Events

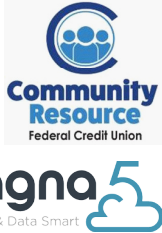
Spring forward with the Chamber's exciting networking programs and take advantage of effective opportunities to meet and connect with regional professionals. Networking to achieve high-quality connections doesn't have to take a lot of time or money. We've designed all of our programs to maximize value with referrals, introductions and resources to help grow your business. Add these events to your calendar:

Member Benefits | Wednesday, April 11



Get to know the Chamber! Open to all members and their employees looking to maximize their Chamber investment by learning about the many benefits of membership and by networking with the business community. Bring plenty of business cards to distribute. *Check-in and light appetizers at 4 p.m.; benefits overview and networking 4:30-5:30 p.m. No cost; RSVPs required. At Dinosaur Bar-B-Que, 377 River Street in Troy. Sponsored by Thomas K. Judd & Associates.*

NetworkingPlus After Work | Tuesday, April 24



Skip the rush hour and make valuable connections! All attendees get a few minutes to address participants and distribute business cards. *Check-in and appetizers 5:30-6 p.m.; networking 6-7:30 p.m. Cost is \$35 for members and \$50 for walk-in members. At Pat's Barn, 110 Defreest Drive in Troy. Sponsored by Community Resource FCU and Magna5.*

COST-EFFECTIVE TRAINING

Sign Up Now for Quick Learn Sessions

QuickBooks for Small Business | Thursday, April 12 | Learn to use 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.

Using Excel to Manage Day-to-Day Business | Tuesday, May 8

Learn Excel features for enhanced productivity and effectiveness for your business. Topics include formatting data, creating dynamic charts, maximizing dashboard benefits, understanding print options and more.

Quick Learn training is 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. Available through a partnership with MicroKnowledge, Inc.



MAXIMIZE YOUR MEMBERSHIP

Check Out These Chamber Benefits

COUNTRY CLUB OF TROY MEMBERSHIPS



Take advantage of significant savings with an exclusive membership at the award-winning Country Club of Troy. Established in 1925, the club is a premier facility in the Capital District and the only private club in Rensselaer County. Initiation fee is waived for all members of the Chamber, a value of up to \$2,500 per family. Enjoy several "dues free" months, a savings of

up to \$1,743 per family. To schedule a tour of the club or discuss membership options, contact the Country Club of Troy at 518.274.1000.

MEMBER-TO-MEMBER DISCOUNTS

Our Member-to-Member Discount Program encourages a valuable exchange of discounted business products and services among Chamber members. It's a great way to attract new customers to your business AND enjoy considerable discounts yourself. Use it to shop local and build networking contacts. To view available discounts and to submit a discount from your company using an online form, visit renscochamber.com/member-to-member-discounts.

Did You Know? Member-to-Member Discounts are available to **ALL** of your employees, even for non-work related purchases. Keep checking our website for the latest additions from participating businesses.

REFERRALS & INTRODUCTIONS

It happens nearly every day - the Chamber connects people and businesses. We consistently receive requests for professional introductions, leads and referrals from the local community and from out-of-town sources. As a member, your business or non-profit organization receives automatic referrals, resulting in exposure and potential business. In addition, our online member directory is available to everyone, providing endless opportunities for new business connections. Our website makes it fast and convenient to search alphabetically or by business classification, making your business easy to find. Let the Chamber introduce YOU to the business community.



CHAMBER MEMBER

spotlight



Brunswick Veterinary Hospital, PLLC is a trusted, full-service veterinary practice serving Troy, Brunswick and the surrounding communities.

Winner of *The Record's* "Best Vet Award" for the past three years, the hospital treats household pets in a welcoming and professional environment.

"We take every possible measure to give pets the care they deserve and treat them like the valued family members they are," said owner Nicole LaMora, DVM (upper right), who established the practice at its current location three years ago. "We strive for customer satisfaction by providing high-quality and compassionate service in a homelike atmosphere. We believe that a key element to a healthy pet is a great relationship with our clients. Our goal is to develop trusting partnerships with them based on courtesy and respect that lasts a lifetime."



Brunswick Veterinary Hospital offers a full range of services including physical exams, internal medicine, soft tissue and orthopedic surgery, dentistry, lab work, radiology, routine preventative care and vaccinations, as well as prescription foods and medications. The practice recently welcomed Kaitlin Quirk, DVM (left) of Guilderland as a second full-time vet. Future plans for expanding the practice include an additional facility for kennel, daycare and grooming services.

As a free community service, Brunswick Veterinary Hospital provides training, supplies and equipment to local fire departments and ambulance personnel to save pets' lives during emergencies, such as house fires. Donations are accepted through the American Veterinary Medical Foundation's Veterinary Care Charitable Fund. The hospital also uses these donations to help animals rescued from abuse or neglect and for the pets of clients facing personal hardships. To donate, visit the hospital's website.



BRUNSWICK VETERINARY HOSPITAL, PLLC
1632 STATE ROUTE 7 | TROY, NY 12180
PH: 518.279.0700 | BRUNSWICKVETERINARYHOSPITAL.COM

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

News from The Leadership Institute

Congratulations to the Graduating Class of 2018



Sachi Vines, Class of '12, director of marketing and promotions for RPI Athletics, was named a 2018 "40 Under 40" by the *Albany Business Review*. Visit bizjournals.com/albany.



David Warren, Class of '16, was promoted to service director of Community Resources programs for Unity House of Troy, Inc. Visit unityhouse.org.



Samantha Burrington, Class of '18, was named project management officer at Pioneer Bank. She previously served as marketing manager. Visit pioneerbank.com.



Submit your Leadership Institute alumni news to soneill@renscochamber.com.

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

Member Milestones

50+ YEARS

M & T Bank (1960)
American Image Corporate Apparel and Uniforms (1964)

20 YEARS

Eric Mower and Associates (1998)
Famous Lunch (1998)
Cornell Cooperative Extension of Rensselaer County (1998)

15 YEARS

Whiteman Osterman & Hanna LLP (2003)

10 YEARS

Bespoke Software, Inc. (2008)
NAI Platform (2008)

2018 BOARD OF DIRECTORS

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TRAINING & DEVELOPMENT

Diversity by Design for Your Business on April 19

Diversity can be a critical business advantage, with different viewpoints contributing new ideas for success. Discover strategies for diversity of thought and inclusion at the Chamber's "Diversity by Design" event. Our executive-level presenters (listed at right) will discuss how leveraging differences in race, culture, age and experience helps businesses and communities thrive. You'll learn:

- » How to facilitate an open dialogue on diversity
- » What makes a diverse and authentic leader
- » To identify and overcome barriers to inclusivity
- » How to attract and retain a diverse workforce
- » Why diversity is good for business and the region

We'll start with a panel discussion, followed by small-group, candid conversations with our presenters. Then we'll reunite for final strategies to implement at your workplace. Make your plans to join us for this special event.



PRESENTERS

Denise Figueroa, Executive Director
Independent Living Center of the Hudson Valley

Frederick A. Miller, CEO and Lead Client Strategist
The Kaleel Jamison Consulting Group

Rose Miller, SPHR, HR Consultant/President
Pinnacle Human Resources, LLC

Angelicia A. Morris, Executive Director
Schenectady County Human Rights Commission

MODERATOR

Christine Nealon, Executive Director
Troy Rehabilitation & Improvement Program, Inc.

Diversity by Design is on Thursday, April 19 at the Renaissance Hotel, 144 State Street in Albany. Sign up at renscochamber.com/events. Check-in and breakfast at 7:30 a.m.; training 8-10 a.m. \$35 for members; \$50 for walk-in members. Sponsored by CDPHP.

SPECIAL EDITION LUNCHEON

Meet U.S. Reps. Faso & Tonko on May 14



Join us for an exclusive inside look at Washington, D.C. with U.S. Representatives John J. Faso and Paul D. Tonko. It's been a politically charged year with midterm elections set for this fall. Attend this event to discover what's at stake for businesses, nonprofits and constituents in our region. The event begins with an informative discussion, followed by a Q & A with our distinguished guests. Come prepared to join the conversation!

Special Edition Lunch with U.S. Reps. Faso and Tonko is on Monday, May 14 at The Century House, Route 9 in Latham. Sign up at renscochamber.com/events. Check-in and lunch at 11:30 a.m.; discussion and Q&A 12-1 p.m. \$35 for members; \$50 for walk-in members. Sponsored by CDTA and Groff NetWorks, LLC.



ECONOMIC INITIATIVES

Meet the Mayors Breakfast Panel on June 14

The mayors of area municipalities will gather for the Chamber's annual "Meet the Mayors" breakfast, an informative panel discussion with (top row, l-r) Hoosick Falls Mayor Robert Allen, Rensselaer Mayor Daniel Dwyer, Troy Mayor Patrick Madden, (bottom row, l-r) Watervliet Mayor Michael Manning, Green Island Mayor Ellen McNulty-Ryan and Cohoes Mayor Shawn Morse. The mayors will discuss timely issues facing our region and answer questions from the audience. Learn what's ahead for our region and your company. Moderated by WNYT TV - NewsChannel 13 Reporter John Craig.



Meet the Mayors is on Thursday, June 14 at Comfort Inn & Suites, 99 Miller Road in Schodack. Sign up at renscochamber.com/events. Check-in and breakfast at 7:30 a.m.; program 8-9 a.m. \$35 for members; \$50 for walk-in members. Sponsored by CAP COM FCU, Express Scripts and The Precision Group.



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* Closing costs including the New York State Mortgage Tax paid by First New York on behalf of the borrower. No closing costs offer ends 4/30/18. Reimbursement of fees will be added to the payoff amount of the loan if the home equity line of credit is paid and closed within three years of closing. Title insurance may be required. Minimum loan amount is \$10,000, maximum is \$453,100.

** Annual Percentage Rate. SPECIAL INTRODUCTORY OFFER: Rates for Home Equity Line of Credit (HELOC) are variable. Special Introductory Rate is as low as 1.99% APR for the first 13 months then as low as prime plus 0.00% APR thereafter. Rates are based on 80% combined loan-to-value with a 25 year repayment term and are based on the Prime Rate published in the Wall Street Journal with an 18.00% APR lifetime ceiling and a 4.00% APR lifetime floor. Prime Rate as of February 2018 is 4.50%. This is a limited time offer and only applies to new First New York loans. All loans are subject to credit approval and actual rate may vary.

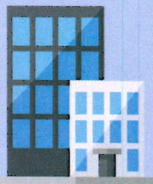




TROY.NY

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

The Downtown Troy BID presents Small Business Planning 101



Informative seminar for current small business owners or those looking to open a business in downtown Troy.

Presented in partnership by Northwestern Mutual and Pattison, Sampson, Ginsberg & Griffin, PLLC

Wednesday, April 25, 2018, 9:00am – 10:30am

Northwestern Mutual, The Frear Building, 2 Third Street, Troy, NY

Light refreshments will be served.



Northwestern Mutual
Troy Financial Group

First half of the presentation presented by Tom Farnan, Managing Director at Northwestern Mutual:

- Planning & Budgeting
- Tax-advantaged Retirement Planning for Small Business Owners
- Retaining & Rewarding Employees with Simple Group Benefits
- Properly Protecting Business Owners & Key Employees



PATTISON, SAMPSON
GINSBERG & GRIFFIN

QUALITY LEGAL SERVICES SINCE 1813

Second half presented by Michael E. Ginsberg, Esq., Managing Partner at Pattison, Sampson, Ginsberg & Griffin, PLLC:

- Entity Formation
- Liability Protection
- Labor Issues
- Best Practices

To Register Contact Amy Babcock at Northwestern Mutual | amy.babcock@nm.com

UPGRADE

your

WORK SPACE



Located in the heart of Downtown Albany's Central Business District, 41 STATE is just steps away from the State Capitol, court houses, City Hall, I-787, I-90, and I-87. 41 STATE provides unparalleled views of the Hudson River Valley, State Street, and Broadway with on-site garage parking. Suites range from **200 to 30,000+** square feet.



Downtown Troy properties include the 1801 6th Avenue Professional Building. Conveniently located near Route 7 and I-87, Albany and Saratoga are a quick trip away. Enjoy close proximity to area colleges, universities, hospitals, and the Hudson River, right here in up-and-coming Downtown Troy. The naturally bright and inviting suites range from **1,200 to 14,700** square feet with views of RPI and the City of Troy.



Computer Park in the Town of Colonie is a professional office park located off Wolf Road and just minutes away from I-87 and I-90. Within the park, Albany Management offers tenants the opportunity to select a suite within any of our ten buildings with spaces ranging from **200 to 15,000** square feet.



Guilderland properties afford tenants downtown visibility with uptown privacy. Located on bustling Western Avenue, the properties at 2592, 2568, and 1873 Western Avenue offer suites ranging from **1,600 to 9,300** square feet.

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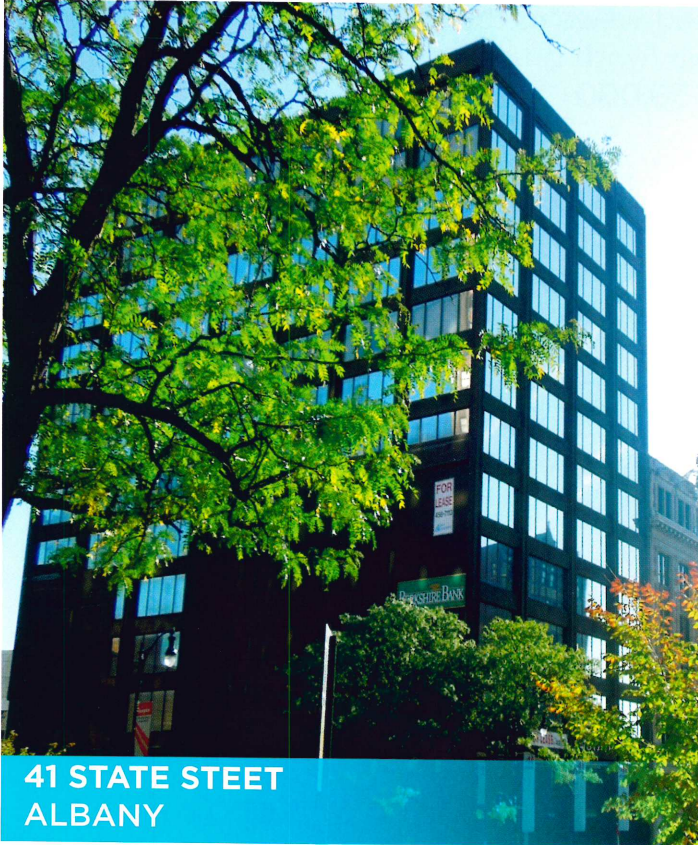
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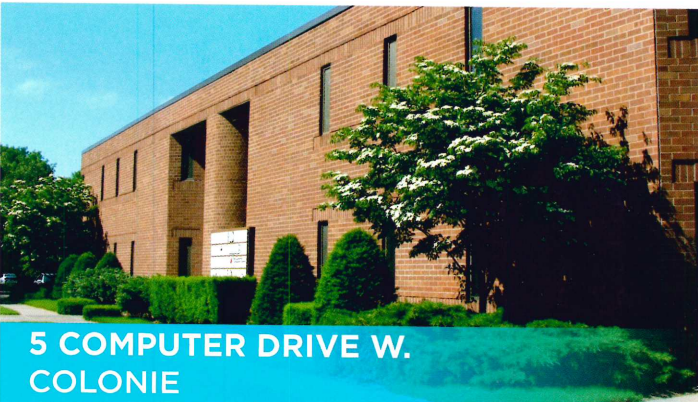
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