

insight

A CONVERSATION WITH

Chamber President Linda Hillman

When I started in the chamber of commerce industry more than 24 years ago, the definition of a chamber was very different than it is today. Business has changed dramatically and so have chambers. Technology is driving the marketplace, competition is global and today's chambers are challenged to deliver more value-added resources than ever in order to prove their relevance to the business community.

A chamber's mission is to EVOLVE. While *good* chambers respond to change, *great* chambers listen to and anticipate members' needs by taking proactive steps to lead the way. Our Chamber is a



"A Chamber's mission is to EVOLVE. We are responsible for helping to create the healthy environment in which the business community can grow, change, rise to challenges and take advantage of new opportunities. Our job is to be out in front, leading the way."

fine example of this evolving dynamic.

As we've grown through the years, so has our role in the business community. Today we're more relevant than ever, recognized as a leader in the region's strategic promotion of quality economic development.

What is economic development? It is the creation of new jobs, the education of a skilled workforce, collaboration between the public and private sectors and effective advocacy on behalf of all businesses, regardless of size or industry. Economic development directly benefits local tax bases and, by extension, entire communities.

What does this mean for you? It means empowerment. As the Chamber's role evolves, we're able to offer our members greater opportunities, stronger representation and new ways to help you achieve your goals. We start with a board and staff of creative, diverse professionals with their fingers on the pulse of today's business challenges. Then we do something extremely necessary — we listen to YOU. Developing services and programs in response to your needs, we make the "big picture" of business accessible to you on a local basis.

Some things don't change. Local chambers of commerce have long been a dynamic element in the region's they serve. They foster a greater sense of business com-

munity, identify and encourage emerging leaders, and advocate on behalf of small businesses. As connections and networks continue to grow in importance, the Chamber serves a unique and important purpose locally.

Our website at www.renscochamber.com now receives nearly 14,000 visits a month. What are these visitors looking for? In a word, *connections*. Business wants to meet business, and the Chamber is the leading vehicle to drive these connections. We will continue to evolve, adapting to help local businesses grow and thrive. That's the nature of what chambers do best.

— Linda Hillman

BUSINESS ETHICS

Decision Making & Social Responsibility on June 4

Over the past decade business professionals have witnessed poor ethical decision making and its ramifications on a national and international scale. What's a leader to do to reduce the chances of unethical acts in the workplace? Find out at the Chamber's timely presentation "Ethical Decision Making & Social Responsibility in Business." This event will answer:

- » What defines ethical vs. unethical decisions?
- » What should guide our decision making?
- » How can we build an ethical culture at work?
- » What is social responsibility?
- » Can corporate social responsibility also mean good business?

Our presenter is Charles F. Seifert, Ph.D. (at far right), newly-appointed dean of the School of Business at Siena College, as well as a professor of management and executive director of the Institute for Leadership

Development at Siena. With specialty areas in leadership effectiveness, ethics, corporate governance and applied statistics, Dr. Seifert has served as a leadership consultant for several public and private organizations and has presented at more than 35 regional, national and international conferences. He has been teaching at Siena since 1996, following a corporate career in positions ranging from CFO to VP for commercial bank lending. He has been published in more than 14 journals and is currently at work on a Leadership textbook. Dr. Seifert holds an MBA in Finance from Sage Graduate School, and a Ph.D. in Organizational Studies from the University at Albany.



Register now for **Ethical Decision Making & Social Responsibility in Business** on Wednesday, June 4 at the Holiday Inn Express in East Greenbush, 7:30-9:30 a.m. \$35 members; \$50 future members and walk-ins. See calendar on page 2 for details.

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Pierce Communications, Ltd.

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ASK THE EXPERT: Marketing & Branding

This month's featured guest is Nicole Stein, Vice President of Marketing for SEFCU, where she serves on the credit union's senior management team. She has worked for several leading marketing and public relations firms, including Media Logic and Scanlan Communications Group.



Q: Why is marketing important to a business or organization?

A: Without marketing, how will your potential customers, clients, members or donors find you? Word of mouth can be very powerful, but often it isn't enough to get the job done. Depending on your organization's needs, a comprehensive approach may include paid advertising, public relations, e-mail, direct mail, social media and even more, where it is warranted.

Q: Where do I start?

A: Identify your audiences. Define your target customer. Do you also communicate with associations, chambers, government officials and the media? What is the best way to reach each of these groups? What is your message to them? Don't forget about your employees and remember to include research on your competition.

Q: Why is maintaining a budget important?

A: No matter how large or small your budget, it is essential to create one and maintain it, realizing that you own it and are accountable for it. Develop tracking tools to show a return on investment. Proving you know how to spend wisely will go a long way in getting the next project funded.



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

● NEW MEMBERS

All-and-1 Consulting Group
IT Consulting Services
Rep: Alan Rosenberg
255 Washington Avenue Extension
Suite 102
Albany, NY 12205
Phone: 518.441.4677
www.all-and-1.com

Premier One IT Solutions
Computer Networks
Rep: Rich Hoult
251 New Karner Road
Suite 901
Albany, NY 12205
Phone: 518.357.8596
www.premierone-its.com

RPR Studios, LLC
Video Production Services
Rep: Peter Cureau
22 Clifton Country Road
Suite 96
Clifton Park, NY 12065
Phone: 518.631.9090
www.thrprstudios.com

Tech Valley Office Interior
Office Furniture & Equipment Dealers
Used Office Furniture & Equipment
Rep: Rod Dion
30 Kraft Avenue
Albany, NY 12205
Phone: 518.437.1089
www.tvoynu2u.com

Web Instinct
Web / Software Development
Rep: Dave Shacklet
444 Broadway
Suite 301
Saratoga Springs, NY 12866
Phone: 518.636.6959
www.webinstinct.com

Wrangler's East Saloon
Restaurant / Banquet Facilities
Rep: Christmas Fish
346 Columbia Turnpike
Rensselaer, NY 12144
Phone: 518.477.5263

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 Member-to-Member Discount Program is available to all Chamber member businesses and non-profits AND their employees. You and your staff can take advantage of valuable discounts at restaurants, theatres, retail shops, spas, florists, farmers' markets, transportation, realtors, and more!

For a full listing of all current discounts, visit www.renscochamber.com/member-benefits and click on Member-to-Member Discounts. To join the program and offer your own product or service discount, simply download the online application, or contact Chyresse Wells, communications and marketing manager, at cwells@renscochamber.com.

● MEMBER NEWS



The College of St. Rose has named Dr. Carolyn Stefanco to the position of president, effective July 1. Previously serving as vice president for academic affairs at Agnes Scott College in Georgia, she will be St. Rose's 11th president. Dr. Stefanco was a Fulbright scholar in Croatia and has held positions in the California State University system and at Wheaton College in Massachusetts.

Coldwell Banker Prime Properties, the #1 Coldwell Banker Residential Affiliate in the state, has been named a Platinum Award winner by the Cartus Broker Network. The firm was recognized for customer service, cost management, and effective analysis and marketing of homes. Platinum is the highest level of awards presented to principal brokers.

The Capital District Transportation Authority (CDTA) announces David M. Stackrow will continue to serve as chairman of its board of directors. Under his leadership, CDTA finished last fiscal year with record ridership of 16.49 million. Stackrow has pledged to expand the company's profile as a regional economic development engine. CDTA elected officers include Georgeanna Lussier, vice chair; Joseph Spairana, Jr., secretary; and Arthur Young, Jr., treasurer.



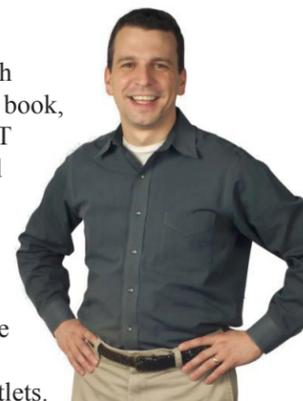
Birkmayer Travel Agency has relocated to new headquarters in City Station East, 1520 Sixth Avenue in Troy (photo above). The full-service agency, offering vacations and corporate travel arrangements, has operated in Troy for more than 100 years. Visit www.birkmayertravel.com.



Chef's Deli & More has opened at 689 Hoosick Road in Brunswick with a ribbon-cutting ceremony (photo above). The menu features soups, salads, deli sandwiches and Italian classics. Owner James Rhoads is a CIA grad with 40 years of experience in restaurants and catering. He and his wife Linda also own Chef's Solutions, an in-home chef and catering firm.

United Group of Companies welcomes Jeff Arnold as COO of United Realty Management Corp., AMO®. With more than 20 years of experience in property management, he will have direct responsibility and oversight of United Group's management and marketing divisions.

Groff NetWorks, LLC's Lauren Groff has collaborated with fellow IT experts to release a new book, "The Business Owners Guide to IT and All Things Digital: 20 Critical Facts Every Business Must Know To Maximize Their Company's Efficiency, Security, Employee Productivity And Profits." Published by CelebrityPress™, the book is available through www.amazon.com and other leading outlets.



New York Business Development Corporation (NYBDC) has promoted Jim Conroy to the position of senior vice president, serving the Capital District Southern Tier Central/Northern New York region. NYBDC provides loans to small businesses, particularly minority and WOBs, and opportunities to access capital to create or retain jobs and stimulate growth.

events calendar 2014

JUNE	JULY	ADDITIONAL INFO
<p>Tuesday • 6/3 Quick Learn Session Excel: Charts, Tables & Pivot Tables Spend two hours with expert instructors from MicroKnowledge, Inc. and learn new computer skills before lunchtime! Master Excel skills such as creating and formatting charts using chart wizard, adding graphic elements, arranging pivot tables, and using slicers and sparklines. Now is the time to train yourself and your staff for greater efficiency at considerable savings. Registration at 8 a.m., program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members/walk-ins. At the Chamber, 255 River Street in Troy.</p> <p>Wednesday • 6/4 Ethical Decision Making & Social Responsibility in Business How can business professionals reduce unethical actions in the workplace? Find out at this special presentation, featuring Charles Seifert, Ph.D., dean of the School of Business at Siena College. Registration and breakfast at 7:30 a.m.; program 8-9:30 a.m. Cost is \$35 for members; \$50 for future members and walk-ins. At the Holiday Inn Express, 8 Empire Drive in East Greenbush. Sponsored by MicroKnowledge, Inc. and Pierce Communications, Ltd.</p> <p>Thursday • 6/19 NetworkingPlus Luncheon Networking is the number one reason why members 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 The Century House, Route 9 in Latham. Sponsored by CAP COM Federal Credit Union; Greenbush Eye Center; Groff NetWorks, LLC; and Santora Accounting & Bookkeeping Services, Inc.</p>	<p>Thursday • 7/10 Member Orientation Breakfast Calling all members and their employees! Whether you are new to the Chamber or a long-time member, you are invited to this free program where you can network and learn how to make the most of your Chamber membership. This program is for you and everyone who works in your organization. Discover our cost-saving benefits, meet staff members, including President Linda Hillman, and bring plenty of business cards to hand out. No charge; registration required. At The Eddy Alzheimer's Center, Hawthorne Ridge, 30 Community Way in East Greenbush. Sponsored by Thomas K. Judd & Associates.</p> <p>Tuesday • 7/15 NetworkingPlus Breakfast Table rotations, talking points, and ambassador facilitation make for a high-impact program. Bring plenty of business cards. Enter to win a Spotlight article. At Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsored by CAP COM Federal Credit Union; CDTA; and Groff NetWorks, LLC.</p> <p>Monday • 7/28 Annual Golf Classic @ Country Club of Troy Golf package includes lunch, cart, on-course beverages and dinner. \$195 per golfer; \$780 per four-some; \$35 for dinner only. Check-in 10:30 a.m.; lunch 11 a.m.; tee-off noon; dinner 5:30 p.m. Sponsorships are available at all levels, to fit every budget. Call today! Sponsored by CDPHP; Pioneer Bank; CornerStone Telephone Company; E. Stewart Jones Law Firm, PLLC; Hilton Garden Inn; Turner Construction Co.; Thomas K. Judd & Associates; CAP COM Federal Credit Union; Bouchey Financial Group, Ltd.; Bouchey & Clarke Benefits, Inc.; DeCrescente Distributing Company; Mosaic Associates.</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></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>COSTS: <i>NetworkingPlus programs are \$30 (unless otherwise noted) for pre-registered members. Walk-ins and future member registrations are \$45 each.</i></p> <p><i>All other programs are \$35 (unless otherwise noted) for pre-registered members. Walk-ins and future member registrations are \$50 each.</i></p> <p>Please Note: No-shows will be billed. 24-hour notice is required for all cancellations.</p> <hr/> <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>

COST-EFFECTIVE TRAINING

Chamber + MicroKnowledge, Inc. = Success!

Looking for a valuable training opportunity for yourself and your staff? Welcome to **Quick Learn**, a series of high impact workshops brought to you by the Chamber and MicroKnowledge, Inc., a pioneer in technology education and a leader in high quality training and consulting. Spend two hours with expert instructors from MicroKnowledge and master new computer skills to make your work more efficient, expand your skills and better serve your customers. Mark your calendars now for upcoming workshops at the Chamber offices in Troy *AND* online through our free-for-members Webinar Wednesdays:

Excel: Working with Charts, Tables & Pivot Tables
Tuesday, June 3, 8-10:30 a.m. | \$79 members; \$99 future members

Webinar Wednesdays - Excel: Advanced Formulas
July 9, 3-4 p.m. | FREE for members

Outlook: Managing Meetings and Sharing Calendars
Tuesday, Aug. 5, 11:30 a.m. - 2 p.m. | \$79 members; \$99 future members

Webinar Wednesdays - Effective Communication Through Email
September 10, 9-10 a.m. | FREE for members



Register now at www.renscochamber.com/events. Quick Learn workshops are sponsored by the Chamber and



ONLINE MARKETING

Make it Easy for New Business to Find You

The Chamber's website attracts nearly 14,000 visits per month and is growing. Now is the time for you to use our website to drive new business to your door by taking full advantage of the Chamber's free **Online Member Descriptions**. Just compose a 10-word description of your business or organization. What sets your business apart from the competition? What areas of specialty do you offer clients? Your answer could bring you new business! The Chamber is driving potential business to our website every day to search our Membership Directory. We're getting more requests than ever for referrals as technology changes the way people do business, locally and globally. Make it easy for users to find and choose YOU. Email your new or enhanced description to Accounting Assistant Laura Amos at lamos@renscochamber.com.



TECH VALLEY EMPOWERMENT SERIES

Symposium Kicks-Off Dynamic Programs



The Second Annual Symposium of the Tech Valley Series for Empowering Women recently kicked off a year of exciting programs exploring successful strategies to expand your career beyond traditional boundaries. The half-day event included a dynamic panel of facilitators and breakout sessions designed to encourage flexible dialogue and collaboration. Participants learned how to turn obstacles into opportunities and how to use negotiations effectively for more than just salary increases. The next event will be "Tech

Valley Series for Empowering Women Presents: Wonder Woman Roundtables," set for Thursday, August 14 at The Century House, Route 9 in Latham. We'll discover how to harness your powers, build your network and seek out the Wonder Woman in yourself. Bring your cape, mark your calendars and register now at www.renscochamber.com/events. See you there!

Photo above: The Commission on Economic Opportunity's expo booth.

At right: Panelists and sponsors included Jennifer Robbins, business development manager for Turner Construction Co.; Michael Castellana, president/CEO, SEFCU; Linda Hillman, Chamber president; Denise Gonick, president/CEO, MVP Health Care; Stefanie Wiley, president, HVC, Inc.; Steven Bouchey, CFP, president/CEO, Bouchey Financial Group, Ltd.; and Beth Coco, entrepreneur in residence, University at Albany, SBDC.



Major underwriters for this series are Bouchey Financial Group, Ltd.; and SEFCU. Underwriting sponsors for the April symposium were Hoosick Valley Contractors, Inc. (HVC, Inc.); and Turner Construction Company.

CHAMBER MEMBER

spotlights



E. Stewart Jones, PLLC is a boutique law firm founded in 1898 in historic downtown Troy. While much of the world has changed over the past 115 years, the firm's values have remained steadfast, building a solid reputation

among clients and the community-at-large for dedicated and caring professionalism. The team at E. Stewart Jones Law takes great pride in helping those who need it most.

The firm, which conveniently serves its clients from offices in Troy, Albany and Saratoga Springs, has always focused on two primary practice areas: personal injury and criminal defense law. Over the years, the E. Stewart Jones Law Firm has earned national recognition for professional distinction and continued legal success on behalf of its clients. The highly-skilled team of lawyers and legal professionals are committed to serving the needs of the individuals and families they represent, the causes they undertake, and the outcomes they achieve.

In addition to its mission of putting clients first, E. Stewart Jones Law is a well-known supporter of the community and the many non-profit organizations that make up its fabric. "The local community has supported my family and our law firm since the very beginning," said E. Stewart Jones, Jr. "I've always felt passionately about the need to give back to the community with hopes of making it a better place to live and work. It's just the right thing to do."

E. STEWART JONES LAW FIRM
28 SECOND STREET | TROY, NY 12180
PHONE: 518.274.5820 | WWW.ESJLAW.COM



An exciting summer is in the works at **The Arts Center of the Capital Region**, as the nonprofit continues to pursue its mission in fresh and creative ways. Serving more than 48,000 people annually from an 11-county region, The Arts Center is known for its high quality classes, arts camps, ac-

claimed exhibitions and performances, and support of artists.

Building on this foundation of success, The Arts Center is giving new meaning to the term "creative thinking" by collaborating with The International Center for Studies in Creativity (ICSC), a globally-recognized program from Buffalo State College. The Arts Center teachers and staff are being trained by ICSC faculty to use the Center's space, resources and talent to inspire new levels of creative thinking in classes, programs, workshops and other offerings.

"Creativity and the arts have an important role to play in the community on many levels," said Sunny da Silva, director of education. "We want to encourage people to use the arts to develop life skills. Professional and personal success are linked to the ability to master creativity, to be a creative problem-solver, decision-maker, or innovator to lead change. This is how new ideas are born. It's taking the Arts Center's mission to new horizons."

It is also leading to community-wide site specific collaborations, including Summer Camps with the Tech Valley Center for Gravity, the Agricultural Stewardship Association, and local landmarks and businesses. The camps engage young artists in a wide variety of art forms, drawing them out into the surrounding community to create projects that reflect "the space of a place." Scholarships are available for these exciting summer camps. For a full listing and details, visit The Arts Center's website.

THE ARTS CENTER OF THE CAPITAL REGION
265 RIVER STREET | TROY, NY 12180
PHONE: 518.273.0552 | WWW.ARTSCENTERONLINE.ORG

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...

Social Networking with the Chamber

Join the Chamber on the most popular social networking sites and you'll meet potential clients and connect with us in new and valuable ways. Become an online fan on Facebook, LinkedIn, and Twitter and tap into a new level of membership, including opportunities to win free passes to exciting events, give feedback through member surveys, and stay on top of news and information that builds your business. You'll grow, and so will the Chamber! Need help getting started? Contact Chyresse Wells, communications and marketing coordinator, at cwells@renscochamber.com.

2014 BOARD OF DIRECTORS

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MARK YOUR CALENDARS

Plan Now for Summer Networking Fun with the Chamber

What are your plans this summer? Make time for work *AND* fun with the Chamber's exciting networking opportunities. You'll meet, connect and build business with regional professionals in a relaxed environment, making the most of your valuable time and money.

Start with our NetworkingPlus events and find out why networking is the number one reason members join the Chamber. Our high-impact programs feature table rotations, discussion-prompting talking points, and ambassador facilitators to keep it all flowing as smooth as a summer coolatta. Follow it up with our newly-enhanced Member Orientation program. As a newbie or long-time member, you'll discover all the ways you can market, develop and connect through the Chamber. Meet and talk with our staff, including President Linda Hillman, distribute your business cards and give a brief presentation about your organization. Orientations are *always free* for you and all of your employees.

Make this summer your best yet with the Chamber!



NetworkingPlus Luncheon

Thursday, June 19 @ The Century House, Latham

Member Orientation Breakfast

Thursday, July 10 @ Hawthorne Ridge, East Greenbush

NetworkingPlus Breakfast

Tuesday, July 15 @ Comfort Inn & Suites, Schodack

(see calendar on page 2 for event details)

VIP PACKAGES FOR YOUR CLIENTS & GUESTS

Golf Classic Tees-Off July 28 at CC of Troy

The 2014 Golf Classic: A Day of Clubs, Carts & Connections gets underway on Monday, July 28 at the award-winning Country Club of Troy. A popular event for golfers and non-golfers alike, it's a great way to network or treat a client or guest while enjoying a day on the links. Registration begins at 10:30 a.m., with lunch at 11 a.m. and a noon shotgun start. Golf packages are \$195 per person or \$780 per foursome and include lunch, dinner, cart, and more. For an additional \$50 per person, you can pre-order a VIP Package for yourself, clients

or guests that includes all of the day's golfing challenges, valuable raffle tickets and mulligans (a \$80 value). For \$35 per person, non-golfers are invited to join us for a 5:30 p.m. dinner at the clubhouse. Businesses and nonprofits can take advantage of a variety of sponsorship opportunities for every sized budget: underwriting sponsors, contest sponsors, raffle prize donations and flag sponsors. Contact Kate Ollier at 518.274.7020, ext. 23 or email kollier@renscochamber.com. A special thank you to our major sponsors (as of printing):

EAGLE Sponsors



CART Sponsor



PUTTING CHALLENGE Sponsor



BIRDIE Sponsors



BEVERAGE Sponsor



CHIPPING CHALLENGE Sponsor



HOLE-IN-ONE Sponsors



You Don't Have to Golf to Win Big!



Get in on this year's exciting raffle prizes, including: **1st Grand Prize Two Nights in Lake Placid** at the Mirror Lake Inn (courtesy of www.mirrorlakeinn.com); **2nd Grand Prize Overnight Stay & Golf For Two in Cooperstown** at The Cooper Inn and Leatherstocking Golf Course (courtesy of www.otesaga.com); **3rd Grand Prize Custom Ed Levin Cufflinks** featuring a contemporary design in silver and gold (courtesy of www.jkbloom.com). More than 50 other exciting prizes! Tickets are \$4 each/eight for \$20. Drawing at the Golf Classic; *winners do not have to be present*. For tickets, call the Chamber at 518.274.7020.

LOVE A MYSTERY??? Win our Mystery Raffle Prize, valued at more than \$3,000 (yes, you read that right, three zeros). Tickets are \$10 each - get yours today!
TRY THIS!





Economic Development Partnership

The Economic Development Department of the Rensselaer County Regional Chamber of Commerce

A QUARTERLY PUBLICATION

VOLUME 07 | ISSUE 02

ENERGY GRID MONITORING

NYISO Opens \$38 Million Power Control Center

New York Independent System Operator's (NYISO) \$38 million power control center is now fully operational, featuring state-of-the-art digital monitoring technologies to strengthen energy grid reliability and security throughout the state. Located at NYISO's headquarters at 10 Krey Boulevard in Rensselaer, the 64,000-square-foot facility serves as the primary control center for the non-profit NYISO, which oversees New York's bulk electricity grid and wholesale electricity markets.

"Our new control center will help us meet the 21st century's grid reliability requirements through the latest control technologies to receive, process and monitor changing conditions throughout the region," said Stephen G. Whitley, NYISO president and CEO (photo above). "Reliable operation of the grid requires constant vigilance—balancing the supply of power with consumer demand on a moment-to-



moment basis—every hour of the day, every day of the year."

The new control center's 2,300-square-foot video wall (photo below) is the largest such utility installation in North America, displaying a massive representation of the state's electric grid with more than 3,000 live status points. Regional electric system information, weather and lightning-strike data, power demand forecasts and other information can be customized for display to assist operators in forecasting and mitigating potential system disturbances.

Government and business leaders praised the opening of the new control center for its role in providing reliable, clean, affordable energy that will stimulate economic growth and ratepayer savings. The new facility replaces NYISO's existing 44-year-old power control center in Guilderland, recently upgraded, which will serve as a fully-functioning backup center.



NEW ROUND OF FUNDING BEGINS

Regional Councils Seek Applications

The 2014 competition for up to \$750 million in state economic development resources kicked off May 1, opening the door for businesses, municipalities, nonprofits and the public to seek potential funding from dozens of state programs. Consolidated Funding Applications (CFA) for Round IV of the Regional Economic Development Council (REDC) initiative are available now at <https://apps.cio.ny.gov/apps/cfa/>. Deadline is Monday, June 16 at 4 p.m.

During the previous three rounds, the Capital Region REDC has delivered \$195.8 million for 272 projects. Statewide the process has created a framework for bottom-up regional economic growth and stream-

lining the state funding application process. More than \$2 billion in investments from the past three rounds are supporting more than 2,200 projects. These projects have already created or retained more than 100,000 jobs statewide. The competition this year will focus on:

- Implementation of regional strategic economic development plans
- Performance in encouraging economic growth through job creation and investment
- Identification of global marketing / export strategies

The 2014 REDC Guidebook and list of available resources is posted at www.regionalcouncils.ny.gov.

New Center to Promote Foreign Investments



New York State has received federal approval to establish a Regional Center in the Capital District to attract foreign investment and create jobs, as well as opportunities for housing, education and entertainment. The EB-5 Immigrant Investor Program, approved by U.S. Homeland Security, builds on the state's Global NY initiative to make the Capital Region attractive to businesses overseas

looking to invest in the United States.

The project, facilitated by The Center for Economic Growth (CEG), was awarded \$125,000 by the Capital Region Economic Development Council. The Regional Center is viewed as an important building block for creating regional business climates that foster economic growth through new business opportunities, capital investment, and job creation. CEG, which is contracting with a private firm to operate the Regional Center, will help promote EB-5 and connect foreign investors and businesses with state and local programs.

ECONOMIC DEVELOPMENT PARTNERSHIP

VISIONARY INVESTORS



CHAMPION INVESTORS

BBL Construction Services

Capital District Transportation Authority (CDTA)

Center for Economic Growth (CEG)

First Columbia, LLC

Gurley Precision Instruments, Inc.

National Grid

Nigro Companies

Pioneer Bank

SEFCU

Tri City Rentals

INNOVATOR INVESTORS

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Kinderhook Bank

Lavelle & Finn, LLP

NAI Platform

Pattison, Sampson, Ginsberg & Griffin PC

Rose and Kiernan, Inc.

TD Bank

List reflects investors as of press time.



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THE ECONOMIC DEVELOPMENT PARTNERSHIP (EDP) is a department of the Rensselaer County Regional Chamber of Commerce. EDP's goal is to develop, support and expand new and existing business for the region by providing relevant information, contacts and assistance through marketing opportunities to regional, national and international businesses. The mission of EDP is to enhance the economic vitality of Rensselaer County and establish greater awareness of its high quality of life.

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MEET OUR PARTNERS:

Express Scripts

Express Scripts makes the use of prescription drugs safer and more affordable. It has been the company's mission since 1986, when a group of health-care advocates began applying the rigors of scientific research to the pharmacy benefit. With the country facing hundreds of billions of dollars of prescription-related waste each year from costly drug, pharmacy and health choices, the Express Scripts mission remains relevant.

Express Scripts designs and delivers solutions to support better prescription-related decisions. The company's experience and research show that achieving optimal outcomes ultimately requires better decisions on the part of patients, caregivers and providers. To that end, Express Scripts offers a comprehensive protocol to drive out prescription-related waste and help improve health outcomes. The company provides best-in-class pharmacy benefit management (PBM) services and industry-leading home delivery and specialty pharmacy services. The result is better clinical outcomes for members and better financial outcomes for plan sponsors.



Express Scripts manages prescription benefits for tens of millions of Americans on behalf of thousands of clients, including health plans and plan sponsors. The company manages more than one billion prescriptions each year, including the safe, affordable and convenient delivery of maintenance medications directly to member homes through its mail-order pharmacy. Employers, unions and government organizations rely on the company's services, supported by a team of approximately 29,000 Express Scripts employees.

Headquartered in St. Louis, MO, Express Scripts also operates a 50,000-square-foot facility in Troy, located at The Hedley Building on River Street. Employing more than 200 people locally, the company actively supports the region's business community, including the Chamber. Express Scripts sponsors Chamber events and Facilities Manager Carolina Rock is a former member of the Chamber's board of directors. In addition, Express Scripts employees participate in civic, charitable and community organizations, including New York State Chapter March of Dimes, Big Brothers Big Sisters of the Capital Region, United Way of the Greater Capital Region and others.



**Economic
Development
Partnership**

The Economic Development Department of the Rensselaer County Regional Chamber of Commerce

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URBAN RENEWAL

CDCG Plants Roots Deep in Community's Soil

Capital District Community Gardens (CDCG) has launched The Urban Grow Center, a proposed facility that will act as a hub for agriculture and fresh food distribution to the region's communities. The nonprofit has also embarked on a \$2.5 million capital campaign to fund the project's first phase, half of which has been raised through a broad base of corporate, private and community donors.

Once constructed, The Urban Grow Center will serve as CDCG's headquarters, providing space for existing programs as well as a "food hub" with loading bays and cold storage. The 39-year-old organization employs 25 and serves more than 170,000 residents in a four-county area with its programs, including 50 Community Gardens, The Veggie Mobile and Veggie Mobile Sprout, The

Produce Project, The Healthy Convenience Store Initiative, Squash Hunger, The Taste Good Series and Urban Greening. All of CDCG's programs promote healthy communities by providing access to fresh food and green spaces, giving people in urban settings the opportunity to choose healthy lifestyles and enjoy locally-grown fresh food products. The new Urban Grow Center will also create a marketplace for local farmers to sell their products as well as stimulate revitalization of its north central Troy neighborhood. The facility will be located at 594 River Street, across from the historic Mooradian's building. The center will serve as a model for innovative, environmentally friendly technologies, including a green roof, solar power, porous pavement and water reuse.

Learn more by visiting www.cdcg.org.



MANUFACTURING & TECHNOLOGY

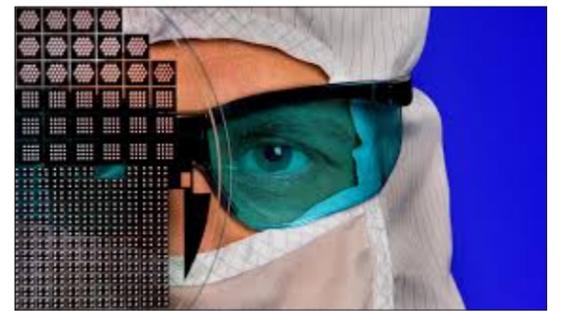
Region Poised for Growth in Emerging Industries

Manufacturing is making a comeback nationwide and the Rensselaer County region is no exception, according to representatives participating in two important local conferences. Leaders of industry, government and higher education met April 22-23 at the second annual Advanced Manufacturing Conference, hosted by the Center for Automation Technologies and Systems at Rensselaer Polytechnic Institute (RPI) and the Center for Economic Growth. The conference, "Make it Smart, Make it Here," looked at emerging ways to leverage the power of smart manufacturing technologies and best business practices, while taking advantage of federal, state and regional resources to manufacture locally and better compete in the global marketplace.

On April 24, the Advanced Manufacturing Partnership (AMP) 2.0 invited all stakeholders in the region's manufacturing sector to discuss the challenges and opportunities of transformative technologies, workforce development and government policies. A federal initiative, AMP 2.0 will use the data collected locally to help develop a national strategy to secure America's competitive advantage

in advanced manufacturing. The event was co-hosted by RPI and GlobalFoundries Inc.

"Manufacturing today is nothing like manufacturing of the past," said Cesar Astralaga, the Chamber's director of economic development, who participated in both conferences. "It is a vibrant, growing industry that is generating higher-paying jobs and promising careers. We need to change our perception of manufacturing, encourage students to excel in STEM education initiatives and provide the educated workforce needed to build on the manufacturing momentum. It is the role of the Chamber to collaborate and facilitate this type of exciting change."



BUSINESS START-UPS

Schodack Schools Look to Expand Incubator

The success of a business incubator at Schodack Central School District is prompting an expansion of the model to welcome additional businesses and entrepreneurs.

Superintendent Robert Horan, who has been speaking at business events in the region (photo above), often gets quiz-zical looks from his audience. "They ask me, 'Why are you here?'" said Horan, who serves on the Chamber's board of directors. "I tell them, 'What better way to prepare our students for 21st century jobs than by connecting with local business leaders?' Once they hear that, they're excited to work with us. We've built some very strong connections with local business leaders."



Declining enrollment has prompted school officials to seek creative ways to maximize Maple Hill Middle School's usage and efficiency. The school's basement is currently home to three start-up companies: MICROrganic Technologies, Tumulow Energy Ingenuity and SmartKids NY. The businesses occupy about one-third of the basement space. In addition to filling the former storage space with dynamic startups, the district benefits by creatively collaborating with the tenants. The companies offer real-world expertise to students and faculty members in lieu of rent. They volunteer in classrooms, offer internships to students and provide professional development for teachers across all academic disciplines, said Horan. The businesses also access district resources, such as the library and even a basketball court for recreation. In addition, the collaboration gives entrepreneurs the opportunity to practice presenting their complex technologies to others.