

Insight



The Leadership Institute

Real Results

“With more than three decades of serving as a leader and executive, I can not think of a more professional experience than The Leadership Institute. The program delivers essential tools for today’s aspiring leaders to make a meaningful impact on our business community while providing dynamic insight to lead for the future. The Leadership Institute brings together individuals who have a vested interest in continued learning and who want to better themselves and their places of employment while creating valuable networking opportunities.”

Dr. Lee McElroy
 Associate Vice President and Director of Athletics, Rensselaer Polytechnic Institute



“When I signed up for The Leadership Institute, I was young and new to the workplace. The program gave me a personal connection to high-profile local leaders who I might not otherwise have met. The Leadership sessions were a welcome break from day-to-day business. It was a place where I could learn, explore, network and grow personally and professionally. The knowledge that I gained from participating in the Leadership Institute is invaluable!”



Julie Massry Knox
 Class of '11
 Leasing and Marketing Manager, Tri City Rentals

Now is the time to take advantage of The Leadership Institute, the Chamber’s transformational, skills-based professional development program that incorporates a “learning from leaders” approach to successful training. Our award-winning model develops participants’ professional and personal skills as they learn from a distinguished faculty of the region’s top executives. Starting with an overnight retreat, the program builds with monthly sessions on strategic thinking, communication, career-life balance, financial management, human resources, organizational development and board development. Our graduates increase their value as leaders in their companies and in our communities, paving the way for career advancement and personal success. Leadership alumni also enjoy exclusive networking events and reunion opportunities.



Make this YOUR year. 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. Meet graduates, pick up an application and get your questions answered. This year’s **application deadline is Wednesday, May 16, at 5 p.m.** For information and online applications, visit renscochamber.com/leadership-institute or contact Communications & Web Strategies Manager Staci O’Neill at 518.687.1243 or soneill@renscochamber.com.

Come to The Leadership Institute Graduation for the Class of 2018 on Thursday, March 22, 5:30 p.m. at Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are \$50 per person or purchase a table of 10 for \$550 and receive recognition in the evening’s program. Register online at renscochamber.com/events.

KeyBank



Sponsored by KeyBank
 with media sponsorship by Albany Business Review

PANEL DISCUSSION

Chamber’s College Presidents Panel on March 7

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 upcoming **College President’s Panel Discussion**. 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; (middle row, l-r) Hon. Shirley Ann Jackson, S.B., Ph.D., Rensselaer Polytechnic Institute; Andrew J. Matonak, Ed.D., Hudson Valley Community College; (lower row, l-r) Havidán Rodríguez, Ph.D., University at Albany; and Carolyn J. Stefanco, Ph.D., The College of Saint Rose.



College Presidents Panel Discussion is on Wednesday, March 7 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up at 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 Duncan & Cahill, Inc., Mosaic Associates Architects and UHY LLP.



ASK A BOARD MEMBER Advantages of The Leadership Institute

George E. LaMarche III, Esq. is an attorney and founding member of LaMarche Safranko Law, PLLC. His legal practice is focused on personal injury litigation and criminal defense. He is an exercise enthusiast and has developed a distinct practice area representing pedestrians, runners and bicyclists who are injured as a result of the negligence of others (pedbikelaw.com). He is active in the Chamber and The Leadership Institute, as well as charitable and community organizations.



Q: What attracted you to The Leadership Institute?

A: As an attorney, I was looking to expand my skill set beyond the practice of law and to network and learn from individuals in other industries. The Leadership Institute gave me an opportunity to share thoughts and ideas and to learn from very successful individuals in other professions.

Q: How did the program benefit you?

A: The Chamber’s Leadership Institute provided me with a unique opportunity to form meaningful, personal and professional relationships with wonderful people who continue to be instrumental in my life. It was through the time spent with members of my Leadership class, the executive faculty who guided us through the sessions and others in the community connected with the program that I was able to learn and grow as a professional and as a leader.

Q: Has Leadership advanced your career?

A: Leadership served as a stepping stone to major advances in my legal career. Since graduating in 2009, I became a partner in a law firm and then took the biggest risk of my life by walking away from that partnership to open up my own law firm: LaMarche Law. Within a year of taking the leap, I took on a partner to form LaMarche Safranko Law. There is no denying that the people I met and the skills I developed in The Leadership Institute played a defining role in my career decisions over the last nine years. If anyone is considering applying to The Leadership Institute, I would say there is nothing to be lost, and so much to be gained.

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.

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renscochamber.com

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● NEW MEMBERS

Franklin Alley Social Club
Bar/Entertainment
Rep: Heidi Sicari
50 Franklin Street
Troy, NY 12180
Phone: 518.626.8584

Quartz Partners Investment Management
Investment Advisors
Rep: Kyle Webber
17 First Street, Suite 206
Troy, NY 12180
Phone: 800.433.0422
quartzpartners.com

Sano-Rubin Construction Services, LLC
Construction
Rep: Jim Reeks
624 Delaware Avenue
Albany, NY 12209
Phone: 518.462.6471
sanorubin.com

Tremont Rentals
Party Rentals
Rep: John DeVito
2897 NY Route 43
Averill Park, NY 12018
Phone: 518.674.8280
tremontrentals.com

Wealth Advisory Group, LLC
Finance
Rep: Sheena Fisher
1207 Troy-Schenectady Road, Suite 201
Latham, NY 12110
Phone: 518.867.3210

**CloseUP Conversation:
Advantages of Internships**



Alicia Ceneviva is the Chamber's intern. Contact her at intern@renscochamber.com or 518.687.1240.

A senior at Siena College, Alicia Ceneviva's internship at the Chamber is helping her to build career skills in the real world of business. "It's a great first-hand experience that can't be taught in a classroom," said Alicia, who is majoring in management with concentrations in strategic human resources development and ethical leadership. "I started by helping to plan and organize the Victorian Stroll, which allowed me to collaborate with businesses, vendors and performers. Currently, I am assisting with events and member relations and participating in meetings. I feel like I am contributing and making a difference. The Chamber is helping me develop career skills and knowledge that will last a lifetime."

Student interns inject fresh ideas and bring new skill sets, creativity and enthusiasm to companies of all sizes. Intern programs create recruitment opportunities and can help form future employees. When you hire an intern, it enhances the local workforce as a whole and gives existing employees a connection to new methods and possibilities. At the same time, internships give students important work experience, on-the-job skills and valuable career connections.

If you are ready to open up opportunities for the next generation, contact the Chamber at 518.274.7020 to connect with talented interns. Inspiring the next generation — what could be more rewarding than that?

● MEMBER NEWS

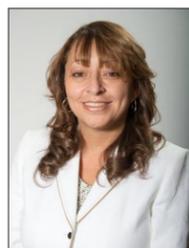


DeCrescente Distributing Company announced a distributing rights partnership with Fiddlehead Brewing Company of Vermont, the first in New York State. "We're proud to bring a quality partner to the Capital Region," said General Manager Russ Teplitzky. "This is an exciting addition to our craft beer portfolio." Visit decrescente.com.

The Capital District Transportation Authority (CDTA) named Jaime Watson director of corporate communications, responsible for managing and implementing CDTA's media and community relations and serving as spokesperson. She previously worked as communications manager for the company. Visit cdta.org.



FirstLight, a leading fiber-optic bandwidth infrastructure services provider operating in the Northeast, is rapidly integrating its recent acquisition of Finger Lakes Technologies Group. FirstLight has also acquired and combined operations with Oxford Networks, Sovernet Communications and 186 Communications. The firm operates approximately 14,000 route miles of high-capacity fiber, connecting nearly 8,000 locations and twelve data centers in six states. Visit firstlight.net.



CEO promoted Sue Rosa, who has worked for the non-profit organization for more than two decades, to the position of vice president. The transition comes as CEO gears up for participating in Community Action Month in May and its annual Community Action Luncheon this fall. Visit ceoempowers.org.

Ianniello Anderson, PC, a full-service law firm with New York-based offices in Albany, Clifton Park, Saratoga Springs, Glens Falls, as well as Bonita Springs, Florida, welcomed Marc R. Palozzi to the firm. His areas of practice include DWI/criminal defense, vehicle and traffic law and civil litigation. Visit capitalregionlawyers.com.



Independent Living Center of the Hudson Valley celebrated a grand re-opening of its renovated first and second floors at 15 Third Street in Troy (photo, above). The center offers advocacy, peer counseling, benefits advisement, housing information, transportation, living skills, employment and personal assistance services to those with disabilities and their families. Visit ilchv.org.

First New York FEDERAL CREDIT UNION Ribboncuttings presented by First New York Federal Credit Union

Teal, Becker & Chiaramonte, CPAs, PC was named the area's largest CPA firm by the *Albany Business Review* in its 2018 list, making it the third consecutive year for the firm. This year's top ranking was due to the hiring of new CPAs in addition to the certification of existing staff accountants. Visit tbccpa.com and bizjournals.com/albany.

National Grid Foundation donated \$120,000 to **Catholic Charities of the Diocese of Albany's** local emergency energy assistance program. The increase in this year's grant will help more than 1,400 people with emergency heating or energy assistance in the fourteen counties served by Catholic Charities. Visit nationalgridus.com and ccrcda.org.

Community Resource Federal Credit Union employees formed the top fundraising team at the 21st Annual Garden Bowl for **Capital Roots, Inc.** The funds help support the nonprofit's food access programs, including 51 Community Gardens, the Veggie Mobile, Healthy Streets and Squash Hunger. The 2018 Garden Bowl raised a record-breaking \$10,000 overall. Visit communityresourcefcu.com and capitalroots.org.

events calendar 2018

MARCH	APRIL	A LOOK AHEAD
<p>Wednesday • 3/7 College Presidents Panel Discussion 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 the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Duncan & Cahill, Inc., Mosaic Associates Architects and UHY LLP.</p> <p>Wednesday • 3/14 NetworkingPlus Breakfast 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 FCU. <i>Additional sponsorships available.</i></p> <p>Thursday • 3/22 The Leadership Institute Class of 2018 Graduation Ceremony and Dinner Cost is \$50 per person; \$550 for a 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>Tuesday • 3/27 Ask the Experts: Preventing Workplace Harassment 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>Wednesday • 4/11 Member Benefits 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 8-9:30 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 and make valuable connections with a structured format, three table rotations and ambassador facilitators. Cost is \$35 members; \$50 walk-in members. Check-in and appetizers at 5:30-6 p.m.; networking 6-7:30 p.m. At Pat's Barn, 110 Defreest Drive, Rensselaer Technology Park in Troy. Sponsored by Community Resource FCU. <i>Additional sponsorships available.</i></p>	<p>Coming in May 2018:</p> <ul style="list-style-type: none"> » 118th Annual Dinner {with a Twist} & Business Expo » Quick Learn: Excel » Special Edition Lunch with Reps. John Fasso and Paul Tonko » NetworkingPlus Luncheon <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>

East Greenbush Looks to Revitalize Routes 9 & 20



The Town of East Greenbush is busy making plans to attract new business and create a sense of community along the commercial corridor of Columbia Turnpike. “There is good news on 9 & 20 and a growing momentum,” said Town Supervisor Jack Conway (photo, left). “For businesses, the key word is ‘opportunity.’”

The town hired a new director of planning and zoning, Adam Yagelski, and tasked him with developing a plan for the corridor’s revitalization. “Adam’s top priority is to spearhead a major push by the town to create incentives for businesses to locate on Columbia Turnpike,” said Conway. “He will also lead a comprehensive review of zoning on 9 & 20 with an eye towards revisions that will encourage a more business-friendly environment.” The town is asking businesses with questions or ideas to contact him at ayagelski@eastgreenbush.org or visit eastgreenbush.org.

Private industry has already contributed to the revitalization. An attractive entrance on Columbia Turnpike at the University at Albany Health Sciences Campus stands as a gateway to the town from the west. The aesthetic improvements at the entrance reflect the growth and success of the campus and the companies locating in the dynamic environment, including Taconic Biosciences.

Negotiations for a tenant at the former Kmart site are in the final stages with plans for a renovation and re-use. The Nigro Companies recently completed a multi-million dollar investment in Columbia Plaza, including improvements to the parking lot, painting and landscaping upgrades. At the Hannaford Plaza, similar improvements and updates are underway. Fuccillo Ford has plans to construct a completely new facility at its current site on 9 & 20.

By prioritizing code enforcement on the turnpike, the town’s building department is ensuring the removal of illegal signage and the clean up of commercial lots. Several small businesses, such as Becker’s Farm, are leading the way in investing and beautifying long-time family enterprises.

There’s more to come. This year, the town plans to form an advisory group comprised of the business community, the Rensselaer County Regional Chamber of Commerce, property owners, elected officials and other stakeholders to identify obstacles to revitalization and consider incentives for redevelopment. If you are a member of the East Greenbush business community and would like to assist in moving this initiative forward, contact Chamber President Kate Manley at kmanley@renscochamber.com.



9 & 20 Corridor Checklist

The Town of East Greenbush is looking to jump-start business along the town’s major east-west artery with several initiatives, including:

- Reassess the roadway’s zoning to encourage economic redevelopment
- Review the town’s schedule of mitigation fees to stimulate business activity
- Implement a beautification program beginning with a campaign to increase the visual presence of outdoor American flags
- Encourage green space and plantings on vacant lots

STATE-OF-THE-ART CONVERSION

New Purpose Planned for former Kmart Facility

Shuttered since 2014, one of the largest available properties on Route 9 & 20 in East Greenbush is poised for redevelopment. The former Kmart (photo, right), located at 164 Columbia Turnpike, will be converted into offices and a state-of-the-art training facility if a proposal by Turnpike Redevelopment Group, LLC is successful.

The developer, working with NAI Platform Commercial Specialist Tyler Culberson, SIOR, will invest more than \$15 million to modernize the 95,000-square-foot space, making such improvements as a complete interior office build-out, new façade and landscaping. When complete, the building will also be home to a training facility, with the potential of attracting hundreds of trainees per week. The activity promises economic benefits for local businesses up and down the Columbia Turnpike corridor, including hospitality, restaurants and other retail services. Turnpike Redevelopment Group is owned by a partnership of local businesses, all with roots in East Greenbush. Visit naiplatform.com.



WORLDWIDE SUPPLIER

Taconic Biosciences Moves to East Greenbush Campus



Taconic Biosciences moved its headquarters from Hudson, NY to the University at Albany’s Health Sciences Campus in East Greenbush (photo, left).

The company’s new location at One Discovery Drive, Suite 304 inside the campus research center building, will provide a more convenient venue for key stakeholders and customers, while placing Taconic at the center of a busy technology hub. The privately held company relocated 28 people to the new East Greenbush location, bringing the total number of Taconic employees at the campus to 130. Taconic is hiring additional staff in order to keep pace with customer demand. Launched in the 1950s in Germantown, NY, Taconic has become a leading global supplier of mice and rats for laboratory experiments. Visit taconic.com.



Economic Development Partnership

VISIONARY INVESTORS



KeyBank helps clients and communities thrive through informed choices made to the highest ethical

standards for the benefit of shareholders, customers, employees and communities. KeyBank Foundation invests in education and the workforce to build thriving localities. With its Community Development Lending and Investment business, Key makes construction affordable and attractive to developers, stimulating local economies. Visit key.com.



Rifenburg is one of upstate New York’s oldest and largest family-owned construction firms. Specializing in earth moving and restoration

of all kinds, Rifenburg makes quick work of landfill expansions and closures, site work, highway and bridge expansion and utility installations. Since 1958, Rifenburg satisfies customers with dedication to projects, an emphasis on safety and the ability to take on big challenges while getting the job done on time and on budget. Visit riftenburg.com.

CHAMPION INVESTORS



INNOVATOR INVESTOR

Turner Construction Co.

THE ECONOMIC DEVELOPMENT PARTNERSHIP

is a service of the Rensselaer County Regional Chamber of Commerce. EDP assists businesses to develop and expand in our region. We provide resources and information to connect you to regional, national and international marketplaces. The mission of EDP is to enhance the economic vitality of Rensselaer County and establish greater awareness of its high quality of life.

LOOKING FOR A SMART INVESTMENT?

With the Chamber’s EDP you can invest in the success of our regional business community. In conjunction with the Rensselaer County Industrial Development Agency and the Center for Economic Growth, we serve as a catalyst for businesses starting up, expanding, or looking to make a profitable move. EDP’s high-impact marketing attracts regional, national, and international attention to our county’s dynamic quality of life and thriving business environment. Join the Chamber in this economic development initiative.

CONTACT US:

President Kate Manley
kmanley@renscochamber.com
ph: 518.274.7020

MEET OUR INVESTORS:
Rifenburg Construction



As a founding member and Visionary Investor in the Chamber's Economic Development

Partnership (EDP), Rifenburg Construction is making a tangible commitment to the region it has served for 60 years.

"This is our home and a successful region in which to grow our business," said President George Rifenburg (photo, below). "We believe in giving back to the community. Investing in the Chamber's EDP is an important way of committing to the area's economic well-being and ensuring a high quality of life for everyone who works or lives here."



Founded by Ken Rifenburg, the company's success is based on safety and customer satisfaction. Celebrating its 60th year, Rifenburg has grown to more than 350 employees and completes more than \$125 million in projects annually for municipalities, state agencies, and private companies.

"Safety comes first at Rifenburg. We were one of the first construction companies to partner with OSHA," said George Rifenburg. "Our reputation continues to be built on the satisfaction of our clients."

Rifenburg provides expertise in highway construction and restoration, site development, landfill technologies, environmental clean-up, utilities installation, mining, aggregate sales, equipment (sales, leasing, rentals), airport maintenance and runway reconstruction.

Rifenburg was responsible for a three-year, \$99.6 million reconstruction of the NYS Thruway, from exit 23 to 24, the largest undertaking in the history of the Thruway Authority's Albany division. Rifenburg also constructed the roundabouts at Exit 12 of the Northway in Malta, completed a year ahead of schedule, and the construction of a large addition to the University at Albany's College of Nanoscale Science & Engineering.

More recently, Rifenburg completed multiple site work projects for the Mohawk Harbor/Rivers Casino & Resort in Schenectady, transforming the former brown field into a tourist destination. The company also finished road work on Route 85 near the University at Albany campus and the Lake George Gateway project on Route 9.

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

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

GAINING MOMENTUM

Creative Economy Increasing Role in Region's Economy

New data shows the economic contributions from creative industries are steadily growing to become one of the larger and more dynamic employment sectors in New York's Capital Region. The Alliance for the Creative Economy (ACE), a cross-sector advocacy group that works to strengthen creative industries and jobs, released new data highlighting the sector's upwards trajectory. The creative economy is defined as the enterprises and people producing and distributing goods and services with artistic and cultural content that has value in the marketplace.

"High tech is not the only innovative spirit in our region," said Chamber President Kate Manley. "The rise of our creative economy is rooted in the people and businesses that are responsible for the unique crafts, beverages, culinary, media, art, music, theater, etc. that bring jobs, investment and growth."

The latest data was released prior to a six-stop, region-wide ACE business roundtable tour to engage more stakeholders and help build the economic engine of the

creative sector. "Fostering an environment where creative businesses and professionals can grow and thrive is a critical piece of upstate New York's economic revitalization," said ACE Project Director Maureen Sager.

According to ACE data, the creative economy employs 47,282 people and generates \$1.4 billion in earnings in the eight-county Capital Region, making it the area's fourth largest employment sector. More than half of those employed are self-employed/freelancers and work in Columbia, Washington, Saratoga and Green counties. Rensselaer County ranks fifth for creative economy jobs. Seven segments make up the creative industries: culinary agriculture/ food production (29%), media (23%), design (17%), artisan restaurants (12%), performing arts (7%), museums and preservation (7%) and visual arts (5%).

Visit upstateace.org.



WORKFORCE DEVELOPMENT

WDI's Solar Job Training Initiative at HVCC

Hudson Valley Community College's Workforce Development Institute (WDI) launched a new solar job training initiative, thanks to an ambitious partnership to

strengthen New York's energy workforce and grow the state's clean energy economy. The partnership is with Cypress Creek Renewables, a national provider of local solar. The company is investing \$25,000 in the initiative to reduce course fees for students, particularly women, veterans and individuals underrepresented in the solar industry. The company will also invest more than \$500 million to develop and build 750 mega watts of solar energy in the state. Officials say the combined investments should create more than 1,500 local construction jobs and power more than 80,000 homes.

"With this new partnership we will reach a broader talent



pool to train the growing number of people for the state's clean energy economy," said HVCC President Drew Matonak.

"The solar industry needs a skilled, local workforce to accomplish its goals now and in the future, to build out this growing pipeline of solar projects in the state." New York is currently home to over 8,000 solar professionals; proactive investment in workforce development and training programs could increase this number to 20,000 in the next decade.

WDI has offered fast track, entry-level training in photovoltaic installation for more than decade and is currently in a partnership with New York State Parks and Recreation to train staff to install and maintain solar panels. *Visit hvcc.edu.*

BUSINESSES PARTNERING WITH SCHOOLS

Career Focus for Students

The Averill Park Central School District's full-year Career Exploration class for seniors is building a connection among students, businesses and the community. The class prepares students for college, career and citizenship, covering topics such as financial literacy, resume building, public speaking and interpersonal skills, as well as communication, decision making, goal setting, advocacy and social media savvy. "The course makes students better prepared for life after high school," said Superintendent of Schools Dr. James Franchini. The students set up job shadowing and internships (photo, above) and document their hours and experiences. So far, students have explored health, law enforcement, education, legal services, interior design, mechanical engineering and business marketing as career choices. "The Chamber and Questar III are extremely helpful resources in creating opportunities for students," said Dr. Franchini. The district is seeking additional student intern opportunities. Contact Barbara Goldstein at goldsteinb@apcsd.org or Olga Ashline at ashlineo@apcsd.org.



Teacher's Externship Leads to Classroom Curriculum

Students in Ed Bryden's STEM classes in the Rensselaer City School District are benefiting from his enhanced knowledge and training through Questar III's summer teacher externship program. Bryden (photo, right), who teaches 7-12 graders, is using his extern experiences with Tech Valley Center of Gravity (TVCOG) in Troy and a digital fabrication company in Hudson, NY to develop STEM curriculum that will bring 3D printing, custom laser engraving and other advanced design and manufacturing skills into the hands of his students, making them more job ready in expanding industries. As for TVCOG, "it was an unqualified success for everyone involved," said Executive Director Holly Cargill-Cramer. "We were fortunate to have two Questar fellows who brought us knowledgeable and experienced labor at no cost, allowing us to stretch our limited resources. They also developed a curriculum that allows high school students to explore crafts and trades. It was a win-win." Businesses interested in summer teacher placements can *visit questar.org.*



RECOGNIZING SUCCESS

Call for 2018 Chamber "Good News" Nominees

Do you know of a business or non-profit success story? Is it you? The Chamber is seeking nominees for the 2018 "Good News Rensselaer County" awards. Co-hosted by the Chamber and Rensselaer County, this event celebrates businesses, nonprofits and community organizations that make a significant impact on our area's economy and quality of life.

"Good News" awards recognize companies making a name for themselves at home, in our region, in New York

State and, in some cases, in the global marketplace. Recipients are publicly honored in the fall.

To nominate a candidate, contact Events Coordinator Rachael Murray at 518.687.1238 or *rmurray@renscochamber.com.*



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!

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.

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 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. Available through a partnership with MicroKnowledge, Inc.



MAXIMIZE YOUR MEMBERSHIP

Chamber Benefits Make it Easy to *Market, Develop & Connect*

Make the most of your Chamber membership with our money-saving benefits to help you Market, Develop & Connect your business.

- Make valuable business connections at Chamber events.** Visit renscochamber.com/events to see a full line-up of networking and training opportunities for you and your staff. Contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.
- Let the Chamber assist with your Ribbon-Cutting Ceremonies or Milestone events.** We can help with media outlets, inviting local dignitaries, caterers and more. Contact Communications and Web Strategies Manager Staci O'Neill, at 518.687.1243 or soneill@renscochamber.com.
- Hold your next meeting in one of the Chamber's two free Conference Rooms.** Contact the Chamber at 518.274.7020 or info@renscochamber.com to learn more and to reserve a date.
- Participate in Member-to-Member Discounts.** Attract new customers by offering discounts on products and services and take advantage of savings for your own business or organization. Visit renscochamber.com/member-benefits to upload your discount directly to our website at no cost.
- Submit an upcoming event to our Member Events Calendar.** Reach a regional audience and drive visitors directly to your event information with an online link. Visit renscochamber.com/member-events and complete the form.
- Post listings to the Chamber's online Job, Internship & Volunteer Board,** one of our top-visited pages! Visit renscochamber.com/job-board to upload information and to find your next employee or volunteer.
- Make informed Health Care choices less stressful** for you and your employees with health and dental plans, including MVP Health Care, Blue Shield of Northeastern New York, CDPHP and Guardian. All plans are administered by Bouchey & Clarke Benefits, Inc. Visit renscochamber.com/cost-saving-benefits for more information.
- Submit your news and announcements to our website** by using the Chamber's online form. Visit renscochamber.com/news to submit at no cost. Member news items uploaded to the website are also considered for the Chamber's weekly e-Newsletter and monthly print newsletter.
- Sign up for our free Energy Savings Program.** Making one call can help you reduce your monthly operating expenses. Visit renscochamber.com/cost-saving-benefits for more information or contact Membership Manager Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com.
- The Chamber's customized sponsorship and marketing opportunities** fit budgets of all sizes, generate positive brand exposure and increase visibility for your business. Contact Membership Manager Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com.
- Direct Mail Lists** are a great resource for companies to use in marketing campaigns. Choose from mailing labels or an Excel spreadsheet. Contact the Chamber at 518.274.7020 or info@renscochamber.com.

CHAMBER MEMBER

spotlight

Spectrum Reach, the advertising sales division of cable television provider Spectrum, has launched AudienceApp, an exclusive



TV planning tool that connects businesses with their ideal customers. AudienceApp leverages Spectrum's complete world of viewer data intelligence to help businesses plan highly-optimized advertising campaigns that reach targeted audiences for maximum results.

"Once you use AudienceApp, you'll quickly realize that TV buying will never be the same," said Director of Sales John Tanner. "Rather than relying on dated and incomplete audience data, businesses now have virtual, real-time access to an entire world of household viewing data. Whether your business is local, regional, or national, Spectrum's AudienceApp is the solution."

With AudienceApp, business owners can focus on key audience attributes and geographic locations to identify and target their TV advertising messages. "It's a smarter, data-driven approach to media planning, making your advertising dollars work harder," said Tanner. "Local businesses can access Spectrum's robust viewing data to plan and create more powerful campaigns, placing their message in front of optimal customers whenever and wherever they're watching."

AudienceApp uses a state-of-the-art interface, accessible anywhere from a smartphone, tablet or computer through four easy steps. Customer viewing data is collected and aggregated through Spectrum's proprietary set-top box, along with additional third-party consumer data.

"TV is still the top way people like to relax, to be entertained and informed. Advertising on TV – especially at the local level – is accessible, affordable, and effective," said Tanner. "AudienceApp combines the functionality of online display, video and social ad tech platforms with the unmatched reach and engagement of cable television. Spectrum Reach helps businesses reach their ideal customers and stay ahead of the competition for real results."

SPECTRUM REACH
1.844.TO.REACH | GO.SPECTRUMREACH.COM/ADVANTAGE

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

News from The Leadership Institute

Class of 2019 Chair



"Being part of The Leadership Institute has shaped my personal and professional skills. My connection to classmates and resources continue to this day and Leadership's networking momentum has consistently moved my career forward. Being a Leadership graduate opened doors for me, allowing me to grow my career and get me to where I want to be. I will forever be grateful for my participation and encourage anyone interested in advancing, personally and professionally, to learn about the program and apply."

Victoria Carosella Baecker, Class of '12
Director of Community Relations & Corporate Events, CDPHP and Chamber Board Chair for The Leadership Institute Class of 2019

Claudette Senior, Class of '18, is the new non-residential assistant service director for domestic violence services at Unity House of Troy, Inc. Visit unityhouseny.org.



Pearl Higgins, Class of '16, was named the marketing and communications director at CEO (Commission on Economic Opportunity). Visit ceoempowers.org.



Justin Buchanan, Class of '06, was appointed vice president, business banking officer for Berkshire Bank. He brings more than 15 years of relationship management and business development experience to the position. Visit berkshirebank.com.



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

Submit your Leadership Institute alumni news to Communications & Web Strategies Manager Staci O'Neill at soneill@renscochamber.com.

Member Milestones

50+ YEARS

Amsure (1964)
E. Stewart Jones Hacker Murphy (1964)
Hudson Valley Community College (1964)
KeyBank, NA (1964)
National Grid (1964)
Ross Valve Manufacturing Company, Inc. (1964)

15 YEARS

Center for Economic Growth (2003)

10 YEARS

St. Anne Foundation (2008)

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ASK THE EXPERTS SERIES

Preventing Workplace Harassment on March 27

Media attention of alleged harassment in workplaces across our country has brought the issue to the forefront for businesses, regardless of size or industry. Learn how to protect your organization from behaviors that undermine its core mission and ensure a safe, productive workplace at the Chamber's upcoming "Ask the Experts: Preventing Workplace Harassment."

Presented by Elaine Angelo, performance consultant with ProKnowledge, LLC, we'll discuss the many facets of harassment, from overt to subtle examples. Join us to explore its legal aspects and the critical role of the bystander as a first line of defense.

Leave with effective intervention techniques and strategies to protect and value employees at every level. Sign up today for this important training event.

Ask the Experts: Preventing Workplace Harassment is on Tuesday, March 27 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up at renscochamber.com/events. Check-in and breakfast at 7:30 a.m.; training 8-9:30 a.m. \$35 for members; \$50 for walk-in members. Sponsored by MicroKnowledge, Inc.



MEET OUR EXPERT



Elaine M. Angelo is a performance consultant with ProKnowledge, LLC, an affiliate of MicroKnowledge, Inc. She has 24

years of experience serving companies as a corporate trainer and organizational development/HR practitioner. Working with diverse industries, Elaine brings quality programs to employees to meet the demands of an ever-changing business environment. She develops and delivers training programs in leadership and management development, diversity awareness, communications, time management and more. Elaine is a member of the national and local chapters of the American Society for Training & Development, recipient of the 2009 Trainer of the Year award and the 2014 Training Organization of the Year award.

CONNECT FOR SUCCESS

"Spring" into High-Impact Networking

Start your spring 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 and start networking for success!

NetworkingPlus Breakfast Wednesday, March 14



Get connected, develop leads and build relationships with a structured format, three table rotations and ambassador facilitators. Take advantage of the opportunity to present your business message and distribute business cards to motivated colleagues.

Check-in and breakfast 7:30 a.m.; networking 8-9:15 a.m. Cost is \$35 for members and \$50 for walk-in members. At Pat's Barn, 110 Defreest Drive, Rensselaer Technology Park in Troy. Sponsored by Community Resource FCU.

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.



THOMAS K. JUDD & ASSOCIATES

NetworkingPlus After Work Tuesday, April 24



Skip the rush hour and make valuable connections! Focus your networking efforts and increase your business contacts in a structured, yet relaxed atmosphere. 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.

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 upcoming "Diversity by Design" event. Stay tuned for full details!

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 8-9 a.m. \$35 for members; \$50 for walk-in members. Sponsored by CDPHP.

Literacy 5K Run/Walk



May 6, 2018

8:00 a.m. – 11:30 a.m.

Schodack Island State Park

Register online at www.zippyreg.com



Literacy 5K Run/Walk

Sunday, May 6, 2018

Schodack Island State Park, Schodack Landing, N.Y.



Parks, Recreation
and Historic Preservation



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Runners and walkers of all ages and abilities welcome!

5K Trail run, guided nature walk, story walk, youth mile, prizes, raffles, fun for the whole family.

All proceeds to benefit Literacy Volunteers of Rensselaer County.

For more information, call (518) 244-4650 or visit www.lvorc.org



Your Unfair Advantage

Spectrum Reach's exclusive TV planning tool puts our entire world of data intelligence to work right before your eyes in just four simple steps. The result is a highly-optimized TV campaign that reaches targeted audiences like never before.



Benefits

- **More effective TV campaigns to make advertising dollars work harder**
Plan and create more powerful campaigns based on specific audience viewing data within your geographic area to reach your target customer
- **A smarter data-driven approach to media planning**
Intelligent, intuitive, robust viewing data about our customers and their viewing habits are anonymously aggregated, building impactful campaigns powered by Spectrum's Proprietary Set-Top Box Viewership Data appended with Third-Party consumer data attributes
- **Transparency**
Real-time inventory allows you to participate in planning the ideal combination of audiences, geographies, networks and dayparts - all in a live setting

Features

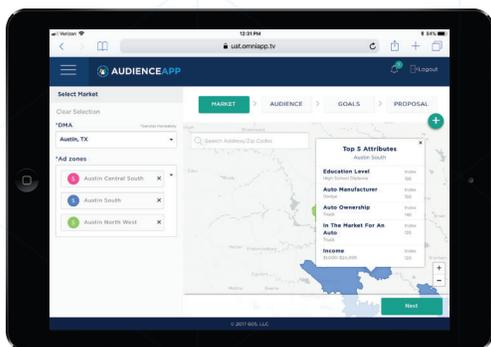
- Instant access to Spectrum Reach's Proprietary First-Party and Third-Party Data that identifies the highest indexing networks and dayparts to reach your desired target audience
- AudienceApp, in conjunction with AudienceTrak's advanced reporting, gives you full visibility into your TV campaign performance within a specific geography, on networks and dayparts
- Fast, interactive and transparent
 - Within **minutes**, the full process - from campaign planning, clearing a desired schedule, and exporting into our traffic system - is seamless and effective

 **AUDIENCEAPP**

AudienceApp plans data-infused campaigns to reach your desired audience in four simple steps:

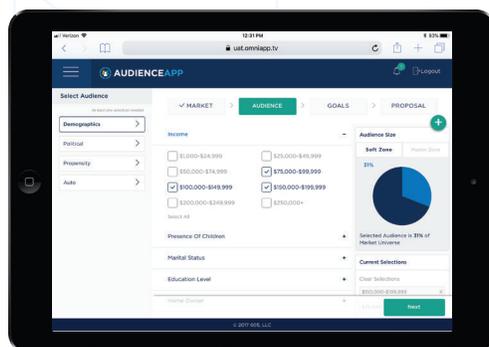
1 MARKET

Choose the Market/Ad Zone where you would like to advertise and display the top 5 indexing attributes within your chosen geographic location



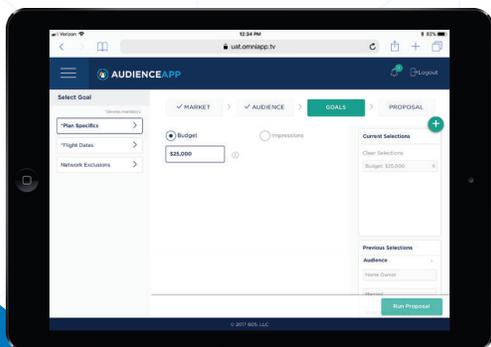
2 AUDIENCE

Select the Audience Attributes that best describe the ideal customer you're trying to reach



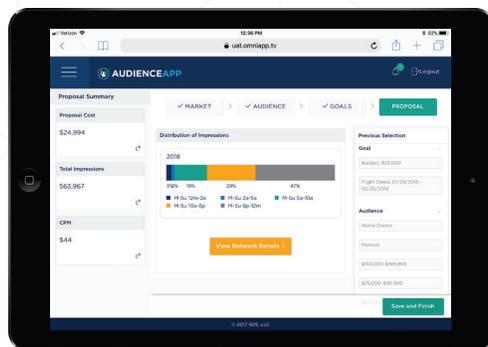
3 GOALS

Set budget/impression goals and enter flight dates



4 PROPOSAL

Results are shared in a highly-optimized proposal specifically created for your needs



AudienceApp will change the way TV is planned, bought and sold to reach your target audience

To learn more call 1-844-TO-REACH or visit Go.SpectrumReach.com/advantage





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