

# Insight

WELCOME TO A NEW YEAR

## Message from the 2015 Board Chair



**Tony McManus**  
2015 Board Chair

This is an exciting and challenging time to take the helm of the Rensselaer County Regional Chamber of Commerce, the principal business, civic and economic development agency for Rensselaer County and the Rensselaer Gateway communities. I am grateful for the opportunity to work

with my fellow board members, a proactive group of seasoned professionals, and the energetic Chamber staff, led by President Linda Hillman. I know we will succeed in reaching our ambitious goals for 2015, all of which are designed to serve *you*, our members.

We're going to kick off the year by developing a new, three-year strategic plan to keep our organization moving forward responsibly and purposefully. Strategic plans are paramount to navigating the short-term future. Thanks to our previous plans, we've accomplished major goals, including our relocation last fall to new headquarters in the historic Proctor's Theater on Fourth Street in Troy. The new space means we're able to serve our membership more efficiently and more professionally, but it also means we're continuing to take a leading economic development role in the revitalization of the city's downtown, which benefits the surrounding region. This type of advocacy in action is only possible through a well-developed strategic plan, a roadmap for achievement.

The Leadership Institute is another great example of successful strategic planning. Our award-winning leadership development program has graduated nearly 300 participants who are bringing their new skills into workplaces and communities all over the Capital Region. A new Alumni Retreat will be launched in June to celebrate The Leadership Institute's 10th year.

Economic development occurs when people make connections and discover opportunities. The Chamber is the engine that drives this dynamic process, coordinating resources from a number of entities, public and private, to make it easier for you to find what you need. This year we're introducing CEO Roundtables for the presidents of area businesses and organizations to meet, talk and tell the Chamber how we can best assist them. We're also hosting Coffee Talks to encourage dialogue among members and Chamber staff. Further, we're conducting market research in order to plan for the most successful member outreach possible. This process has worked very well for us in the past because we hear directly from you, our members, about the training and services you need. Our market research will also help to redesign our website, [rensochamber.com](http://rensochamber.com), which receives nearly 14,000 visits per month. The website and the Chamber's social media platforms are among our fastest-growing member benefits and services.

Another powerful Chamber service is our ability to customize marketing plans. In fact, we just gave away marketing packages valued at \$1,000 each to two lucky businesses to show our appreciation for our membership (see page 3 for contest details). No matter the size of your business or your budget, we offer high-impact marketing that will reach your target audience and provide tangible results. Call us today and we'll show you how to get started.

With all of the technology available, the Chamber is finding that business professionals still want and need face-to-face introductions. That's where our Chamber rises above all the competition. We have the biggest rolodex around and our personalized service means our contacts are *your* contacts. That's what we're here for. Contact us today and tell us how we can help you succeed. Here's to a prosperous, peaceful and healthy New Year!

— Tony McManus, Director of Sales  
WNYT TV-NewsChannel 13

## ASK THE EXPERT: Non-Profit Organizations

*Christopher Burke is CEO of Unity House of Troy, Inc., a nonprofit agency providing a wide range of human services. He has dedicated more than 30 years to serving and empowering people in need, and has been honored for his outstanding advocacy and active community leadership.*



### Q: How do nonprofits attract attention and support to their mission?

A: The answer is in the question. The most important thing a nonprofit should do is make sure that every decision aligns with your mission. The mission is the business barometer and single point of evaluation, whether you're considering a new building, new program or new technology. Unity House recently built a new domestic violence shelter and a new community resource center, The Front Door. Through each step of the design, development and campaign we stayed on mission. That is what funders, donors and clients respect and support.

### Q: How can a nonprofit best use its resources?

A: Be respectful of all of your resources: money, staff, volunteer leadership and community investors. At Unity House we regularly discuss the comparative values of saving and investing. It is also important to explore all forms of partnerships and working cooperatively with community partners. The bottom-line question is: Will this make life better for the people we serve? Does this allow us to fill an unmet need?

### Q: Are there helpful lessons to be learned from the business sector?

A: Many nonprofits, including Unity House, are led by business leaders. They serve on our boards and bring business skills, reinforcing the sometimes stringent business practices that are used by nonprofits. After 44 years of growth and success—both fiscally and in meeting human needs—we also know that there are many lessons that private business can learn from nonprofits. We run a complex business that is highly successful and creative, while being progressive and fiscally responsible.

## UPCOMING EVENTS

### 2015 County Executive's Breakfast Set for Jan. 16



Reserve your seat at the annual County Executive's Breakfast with Rensselaer County Executive Kathleen Jimino. Hon. Jimino will report to us on the status of local economic development initiatives and what the future holds for the region. Reserve your seat now; this popular event sells out each year. Sponsored by the Rensselaer County IDA.

*The annual County Executive's Breakfast is on Friday, January 16 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up online at [rensochamber.com/events](http://rensochamber.com/events). Registration at 7:30 a.m.; program 8-9 a.m. \$35 for members; \$50 for walk-in members; \$70 for future members.*

**RENSSELAER COUNTY**  
life looks good from here™

### "Meet the Legislators" at Chamber Event on Feb. 5

State representatives will gather for an informative panel discussion of the timely issues and challenges facing our communities at the Chamber's upcoming event, "Meet the Legislators." Our guests are New York State Senators Neil D. Breslin and Kathleen A. Marchione and New York State Assemblymen John T. McDonald III and Steve McLaughlin (l-r).



*Meet the Legislators is on Thursday, February 5 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up online at [rensochamber.com/events](http://rensochamber.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.*



*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 Co-hoes, 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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[rensochamber.com](http://rensochamber.com)

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● NEW MEMBERS

**DALLE Accounting and Cash Management, Inc.**  
Accounting  
Rep: Dan Lortie  
7 State Street  
Troy, NY 12180  
Phone: 518.274.9243

**Elderplan, Inc.**  
Health Care Consultants  
Rep: Deanna Stephenson  
7 Cindy Lane  
Clifton Park, NY 12065  
Phone: 518.390.3713  
elderplan.org

**Infinity Cafe**  
Restaurants  
Rep: Matt Dame  
172 River Street  
Troy, NY 12180  
Phone: 518.491.5657  
infinitycafetroy.com

**O'Briens Public House**  
Restaurant/Banquet Facilities  
Rep: Ali O'Brien  
43 Third Street  
Troy, NY 12180  
Phone: 518.874.1734

**River Street Planning & Development, LLC**  
Community Planning  
Rep: Margaret Irwin  
4 Ridge Road  
Troy, NY 12180  
Phone: 518.273.8980, ext. 1  
riverstreet.org

**Shannon DeCelle Photography**  
Photographers  
Rep: Shannon DeCelle  
Phone: 518.495.2314  
shannondecellephotography.com

**Silhouette Optical Ltd.**  
Eyewear  
Rep: Jan Cory  
260 Cannon Street  
Green Island, NY 12183  
Phone: 518.270.5500  
silhouette.com

**SERVPRO of North Rensselaer/Southern Washington Counties**  
Restoration/Remodeling  
Rep: John Flood  
P.O. Box 442  
Cambridge, NY 12816  
Phone: 518.677.3444

**Takk House**  
Event Venue  
Rep: Frank Sicari  
55 Third Street  
Troy, NY 12180  
Phone: 518.272.3959  
takkhouse.com

**DID YOU KNOW ?**

The Chamber's **Member-to-Member Discount Program** encourages a valuable exchange of discounted business products and services among Chamber members. It's a great way to attract new business, enjoy money-saving discounts, and improve your bottom line. The program is available to all Chamber member businesses and non-profits **AND** their employees. Take advantage of valuable discounts at restaurants, theatres, retail shops, spas, florists, farmer's markets, transportation, realtors and more.

For a full listing of all current discounts, visit **renscochamber.com/member-benefits** and click on Member-to-Member Discounts to start saving!

● MEMBER NEWS

The Massry Family of **Massry Realty Partners** has donated \$5.25 million to the **University at Albany**, the largest gift ever received by the public university. The funding will advance the School of Business and establish internships for students at local nonprofits. Visit [tricityrentals.com](http://tricityrentals.com) and [ualbany.edu](http://ualbany.edu).

**Hudson Valley Community College** has been awarded a three-year, \$2.1 million National Science Foundation (NSF) grant to extend the reach of its Northeast Advanced Technology Education Center to the rest of New York State. Founded in 2010 the center trains workers for nanotechnology and semiconductor industries, provides internships to college students and develops curriculum resources for K-12 teachers. Visit [hvcc.edu](http://hvcc.edu).

**CEO** (Commission on Economic Opportunity) has broken ground on its new Urban Training Center on Fifth Avenue in Troy. The project will expand and support key programs, including YouthBuild and Weatherization Assistance, and create storage and operational space. Visit [ceo-cap.org](http://ceo-cap.org).

**Level 3 Communications, Inc.** has acquired tw telecom, positioning itself as a global leader in business communications. The combined company provides enterprise, government and carrier customers with a comprehensive product portfolio supported by a global network and deep metro footprint across North America. Visit [level3.com](http://level3.com).

**Troy Web Consulting** has expanded its web, mobile and security consultation operations with a new development center at 5 Third Street, Suite 250 in Troy. The firm has hired Senior Developer Ed Zeglen to lead NET projects. He has more than 20 years in application development. Visit [troyweb.com](http://troyweb.com).



Greenbush Eye Center | East Greenbush  
[greenbushyecenter.com](http://greenbushyecenter.com)



OptiGolf Troy | Troy  
[optigolftroy.com](http://optigolftroy.com)



Stewart's Shops | Cropseyville  
[stewartsshops.com](http://stewartsshops.com)



Troy Boys & Girls Club | Troy  
[tbgc.org](http://tbgc.org)

**Capital Roots**, formerly known as Capital District Community Gardens, has unveiled its new headquarters and food hub, The Urban Grow Center, at 594 River Street in Troy. For almost 40 years, the nonprofit's programs have provided public access to locally-grown fresh food and urban green spaces. Visit [capitalroots.org](http://capitalroots.org).

**Cornell Cooperative Extension of Rensselaer County** has appointed Bernadine Wiesen as executive director. Working within the organization for more than 23 years, she has served as interim director since March 2014. She is active in state and national cooperative extension associations and holds a master's degree in animal science. Visit [ccerensselaer.org](http://ccerensselaer.org).

**CSArch Architecture | Engineering | Construction Management** has launched a new, interactive website designed by **Spiral Design Studio**. The site highlights the firm's multi-disciplined, collaborative approach in an engaging and visual way. Viewers can navigate using keyword-filtered searches and share content on social media platforms. Visit [csarchpc.com](http://csarchpc.com).

**Glenmont Job Corps Center** has been awarded certification by the National Automotive Technicians' Education Foundation (NATEF) in Automotive Maintenance and Light Repair. Visit [glenmont.jobcorps.gov](http://glenmont.jobcorps.gov).

**SaxBST, LLP** welcomes the following new hires: Carol Kenyon, CPA, manager, business advisory group; Chelsey Wei, senior associate, accounting and auditing; and Lori Koubek, administrative assistant, valuation, forensic and litigation services. SaxBST is among the nation's top 100 public accounting firms. Visit [saxbst.com](http://saxbst.com).

## events calendar 2015

JANUARY	FEBRUARY 2015	ADDITIONAL INFO
<p><b>Thursday • 1/8</b> <b>Member Orientation Breakfast</b> Make the most of your membership and discover all of our valuable benefits. Meet our staff and bring plenty of business cards to distribute. Great networking opportunity! No charge; registration required. At the Chamber, 90 Fourth Street in Troy. Sponsored by Thomas K. Judd &amp; Associates.</p> <p><b>Friday • 1/16</b> <b>County Executive's Breakfast</b> Find out what's ahead in 2015 for businesses in the Rensselaer County region. Presented by the Hon. Kathleen Jimino. At the Hilton Garden Inn, 235 Hoosick Street, Troy. Sponsored by Rensselaer County IDA.</p> <p><b>Thursday • 1/22</b> <b>State of the Region Breakfast: "How Our Airport Gives Flight to Economic Development"</b> A collaborative annual event hosted by four area chambers of commerce. Registration and breakfast at 7:30 a.m.; program 8-9 a.m. \$25 per member with limited seating. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CDTA.</p> <p><b>Wednesday • 1/28</b> <b>NetworkingPlus Luncheon</b> Networking is the number one reason why businesses join the Chamber! Table rotations, talking points, and ambassador facilitation make for a valuable program. Bring plenty of business cards; enter to win a Spotlight article. At Franklin Terrace Ballroom, 126 Campbell Avenue, Troy. Sponsored by Deb Best Practices; Groff NetWorks, LLC; and Web Instinct.</p>	<p><b>Thursday • 2/5</b> <b>Meet the Legislators Breakfast</b> Local legislators will gather for an informative panel discussion of the timely issues facing our communities. Our participants are NYS Senators Neil D. Breslin and Kathleen A. Marchione and NYS Assemblymen John T. McDonald III and Steve McLaughlin. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsorships available.</p> <p><b>Thursday • 2/12</b> <b>Empowerment Series Roundtables</b> Join us for a special Roundtables Breakfast featuring more than a dozen c-level professionals facilitating a series of 20-minute discussions. Participants will "table-hop" and interact in lively and candid conversations about career challenges and successful strategies. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. At The Century House, Route 9 in Latham. Major underwriters are Bouchey Financial Group, Ltd.; SEFCU; and Turner Construction Company. Event sponsorships available.</p> <p><b>Wednesday • 2/25</b> <b>FranklinCovey™ Presents "Leading Across Generations"</b> Learn to leverage the differences among generations in the workplace through this high-impact leadership training opportunity presented by author Haydn Shaw and based on his popular book "Sticking Points." Registration at 7:30 a.m.; program 8 a.m.-12 p.m. \$75 for members; \$100 for walk-in members; \$150 for future members. At The Century House, Route 9 in Latham. Sponsored by Bouchey &amp; Clarke Benefits, Inc; Bouchey Financial Group, Ltd.; and Turner Construction Company. Sponsorships available.</p>	<p><b>TIMES:</b> <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></p> <p><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><b>COSTS:</b> <i>All programs are \$35 (unless otherwise noted) for members who have pre-registered. The cost for walk-in members is \$50. The cost for future members is \$70.</i></p> <p><b>No-shows will be billed; 24-hour notice is required for all cancellations.</b></p> <hr/> <p><b>Register online at:</b> <a href="http://renscochamber.com/events">renscochamber.com/events</a></p> <p><b>Questions?</b> 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>

## BOARD OF DIRECTORS

### Welcome to New Board Members for 2015

The Chamber extends a warm welcome to the newest members of its Board of Directors, elected in December. Each will serve a three-year term, beginning in January 2015. (A full list of the Chamber Board of Directors is on page 4.) “We’re looking forward to working with these talented professionals as we continue to grow the Chamber and serve our members,” said President Linda Hillman. The newly elected board members are:

**Christopher Burke**  
Unity House of Troy, Inc.

**Ian Glasgow**  
Next Advance, Inc.

**Alisa Henderson**  
Duncan & Cahill, Inc.

**Patrick Hughes**  
UHY LLP

**Larry Novik**  
Bonacio Construction, Inc.

**Mel Quinlan**  
Oberlander Group

**Pamela Rehak**  
St. Peter’s Health Partners

**Catherine Volk**  
The Kaleel Jamison Consulting Group, Inc.

**Jeffrey Vukelic**  
Saratoga Eagle Sales & Service

## JOINT CHAMBER EVENT

### “State of the Region” Program on Jan. 22

Airports have become pivotal to regional economic development. How is the Albany International Airport positioning our area to become a destination hub? Learn the latest news at the third annual State of the Region Breakfast: How Our Airport Gives Flight to Economic Development. Albany International Airport CEO John O’Donnell and Air Service Strategy and Development Consultant Michael Lum will present an in-depth look at national trends and the current status at Albany, along with efforts underway to enhance air service for the Capital Region.

This program is presented collaboratively by Albany-Colonie Regional Chamber, Rensselaer County Regional Chamber of Commerce, Saratoga County Chamber of Commerce and The Chamber of Schenectady County.

Join us Thursday, January 22 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Registration and breakfast begin at 7:30 a.m., with the program from 8 to 9 a.m. Reservations are \$25 for members *with limited seating*. Register online at [renscochamber.com/events](http://renscochamber.com/events). Sponsored by CDTA.



## PRIZE WINNERS ANNOUNCED

### Chamber Gives Away Two \$1,000 Packages

The Chamber has picked the winners of two customized marketing packages valued at \$1,000 each! It’s our way of saying “thank you” to our great membership. Congratulations to Hope 7 Community Center, 596 Pawling Avenue in Troy, and Greebush Eye Center, 99 Troy Road, Suite 201 in East Greenbush. The two winners will meet with the Chamber’s marketing staff to develop a package to meet their specific marketing and business goals.

You don’t have to be a contest winner to take advantage of our customized packages, designed for your individual goals and budget. Marketing packages may include digital and print marketing, tickets to events and opportunities to showcase your business as a sponsor or expo booth participant (see insert). Our Chamber specializes in customer service; just contact us today and we’ll set up a personalized meeting at your site or ours. Contact the Chamber’s Director of Member Engagement & Events Kate Ollier at [kollier@renscochamber.com](mailto:kollier@renscochamber.com) or 518.274.7020, ext. 23.



## Check Out These Chamber Benefits

Here’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](http://renscochamber.com).

### ✓ ALBANY MBA SCHOLARSHIP PROGRAM

Offered through a partnership with the University at Albany School of Business and the Chamber, MBA scholarships allow working professionals to earn an MBA in less than two years by attending a class every other weekend. Students come from diverse backgrounds, yet all have the desire to further their education and expand their opportunities while pursuing their respective careers. For information, visit [albany.edu/business](http://albany.edu/business) or contact the Chamber at 518.274.7020.

### ✓ FREE ONLINE COMMUNITY CALENDAR

Planning an open house, a fundraiser or a ribbon-cutting? Keep the regional business community aware of your upcoming events and milestones with the Chamber’s free Community Calendar at [renscochamber.com/community-calendar](http://renscochamber.com/community-calendar). Post your own events and be sure to check out the news of other Chamber business and nonprofit members.

## CHAMBER MEMBER

# spotlights



With final state approval of the Troy Community Land Bank, the **City of Troy** has gained an effective tool to combat blight and vacant buildings throughout city neighborhoods. The land bank enables the city to return vacant, abandoned and tax delinquent properties to productive

use, restoring economic vitality to urban neighborhoods and benefiting communities and residents. “Our goal is to get vacant and abandoned properties back on the tax rolls and to improve the overall makeup of neighborhoods that may be suffering from blight,” said Mayor Lou Rosamilia. “The Troy Community Land Bank gives us the necessary capabilities and resources to accomplish our goals.”

The land bank can acquire tax-foreclosed properties and have parcels sold or gifted to it. Under the direction of an appointed board of community-wide representatives, the land bank strategizes with the city and neighborhood partners to develop and implement a best-use plan. Redevelopment may include renovation, salvage, demolition of unusable or unstable structures, assembling of multiple parcels, or stabilization of structures for productive use.

The Troy Local Development Corporation and the Troy Capital Resource Corporation have committed \$100,000 in seed money to launch the non-profit land bank. In addition, a \$1.2 million, two-year grant through the NYS Attorney General’s Community Revitalization Initiative has been secured.

“Our intent is not to go out and purchase all the vacant properties in the city, but to work with banks and lending institutions, as well as private individuals and businesses, to get the properties back on the tax rolls,” said Troy’s Economic Development Coordinator Monica Kurzejeski. The program will target the city’s North-Central, Lansingburgh and South Troy neighborhoods for a start. Other neighborhoods will be added as the program continues.

CITY OF TROY ECONOMIC DEVELOPMENT OFFICE  
433 RIVER STREET | TROY, NY 12180  
PH: 518.279.7412 | TROYNY.GOV

**East Greenbush Window Coverings** provides customized, professionally installed window treatments including custom fabric designs and shutters and blinds from the leading brand names in the industry. Founder and president Lorraine Greaney and her staff assist residential and commercial clients in choosing window coverings designed for style, energy efficiency and to fit each client’s budget.



“At East Greenbush Window Coverings, the word custom doesn’t mean overpriced. It means value for your money,” said Lorraine, who established the growing business in 1987. “We care a lot about the details and we care even more about each client. Design is our passion. Whether you’d like to outfit an office with made-to-suit motorized window treatments, or to spruce up your home with customized fabric creations, we’ll help you create the look you are dreaming of.”

Thousands of local homeowners and businesses trust East Greenbush Window Coverings to complete a variety of interior design projects using eco-friendly materials and creative solutions. The firm provides full service and personal attention, from consultation to installation, based on each client’s individual needs. From window treatments, ranging from simple valences to one-of-a-kind custom designs, to whole-room designs, coordinating color, fabric, wallpaper and furniture selection, East Greenbush Window Coverings delivers professional products with beautiful results, no matter the size or scope of your project.

“It’s always inspiring to see how our products and designs relate to the total environment of a home or room,” said Lorraine. “Our work can be seen in homes and businesses throughout the region. We do our best to ensure that everything we create for our clients is perfect - that’s our promise.”

EAST GREENBUSH WINDOW COVERINGS  
601 NEW LOUDON ROAD, SUITE 4 | LATHAM, NY 12110  
PHONE: 518.477.9025  
EASTGREENBUSHWINDOWCOVERINGS.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](mailto:cwells@renscochamber.com). Members must be in good standing and not have been featured within the past 24 months.

insight into...

## Chamber's Van Rensselaer Fund

Looking for a great way to make a corporate or personal investment in the quality of life of our communities? A gift to the "Van Rensselaer Fund - Rensselaer County Regional Chamber of Commerce" allows the Chamber to receive funding for member-focused initiatives, helping our organization to provide scholarships for educational and entrepreneurial programs as well as supporting the arts and culture. Gifts of all levels make a valuable difference and donations may be designated for specific purposes. Donors enjoy the tax benefits of a charitable contribution. Contact the Chamber at 518.274.7020. We appreciate your support!

### 2015 BOARD OF DIRECTORS

**TONY MCMANUS**, Board Chair\*  
WNYT TV-NewsChannel 13

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

**THOMAS L. AMELL**  
Pioneer Bank

**JOHN AMODEO**  
First Niagara Bank

**CHRISTOPHER BURKE**  
Unity House of Troy, Inc.

**JUDY A. CAHEE, CPA**  
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**JAMES CONROY\***  
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**MICHAEL A. DIACETIS\***  
National Grid

**IAN GLASGOW**  
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**JEFFREY VUKELIC**  
Saratoga Eagle Sales & Service

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### GO BEYOND NETWORKING

## Empowerment Roundtables Are Back on Feb. 12

The Chamber's Empowerment Series Roundtables are back and they're better than ever. We're gathering more than a dozen of the region's top professionals to facilitate a series of 20-minute discussions. Participants will "table-hop" and interact in lively and candid conversations about career challenges and successful strategies. Topics will include moving your career to the next level, taking risks for results, tackling difficult conversations, building confidence and balancing your roles in life. Go beyond networking with our professional facilitators and motivated participants. Talk with mentors and inspiring role models and find out how their winning strategies can impact your own success. Sign up now for an unforgettable event that will give you "a-ha!" moments, take-away solutions and new connections to enhance your professional and personal life.



Register now for **Empowerment Series Roundtables** on Thursday, February 12 at The Century House, Route 9 in Latham. Sign up online at [renscochamber.com/events](http://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. Sponsorship opportunities available. Contact the Chamber's Director of Member Engagement & Events Kate Ollier at [kollier@renscochamber.com](mailto:kollier@renscochamber.com). or 518.274.7020, ext. 23.

**bouchey**  
FINANCIAL GROUP, Ltd.

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**Turner**  
Building the Future

Underwriting sponsors are Bouchey Financial Group, Ltd.; SEFCU; and Turner Construction Company.

### A FRANKLINCOVEY™ EVENT

## Learn How to Lead Across Generations

Are you able to leverage differences among generations in the workplace? For the first time in history, there are four distinct generations in the workforce: Traditionalists, Baby Boomers, Gen Xers, and Millennials, all with their own perspectives, styles, and expectations. Great leaders know how to tap into the unique contributions of each generation and bridge the gaps for success.

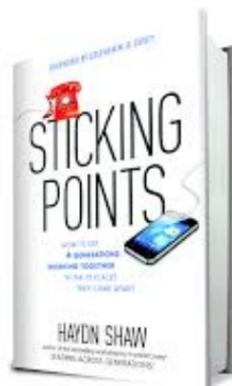


Find out how at "FranklinCovey Presents Leading Across Generations®," a special Chamber event featuring Haydn Shaw (photo above), author, lecturer and senior consultant with FranklinCovey. Named a leadership "guru" by *The Washington*

*Post*, Shaw has worked with more than 1,000 businesses, nonprofits and government organizations, specializing in leadership, execution and personal productivity methodologies. He is an expert on increasing personal engagement and turning around negative environments. Haydn is the author of *Leading Across Generations®*, this four-hour instructor-led leadership module for leaders. You'll learn how to:

- » Understand specific differences in workplace generations and why typical approaches fail.
- » Discover how stereotyping hinders communication and engagement.
- » Resolve the 11 most-common sticking points with solutions that really work.
- » Conduct a "whole-person" conversation for improving engagement.
- » Utilize a powerful 21-day implementation plan to put what you've learned into practice.

Register now for **Leading Across Generations®** on Wednesday, February 25 at The Century House, Route 9 in Latham. Sign up online at [renscochamber.com/events](http://renscochamber.com/events). Registration and breakfast at 7:30 a.m.; program 8 a.m.-12 p.m. \$75 for members; \$100 for walk-in members; \$150 for future members. Sponsored by Bouchey & Clarke Benefits, Inc; Bouchey Financial Group, Ltd.; and Turner Construction Company.



This module is based on Haydn's book, **Sticking Points: How To Get 4 Generations Working Together in the 12 Places They Come Apart**, which will be available to be purchased and autographed at this special event!

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# IT'S 5 O'CLOCK,

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- Excessive idling
- Route and schedule compliance
- Travel outside authorized areas
- Unauthorized use of company vehicles
- Labor costs



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**Coming Soon!**

Enrollment starts December 28<sup>th</sup>

Games begin January 12<sup>th</sup>



**THE  
HEALTHY  
GAMES**

**OPTIMAL HEALTH & WEIGHT LOSS CHALLENGE**

*To enroll or learn more please contact*  
[GotOptimalHealth@gmail.com](mailto:GotOptimalHealth@gmail.com)



Dear fellow members:

We hope you are enjoying the Holiday Season. We want to make you aware of a fun and exciting health challenge we are sharing. The Healthy Games is a six week Optimal Health & Weight Loss Challenge that begins January 12. People can enroll starting December 28.

The Healthy Games is an interactive, educational, fun and gamified online Health Challenge where contestants learn healthy choices and healthy habits while winning points and lots of fun prizes.

Everyone has an opportunity to win by losing 6% of their body weight in six weeks or maintaining their weight within 1%. In our last challenge, we had thousands of winners. The biggest win is improving your health so you can feel better, look better, have more energy and get more enjoyment out of life.

Whether your personal health goals include healthy eating, healthy motion, reaching and maintaining a healthy weight, healthy sleep or healthy stress reduction, The Healthy Games has something for you.



First we make our choices, then our choices make us. Won't you join us and improve your health this New Year? To enroll or learn more please contact us at [GotOptimalHealth@gmail.com](mailto:GotOptimalHealth@gmail.com)

Thank you.

In Health,  
Margaret Van Houten & Dr. Mark Nelson MD, FACC, MPH  
Certified Health Coaches  
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