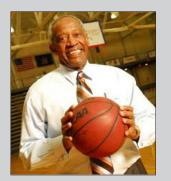
he 2015 Van Rensselaer Award

The 2015 Award Recipients

VAN RENSSELAER CORPORATE AWARD



SMALL BUSINESS AWARD



Dr. Lee A. McElroy

EDWARD H. PATTISON CITIZENSHIP AWARD

Register now for the Van Rensselaer Dinner on Thursday, September 10 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Networking and cocktail reception at 5:30 p.m.; awards and dinner at 6:30 p.m. \$120 per member; \$240 per nonmember. \$1,495 for Chairman's circle table of 10. Sponsored by CDPHP; Capital Bank; and The Phoenix Companies.







√he Chamber is proud to announce this year's Van Rensselaer Awards recipients. These prestigious honors recognize 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

2015 Van Rensselaer Award recipients are:

Turner Construction Company provides building services to clients through a network of offices, including 5,200 employees around the globe. With \$9 billion in annual construction volume, the firm leads the industry's major market segments, offering clients the resources of a multinational company with the accessibility of a local firm. Turner has a long history of community involvement, including Habitat for Humanity, the Salvation Army, YouthForce 2020 and the Ace Mentor program. For the last three years, Turner has been named one of the Top 50 Organizations for Multicultural Business Opportunities by diversitybusiness.com. Turner has also received the Associated General Contractors of America's Community Award for the past two years.

Two companies with one philosophy, **Bouchey Financial** Group, Ltd. and Bouchey & Clarke Benefits, Inc. place their clients at the center of everything they do, serving each in a personalized manner. Deeply committed to the vitality of local communities, Bouchey makes it a priority to support charitable, civic and cultural organizations that make a positive impact. Bouchey provides financial support as well as hands-on participation by their employees. The Bouchey team lends their time and talents to many worthy causes, often taking leadership roles on the boards of organizations. Those who benefit from Bouchey include Seton Health/St. Peter's Health Partners, Rensselaer County Historical Society, Commission on Economic Opportunity (CEO) and YWCA of the Greater Capital Region.

Dr. Lee A. McElroy, retired UAlbany vice president and director of athletics and current interim athletic director at Rensselaer Polytechnic Institute, leads the school's NCAA Division I 19-sport intercollegiate program. He led UAlbany to 66 conference championships, 27 NCAA appearances and two America East Conference Commissioner's Cups. An inductee to the John McLendon Minority Athletics Administrators Hall of Fame, he was also selected to the Minority Opportunities Athletic Association Board of Directors. McElroy was honored with the 2004 General Robert R. Neyland Outstanding Athletic Director Award. Dr. McElroy has gained national prominence PHOENIX for building connections with the business community while mentoring students to excel in both athletics and academics.

ASK THE EXPERT:

Renovation & Construction Featuring Our Board of Directors

Alisa Cahill Henderson is president of Duncan and Cahill, Inc., a general contracting firm and NYScertified WOB, founded in 1933. *She is responsible* for all areas of the business, with a concentration on job estimating and management.



Q: How do I prepare for a renovation?

A: By determining what needs to be accomplished and having a clear goal in mind to make the space function for your needs. Are you looking to freshen up with simple renovations, such as upgrading finishes? Or is a redistribution of space, moving walls, adding plumbing or electrical work necessary? The extent of the work you envision will decide whether or not you need permits, an architect's or engineer's stamp and, of course, the cost of the project.

Q: What resources are available to help me navigate the process?

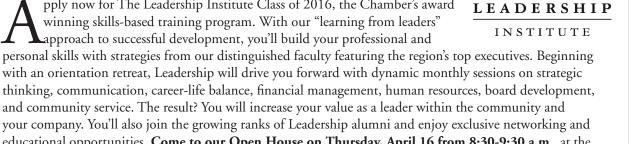
A: There are some programs available for help with costs. The City of Troy has a façade grant program with matching funds up to a certain amount for façade restorations. NYSERDA can help with programs involving energy conservation, such as replacing light fixtures with approved energy efficient units.

Q: What are the most important considerations when choosing a contractor?

A: Who you hire will depend on the size and complexity of the project. You may choose a design-build firm, an architect, or a construction company. Word of mouth and referrals from people you trust are important to the decision-making process. The Chamber also has a list of qualified local contractors who have proven reputations.

THE LEADERSHIP INSTITUTE DEADLINE MAY 20 Ready to Grow? This is Your Year!

pply now for The Leadership Institute Class of 2016, the Chamber's award winning skills-based training program. With our "learning from leaders" approach to successful development, you'll build your professional and personal skills with strategies from our distinguished faculty featuring the region's top executives. Beginning



educational opportunities. Come to our Open House on Thursday, April 16 from 8:30-9:30 a.m., at the Chamber, 90 Fourth Street in Troy to talk with graduates and pick up an application for this fall's new session. Application deadline is **Wednesday**, **May 20**, at 5 p.m. Online applications are available at renscochamber.com/leadership-institute. Or contact Kate Ollier with questions at kollier@renscochamber.com or 518.274.7020, ext. 23.

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



ALBANY BUSINESS REVIEW



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

Linda Hillman, President 90 Fourth Street, Suite 200, Troy, NY 12180 Telephone: 518.274.7020 renscochamber.com

Editor: Doreen M. Ercolano | Co-Editor: Chyresse Wells Design: Spiral Design Studio, LLC



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DJM Properties Maintenance Group, LLC

Property Maintenance Rep: Michael Richter 1342 Angelo Avenue Castleton, NY 12033 Phone: 518.858.6514 facebook.com/djmpmg

Icon Enterprises Inc. dba CivicPlus

Website Hosting Rep: Jenny Martin 302 South Fourth Street, Suite 500 Manhattan, KS 66502 Phone: 888.228.2233

Madison Hearing Center

Audiologists Rep: Wendy Barber 1547 Columbia Turnpike, Suite One Castleton, NY 12033 Phone: 518.689.0792 albanyhearclear.com

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Public Affairs
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435 New Scotland Avenue
Albany, NY 12208
Phone: 518.465.8829, ext. 203
overit.com

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merriaminsurance.com

The Meadows at Glenwyck

Senior Housing Rep: Scott Bryant 150 Dutch Meadow Lane Glenville, NY 12302 Phone: 518.380.1988 meadowsatglenwyck.com

CloseUP Conversation w/



Maureen McGuinness is the Chamber's membership manager. Her responsibilities include recruiting and retaining members while acting as a liaison to enhance member relations.

Q: What do members want most?

A: The number one reason members join the Chamber is networking. High-impact networking, referrals, professional introductions and personal connections are the building blocks to success. That's where our Chamber is second to none. Our personalized service and depth of resources propel our members to achieve their goals.

Q: How can members get involved?

A: Joining a committee, whether it's the Golf Classic, Troy Victorian Stroll or Ambassador's Committee, it is a great way to meet regional business professionals. You'll connect with individuals as motivated as you are.

Q: What about business resources?

A: We listen to our members and we deliver. Staff training, HR, social media, whatever the challenge is, we can help. We also help members identify key staff for The Leadership Institute. For those looking to hire our online Jobs & Volunteer Board is a top-viewed web page with new jobs posted every week.

Contact mmcguinness@renscochamber. com or 518.274.7020, ext. 17.

MEMBER NEWS



testing is complete. Visit cdta.org.

Loan Fund of the Capital Region's Executive Director Linda MacFarlane (at left) has been appointed to the Federal Reserve Bank of New York's Advisory Board. The board contributes to the assessment of regional economic conditions. Visit mycommunity

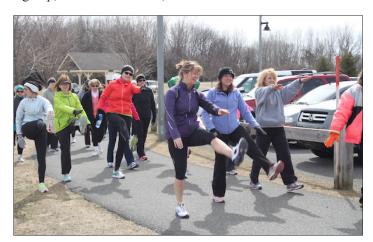
loanfund.org.

The Community

The Capital District Transportation Authority has unveiled a new payment system called Navigator, which allows customers to efficiently travel across CDTA's entire route network. The system offers riders the opportunity to use smart cards and mobile payment technology with the option to continue paying cash. Navigator is expected to begin public pilot testing later this year and will be fully deployed once

The Schaghticoke Fair will award seven \$1,000 scholarships to high school seniors and college students this year. Qualifying students must be active at the fair or with the New York State Showpeople's Association. Applications from Rensselaer County should be submitted through the fair or NYSSA by April 10. Visit nyfairs.org or call 753-4411, ext. 13.

The 37th Annual Freihofer's Run for Women 5K has launched its registration drive and a 10-Week Training Challenge (photo below) to get participants ready to run. To sign up, or for information, visit freihofersrun.com.





Prudential Blake Commercial REALTORS is now Berkshire Hathaway HomeServices Blake, REALTORS, serving buyers and sellers with the highest levels of professionalism, experience and knowledge. For more information, visit bhhsblake.com.

Questar III is offering a Summer Research Program for Science Teachers to train instructors in how to do research science and how to practice it in the classroom for the benefit of students. Business partners are being sought to expand this successful program. Contact jane.king@questar.org.



Excelsior College has appointed Dr. George Timmons (photo left) as dean of the School of Liberal Arts. Dr. Timmons came to Excelsior College in 2004 as the founding dean of the Center for Online Education and Learning Services and was instrumental in building an infrastructure to support the delivery of

Excelsior's online programs. Visit excelsior.edu.

Literacy Volunteers of Rensselaer County is hosting the 2015 Literacy 5K Run/Walk on Sunday, May 3 at the Rensselaer Technology Park, Jordan Road, North Greenbush. This major fundraiser includes a Children's Fun Run, Youth Mile and the 5K Run/Walk. Visit lyorc.org.

Documentation Strategies has a new president and CEO, Tami Cole, a Capital Region IT professional and entrepreneur. The visionary information technology consulting and training firm was founded in 1981 by Ann Moynihan and has earned a reputation for the highest quality deliverables and consistent excellence in customer service. Visit docstrats.com.

OptiGolf welcomes golf pro Daniel Cardella as managing partner. The year-round, 6,000-square-foot indoor facility on Sixth Avenue in Troy offers the newest golf simulators and an entertainment center. Space is available for business seminars and charity fundraisers. Visit optigolftroy.com.

events calendar 2015

A P R I L MAY

Tuesday • 4/14 NetworkingPlus Luncheon

Networking is the number one reason why businesses join the Chamber! Three table rotations, talking points and ambassador facilitation make for a valuable program. Bring plenty of business cards; enter to win a Spotlight article. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CAP COM Federal Credit Union, CornerStone Advanced Communications Solutions and Groff NetWorks, LLC.

Thursday • 4/23 Empowerment Series Event "Careers, Choices, Challenges, Changes: A Conversation with Penelope Andrews, President of Albany Law School"

Join us for this Empowerment Series breakfast event featuring Penelope (Penny) Andrews, 17th president of Albany Law School and its first female president. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At The Century House, Route 9 in Latham. Major series underwriters are Bouchey Financial Group, Ltd.; Bouchey & Clarke Benefits, Inc.; SEFCU; and Turner Construction Company. Event sponsor is Nixon Peabody, LLP. Media sponsor is the *Albany Business Review*.

Thursday • 5/7 The 115th Annual Dinner {with a twist} & Business Expo

Join nearly 500 regional business professionals to celebrate the Chamber's premier annual event! Enjoy an evening of non-stop networking with a cocktail reception, Business Expo with 60 showcase booths, culinary stations with gourmet foods by Franklin Plaza, a decadent dessert room, casual seating, valuable door prizes, and more. Guests can network, dine, explore expo booths and meet-and-greet all evening! At Franklin Plaza Ballroom, Fourth and Grand Streets in Troy. Please enter through the Grand Street entrance, From 5:30 to 8:30 p.m. Reservations are \$120 per member; \$240 per non-member; Chairman's Circle tables of 10 are \$1,495; Business Expo booths \$375 each. Sponsored by Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; First Niagara; and Saratoga Eagle Sales & Service. Dessert tent sponsor is CAP COM Federal Credit Union; Business Expo tent sponsor is Turner Construction Company.

Thursday • 5/21 "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 Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsored by Capital District Transportation Authority (CDTA) and Express Scripts.

ADDITIONAL INFO

TIMES:

All breakfast events have registration and breakfast at 7:30 a.m., with the program from 8-9 a.m. (unless otherwise noted).

All luncheon events have registration and lunch at 11:30 a.m., with the program from 12-1 p.m. (unless otherwise noted).

COSTS:

All programs are \$35 (unless otherwise noted) for members who have pre-registered. The cost for walk-in members is \$50. The cost for non-members is \$70.

No-shows will be billed; 24-hour notice is required for all cancellations.

Register online at:

renscochamber.com/events

Questions?

Call us at 518.274.7020.

If you have special requirements, please contact us one month prior to event to ensure we are able to provide for your needs.

EMPLOYING VETERANS

Hiring Our Heros Job Fair

early 200 job-seeking veterans and their spouses attended a recent "Hiring Our Heroes" job fair, which connected local employers with experienced, committed candidates. The fair, part of a nationwide effort sponsored by the U.S. Chamber of Commerce, assists veterans, transitioning service



members and military spouses to find meaningful employment opportunities. With 85 regional employers and service providers participating, more than 700 resumes were accepted and 77 interviews conducted. Local partners included our chamber and other local chambers, the New York State Department of Labor and the New York National Guard. For information about this ongoing program, visit online at hiringourheroes.org.

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, 1-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 Thursday, May 21 at the Comfort Inn & Suites, 99 Miller Road in Schodack. Sign up online at renscochamber.com/events. Registration and breakfast at 7:30 a.m.; program 8 - 9 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Sponsored by Capital District Transportation Authority (CDTA) and Express Scripts.





Check Out These Chamber Benefits

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

LONG-TERM CARE INSURANCE

The Chamber's Long Term Care Insurance is administered by Thomas K. Judd & Associates, a registered representative of NY Life/NY Life Securities, Inc. This benefit can save you 9% on long term care insurance and gives Chamber members and their families the security they need in the event of a chronic



illness or long term health issue. To apply or for additional information, contact Thomas Judd at 518.220.4247.



THOMAS K. JUDD & ASSOCIATES

REFERRALS & INTRODUCTIONS



It happens nearly every day - the Chamber connects people, and business grows! Here's just one example: we introduced the YWCA of the Greater Capital

Region to The Whistling Kettle. The result? A partnership that built interest for the YWCA's annual Victorian Tea of Troy event on Sunday, April 12 (visit

facebook.com/ywca.gcr) AND gave broad exposure to The Whisting Kettle and its unique offerings, from tea tastings to fresh cafe and private party menus (visit thewhistlingkettle.com). Let the Chamber introduce YOU to the business community and watch your business grow. Contact us today at 518,274.7020.



CHAMBER MEMBER lights



AM&J Digital is a local, Woman Owned Business (WOB) headquartered in downtown Albany and serving clients throughout the Capital Region and beyond. Leaders in printing large format graphics and displays, AM&J specializes

in event signage, banners, trade show graphics and museum exhibitions. Founded in 1990, the company started out as M&J Separation and Prepress House. Lori Squadere took the helm as CEO/Owner in 2000 and expanded the company's services to on-site printing, design and all facets of the large format industry. In 2005, the company expanded to include trade show exhibits, displays, and management services. They offer complete showroom housing and the latest materials and exhibits.

"Many clients come to us with a preconceived idea, but our mission is to educate them with the many options and solutions available in the large format industry," said Lori.

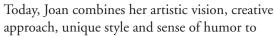
AM&J Digital offers extensive large format printing and marketing collateral, including trade show exhibits, banner stands, outdoor signage, table throws and tabletop displays. Many of their projects include point-of-purchase signage and corporate interiors. AM&J also provides clients with full management services for trade shows including shipping, storage, rentals, refurbishment and more. Their in-house design department works on projects of all sizes, from conception to installation, including projects that go beyond the traditional large format graphic venture.

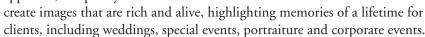
As the company grows, AM&J constantly strives to improve and update its services and print capabilities to accommodate the needs of clients. They also take pride in supporting many local and national non profits, cultural and art institutions.

> AM&J DIGITAL 800 NORTH PEARL STREET | ALBANY, NY 12204 PH: 5 | 8.434.3704 AMJDIGITAL.COM

When Joan Heffler was in the first grade, her teacher asked the class to draw themselves 20 years in the future. While others drew themselves as nurses and teachers, Joan drew herself as an artist. That early experience says a lot about Joan's intuition and her destiny. The path she took to find her dream career twisted and turned many times before she finally found her passion: Joan Heffler Photography, Pictures With

Personality.





"My values of giving back to the community, sharing talents and knowing that learning is constant make me stand out among the crowd," she said. Appropriately called Pictures with Personality, Joan's company brand provides unique service and experience while embodying who she is: a woman with a quick wit and personality, eager to share her talents with others.

With a natural capacity to "read" people and put them at ease, Joan's innate personality makes for great photography, capturing people artistically yet honestly. Combined with her innovative and energetic approach, she has built a reputation for success that continues to grow. "Being able to produce professional photographs requires one set of skills, but being able to capture the essence of a personality is altogether different," said Joan. "For many, being photographed is out of their comfort zone. I'm able to bring out the best in clients, leaving them with a picture into their soul. That's the most satisfying part of my work."

JOAN HEFFLER PHOTOGRAPHY PICTURES WITH PERSONALITY 2335 CAYUGA ROAD | SCHENECTADY, NY 12309 PHONE: 518.346.4485 JOANHEFFLERPHOTOGRAPHY.COM

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 around the corner, now is the time to sign up for the Chamber's Energy Alliance, a valuable, no-charge member benefit. By pooling buying power and shopping for the lowest rates, 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 Maureen McGuinness, membership manager at 518.274.7020, ext. 17 or email mmcguinness@renscochamber.com.

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EMPOWERMENT SERIES

Careers, Choices, Challenges, Changes on April 23



▼he Chamber's Empowerment Series presents "Careers, Choices, Challenges, Changes: A Conversation with Penelope Andrews, President of Albany Law School," an exciting interactive discussion with the institution's first female president (photo, left). Chamber President Linda Hillman will moderate

this intimate, candid conversation featuring YOUR questions, which can be submitted to our website at renscochamber.com. We'll learn about Andrews' extraordinary experiences, career choices, strategies for overcoming challenges and more. Discover the qualities that make a valuable mentor, when to take risks and how to handle difficult conversations. Born and raised in South Africa, Andrews has extensive international experience with legal issues of racial and gender equality, international human rights and criminal law. An annual award in Andrews' name was inaugurated in 2005 at the South African law school of University of KwaZulu-Natal. Along with numerous other awards, she holds a "Women of South Africa Achievement Award," as well as Albany Law's 2002 Kate Stoneman Award. She has consulted for the United Nations Development Fund for Women, and for the Ford Foundation in Johannesburg. Sign up for this unforgettable event and submit your questions today!

Register now for Careers, Choices, Challenges, Changes: A Conversation with Penelope Andrews, President of Albany Law School on Thursday, April 23 at The Century House, Route 9 in Latham. Sign up online at renscochamber.com/ events. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members. Series underwritten by Bouchey Financial Group, Ltd.; Bouchey & Clarke Benefits, Inc.; SEFCU; and Turner Construction Company. Event sponsorship by Nixon Peabody, LLP. Media sponsorship by the Albany Business Review.











PEABODY

NON-STOP NETWORKING MAY 7 New "Twist" to 115th Annual Dinner

The Chamber presents the 115th Annual Dinner {with a twist}, our premier event attracting nearly 500 regional business professionals for an evening of non-stop networking. This year guests will arrive in style, entering through Franklin Plaza's Grand Street entrance (photo, right), where they will be escorted into the heart of the evening's attractions. This new "twist" optimizes space for 60 Business Expo booths, maximizing opportunities to showcase your products and services more than ever before.

The evening includes a cocktail reception, lavish culinary stations and gourmet foods by Franklin Plaza, a decadent dessert room, casual seating, valuable door prizes, and more. Guests will 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 in a relaxed, enjoyable atmosphere.

Join us for a special After Party event, hosted by Franklin Plaza, to unveil their new third floor



addition and enjoy more networking. View the space, enjoy a cash bar and snacks and keep the evening going!

Register now for the 115th Annual Dinner & Business Expo on Thursday, May 7 at Franklin Plaza Ballroom in Troy, 5:30-8:30 p.m. \$120 per member; \$240 per non-member; \$1,495 Chairman's circle table of 10. Expo booths are \$375 (including one dinner reservation). Sign up online at renscochamber.com/events.











Sponsored by Bouchey & Clarke Benefits, Inc.; Bouchey Financial Group, Ltd.; CDPHP; First Niagara and Saratoga Eagle Sales & Service. Business Expo tent sponsor Turner Construction Company. Dessert room sponsor CAP COM Federal Credit Union.