

# insight



## Real Results

"The Leadership Institute is a remarkable experience that provides participants with an opportunity to interact with some of the great leaders in our community. It also gives our executive faculty insight into the emerging talent in the region. The sessions are always thought provoking and impact not only the participants but the speakers, panelists and sponsors."

**Kelli Arnold**,  
Senior Vice  
President,  
Regional  
Sales  
Executive,  
KeyBank,  
NA



"This opportunity was perfect timing for me. I've gained a wealth of knowledge and skills that I'm already putting to work. I've built meaningful relationships with my Leadership colleagues and made new friends. A sincere thank you to the phenomenal faculty, the businesses and schools that provide the space and the Chamber for their scholarship opportunities."



**Daquetta Jones**, Executive Director, YWCA of The Greater Capital Region, Inc. & Class of 2017 graduate

Here's a powerful fact:  
**Nearly 85% of graduates of the Chamber's**

**Leadership Institute experience promotion or career advancement.**

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

This is YOUR year. Learn about The Leadership Institute at our **Open House Event for the Class of 2018**, on Friday, April 7, 8:30-9:30 a.m. at the Chamber offices, 90 Fourth Street in Troy. Meet graduates, pick up an application and get your questions answered. The new class is forming now and will begin this fall. This year's **application deadline is Wednesday, May 17, at 5 p.m.** For information and online applications, visit [renscochamber.com/leadership-institute](http://renscochamber.com/leadership-institute) or contact Events Manager Gabrielle Polce at 518.687.1238 or [gpolce@renscochamber.com](mailto:gpolce@renscochamber.com).

**Come to The Leadership Institute Graduation for the Class of 2017** on Thursday, March 23, 5:30 p.m. at Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are \$50 per person with sponsorship tables of 10 for \$550, including recognition in the evening's program. Register online at [renscochamber.com/events](http://renscochamber.com/events).



## ASK A BOARD MEMBER: Marketing for Small Businesses

Nicole Stein is the Senior Vice President of Marketing at SEFCU, where she serves on the credit union's senior management team. Her professional experience includes marketing and public relations agencies and non-profit organizations. She is a past president of the American Marketing Association, NY Capital Region Chapter.



**Q: How do I know when my business needs a marketing plan? What am I missing without it?**

**A:** If a company has a business plan, it needs a marketing plan. The purpose of the marketing plan is to support the business plan. If nothing else, it will help focus your efforts. It doesn't have to be lengthy or overly complicated. There are some really good templates that can be downloaded to help you develop one. If you want to start small, think about your number one business priority for 2017 and brainstorm how marketing can help you achieve that goal.

**Q: With limited time and budget to tackle marketing, where do I start?**

**A:** Always start with the goal or metric you are trying to achieve and work backwards. What do you need to accomplish to meet that goal? How can marketing to your current customers, potential customers, and/or business partners help you achieve that goal? Focus. It is better to do a small project really well than try to do too much at once. There are many different marketing channels at your disposal and not everything you do has to be expensive.

**Q: When is it time to get professional marketing advice/help?**

**A:** Thanks to great templates and webinars on the internet and local chapters of various marketing and PR associations, you can get help without breaking the bank or necessarily hiring professional help. That said, when what you have been doing stops working or is suddenly less effective, it may be a good time to seek help.

*"Ask a Board Member" is a monthly Q&A featuring members of the Chamber's Board of Directors.*



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

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

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## The Leadership Institute

KeyBank



ALBANY  
BUSINESS REVIEW

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with media sponsorship by Albany Business Review

## CONNECT FOR SUCCESS

### "Spring" into High-Impact Networking

Start your spring with the Chamber's exciting networking programs and take advantage of effective opportunities to meet and connect with regional professionals. Networking to achieve high-quality connections doesn't have to take a lot of time or money. We've designed all of our programs to maximize value with referrals, introductions and resources to help grow your business or non-profit organization. It's the number one reason why members join the Chamber!

#### NetworkingPlus Luncheon

Tuesday, March 28

Get connected, develop leads and build relationships at this fast-paced, structured networking event facilitated by Chamber Ambassadors. This event includes topic-driven themes and three table rotations.

Registration & lunch at 11:30 a.m. | Program 12-1:15 p.m.  
Cost is \$35 for members and \$50 for walk-in members.  
Future members are encouraged to contact the Chamber for more information. At Hilton Garden Inn, 235

Hoosick Street in Troy. Sponsored by Community Resource FCU and The Doane Stuart School.



#### Free Member Benefits Breakfast

Wednesday, April 5

Open to all members and their employees looking to maximize their Chamber membership and engage with the business community. Get to know your Chamber!

- Learn all the benefits included in your membership
- Discover the many ways the Chamber markets, develops and connects members
- Meet Chamber staff and find out about resources
- Bring business cards to network

Registration & breakfast at 7:30 a.m. | Program 8-9 a.m.  
No cost; RSVPs required. At Beechwood at The Eddy Memorial Campus, 2256 Burdett Ave in Troy.

Sponsored by Thomas K. Judd & Associates.



THOMAS K. JUDD & ASSOCIATES

● NEW MEMBERS

**Aetna Health Care Insurance**  
Rep: Kristine Lindskoog  
228 Lindskoog Road  
Alcove, NY 12007  
Phone: 518.669.7071

**Martin Electric**  
Electric Contractors  
Rep: Kendra Hart  
2 Cooper Avenue  
Rensselaer, NY 12144  
Phone: 518.477.7577  
[martinelectric.com](http://martinelectric.com)

**New Ed**  
Marketing Consultants  
Rep: Craig Maslowsky  
68 Second Street  
Troy, NY 12180  
Phone: 518.527.2490  
[newedinc.com](http://newedinc.com)

**Northeastern Apple Sales**  
Food Products - Manufacturers & Distributors  
Rep: Scott Seeberger  
2183 Jensis Road  
Castleton, NY 12033  
Phone: 518.336.5321

**Sharon Springs Garage, Inc.**  
Contractors Equipment & Supplies. - Dealers & Services  
Rep: Derek Shudt  
1175 Hoosick Road  
Troy, NY 12180  
Phone: 518.279.9707  
[sharonspringsgarage.com](http://sharonspringsgarage.com)

**Siemens Industry, Inc.**  
Energy Management  
Rep: Shadrach Treat  
6 British American Boulevard Suite C  
Latham, NY 12110  
Phone: 518.782.0131  
[usa.siemens.com/buildingtechnologies](http://usa.siemens.com/buildingtechnologies)

**Velan Ventures**  
Video Game Development  
Rep: Guha Bala  
225 River Street  
Troy, NY 12180  
[velanstudios.com](http://velanstudios.com)

**CloseUP Conversation**



Nancy Carmello is the Chamber's membership coordinator. Email her at [ncarmello@renscochamber.com](mailto:ncarmello@renscochamber.com) or call 518.687.1242.

Personalized service is a hallmark of our Chamber and certainly what sets us apart from other organizations. Each staff member takes pride in being friendly, informative and helpful. It is my privilege to stay in touch, one-on-one, with our members through recruitment and retention calls (that's my voice you hear on the phone) and with general customer service and staff assistance. I also work with the Ambassador Committee to facilitate networking and connect members, assisting you to reach your business potential.

Be sure to notify the Chamber if your organization has changed its contact information, relocated, added an office, changed your representative or launched a new website address. Keep in touch with the Chamber so the Chamber can keep in touch with YOU. Remember, we refer valuable business leads to members every day. Contact me today!

● MEMBER NEWS



**Rensselaer County Executive Kathleen Jimino** has been appointed to a one-year term on the board of directors of the National Association of Counties. "Serving on the board will give Rensselaer County a prominent seat at the table for discussing federal policy decisions that impact our residents," said Jimino. Visit [rensco.com](http://rensco.com).

**CDPHP** was named to a "Best Companies to Work for in New York" list for the ninth consecutive year. The award, presented by Best Companies Group and the NYS Society of Human Resource Management, is based on workplace policies and practices and employee survey results. Visit [cdphp.com](http://cdphp.com).

**Harris, Conway & Donovan, PLLC** welcomes Ryan E. Manley as an associate attorney. A former assistant attorney general and assistant district attorney, he will practice personal injury, commercial litigation and criminal law. He is a graduate of Albany Law School. Visit [capitalregionlaw.com](http://capitalregionlaw.com).



**Erdman Anthony** was honored for design and construction work on the historic Johnsonville Bridge (CR 111 over the Hoosick River) replacement project by the Capital Branch of the American Public Works Association. The project was named "2016 Project of the Year" in the historical restoration/preservation (less than \$5 million) category. Visit [erdmananthony.com](http://erdmananthony.com).

**The Spinney at Pond View**, 2490 Pond View in Castleton, celebrated the grand opening of a 5,000-square-foot, multi-use clubhouse for residents of the age 55+ rental community with a ribbon-cutting ceremony (photo, below). A pool and garden will be added this spring and 70 new cottages are under construction. Visit [thespinneyatpondview.com](http://thespinneyatpondview.com).



**Community Care Physicians, P.C. and Columbia Development Companies** hosted a ribbon-cutting ceremony to unveil a 20,000 square-foot medical building (photo, above) at 35 Empire State Boulevard in Castleton. The facility, home to **Schodack Internal Medicine and Pediatrics**, was built by **BBL Medical Facilities**. Visit [communitycare.com](http://communitycare.com).



**Community Resource FCU** held a ribbon-cutting ceremony during a grand opening at its new North Greenbush branch, located at 631 Bloomingrove Drive, Routes 4 & 43. The branch is the credit union's first location in Rensselaer County and first expansion in the Capital Region. Visit [communityresource.coop](http://communityresource.coop).

**Mosaic Associates Architects** will participate in "Capital Region CANstruction" to benefit The Food Pantries for the Capital District. Architects, engineers and construction experts will design and build structures made of canned goods on March 7 at the New York State Museum. The goal is to collect 5,000 cans and \$5,000 to donate to The Food Pantries. Also participating are **CSArch, CT Male, Ryan Biggs, Rensselaer Polytechnic Institute, Spring Line Design** and **Turner Construction**. Visit [canstruction.org](http://canstruction.org).

events calendar 2017

MARCH	APRIL	ADDITIONAL INFO
<p><b>Tuesday • 3/7</b> <b>Ask the Experts: 2017 Hot Topics in HR</b> Discover how to seamlessly and successfully transition to new state-wide HR regulations. Cost is \$35 members; \$50 walk-in members; \$70 future members. Registration and breakfast 7:30 a.m.; program 8-9:30 a.m. At The Century House, Route 9 in Latham. Sponsored by MicroKnowledge, Inc.</p> <p><b>Thursday • 3/16</b> <b>College Presidents Panel</b> Regional college presidents discuss their academic communities and the impact of higher education as an economic driver in the Capital Region. Cost is \$35 members; \$50 walk-in members; \$70 future members. Registration and breakfast 7:30 a.m.; program 8-9:30 a.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Mosaic Associates Architects.</p> <p><b>Thursday • 3/23</b> <b>The Leadership Institute Graduation</b> Join us to celebrate the Class of 2017. Cost is \$50 per person; Chairman's Circle tables of 10 are \$550. Registration and networking reception at 5:30 p.m.; graduation ceremony at 6:30 p.m.; dinner at 7 p.m. At the Franklin Terrace Ballroom, 126 Campbell Avenue, Troy. Sponsored by KeyBank. Media sponsor is the <i>Albany Business Review</i>.</p> <p><b>Tuesday • 3/28</b> <b>NetworkingPlus Luncheon</b> Get connected, develop leads and build relationships at this fast-paced structured networking event facilitated by Chamber Ambassadors. This event includes topic-driven themes and three table rotations. Cost is \$35 members; \$50 walk-in members. Registration 11:30 a.m.; program 12-1:15 p.m. At the Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Community Resource FCU and The Doane Stuart School.</p>	<p><b>Wednesday • 4/5</b> <b>Member Benefits Breakfast</b> This no-cost program is great for new members, your employees or anyone who wants to make the most of Chamber 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 requested. At The Eddy Memorial Campus, 2256 Burdett Avenue in Troy. Sponsored by Thomas K. Judd &amp; Associates.</p> <p><b>Friday • 4/7</b> <b>The Leadership Institute 2018 Open House</b> Meet with graduates, pick up applications and learn about this award-winning program. At the Chamber office, 90 Fourth Street in Troy. From 8:30-9:30 a.m.</p> <p><b>Thursday • 4/13</b> <b>Bridging the Generation Gap to Create a Timeless Workplace</b> Attend this breakfast to learn how to leverage generational differences to strengthen your organization, build relationships and increase productivity. Discover how to harvest great ideas from every generation in order to blend the best of all experiences and find common ground to create a timeless workplace. At the Renaissance Albany Hotel, 144 State Street in Albany. <i>Sponsorships available.</i></p> <p><b>Wednesday • 4/19</b> <b>Quick Learn: Excel Advanced Functions</b> Train yourself and your staff at considerable cost savings. Presented through a Chamber partnership with MicroKnowledge, Inc. Registration and refreshments at 8 a.m.; program 8:30-10:30 a.m. Cost is \$79 members; \$99 future members. At the Chamber, 90 Fourth Street in Troy.</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 (unless otherwise noted).</i></p> <p><b>No-shows will be billed; 24-hour notice is required for all cancellations.</b></p> <p><b>Register online at:</b> <a href="http://renscochamber.com/events">renscochamber.com/events</a></p> <p><b>Questions?</b> Contact Gabrielle Polce Events Manager 518.687.1238 <a href="mailto:gpolce@renscochamber.com">gpolce@renscochamber.com</a></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>

# NYS Funding Spurs Economic Opportunities Investments on the Farms & Transformations in the Cities



**M**ore than \$14 million is available to protect soil and water resources on farms across New York State, but farmers will need to apply for the funding by the end of March. The grant money, available through the Agricultural Nonpoint Source Abatement and Control Program of the New York State Environmental Protection Fund, is earmarked to address water quality challenges on farms in critical watersheds. The funds underscore the key role played by farming in New York's economy, and the inescapable ties between the agricultural industry and the stewardship of environmental resources. The grants seek to ensure that a high quality of water and soil on farms and in communities is protected for current and future generations.

The funding will be used to prevent water pollution, reduce erosion and limit harmful sediments and other nutrients in waterways. Grants will be awarded to County Soil and Water Conservation Districts to help farms with environmental planning, including the implementation of management systems, planting vegetation along streams to intercept runoff and planting cover crops after the annual harvest to protect the soil.

County districts can apply for Round 23 of the grant program on behalf of farmers through the New York State Department of Agriculture and Markets at [agriculture.ny.gov/RFPS.html](http://agriculture.ny.gov/RFPS.html). All appropriate materials must be submitted through the New York State Soil and Water Conservation Committee SharePoint website by the March 31, 2017 deadline.

**N**early \$40 million has been awarded to 75 municipalities in the state through Round 4 of the Restore New York Communities Initiative. The funds will support municipal revitalization efforts in cities such as Troy, helping to reinvigorate downtown areas and generate urban economic opportunities.

The City of Troy was awarded \$778,205 in revitalization funding to rehabilitate and reopen the historic American Theater located at 285-289 River Street (photo, above), as part of the city's larger Riverwalk Redevelopment Plan. Bonacio Construction, Inc., Bow Tie Cinemas and the City of Troy are working together on a \$3 million plan to modernize the 6,800-square-foot brick theater as a first-run movie house. The property is considered a landmark space that is critically important to the Collar City's continued growth and prosperity as a destination for recreation, dining and culture in the Capital Region. Officials maintain its preservation supports the city's long-term Riverwalk expansion effort. "We are very excited to bring this historic theater back to life," said Bonacio's Director of Business Development Larry Novik. "We're confident that the American Theater will again become a vibrant hub of activity, bringing new faces and activity to our downtown."

The Capital Region was awarded \$3,028,205 to support the project in Troy and three in the City of Schenectady, including the demolition or rehabilitation of 10 mixed-use properties and the removal of hazardous materials. Visit [troyny.gov](http://troyny.gov).

## FUNDS RETURNED TO NEW YORK

### NYS Broadband Moves Closer to Ultimate Goal

**M**ore than \$170 million in federal funds were returned to Upstate New York to continue expanding broadband and high speed internet service, particularly in the state's most rural and underserved communities. The Federal Communications Commission

reallocated the funds, which went unused when a national telecommunications carrier pulled out of the New York State Broadband Program. Other broadband companies now have the opportunity to bid on the funding to improve upstate's broadband access and bring the initiative closer to its goal of ensuring access to high-speed internet for New Yorkers in every part of the state. The reallocated funds are part of a \$500 million broadband program announced in 2015. Now in Round 3, the program will bring high-speed internet services to New York's most rural areas, allowing businesses, schools and individuals to go online and stay competitive in a digital world. It is the largest and most ambitious state investment in broadband in the nation. State officials hope to provide access to speeds of 100 Mbps, with 25 Mbps acceptable in the most remote and rural areas. Visit [nysbroadband.ny.gov](http://nysbroadband.ny.gov).



## RECOGNIZING SUCCESS

### Calling All Chamber "Good News" Nominees!

**D**o you know of a business or non-profit success story? Is it you? The Chamber is seeking nominees for the 2017 "Good News Rensselaer County" awards. Co-hosted by the Chamber and Rensselaer County, this event celebrates businesses, nonprofits and community organizations who make a significant impact on our area's economy and quality of life.

Good News awards recognize companies making a name for themselves at home, in our region, in New York State and, in some cases, in the global marketplace. Recipients are publicly honored during an awards luncheon in the fall. To nominate a candidate, please contact Gabrielle Polce at [gpolce@renscochamber.com](mailto:gpolce@renscochamber.com).



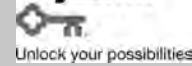
A QUARTERLY REPORT  
OF THE CHAMBER'S



Economic  
Development  
Partnership

## VISIONARY INVESTORS

### KeyBank



KeyBank helps clients and communities thrive through informed choices made to the highest ethical standards for the benefit of shareholders, customers, employees and communities. KeyBank Foundation invests in education and the workforce to build thriving localities. With its Community Development Lending and Investment business, Key makes construction affordable and attractive to developers, stimulating local economies. KeyBank is the only U.S. national bank among the 25 largest to hold an "Outstanding" Community Reinvestment Act rating for eight consecutive review periods. Visit [key.com](http://key.com).



Rifenburg is one of upstate New York's oldest and largest family-owned construction firms. Specializing in earth moving and restoration of all kinds, Rifenburg makes quick work of landfill expansions and closures, site work, highway and bridge expansion and utility installations. Since 1958, Rifenburg satisfies customers with dedication to projects, an emphasis on safety and the ability to take on big challenges while getting the job done on time and on budget. Visit [riftenburg.com](http://riftenburg.com).

## CHAMPION INVESTORS



## INNOVATOR INVESTORS

**NBT Bank**

## TRAILBLAZER INVESTORS

**Kinderhook Bank**

**NAI Platform**

**Pattison, Sampson, Ginsberg & Griffin PC**

*List reflects investors as of press time.*

## THE ECONOMIC DEVELOPMENT PARTNERSHIP

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

## JOIN EDP TODAY

Looking for a smart investment? With the Chamber's EDP you can invest in the success of our regional business community. In conjunction with the Rensselaer County Industrial Development Agency and the Center for Economic Growth, we serve as a catalyst for businesses starting up, expanding, or looking to make a profitable move. EDP's high-impact marketing attracts regional, national, and international attention to our county's dynamic quality of life and thriving business environment. Are you ready to join us?

## CONTACT US

President Kate Ollier  
[kollier@renscochamber.com](mailto:kollier@renscochamber.com)  
ph: 518.274.7020



## NAI Platform

MEET OUR INVESTORS:

### NAI Platform

Founded in 2006 by President and Owner Daniel O'Brien, NAI Platform's team of commercial real estate agents are experts in their specialized fields. O'Brien has created a boutique shop of commercial agents, a "go-to" agency for clients with specific real estate requirements in such industries as medical, educational, distribution and multi-family redevelopment. By design, NAI's



consultants collectively specialize in all areas of commercial transactions in the greater Capital Region. The company's affiliation with NAI Global since 2009 extends the firm's expertise to 350 affiliate offices in every state in the U.S. and in 55 countries worldwide. Locally, NAI Platform serves 14 counties with 17 full-time agents, representing 275 years of combined experience. NAI agents average more than 140 transactions a year, with annual volumes approaching \$100 million.

"We value our partnerships with each town and community in Rensselaer County and the county-wide commitment to smart growth and development," said Daniel Slote, SIOR and associate broker at NAI Platform. "The county's location is key to its potential. Even from its furthest reaches, you can drive to the Capitol in under 20 minutes, at any time of day."

In the past year, several NAI transactions have helped shape economic development within Rensselaer County:

- Sale of a 20-acre parcel on the southwest side of I-90, between exits 8 and 9, to Regeneron Pharmaceuticals. The parcel was added to existing Regeneron property, enlarging the company's footprint and investment in Rensselaer County.
- Sale of a 73-acre parcel along I-90's northeast side to Bonacio Construction for new residential development.
- Purchase by Redburn Development of Cottage Hill Apartments, an 88-unit student housing complex near Hudson Valley Community College.
- Recent sale of the former Oasis Mini Golf site on Route 4 by agents Dan Slote and Tyler Culberson. The site is being redeveloped into a Cole's Collision Center.

Still ahead for NAI Platform in Rensselaer County is the sale of the Cannon Building on Monument Square in downtown Troy (photo, above), a five-story, 55,000-square-foot historic building, and the purchase/sale of the former Kmart Plaza in East Greenbush on Routes 9 & 20. Tenant Big Lots plans to stay and there is potential for an additional two curbside parcels for retail development. Visit [naiplatform.com](http://naiplatform.com).

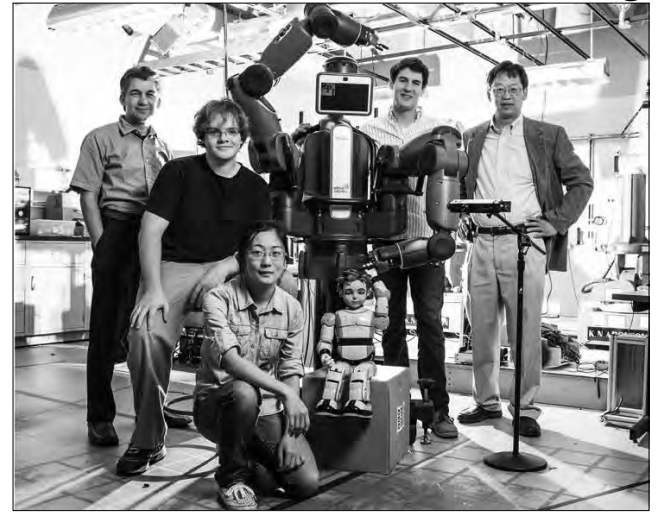
## NEW INSTITUTE OPENS

### Advancing High-Tech Robotics Use for Manufacturing

Rensselaer Polytechnic Institute was chosen by the U.S. Department of Defense (DOD) to be a founding member of the 14th Manufacturing USA Institute, to be known as the Advanced Robotics Manufacturing (ARM) Innovation Hub. The DOD will provide \$80 million in federal funding to launch the ARM Innovation Hub and stimulate robotics technology development in manufacturing environments. The investment will be matched by a \$173 million contribution from a coalition of 220 partners in industry, higher education, nonprofits and state and local governments from across the country. The ARM Hub is part of Manufacturing USA's network, which works to revitalize American manufacturing and incentivize companies to invest in new technology development.

"The ARM Hub will build a public-private network of experts in design, manufacturing and deployment of robotics for innovative manufacturing," said John T. Wen, head of Rensselaer's Department of Industrial and Systems Engineering and a member of ARM's leadership team.

While robotics is increasingly necessary to achieve the level of precision required for defense and other industrial manufacturing, the capital cost and complexity of use often prevents mid-size manufacturers from utilizing the technology. ARM will advance the use of robotics in small and medium-



sized businesses and help America compete with low-wage companies abroad. Rensselaer will co-lead the initiative with private and public partners, including FuzeHub, a state-funded entity that works to better connect New York's small and mid-sized manufacturing companies to the resources, programs and expertise they need for technology commercialization, innovative solutions and business growth. Visit [news.rpi.edu](http://news.rpi.edu).

## WORKFORCE DEVELOPMENT

### Drone Course at HVCC Meets New Pilot Rules



Commercial drone usage is growing and the Workforce Development Institute (WDI) at Hudson Valley Community College is ahead of the curve with comprehensive courses. The Federal Aviation Administration's (FAA) new regulations for commercial use of Small Unmanned Aircraft Systems require commercial drone pilots to pass a Remote Pilot Knowledge test. WDI offers a comprehensive, "12-hour Drones - Learn to Fly" course that provides hands-on training for professional operators, contractors, employees and hobbyists. A follow-up, six-hour "Remote Pilot Knowledge Test Prep" course prepares students to pass the FAA certification exam.

The economic impact of drone technology is estimated to reach \$100 billion in the coming four years. "It's the next transformative technology with countless applications," said Richard E. Bennett III, an associate dean of WDI. "With these courses, members of our business community can be among those capturing this technology's potential." For more information, e-mail [WDI@hvcc.edu](mailto:WDI@hvcc.edu) or call 518.629.4111.

### Be Prepared for the New NYS HR Regulations

by Frank Kerbein

With each New Year traditionally comes a slew of new laws that affect your relationship with your employees; 2017 is no different. Let's get to it:

» **Minimum Wage** – Effective December 31, 2016, NYS began a march to \$15 per hour with incremental increases based on location, company size and industry. There are now 20 minimum wage rates in the state. For Rensselaer County employers, the rates jumped to \$9.70 for miscellaneous employees, \$7.35 or \$8.25 for tipped employees and \$10.75 for fast-food workers. There are other proportional increases related to tipped wages, meal and lodging allowances, and more. New minimum wage posters are required ([visit labor.ny.gov/formsdocs/wp/LS207.pdf](http://visit.labor.ny.gov/formsdocs/wp/LS207.pdf)). In addition, minimum wage regulations also increase New York's minimum salary levels for positions to be considered exempt from overtime for executive and administrative employees. For Rensselaer County, the minimum exempt salary is now \$727.50 per week (annualized to \$37,830) and will increase each year proportionally with the minimum wage.

» **Payment of wages** – If you pay your employees by direct deposit or refillable debit card, substantial new regulations take effect March 7, 2017. For direct deposit, employers will

be required to distribute, prior to March 7, a new notice of employee rights regarding their payment of wages (NYS is developing templates for this notice). For pay cards, there are substantial new rules. Most importantly, you need to find an ATM system that is surcharge-free ([visit govt.westlaw.nyreg](http://visit.govt.westlaw.nyreg)).

» **Discussion of wages** – Time to check your handbooks. Effective February 1, 2017, employers may not impose restrictions on employees in such a way that unreasonably or effectively precludes or prevents inquiry, discussion or disclosure of wages at the worksite and/or during work hours.

» **Executive Order 162** – This order requires contractors to report gender, race, ethnicity, job title and **salary** data of all employees working on a state contract, effective for contracts issued and executed on or after June 1, 2017.

As you can see, there is a never-before-seen focus on the expansion of employee rights in the workplace, with New York State leading the way in expanding worker protections. Employers should to continue to look to the Chamber for updates and information.

Frank Kerbein is the director of the Center for Human Resources, The Business Council of New York State. He is a featured presenter at the Chamber's **Ask the Experts: 2017 Hot Topics in HR** event on Tuesday, March 7 (see page 6 article for details).

## NATIONAL RANKING

### Capital Region in Fourth Place for R&D Spending

The Capital Region is a leading hub for university research and development, according to an analysis by the Center for Economic Growth. The area ranked fourth for R&D spending out of 20 Northeastern metropolitan regions, ahead of Boston, MA, but behind Ithaca, NY, Harrisburg, PA and New Haven, CT. The analysis pulled data from the National Center for

Science and Engineering Statistics, a group within the National Science Foundation. About \$574 million was spent in the Capital Region on university R&D from 2011 to 2015, supporting 3,700 researchers, primarily in engineering and life sciences. The majority of funding came from the federal government and private sector. The rankings take into account the number of workers in a given area,

the gross metropolitan product and the total university R&D. The rankings are based on three factors: university spending per worker, spending per \$1,000 GMP and total R&D expenditures. In 2015, the University at Albany, Albany Medical College, SUNY Polytechnic Institute and Rensselaer Polytechnic Institute accounted for 98% of R&D spending in the Capital Region. Visit [ceg.org](http://ceg.org).

## COST-EFFECTIVE TRAINING

### Chamber + MicroKnowledge, Inc. = Success!

Take advantage of 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 this upcoming workshop:

#### Quick Learn Session

##### Excel Advanced Functions

Wednesday, April 19

At the Chamber, 90 Fourth Street in Troy.

Registration and refreshments at 8 a.m.; training 8:30-10:30 a.m.

\$79 Chamber members; \$99 future Chamber members

Seating is limited, so register today!

Unleash the power of Excel's more advanced functions and find new paths to efficiency and productivity! Discover how to use decision making functions, such as IF, to make Excel work harder for you. Training topics include working with range names, DSUM, IF, SUMIF, VLOOKUP, HLOOKUP, MATCH, INDEX, hiding columns/rows, goal seek and more.



Register now at [www.renscochamber.com/events](http://www.renscochamber.com/events). Quick Learn workshops are sponsored by the Chamber and MicroKnowledge, Inc.



## MAXIMIZE YOUR MEMBERSHIP

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

Make the most of your Chamber membership! We offer the following money-saving benefits to help you *Market, Develop & Connect* for success! For information on all of these valuable benefits of Chamber membership, visit [renscochamber.com](http://renscochamber.com) or call us at 518.274.7020.

- Network at our events!** Visit [renscochamber.com/events](http://renscochamber.com/events) to see a full line-up of exciting and cost-saving networking and training opportunities for you and your staff. Contact Gabrielle Polce, events manager, at 518.687.1238 or [gpolce@renscochamber.com](mailto:gpolce@renscochamber.com).
- Let the Chamber assist with your Ribbon-Cutting Ceremonies, Grand Openings or Anniversary events.** We can help with media outlets, inviting local dignitaries, caterers and more. Contact Staci O'Neill, communications and web strategies manager, at 518.687.1243 or [soneill@renscochamber.com](mailto:soneill@renscochamber.com).
- Join Save Local Now**, a complete digital platform that includes content creation/publishing, email marketing, social sharing and SEO. Contact Staci O'Neill at [soneill@renscochamber.com](mailto:soneill@renscochamber.com) to get started.
- Take advantage of the Chamber's two free Conference Rooms.** Contact Valerie Lazzari, executive assistant, at 518.687.1241 or [vlazzari@renscochamber.com](mailto:vlazzari@renscochamber.com) to reserve one of the conference rooms.
- Submit an upcoming event** to our Community Calendar. Visit [renscochamber.com/community-calendar](http://renscochamber.com/community-calendar). Submit an event and complete the online form.
- Post all of your available job and volunteer opportunities** on our website page, one of our top visited pages in 2016. New posts are being added daily and it's free! Visit [renscochamber.com/edp](http://renscochamber.com/edp).
- Make Health Care affordable** for you and your employees with member-exclusive health and dental plans, including MVP Health Care, Blue Shield of Northeastern New York, CDPHP and Guardian. All plans are administered by Bouchey & Clarke Benefits, Inc. Visit [renscochamber.com/member-benefits](http://renscochamber.com/member-benefits).
- Submit press releases and company news** to our website by using the Chamber's online form. Visit [renscochamber.com/news/member-news](http://renscochamber.com/news/member-news) to add your news items to our website. It's free!
- Call and sign up for our free Energy Savings Program.** Making just one call can help you reduce your monthly operating expenses. Visit [renscochamber.com/member-benefits](http://renscochamber.com/member-benefits) for more information on how to save or contact Maureen McGuinness, membership manager, at 518.687.1244 or [mmcguinness@renscochamber.com](mailto:mmcguinness@renscochamber.com).
- Affordable Marketing Opportunities** to get your business noticed. Contact Maureen McGuinness at 518.687.1244 or [mmcguinness@renscochamber.com](mailto:mmcguinness@renscochamber.com).
- Direct Mail Lists** are a great resource for a growing business to use in direct mail campaigns. Includes your choice of mailing labels or email spreadsheet in Excel. Contact Valerie Lazzari at 518.687.1241 or [vlazzari@renscochamber.com](mailto:vlazzari@renscochamber.com).

## CHAMBER MEMBER

# spotlights



For **The Arts Center of the Capital Region** summer camp for kids is all about sparking creative interests that may last a lifetime. The Center is gearing up for another successful camp season, offering

six to 17 years olds a host of age-appropriate opportunities to delve into their creative side, from studio and digital art to culinary and performance art, from multimedia to music and more. Four to five camps per week, starting in June, are designed for hands-on learning and taught by professional artists in studio spaces filled with equipment and inspiration. Scholarships are available for income-eligible individuals. For applications, a full listing of camps by age group and online registration, visit [artscenteronline.org](http://artscenteronline.org).

With recognition for the region's creative economy increasing, The Arts Center is growing the entrepreneurs of tomorrow. Classes at The Arts Center promote creative problem-solving and collaborative thinking and present the arts as a potential career path and integral community partner. The Arts Center also offers internships to college students studying early childhood education, art therapy and related careers.

The business community can partner with The Arts Center by making a donation or through a Corporate Membership, which provides a wealth of benefits to your company and your employees. Contact Nicole Peterson at [nicole@artscenteronline.org](mailto:nicole@artscenteronline.org) for information.



THE ARTS CENTER OF THE CAPITAL REGION  
265 RIVER STREET | TROY, NY 12180  
PH: 518.273.0552 | [ARTSCENTERONLINE.ORG](http://ARTSCENTERONLINE.ORG)



Established in 1974, **The Community Preservation Corporation (CPC)** is a nonprofit affordable housing and community revitalization finance company that believes housing is central to transforming underserved neighborhoods into thriving communities. CPC provides innovative capital solutions and a collaborative approach to the often complex challenges that owners and developers face when financing multifamily projects.

"For more than four decades, our partners have relied on CPC as a consistent source of capital to finance multifamily properties in the state's underserved housing markets," said Senior Vice President & Regional Director Michael Skrebutenas. "At CPC, we understand that it's not whether a project is large or small, it's the positive impact it can have in anchoring a community, bringing additional investment to the area and giving hardworking people stable and sustainable housing opportunities."

CPC is financing conversion of the former Wilbur, Campbell, & Stephens, Co. factory at 599 River Street in Troy into a mixed-income apartment building with 52 affordable apartments and 15 supportive housing apartments. When completed, the new "Tapestry on the Hudson" (photo, above) will serve as a catalyst for the ongoing revitalization of the surrounding communities.

To date, CPC has leveraged approximately \$9.7 billion in private and public investment to finance more than 170,660 units of housing across New York, which includes \$671 million to support 403 multifamily projects with a total of 14,706 units in the Capital Region. Whether the project is downtown revitalization, adaptive reuse, supportive housing, new construction, acquisition or refinancing, CPC supports borrowers and partners in local government to work towards breathing new life into communities.

THE COMMUNITY PRESERVATION CORPORATION  
54 STATE STREET, SUITE 201 | ALBANY, NY 12207  
PH: 518.463.1776 | [COMMUNITYP.COM](http://COMMUNITYP.COM)

Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Maureen McGuinness at [mmcguinness@renscochamber.com](mailto:mmcguinness@renscochamber.com). Members must be in good standing.

## Member Milestones

Thank you for your valued investment in the Chamber. Congratulations to these members:

### 50+ YEARS

American Image Corporate Apparel and Uniforms (1964)  
Amsure - Division of Adirondack Trust Financial Services, Inc. (1953)  
E. Stewart Jones Hacker Murphy (1953)

### 30 YEARS

JK Bloom Jewelers LLC (1987)

### 25 YEARS

Thomas B. Clarke Insurance Agency, Inc. (1992)

### 15 YEARS

Northeast Show Promoters, Inc. (2002)  
Johnstone Supply (2002)

### 10 YEARS

Hoosick Valley Contractors, Inc. (2007)

## 2017 BOARD OF DIRECTORS

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## ASK THE EXPERTS

### 2017 Hot Topics In HR Set for March 7

Join us for a dynamic and engaging discussion with industry experts as we delve into **2017 Hot Topics in HR**, the first program in the Chamber's new **Ask the Experts Series**. We've assembled a top-notch panel of business professionals with the insight, strategies and expertise to inform and educate you on timely HR issues. The coming year will bring new challenges to the business landscape and workforce, requiring a transformation in approaches to human resource management. This program provides proven strategies and solutions that focus on the evolving role of HR. Discover techniques and management trends for a seamless and successful transition to new state-wide regulations and policies. Come prepared with all of your HR questions and challenges!

**Ask the Experts: 2017 Hot Topics in HR** is on Tuesday, March 7 at The Century House, Route 9 in Latham. Sign up 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.

## MEET OUR PRESENTERS

**Miriam Dushane**, PHR, SHRM-CP, Managing Director, Linium Recruiting



**Frank Kerbein**, Director, Center for Human Resources, The Business Council of New York State



**Rose Miller**, SPHR, President, Pinnacle Human Resources, LLC

**Ask the Experts Series: 2017 Hot Topics in HR**



**Mary Martinez**, Second Vice President, The Phoenix Companies, Inc.

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COMPUTER TRAINING & CONSULTING

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## STATE OF EDUCATION

### College President's Panel on March 16

Learn what's new on the campuses of regional colleges and universities and discover how these institutions collaborate with businesses for mutual success at the Chamber's **College President's Panel Discussion**. We'll meet with college presidents to discuss their academic communities and the impact of higher

education as an economic driver in the greater Capital Region. Our distinguished guests include (top row, l-r): James N. Baldwin, J.D., Ed.D., Excelsior College; Br. F. Edward Coughlin, OFM, Ph.D., Siena College; Andrew J. Matonak, Ed.D., Hudson Valley Community College; (bottom row, l-r) Dr. Carolyn J. Stefanco, The College of St. Rose; Susan C. Scrimshaw, Ph.D., The Sage Colleges; and Dr. James R. Stellar, interim president, University at Albany. The panel will discuss how your business or organization can find opportunities by partnering with education. Bring your ideas to this exciting forum and make new connections for success.



**College President's Panel Discussion** is on Thursday, March 16 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up 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.

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## CREATE A TIMELESS WORKPLACE

### Bridging the Generational Gap on April 13

Learn how to leverage generational differences to strengthen your organization with the Chamber's **Bridging the Generation Gap to Create a Timeless Workplace**. We'll discuss how historical markers and generational experiences create differences and the strategies that can bridge the gap to strengthen workplace relationships and increase productivity. Discover how to harvest great ideas from every generation in order to blend the best of the all experiences, find common ground and

establish guidelines to create a timeless workplace. Bring your team to this one-of-a-kind program.

**Bridging the Generation Gap to Create a Timeless Workplace** is on Thursday, April 13 at the Renaissance Albany Hotel, 144 State Street in Albany. Sign up at [renscochamber.com/events](http://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.



**Save the date!**

**VISIONARY  
GALA 2017**

To benefit Northeastern Association of the Blind at Albany's  
Employment, Senior and Youth Programs

**Saturday, 04.08.2017**  
**Black Tie Optional**

**6:30 PM – 8:00 PM**  
Open Bar and Hors d'oeuvres

**8:00 PM**  
Dinner and Presentation of Awards

**Franklin Plaza Ballroom**  
Fourth & Grand Streets, Troy, NY 12180

**NABA 2017 Honorees**  
***Corporate Partner of the Year***  
***Michael Cocca &***  
***Franklin Hospitality Group***

***Volunteers of the Year***  
***Tamara Cookingham***  
***Pamela Canty***

***Professional of the Year***  
***Dr. Hao Wang***

For more information and for tickets please contact:  
518. 463.1211 x 241 or 201

Table (s) for 8 at a group rate \$1,000 each.  
Ticket (s) \$130 each  
Junior Professional (35 years old and under) ticket (s) at \$90 each

**[www.naba-vision.org](http://www.naba-vision.org)**