

insight

LATEST UPDATES @ VICTORIANSTROLL.COM

Troy Victorian Stroll Set for Dec. 6

Discover holiday magic and old world charm at the 33rd Annual Troy Victorian Stroll on Sunday, December 6 from 11 a.m. to 5 p.m.



This exciting event transforms the streets of downtown Troy with seasonal splendor, attracting more than 25,000 visitors from all over the Northeast. Every year Stroll visitors enjoy a day of holiday fun, food, shopping and activities for all ages. The Stroll offers more than 100 activities including live bands, dancing, crafts, theatre and costumed performers, set against a backdrop of unique shops, storefronts and restaurants. An outdoor food court with a variety of hot food and snacks will complement the many Troy eateries and fine restaurants participating in the event. For full information, visit the Stroll website at victorianstroll.com.

For more than three decades, the Stroll has been presented by the Chamber and the City of Troy, funded entirely through the generosity of individual and corporate donors. Make your donation by calling the Chamber at 518.274.7020. This year's sponsors (at press time) are:

Platinum - Bouchey Financial Group, Ltd. | Bouchey & Clarke Benefits, Inc.; Dunkin' Donuts; E. Stewart Jones Hacker Murphy, LLC; Fagan Associates, Inc.; First Niagara; MVP Health Care; Pioneer Bank; Rensselaer Polytechnic Institute; Saratoga Eagle Sales & Service; Saratoga National Bank and Trust Co.; Troy Business Improvement District; Troy LDC.

Gold: Rensselaer County IDA; National Grid.

Silver: BBL Family of Companies; Bonacio Construction, Inc.; Columbia Development Companies; The Rifenburg Companies.

Media sponsors: B95.5 FM; *Capital Region Living Magazine*; *The Record*; *Times Union*; WNYT-NewsChannel 13.

Stroll Window & Photo Contests are Fan Favorites!



The annual Stroll Window Decorating Contest and Photo Contest are back! The Chamber, the Downtown Troy Business Improvement District and The Arts Center of the Capital Region invite you to participate in these popular and creative competitions. This year's window decorating theme is "Sweets & Treats," sure to inspire amazing holiday windows throughout downtown. Voting will take place by "liking" the pictures on the Chamber's Facebook page from December 1 through 3 for Fan Favorite window. Capture the festivities and charm of the 33rd Annual Victorian Stroll for the photo contest, open to amateur photographers only. Photos must be of the 2015 Victorian Stroll and submitted by Tuesday, December 8 at 5 p.m. Submit photos by posting them on the *The Record's* Facebook page. For full information about both contests, visit the Stroll website at victorianstroll.com.

REGIONAL INITIATIVE

Learn How to Capitalize on Our Creative Economy

Did you know the Capital Region has the second highest concentration of creative jobs across the country, compared to regions of similar size? The Capital Region is an internationally recognized hub of creativity, with nearly 24,000 jobs and more than \$850 million in earnings. This makes it almost as big as the region's higher education sector, translating to about 3.7% of all jobs. Many of our area's successful entrepreneurial environments are characterized by companies where creative content and technology converge, such as local gaming companies

including Vicarious Visions, 1st Playable, Agora Games and MadGlory. Find out how this dynamic trend can expand your business at the Chamber's upcoming **Capitalize on Our Creative Economy** breakfast. Our featured panelists (photos, below) from the Regional Alliance for the Creative Economy (upstatecreative.org) will discuss how you can capitalize on the region's creative assets and expand your business through creative markets and pipelines. Find out more by signing up for this exciting program today!

PANELISTS



Guha Bala
President
Vicarious Visions



Karen Bilowith
President and CEO
Community Foundation for
the Greater Capital Region



Tom Lloyd
President and Owner
Adirondack Studios



Ellen Sax
Director, Community
Engagement
MVP Health Care

Register now for **Capitalize on Our Creative Economy** on Thursday, November 5 at The Century House, Route 9 in Latham. Sign up online at rensochamber.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. Sponsored by Vicarious Visions.



ASK THE EXPERT :

The Value of Chamber Membership

Jeff Vukelic is owner and president of Saratoga Eagle Sales & Service, an Anheuser-Busch distributor servicing 12 upstate counties. The third generation, family owned business is committed to its customers, employees and the regional community.



Q: Why are you a Chamber member?

A: In a word, relationships. It started when I met (Chamber President) Linda Hillman and naturally progressed to membership. As a beverage distributor, I'm in a relationship-based business and that's what the Chamber does best — bringing businesses and community members together. I also realized that the values of our family owned business were the Chamber's values. The Chamber definitely brings the pulse of the business community right to its members.

Q: How are you actively involved?

A: Besides having the privilege of serving on the board of directors, I've been a member of The Leadership Institute's faculty. In fact, my nephew, Greg Vukelic, is a member of Leadership's Class of 2016. We've sent employees to various training workshops for skill building and, of course, I've attended Chamber networking events and annual programs. We've also taken advantage of advertising sponsorships. All of these benefits are exceptional opportunities for businesses to get their product or service into the public eye.

Q: What's the overall "takeaway" for you?

A: The Chamber opens the door to great people, great people to know personally and great people to do business with. Whether I'm interacting with exciting future leaders at The Leadership Institute, or getting my product into the hands of potential customers, or working with our dynamic board of directors on a strategic plan, my experience with the Chamber has broadened my professional and personal relationships in many worthwhile ways.

"Ask the Expert" is a monthly Q&A featuring a member 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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