

insight

The 2014 Van Rensselaer Awards

The 2014 Award Recipients

nationalgrid

VAN RENSSELAER
CORPORATE AWARD



VAN RENSSELAER
SMALL BUSINESS AWARD



Eileen Bagnoli

EDWARD H. PATTISON
CITIZENSHIP AWARD

Register now for the **Van Rensselaer Dinner** on Tuesday, September 23 at Hilton Garden Inn, 235 Hoosick Street in Troy. Cocktail reception at 5:30 p.m.; awards and dinner at 6:30 p.m. \$120 per person; \$1,495 for Chairman's circle table of 10. Sponsored by CD-PHP; Capital Bank; and The Phoenix Companies.

The Chamber is proud to announce this year's Van Rensselaer Awards winners. These prestigious honors recognize corporations and small businesses that invest in the economic, cultural and humanitarian advancement of the Rensselaer County region. The Edward H. Pattison Award recognizes good citizenship and a philanthropic spirit. The 2014 Van Rensselaer Award recipients are:

National Grid is among the largest investor-owned energy companies worldwide, delivering safe, reliable and cost-efficient energy to 3.3 million customers while practicing responsible energy management. The company's corporate giving supports initiatives to reduce climate change, alleviate fuel poverty, promote education from elementary to college levels, and stimulate renewal of neighborhoods and businesses. National Grid partners with United Way, Junior Achievement, Habitat for Humanity, miSci and other nonprofits, while the National Grid Foundation supports proactive programs that transform lives and communities.

For two decades **Gettysburg Flag Works** has specialized in flags of all kinds, poles, banners and related items, installation and maintenance, serving retail customers worldwide. Led by founder Michael Cronin, the Gettysburg team prides itself on expert customer service, high-quality products and a passion for patriotism that goes beyond everyday business. Gettysburg is a supporter and promoter of The Wounded Warriors Project, Patriot Hills of New York, and Stars for Our Troops. The company also educates people of all ages in flag respect and proper flag etiquette.

Eileen C. Bagnoli, retired president and CEO of Pioneer Bank, is active in many professional and community groups, serving as board chair for the Commission on Economic Opportunity of the Capital District and the NYS Higher Education Services Corporation, and as a board member for Helping Hands School for 22 years. Mrs. Bagnoli is also past president of the Group III Officers' Forum for the former Community Bankers Association of NYS; past president of the National Association of Bank Women, Albany Chapter; and past chair of the Chamber Board of Directors and a committee member for The Leadership Institute.



ASK THE EXPERT : Public Relations & Crisis Management

Jo Ann LeSage Nelson, APR, is vice president of client services for Pierce Communications. One of only a few accredited mem-



bers of the Public Relations Society of America in the Capital Region, she is the recipient of its inaugural Outstanding PR Practitioner Award. Jo Ann is responsible for strategic public relations and communications counseling for Pierce clients.

Q: What is Public Relations (PR) and how do I use it for success?

A: Public Relations manages the flow of information between an organization and key audiences, beyond just media outlets. PR engages and informs, builds relationships, brings information into an organization from the outside, and counsels management about decisions and communications. PR can play an important role in achieving an organization's strategic goals.

Q: Communication today is so complex. Where do I start?

A: First, determine the key messages you want to communicate. Ask, "What do I want people to know about us?" As obvious as that seems, often three different leaders will have three distinct answers. Get everyone on the same page. Next, take every opportunity to deliver those messages, through every communication channel, with clients, potential clients, employees, vendors, the media and the general public.

Q: How do I stay ahead of a crisis and effectively manage one when it occurs?

A: Always be prepared. Every organization has the potential for crisis. Know where you are most vulnerable and try to mitigate that vulnerability. Have a crisis team in place and remember this: How you communicate during and after a crisis can determine how well you will weather it and recover.



The Rensselaer County Regional Chamber of Commerce (RCRCC) is a business, civic and economic development alliance that strives to enhance the economic vitality of Rensselaer County and the neighboring Gateway communities of Cohoes, Green Island, Waterford and Watervliet. The Chamber seeks to improve the quality of life within the community for both residents and businesses.

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

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Register for all Chamber events online at
WWW.RENSCOCHAMBER.COM/EVENTS

APPLICATION DEADLINE MAY 21

Ready to Grow? Leadership Starts Now

This is your year! Apply now for The Leadership Institute Class of 2015, the Chamber's award winning skills-based training program. With our "learning from leaders" approach to success, you'll build your professional and personal skills with strategies from our distinguished faculty featuring the region's top executives. Beginning with an orientation retreat, Leadership will drive you forward with dynamic monthly sessions on strategic thinking, communication, career-life balance, financial management, human resources, board development, and community service. The result? You will increase your value a leader within your company and within the community. You'll also join the growing ranks of Leadership alumni and enjoy exclusive networking and educational opportunities.

FastFacts) Nearly 85% of Leadership grads get promoted or advance their careers.
More than 2/3 of alumni volunteer in their communities.

Come to our Open House on Friday, April 4 from 8:30-9:30 a.m., at the Chamber, 255 River Street in Troy to talk with graduates and pick up an application for this fall's new session. Application deadline is **Wednesday, May 21, at 5 p.m.** Online applications are available at www.renscochamber.com/leadership-institute. Or contact Kate Ollier at 518.274.7020, ext. 23.

The Leadership Institute is sponsored by First Niagara, with media sponsorship by The Albany Business Review



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Sportsclips
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274 Troy Road
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Phone: 518.874.1561

CloseUP Conversation w/



Cindy Lovely, the Chamber’s executive assistant and office manager is our first point of contact for members and future members, helping them navigate our menu of success-driven resources. She coordinates the Chamber president’s schedule and acts as liaison to the Board of Directors.

Our Chamber members are the focus of everything we do. Whether I’m answering the telephone, email or greeting a walk-in visitor, my priority is to connect people to what they need to succeed. By keeping Linda Hillman’s daily schedule running smoothly, and communicating consistently with our dynamic board, I’m helping to provide the highest quality benefits and services to the region’s finest professionals - our members. Here are several tips:

- **Update Your Listing** - Make sure we have your updated member contact information to keep you connected to us and networked with members and non-members using our directory and direct mail lists. Remember, we make referrals every day, sending you new business leads.
- **Online Search Optimization** - Use our 10-word member description to customize your directory listing and ramp-up your search optimization, all at **no charge**.
- **Free Conference Rooms** - Reserve our 10-person or 20-person rooms at the Chamber and bring a professional atmosphere to your next meeting at **no charge**.

Contact me today at clovely@rensco-chamber.com to take full advantage of your Chamber membership!

MEMBER NEWS

The Adirondack Trust Company, a community bank with 12 branches and \$893 million in deposits, has named Stephan von Schenk its new president, succeeding Charles V. Wait who will continue to serve as chairman and CEO. Von Schenk, formerly a Chamber board member and treasurer, joined the company in 2004.



SEFCU is offering a new loan program to provide short-term working capital and term loans to allow Minority and Women-Owned Business Enterprises (MWBE). The initiative, part of New York State’s “Bridge to Success” loan program, is designed to give minority and women-owned businesses the working capital necessary to compete for and execute state contract jobs, thereby establishing and expanding businesses and boosting the economic vitality of the region. For eligibility requirements and loan terms, visit www.sefcu.com.



BCI Construction, Inc. has hired Christa Rivers as an assistant project manager for the Albany-based commercial construction company. She will work with project managers, oversee daily construction activities and coordinate with superintendents and other project-related professionals.

Cresa Albany, an international corporate real estate advisory firm exclusively representing tenants, has renewed its sponsorship of the Northern Rivers Golf Tournament for the sixth consecutive year. The firm will be a signature corporate sponsor at the \$15,000 level.

LaMarche Safranko Law PLLC welcomes Marc R. Pallozzi as the firm’s first associate attorney. He will work with attorneys George E. LaMarche III and Andrew R. Safranko on all matters associated with the firm’s criminal defense, DWI and personal injury practice areas. Call the firm at 518.982.0770.

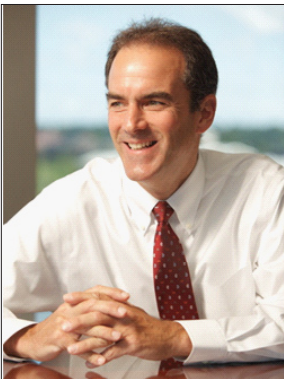


New Directions, a family-owned company, is celebrating its 30th anniversary by launching a new logo and vision focused on helping clients develop high performance workplace teams, employee leadership skill and development and organizational health through cultural shifts and workforce engagement. Visit www.newdirectionsconsulting.com.

architecture+ has received merit awards for exemplary work on two projects: the Worcester Recovery Center and Hospital in Massachusetts and the exterior rehabilitation and historic preservation of Husted Hall on the University at Albany downtown campus. Francis Murdock Pitts, FAIA, principal for architecture+, is internationally known for his work with psychiatric facilities and has worked on more behavioral healthcare projects than any firm in North America. architecture+ is celebrating 30 years of business.



CDPHP has appointed Brian O’Grady senior vice president of sales, responsible for large and small group sales, exchange sales development and broker relations. O’Grady will focus on sales effectiveness, product development and broker relationship development.



The Rensselaer County Historical Society (RCHS) has unveiled a new exhibit, “Hoarding History: Why the Museum Collects,” on view through July 26, free and open to the public. Discover more than 100 recent acquisitions and enjoy the Hart-Cluett house, special gallery talks and other programs. Call 518.272.7232 or visit www.rchsonline.org.

Marvin and Company, PC announces the addition of Steven M. Harding, CPA as principal to its audit and consulting team. With more than 30 years of professional auditing and consulting experience, his responsibilities include financial auditing, consulting services, and providing audit services.

Carter Conboy welcomes William Firth as associate attorney practicing in civil litigation, labor and employment law, municipal law and product liability law in federal and state courts.

events calendar 2014

APRIL	MAY	ADDITIONAL INFO
<p>Wednesday • 4/2 Quick Learn Session: Advanced Outlook Spend two hours with the expert instructors from MicroKnowledge, Inc. and learn new computer skills before lunchtime! The Chamber presents the next “Quick Learn Lesson” in partnership with the area’s foremost computer training firm. This upcoming session will focus on Advanced Outlook. Now is the time to train yourself and your staff for greater efficiency at a considerable savings. Registration at 2:30 p.m., program 3-5 p.m. Cost is \$79 members; \$99 future members/walk-ins. At the Chamber, 255 River Street in Troy.</p> <p>Thursday • 4/10 Tech Valley Series for Empowering Women “Second Annual Symposium” Our popular women’s initiative kicks off its second year of events. This half-day event includes panel discussions, break-out sessions, and informal networking. Registration, lunch, networking and expo booths at 11 a.m.; program 12 to 5 p.m. Cost is \$75 for members; \$95 for future members and walk-ins. Expo booths are \$300 each. At The Century House, Route 9 in Latham. Major underwriters are Bouchey Financial Group, Ltd. and SEFCU. Underwriting sponsors are Hoosick Valley Contractors, Inc. (HVC, Inc.) and Turner Construction Company.</p> <p>Wednesday • 4/23 Member Benefits Breakfast A great way for you and your employees to make the most of the Chamber’s valuable benefits and services. No charge; registration requested. At The Woods Apartments, 400 Brunswick Road in Brunswick. Sponsored by QuiCR LLC and Thomas K. Judd & Associates.</p>	<p>Thursday • 5/8 The 114th Annual Dinner {with a twist} & Business Expo Join nearly 500 regional business professionals to celebrate the Chamber’s premier annual event! Our popular Annual Dinner brings you an evening of non-stop networking and relaxed enjoyment, featuring a cocktail reception, Business Expo with 50 showcase booths, culinary stations with gourmet foods by Franklin Plaza, a decadent desert room, casual seating, valuable door prizes, and more. Guests can network, dine, explore expo booths and meet and greet all evening, allowing for maximum opportunities to make connections, build relationships and enjoy high-impact networking. At Franklin Plaza Ballroom, Fourth and Grand Streets in Troy. From 5:30 to 8:30 p.m. Reservations are \$120 per person; Chairman’s Circle tables of 10 at \$1,495 each; Business Expo Booths \$375 each. Sponsored by BBL Family of Companies; Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; Columbia Development Companies; and NBT Bank. Dessert tent sponsor is CAP COM Federal Credit Union and Business Expo tent sponsor is Turner Construction Company.</p> <p>Tuesday • 5/20 “Meet the Mayors” Breakfast The mayors of area municipalities will gather for the Chamber’s annual “Meet the Mayors” breakfast, an informative panel discussion with Rensselaer Mayor Daniel Dwyer, Watervliet Mayor Michael Manning, Cohoes Mayor George Primeau, Green Island Mayor Ellen McNulty-Ryan, and Troy Mayor Lou Rosamilia. We’ll discuss timely issues facing our region and what the future has in store for you and your business or organization. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Express Scripts.</p>	<p>TIMES: <i>All breakfast events have registration and breakfast at 7:30 a.m., with the program from 8-9 a.m. (unless otherwise noted).</i> <i>All luncheon events have registration and lunch at 11:30 a.m., with the program from 12-1 p.m. (unless otherwise noted).</i></p> <p>COSTS: <i>NetworkingPlus programs are \$30 (unless otherwise noted) for members who have pre-registered. Walk-ins and future member registrations are \$45 each.</i> <i>All other programs are \$35 (unless otherwise noted) for members who have pre-registered. Walk-ins and non-member registrations are \$50 each.</i></p> <p>Please Note: No-shows will be billed. 24-hour notice is required for all cancellations.</p> <p>Register online at: www.renscochamber.com/events</p> <p>Questions? Call us at 518.274.7020.</p> <p><i>If you have special requirements, please contact us one month prior to event to ensure we are able to provide for your needs.</i></p>

GET INVOLVED

Chamber Seeks Nominations to 2015 Board



Looking for new opportunities to engage in the regional business community? Serving on the Chamber’s Board of Directors connects you with business and non-profit leaders in rewarding ways. The Board of Directors assists in building the future of our successful organization, ensuring the Chamber’s mission to enhance the region’s economic vitality and quality of life. Board members work for Chamber growth, network with other professionals, and bring their own creativity and resourcefulness to the challenges of today’s marketplace.

The Chamber is currently seeking nominations to the 2015 board. Nominees are accepted from our membership, representing businesses and non-profits of all sizes, from all areas of our region, with diverse backgrounds. In this way, the board is representative of our membership as a whole. The nominating committee makes its recommendations in August.

Nominate yourself, or a colleague by contacting Linda Hillman, president at 518.274.7020 or by email at lhillman@renscochamber.com.

SAVE THE DATE

“Meet the Mayors” Breakfast Panel



The mayors of area municipalities will gather for the Chamber’s annual “Meet the Mayors” breakfast, an informative panel discussion with (photos, l-r) Rensselaer Mayor Daniel Dwyer, Watervliet Mayor Michael Manning, Cohoes Mayor George Primeau, Green Island Mayor Ellen McNulty-Ryan, and Troy Mayor Lou Rosamilia. We’ll discuss the issues, challenges, and success stories of their respective municipalities, and answer questions from the audience.

Register now for the Chamber’s **Meet the Mayors** program on Tuesday, May 20 at the Hilton Garden Inn, Troy. See calendar on page 2 for details. Sponsored by Express Scripts.



ECONOMIC DEVELOPMENT

Agribusiness Drives Regional Economy

Chamber members discovered how food choices can help fuel our economy at our recent monthly luncheon program, “Eat Your Veggies: How Dinner Drives the Economy,” held at the Comfort Inn & Suites in Schodack. A panel of leading agribusiness professionals discussed their diverse farm-to-market products and the savvy business strategies they utilize to achieve success and contribute to the regional economy. Not only are these businesses establishing



Photo above (l-r) Amy Klein, executive director, Capital District Community Gardens; Garry Brown, president, Brown’s Brewing Company; Todd Erling, executive director, Hudson Valley AgriBusiness Development Corporation; Linda Hillman, Chamber president; Kathleen Jimino, Rensselaer County executive; Tim Carr, strategic account manager, Monolith Solar Associates, LLC; Sue Goad Miller, owner, Goad Orchards; and Phil Herrington, owner, Herrington Farms.



thriving markets for their products and services — and creating a growing number of regional jobs — they are also part of a ripple- effect in a host of related service industries. So the next time you enjoy chips and beer or wine and cheese, remember you’re helping to grow our economy!

Photo below: Co-workers from Monolith Solar Associates, LLC, the event’s sponsor.



CHAMBER MEMBER

spotlights



Santora Accounting & Bookkeeping Services, Inc. provides a full array of professional assistance to businesses, nonprofits and individuals, including tax preparation, CFO-for-hire services and high level CFO consulting. John Santora and his staff bring their expertise and a personal touch to small businesses, start-up firms and other clients who need CFO talent and guidance but can’t afford to hire a full time

staff member. An ever-growing clientele in the Rensselaer County region are relying on Santora Accounting & Bookkeeping to provide comprehensive financial services in a cost-efficient manner.

“This is a business, but it’s more than that for us,” said Santora, a former CFO for several major companies and a past president of the Institute for Management Accountants (IMA). Recognizing the need for CFO expertise among small businesses, Santora launched his own firm and has since built a reputation for “walking with clients as they reach for success. As they grow their business, step by step, we are at their side providing services they do not have the time or experience to do for themselves. We see a real opportunity to help. That’s why the business was founded and that’s what we get the most satisfaction from.”

As clients grow, so does Santora Accounting, which employs 7-8 staff members and has relocated to larger space several times. “Revenue is generated from networking in the community, whether it’s through the Chamber or through my volunteer work with local nonprofits, including Rensselaer ARC, St. Jude the Apostle School, Rensselaer Municipal Leasing Corp. and others,” said Santora. “We also provide clients with referrals to other local professionals they can rely on, individuals who have the same desire to help. It’s an informal ‘one-stop shop’ to further the success of our clients.”

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For 30 years, **Halliday Financial** has dedicated itself to applying creative strategies to achieve the diverse financial objectives of its clients. An independent financial services firm, Halliday has access to a broad range of capital markets and investment types, offering investment services, wealth management, financial planning, structured products, retirement services, estate planning, trust services, insurance and tax planning. Each of the financial advisors located in Halliday Financial’s regional offices develops

one-on-one relationships with clients, working alongside them to customize strategies, navigate obstacles, and reach financial goals.

“Our role is to help clients make smart decisions about their money,” said Jason Urschel, financial advisor. “We understand that each client has unique needs. Because we are an independent financial services firm, we have no proprietary products to push and have the ability to use a full spectrum of products and services to provide personalized solutions. Anyone looking to save or invest for their future can benefit from our professional services.”

Whether it’s helping business owners establish 401k plans to attract and retain quality employees, assisting young families to save for their childrens’ education, or personalizing retirement plans for seniors with active lifestyles, Halliday Financial offers comprehensive assistance to clients through every phase of the financial lifecycle, helping them to realize their dreams.

Founded by Robert W. Halliday, Ph.D. in 1982, the firm operates offices in Albany, Cooperstown and Long Island. Halliday Tech Valley Capital is a private investment firm focused on growth companies based in the Eastern NY-Tech Valley Region. The firm identifies and invests in local business opportunities, managing a dedicated capital base on behalf of Halliday Financial.

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Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Chyresse Wells at 518.274.7020, ext. 16 or cwells@renscochamber.com. Members must be in good standing and not have been featured within the past 24 months.

insight into...
Chamber's Energy Alliance

With summer cooling costs just around the corner, now is the time to save with the Chamber's Energy Alliance, a valuable, no-charge member benefit. By pooling buying power and shopping for the lowest rates, Energy Alliance participants have cut an average of 7% off their monthly utility bills, meaning hundreds and, in some cases, thousands of dollars a year in energy savings. Coordinated by EnergyNext, Inc. of Saratoga Springs, the program can also serve as a consultant for energy needs. For a no-obligation quote to see how much you can save, contact Corbin Fridgen, membership manager at 518.274.7020, ext. 17 or email cfridgen@renscochamber.com.

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TECH VALLEY EMPOWERMENT SERIES

Register Now for the Kick-Off Symposium April 10



How do you turn an obstacle into an opportunity? Can you use effective negotiation for more than just a salary increase? Find out at the kick-off of a brand new year of our Tech Valley Series for Empowering Women. You're invited to our Second Annual Symposium, a half-day event that will explore successful strategies to ongoing challenges and help you expand your career beyond traditional boundaries. Following a panel of top presenters (see insert in this newsletter for details), we'll head into breakout sessions facilitated by Lisa Brown (top photo), interim head of school at The Doane Stuart School in Rensselaer, and Betty DiMaria, CEO and performance strategist at Aras Performance Group.

"We're going to discuss real scenarios faced in the workplace and come away with practical solutions," said DiMaria, facilitator of "Turning Obstacles into Opportunities." "The format will engage our participants in flexible dialogue and encourage collaboration. After the two breakouts, we'll all come together to share our discoveries. Everyone will walk away with actual techniques they can immediately start using for success."

Brown will facilitate "Negotiations," including how to use our strengths to engage in effective relationships that leverage career advancement. "We'll discuss how negotiations occur in almost every aspect of your day and how they represent opportunities to use personal and professional tactics for success," she said. "We'll find out how to be more intentional about resolving conflict, promoting collaboration and influencing positive change that benefits ourselves and others."

Register now for **Tech Valley Series for Empowering Women: Second Annual Symposium** on Thursday, April 10 at The Century House in Latham, 11 a.m.-5 p.m. \$75 members; \$95 future members and walk-ins. See calendar on page 2 or our insert for more information.



Major underwriters are Bouchey Financial Group, Ltd.; and SEFCU.

Underwriting sponsors are Hoosick Valley Contractors, Inc. (HVC, Inc.); and Turner Construction Company.

EVENTFUL KNOW-HOW

The Chamber's Top Tips for Successful Events

With the Chamber's 114th Annual Dinner {with a twist} just one month away, we're taking you behind the scenes to discover the best strategies for planning a successful event. "The Annual Dinner is one of my favorites," said Kate Ollier, program and events manager, who coordinates more than 60 Chamber events a year, assisting thousands of regional business professionals. "It's an evening of celebration, and the vibe is upbeat and enjoyable. Franklin Plaza provides gourmet food in elegant surroundings. It's a feast for the senses with non-stop networking."

Here are some take-away strategies for planning your own irresistible event:

- ✓ Decide on a Target Audience & Clear Purpose of Event
- ✓ Set a Budget and Stick to it - Negotiate with Vendors for Best Pricing
- ✓ Find the Space before Setting the Date - Avoid Dates that Conflict with other Industry Events
- ✓ Develop a Planning Schedule - Start with the Event Date & Work Backwards to set Task Deadlines
- ✓ Work Smart - Use a Spreadsheet to Organize & Track Guest info - use it for Name Tags & Mail Lists
- ✓ Send an Effective Message with Direct Mail, Web, e-newsletters & Social Media, repeating at intervals
- ✓ Details, Details, Details - Do a Mental Walk-Through of the Event as a Visitor
- ✓ Arrive Early for the Event - Have a Backup Plan for Last-Minute Changes
- ✓ Take Photos and Videos to Publicize the Event's Success
- ✓ Be Sure to Properly Thank Sponsors, In-Kind Donors, Volunteers, Staff Members



Photo: Franklin Plaza Ballroom

Register now for the **114th Annual Dinner & Business Expo** on Thursday, May 8 at Franklin Plaza Ballroom in Troy, 5:30-8:30 p.m. \$120 per person; \$1,495 Chairman's circle table of 10. Expo booths are \$375 each and include one dinner ticket. See page 2 calendar for more information.

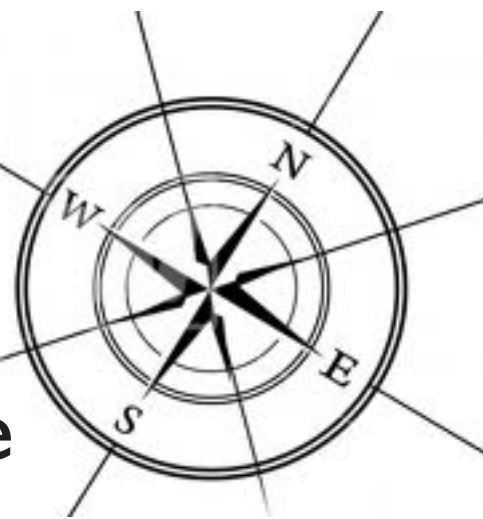


Sponsored by BBL Family of Companies; Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; Columbia Development Companies; and NBT Bank. Business expo sponsor is Turner Construction Company; desert tent sponsor is CAP COM Federal Credit Union.

moving forward



Rensselaer County Regional Chamber of Commerce



SERVING THE BUSINESS COMMUNITY SINCE 1900

Chamber's Move to Historic Fourth Street Building Hailed as a Milestone in Downtown Revitalization

Move over vaudeville and Hollywood cinema, the Rensselaer County Regional Chamber of Commerce will take center stage when we move our headquarters to the historic Proctor's Theater on Fourth Street in downtown Troy by September 1. The exciting announcement, made during an on-site press conference, is being hailed as a new era for the nationally recognized building as well as the surrounding neighborhood of businesses, offices and residences.

The Chamber has signed a 10-year lease with Columbia Development Companies to occupy a portion of the landmark building's first floor and its entire second floor, approximately 5,000 square feet that includes office space and conference rooms. As the building's anchor tenant, the Chamber will play a leading role in the ongoing renaissance of the entire downtown. When the Chamber cuts the ribbon at Proctor's, a new light will shine brightly on Fourth Street.

Working for more than six months, the Chamber's board of directors conducted a formal RFP and search process that considered 12 proposed sites located throughout Rensselaer County.

"The selection of the Proctor's building as our new home reaffirms the Chamber's commitment to the continued revitalization of downtown Troy," said 2014 Chamber Board Chair Daniel Slote. "After we decided we had outgrown the Chamber's current location, we looked long and hard at several outstanding properties and ultimately selected Proctor's Theater because it best meets our needs and the needs of our members. We are as excited about this space as Columbia Development is, and we are looking forward to moving in."

From its opening in 1914 as the largest theater in New York State, Proctor's was a focal point in downtown Troy for more than 50 years, serving as a hub for an active, vibrant neighborhood. It closed in 1971 and has been vacant ever since.

"The revitalization of Proctor's in Troy is a once-in-a-lifetime project that was believed unimaginable for decades," said Joseph R. Nicolla, president of Columbia Development Companies, the company that purchased the building in 2011. "We are pleased to welcome the Rensselaer County Regional Chamber of Commerce as our first tenant in Proctor's. President Linda Hillman and her board should be commended for their commitment to transform downtown Troy."

Renovations for the Chamber's new offices and additional tenant space are already underway. When the entire building is completed in November 2014 it will boast 22,000 square feet of Class A office space. The



An artist's rendering of Proctor's the newly restored facade.

Chamber's new space will include a large first floor conference room and seven offices, two work stations and a smaller conference room on the second floor. The building's historic terra cotta facade will be restored and a new marquee similar to the original one will be installed. The outside facade of the building will be renovated in keeping with, and in respect for, its historic heritage, said Nicolla. Columbia Development is working with Kurt Woodward of Woodward Connor Gillies & Seleman Architects on the restoration project.

"The Rensselaer County Regional Chamber has been a vital part of the Troy community for more than 100 years, and its move into the Proctor's building is just one more way the Chamber continues to show its leadership in the city," said Troy Mayor Lou Rosamilia. "As the first tenant in this historic building, the Chamber will pave the way for others to follow and will help transform the Fourth Street block into a bustling part of the city. I applaud President Linda Hillman and her board for their commitment to Troy and to our city's long-term vitality."

"It is truly great news for downtown Troy that the historic Proctor's building will be brought back to life and that the Chamber will be the anchor tenant of this revitalization," said Rensselaer County Executive Kathleen M. Jimino. "This project will help boost the economic vitality of Fourth Street, as well as rekindle the spirit of the theater. For many people this announcement rouses wonderful memories of Proctor's Theater and their first visit. I congratulate all those who helped make the long-sought redevelopment of this site a reality, including Joe Nicolla of Columbia Development. And I especially thank the Chamber, an organization that daily supports the businesses that boost our local economy. With this project, the Chamber will be the direct impetus for a successful redevelopment of this crucial part of Troy and Rensselaer County."

Restoring the Past for a Promising Future

After hosting top entertainment and movie magic throughout the 20th century, Proctor's Theater had fallen on hard times in the 1970s, sitting vacant for more than three decades. The historic structure's fortunes took a turn in 2011 when Rensselaer Polytechnic Institute, under the leadership of Dr. Shirley Ann Jackson, purchased the theater and the neighboring Chasan Building

and invested \$1.5 million to stabilize and preserve both structures. As part of an effort to bring about the

“This will forever impact the fortunes of downtown Troy.”

renaissance of downtown Troy, Rensselaer forged a public-private partnership plan with the State of New York, the City of Troy, and Columbia Development Companies to support an ongoing redevelopment of the Proctor's and Chasen buildings. "This strong partnership will forever impact the fortunes of downtown Troy," said Joe Nicolla, president of Columbia Development Companies.

In 2012, Columbia re-opened the Chasan Building, following a \$5.6 million investment. The 31,000-square-foot building, winner of a New York State Historic Preservation Office (SHPO) award for preservation, is now home to Rensselaer's Advancement Offices. The Proctor's renovation, when completed, will represent a \$7.2 million invest-



ment, creating 22,000 square feet of office space over five stories and restoring the famous facade and marquee. Columbia Development is working with SHPO to prepare the historic 2,287-seat, 60,000-square-foot theater portion of the building for future tenancy. The theater is now undergoing remediation, stabilization and preservation.

Both the Chasan and Proctor's projects were awarded a \$3.3 million Restore NY grant; \$1.2 million was used for Chasan and \$1.7 million is earmarked for the Proctor's office building. The remaining \$400,000 is targeted for the environmental remediation and stabilizing of the theater for potential re-use.



Chamber President Linda Hillman speaks at press conference.

DID YOU KNOW?

Proctor's Theater: Celebrating a Troy Icon

What do the Rolling Stones and the Chamber have in common? Proctor's Theater, of course! Back in April of 1965, the second floor of Proctor's was home to radio station WTRY. The program manager of WTRY was friends with the manager of the Palace Theatre in Albany, where the popular British rock band was set to perform two highly anticipated concerts. The Palace's manager gave WTRY a copy of a new Rolling Stones 45 rpm (for those of you too young to know what a 45 record is, check out wikipedia). When WTRY played the single on air, it was the first time ever that the song "(I Can't Get No) Satisfaction" was broadcast in the United States, earning Proctor's yet another place in the record books!

Here are some more interesting trivia about the landmark theater, courtesy of the Rensselaer County Historical Society:

- ★ Proctor's was the largest of the chain of vaudeville theaters owned by F. F. Proctor.
- ★ Designed by architect Arland Johnson, construction began in 1913 and was completed in May of 1914 at a total cost of \$325,000.
- ★ The theater has a seating capacity of 2,287. The stage measures 85' wide by 40' deep.
- ★ Decorative murals in the theater were created by artist David Lithgow, including one in the proscenium of Lafayette's visit to Troy in 1824.
- ★ The theater is noted for its concrete ramped walkways, steep double balconies and terraced highly decorated loges.
- ★ In an era of glamor, Proctor's rose above other theaters with extraordinary architectural and decorative ornaments including glazed terra cotta, colonettes, dentils, escutcheons, and paretae.
- ★ The tiled lobby with arched ceilings and paneled walls, leads via staircases to two balconies, and a

PROCTOR'S THEATER A Century's Worth of History & Entertainment



Proctor's soon after opening in 1914.

When it opened 100 years ago, Proctor's was the largest theater in New York State. It was built, primarily for vaudeville performances, by Capital District entrepreneur Frederick Freeman Proctor, who also built Proctors in Schenectady. A century later, the five-story structure is still historically significant and is an integral part of downtown Troy. Reinvesting in the Fourth Street corridor that houses Proctor's and the adjacent Chasen Building is a prime example of proactive urban renewal, noted New York State Lieutenant Governor Robert J. Duffy, a guest speaker at the Chamber's press conference announcing our relocation. The state is providing a \$3.3 million Restore NY grant to help fund the revitalization, he said, "to re-imagine these historic spaces and set the stage for continued success." Gazing up at the theater's highly decorative facade of brick and marble covered in glazed terra-cotta, it's not hard to imagine Frederick Proctor's dream coming true in 1914. Few expenses were

spared in its construction, including rusticated marble columns rising up to frame the upper floors, capped with lion's heads, gargoyle-like figures and two jugged towers at its roofline. Proctor, who had already built and operated several successful vaudeville theaters in Albany and New York City, hired Arland Johnson to design the theater, planning to make it the grandest project in his 30-year career. When it opened, it was praised as "a structure ranking foremost in American theatrical circles." This was a theater built to impress, and even after decades of unused, much of its dramatic glamor remains. In 1979, eight years after the theater closed, the building was named to the National Register of Historic Places list; later, in 1986, Proctor's was named a contributing property to the Central Troy Historic District. Today, F.F. Proctor's "lovely lady" looks forward to a bright future once again.



foyer to the orchestra floor. Gold leaf originally adorned the arches.

- ★ Starting with great vaudeville acts in the first decade of the century, Proctor's played host to a myriad of famous performers including Bob Hope, Buffalo Bill Cody, Jimmy Durante, Eddy Cantor and Jack Benny, among others.
- ★ After vaudeville's heyday, Proctor's became a popular movie house, staying open until 1971.
- ★ In 1979 Proctor's was placed on the National Register of Historic places.

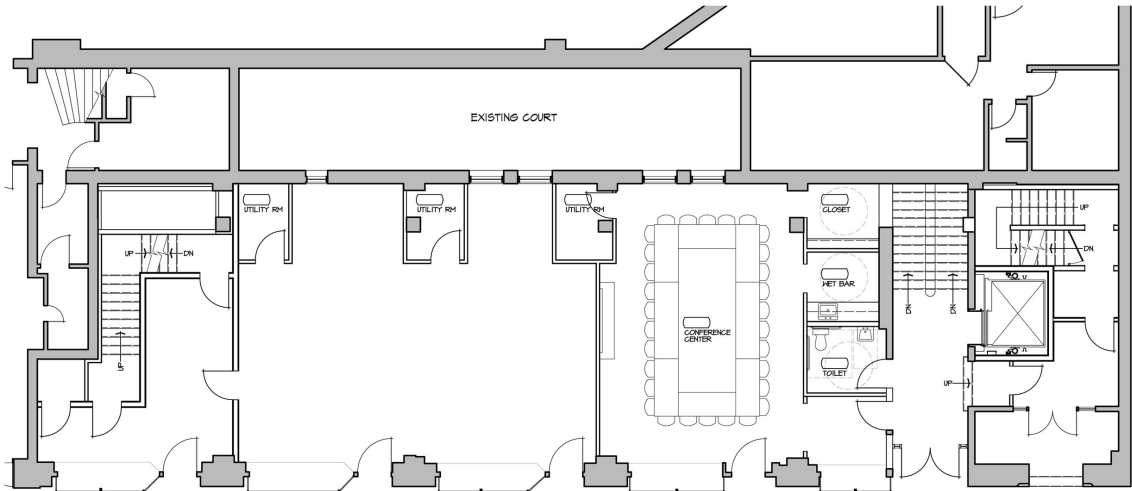


The Rensselaer County Regional Chamber of Commerce (RCRCC) is a business, civic and economic development alliance that strives to enhance the economic vitality of Rensselaer County and the neighboring Gateway communities of Cohoes, Green Island, Waterford and Watervliet. The Chamber seeks to improve the quality of life within the community for both residents and businesses.

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Learn more about the Chamber online at
WWW.RENSCOCHAMBER.COM



Views from Fourth Street: first floor plan (above) of Chamber's renovated space and second floor plan (below).

