DRIVE YOUR SALES FORWARD Accelerate Sales Academy on June 7

Keenan is CEO, president and chief antagonist of A Sales Guy, Inc. He's been selling something to someone for his entire life and has been teaching and coaching for almost as long. With more than 20 years of sales experience, Keenan works to influence and shape the world of sales with his unique style of no-holds-barred communication.

He is a speaker and author of "Not Taught: What It Takes to be Successful in the 21st Century That Nobody's Teaching You." Keenan was named one the Top 30 Social Sellers in the World and one of the Top 50 Most Influential Sales & Marketing People by "Top Sales World" magazine every year since 2012. He was cited in the Harvard Business Journal, Huffington Post, Entrepreneur Magazine, Inc., and Forbes.

Find out why everyone is talking about and listening to the "Sales Guy," by signing up for this exciting Chamber event.

amp up your sales skills at the Chamber's Accelerate Sales Academy, an entire afternoon designed to help you discover techniques for selling in the 21st century. Open to everyone in sales — from seasoned salespeople to beginners, managers to team members — this event will turn your sales world on its head by confronting what doesn't work and inspiring you with a whole new path to opportunity.

"Accelerate Sales Academy is a direct result of feedback from our members about the need for topnotch sales training. Sales are the fuel to propel business forward and it's the Chamber's job to help our members grow and succeed. We're excited to present this unique event."

Nicole Stein Chair, 2018 Board of Directors

The event starts with Keenan, a passionate and provocative speaker who will hold your attention until his very last word. Keenan delivers his message with power, humor and an unrestrained style that will breathe new life into your sales career. Discover what's impeding your sales success, including:

- Three reasons why traditional sales frameworks don't work
- Problems you create yourself and how to stop causing them
- How to never leave money on the table

After this energizing presentation, we'll dive deeper into accelerating your sales with breakout sessions led by top regional sales executives for valuable conversations and shared experiences. Breakout topics include generating leads and prospecting, the power of body language, customer service best practices, pipeline management and forecasting and more! Our experts will help hold you accountable for establishing and reaching your sales goals.

Complete your day with the Chamber's Sales & Ales networking, a relaxing way to build your career connections while you enjoy sampling local craft beverages. It will be a day to remember AND a game-changer for your business. Don't miss this extraordinary opportunity!

Accelerate Sales Academy is on Thursday, June 7 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Checkin and luncheon at 11:30 a.m.; keynote speaker at 12 p.m.; breakout sessions start at 1:30 p.m.; Sales & Ales networking at 5:15 p.m. Cost is \$130 for members. Sign up and view a video of Keenan's style at renscochamber. com/events/accelerate-sales-academy.



Presenting Sponsor



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Accountability Sponsor



Sales & Ales Sponsor



Media Sponsor

DON'T BE LEFT OUT ON MAY 3! D. \mathbb{P}_{HP} SEFOR DECRESCENTE EXPO TENT DESSERT ROOM AFTER PARTY MEDIA 0 lurner TIMES UNION Spectrum

ASK A BOARD MEMBER Economic Development Committee

KeyBank Director of Corporate Responsibility and Community Engagement Kelli Arnold leads a team across the bank's 26 markets to help KeyBank constructively impact customers and communities. She is vice chair of the Chamber's Economic Development Committee.



Q: What is the purpose of the Chamber's **Economic Development Committee?**

A: The committee is responsible for steering the Chamber's efforts to impact economic development. Our goal is to develop and implement solutions for member businesses to prosper and grow.

Q: What are the committee's initiatives?

A: We recently outlined four strategic initiatives:

- » Workforce Development / We are partnering with education and business entities to build a pipeline of skilled workers for now and into the future. We're also reaching out to young people to introduce them to the broad array of viable career opportunities available in our region.
- » Government Affairs | By building on our relationships with municipalities, we are facilitating economic development and establishing open dialogue. Local communities face many challenges and the Chamber is here to encourage solutions.
- » Advocacy / The Chamber is supporting legislative initiatives that further quality economic growth. Whether it's establishing computer coding education in schools or tax credits for digital gaming hubs, the Chamber is the voice of business and represents your concerns.
- » Regional Participation / We are committed to economic advancement priorities, such as the City of Troy's Comprehensive Plan, Hoosick Rising, the Main Street Initiative in Castleton and the Capital Region Economic Development Council's Downtown Revitalization Initiative. Our role is to leverage these opportunities for our members while bringing our knowledge and resources to the table.

Q: How do these initiatives help my business?

A: Working to create a job-ready workforce and strengthening private-public partnerships are initiatives that directly identify and tackle barriers to your business success. Let us know how we can help you.

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.

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

Editor: Doreen M. Ercolano | Co-Editor: Staci O'Neill Design: Spiral Design Studio, LLC



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NEW MEMBERS

ACCES- VR

Employment Service

Human Resource Consulting Rep: Bryan D. Baszczuk 80 Wolf Road Albany, NY 12205 Phone: 518.485.7748

American Diabetes Association

Non-Profit Organization Rep: Amelia Ambrosino 5 Pine West Plaza Suite 505 Albany, NY 12205

Albany, NY 12205 Phone: 518.218.1755 diabetes.org/capitalregion

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Visiting Nurse Service of New York

Health Insurance Rep: Veronica Lestage 1250 Broadway 11th Floor New York, NY 10001

Phone: 212.609.4506

MEMBER NEWS

National Grid named John Bruckner its New York president. He formerly served as the company's executive vice president of network operations. Bruckner succeeds Ken Daly, who was named COO for the company's U.S. electricity business. In his new role, Bruckner will oversee National Grid's regulated businesses that provide electricity service to 1.6 million customers in upstate New York and natural gas service to 2.3 million customers in New York State. *Visit nationalgridus.com*.

Berkshire Bank received the 2017 Communitas Award for "Leadership in Community Service & Corporate Social Responsibility." The award, administered by the Association of Marketing and Communication Professionals, recognizes the bank's exceptional and ongoing investment, volunteerism, philanthropy and sustainable and ethical business practices across multiple programs. *Visit berkshirebank.com*.

Marvin and Company Certified Public Accountants and Consultants

is commemorating its 95th year of service in 2018. To mark the anniversary of its founding, the company has allotted \$95 to each of its employees, asking them to use the money to make a difference in the community in their own way. Each "My95" story will be shared via social media throughout 2018. *Visit marvincpa.com*.

Pioneer Bank launched Pioneer Personal Finance, a digital financial planning tool that gives customers the ability to track and get a comprehensive view of their entire financial world, including accounts associated with other financial institutions. Available to online banking customers and as a mobile app, the product logs spending, savings, debt and other data and includes features such as budgeting, cash flow management and net worth. Customers sign up at any branch or online. *Visit pioneerbanking.com.*



Boys & Girls Clubs of Southern Rensselaer County | City of Rensselaer bgcsorensco.org



Vera Cohen Realty | East Greenbush veracohenrealty.com

Let the Chamber host your ribbon cutting or milestone event and celebrate your success! Contact Staci O'Neill at 518.687.1243 or soneill@renscochamber.com.



Ribboncuttings presented by First New York Federal Credit Union

Hudson Valley Community

College broke ground on the \$14.5 million Gene F. Haas Center for Advanced Manufacturing Skills. The 37,000-square-foot facility will enable the college to double enrollment in its Advanced Manufacturing Technology degree program to meet urgent workforce demand for skilled manufacturing employees in the region. *Visit hycc.edu*.

was honored at Mohawk Hudson Humane Society's annual gala for its "Pets are Welcome" rental properties initiative. The pet-friendly policy is in effect at Van Allen Apartments in North Greenbush, Homeroom Lofts Apartments in Averill Park, Draper Lofts Apartments and Long Pond Village in Rotterdam and Sunrise's new 55+ Carlton Hollow Apartments in Ballston Spa. Visit sunrisemc.com and mohawkhumane.org.

Phinney Design Group received the American Institute of Architects Eastern New York Honor Award for its design work on several studios for resident artists at the Yaddo estate in Saratoga Springs. The firm designed and provided construction management services for five new, year-round residences that are Yaddo's first live-work studios for choreographers and performance artists. Visit phinneydesign.com.

Heslin Rothenberg Farley & Mesiti P.C. Partner Erica M. Hines was

elected as a member-at-large of the New York State Bar Association Executive Committee. She begins her two-year term on June 1. Hines' practice includes strategic IP counseling, patent preparation and prosecution, appeals and post-grant procedures. She represents domestic and foreign clients. *Visit hrfmlaw.com*.

H&V Collision Center, an industry leader in the Capital District for more than 40 years, announced its Queensbury shop earned Honda ProFirst certification. All seven H&V locations now have this certification. "The ProFirst program demonstrates Honda's recognition of H&V Collision's integrity as a repair provider and gives us an advantage in the repair community," said Rich Tanchyk, assistant vice president. *Visit handvcollision.com*.

events calendar 2018

MAY

Thurs • 5/3 118th Annual Dinner {with a twist} & Business Expo

At Franklin Plaza Ballroom, Grand Street in Troy. From 5:30-8:30 p.m. Cost is \$130 members; \$260 future members; Chairman's Circle Table of 10 are \$1,550; Business Expo booths \$475. Presenting sponsors: Bouchey & Clarke Benefits, Inc. | Bouchey Financial Group, Ltd.; CDPHP; DeCrescente Distributing Co., Inc.; and SEFCU. Media: *Times Union*. Expo Tent: Turner Construction Co. Dessert Room: Community Resource FCU. After Party: Spectrum Reach.

Tues • 5/8 QuickLearn: Using Excel to Manage Day-to-Day Business

Learn core Excel features for enhanced productivity. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost is \$79 for members. At the Chamber, 90 Fourth Street, Troy (first-floor conference room). Presented through a partnership with MicroKnowledge, Inc.

Mon • 5/14 Special Edition Luncheon with U.S. Reps. Faso and Tonko

Check-in and luncheon at 11:30 a.m.; discussion and Q&A. 12-1 p.m. Cost is \$35 members; \$50 walk-in members. At The Century House, Route 9 in Latham. Sponsored by CDTA and Groff Networks, LLC.

Thurs • 5/17

NetworkingPlus Luncheon

Get connected, develop leads and build relationships at this fast-paced event. Check in and luncheon 11:30 a.m.; networking 12-1:15 p.m. Cost is \$35 members; \$50 walk-in members. At Shaker Pointe, One Medaille Drive in Watervliet. Sponsored by Community Resource FCU.

JUNE

Thurs • 6/7 Accelerate Sales Academy

A game-changing, afternoon event for your sales career. Check-in and luncheon at 11:30 a.m.; keynote speaker at 12 p.m.; breakout sessions start at 1:30 p.m.; Sales & Ales networking at 5:15 p.m. Cost is \$130 for members. At the Hilton Garden Inn, 235 Hoosick Street in Troy.

Presenting Sponsor: M&T Bank. Breakout Sessions Sponsor: Community Resource FCU; Accountability Sponsor: Alchar Printing Group; Sales & Ales Sponsor: Saratoga Eagle Sales &

Service. Media Sponsor: Albany Business Review.

Thurs • 6/14 Meet the Mayors

An informative panel discussion with the mayors of area municipalities. Check-in and breakfast at 7:30 a.m.; panel discussion 8-9 a.m. Cost is \$35 members; \$50 walk-in members. At the Comfort Inn & Suites, 99 Miller Road in Schodack. Sponsored by CAP COM FCU, Express Scripts and The Precision Group.

Thursday • 6/28 Rooftop Off-the-Clock After Hours

The Chamber's after-hours networking event of the summer! Connect with fellow members on the third floor of Franklin Plaza and enjoy stunning sunset views. Includes gourmet hors d'oeuvres and a cash bar. From 5:30-7 p.m. Cost is \$20 members. At Franklin Plaza Ballroom's Rooftop Terrace, Grand Street in Troy. Sponsored by eBizDocs.

A LOOK AHEAD

Coming in July:

- » NetworkingPlus Breakfast Thursday, July 12
- » Wonder Woman Mentoring Breakfast Thursday, July 19
- » The Leadership Institute's Summer Alumni Event | Thursday, July 26

Sponsorship Opportunities Available Now

For custom packages at your price point, contact Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com

ADDITIONAL INFO

Register for events online at: renscochamber.com/events

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

Questions?

Contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.

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

COST-EFFECTIVE TRAINING

Sign Up Now for Quick Learn Sessions

Using Excel to Manage Day-to-Day Business | Tuesday, May 8

Learn Excel features for enhanced productivity and effectiveness for your business. Topics include formatting data, creating dynamic charts, maximizing dashboard benefits, understanding print options and more.

Exploring Your Emotional Intelligence | Tuesday, September 18

Emotional Intelligence (EQ) is tied to success in leadership, management and performance. Find out your EQ, how it differs from IQ and learn the four EQ skills and how to enhance them effectively.

Quick Learn trainings are held at the Chamber, 90 Fourth Street in Troy. Check-in and refreshments at 8 a.m.; training 8:30-10:30 a.m. Cost for each workshop is \$79 for members; seating is limited. Register now

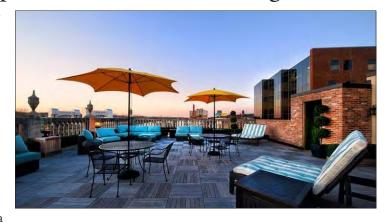
at www.renscochamber.com/events. Available through a partnership with MicroKnowledge, Inc.



CONNECT FOR SUCCESS

Rooftop After Hours Networking June 28

oin us for a special summer after-hours event and connect with fellow Chamber members on the beautiful rooftop terrace of the Franklin Plaza



Ballroom. Enjoy stunning sunset views of downtown Troy, gourmet hors d'oeuvres and a cash bar while making high-quality connections to grow your business or organization. Spend quality time on a June afternoon in a beautiful setting and leave with new business contacts and professional connections. Networking never looked so good!



Rooftop Off-the-Clock After Hours Networking is on Thursday, June 28 at Franklin Plaza Ballroom's rooftop terrace, Grand Street in Troy. Sign up at renscochamber.com/events. From 5:30-7 p.m. \$20 for members. Sponsored by eBizDocs.

GET YOUR BUSINESS NOTICED

Chamber Online Membership Directory

Directory. With more than 20,000 visits in the past year, potential customers from near and far are looking to this important resource for solutions to their business and personal needs. Thanks to our directory, they can find you quickly and easily, giving your business the exposure it deserves and the credibility of Chamber affiliation. Unlike other organizations, the Chamber's Membership Directory is accessible to members and the public at no charge.

Our redesigned website provides more opportunity than ever before to describe and market your business. Now is the time to enhance your profile with greater detail about your products or services, specialties, niche markets and information about what sets you apart from the competition. Update your description and add your social media platforms. Complete your optimization by linking your profile directly to your company website for a **one-time fee of \$25**. Elevate your brand with the Chamber's online Membership Directory.

MAXIMIZE YOUR MEMBERSHIP

Check Out These Chamber Benefits

ENERGY ALLIANCE

The Chamber's Energy Alliance program, administered by EnergyNext, gives members the opportunity to lower energy bills by choosing more competitive rates. There is no cost to sign up or to participate. Participating members take advantage of fixed rates from carefully selected top-tier energy suppliers, giving you money-saving options and peace of mind. *Visit renscochamber.com* or contact Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com.

✓

DIRECT MAIL LISTS

Build your contacts and reach potential clients with the Chamber's direct mail list. If you are planning a direct mail campaign as part of your overall marketing plan, our easy-to-use list is a great source for expanding your prospects quickly and affordably. Our Direct Mail list jump-starts your targeted marketing campaign. Save time and money by requesting a customized list to suit your needs. Contact the Chamber at 518.274.7020 or *visit renscochamber.com*.

spotlight

Saratoga National Bank and Trust Company, celebrating

its 30th anniversary in 2018, is a one-stop shop for every banking need. This community



bank provides a full suite of financial services across the Capital District, including checking and savings, cash management, commercial insurance, small business loans, group health, retirement plans and more.

"Since 1988, we have been serving this region and helping our neighbors achieve their financial goals," said President and CEO David S. DeMarco. "When you choose Saratoga National for your banking needs, *you* come first. Our professional team is here to guide you through important personal and business financial decisions. Our state-of-the-art technology ensures that banking is simple and accessible from your home, office or on the go."

Recognized as one of the strongest financial institutions in the nation, Saratoga National Bank has been designated as a 5-Star Superior Bank by BauerFinancial, Inc. for 36 consecutive quarters. The bank was also named the "Top Small Community Lender" by the U.S. Small Business Administration for the Capital District for the fourth consecutive year.

Saratoga National Bank employees combine the highest level of financial expertise with first-hand knowledge of their own communities to offer personal attention, smart banking options and competitive rates. Local management and decision-making are just some of the key elements that differentiate Saratoga National Bank from other financial institutions.

Saratoga National Bank is continuing to expand in the Capital District. Most recently, the bank opened its 10th location at 251 State Street in Schenectady.



Serving the organizations that make the region a great place to live and work has always been an important part of the company's culture. The bank is committed to investing in the community and proudly supports dozens of non-profits through sponsorships, volunteerism, donations and education.

SARATOGA NATIONAL BANK AND TRUST COMPANY
171 SOUTH BROADWAY | SARATOGA SPRINGS, NY 12866
PH: 518.583.3114 | SARATOGANATIONAL.COM

To purchase a Spotlight, contact Maureen McGuinness at mmcguinness@renscochamber.com.

Members must be in good standing.

News from The Leadership Institute

Alumni Summer Networking Event

"A Day at the Joe" on Thursday, July 26 Gates Open at 10 a.m.; Lunch/First Pitch at 11 a.m. \$35* Alumni Only, All-Inclusive

Enjoy a day of networking while cheering on the Tri-City ValleyCats! Reconnect with classmates and meet alumni from other classes to broaden your network at this informal, summer-fun event. Cost includes game admission, catered lunch at the "Top of the Hill" picnic area, souvenir ValleyCats hat and exclusive networking with other graduates of The Leadership Institute. Be one of the first 30 to register for a chance to throw out the ceremonial first pitch of the game! Winner will be announced prior to game day.

*A portion of proceeds will benefit The Leadership Institute scholarship fund to help others benefit from our award-winning professional development program. Meghan Keenholts, Esq., '12, a partner with E. Stewart Jones Hacker Murphy, LLP, is the new



president of the Capital District Trial Lawyers Association. *Visit joneshacker.com*.

Diane Cameron Pascone '14, director of development and grants for Unity House of Troy, is the



of Troy, is the 2018 recipient of the Paul Ehmann Presidential Award from the Addictions Care Center of Albany, Inc. *Visit unityhouseny.org*.

Register now for The Leadership Institute Class of 2019
Strengthen your skills and pave the way for career advancement and personal

success. **Application deadline is Wednesday, May 16, at 5 p.m.**Visit *renscochamber.com/leadership-institute* or contact Staci O'Neill at 518.687.1243 or soneill@renscochamber.com.

Submit your Leadership Institute alumni news to soneill@renscochamber.com.

The Leadership Institute is sponsored by KeyBank with media sponsorship by Albany Business Review.

Member Milestones

50+ YEARS

Vanderheyden, Inc. (1964)

30+ YEARS

C.T. Male Associates (1983) EnergyNext, Inc. (1988)

25 YEARS

Gurley Precision Instruments, Inc. (1993) Mosaic Associates Architects (1993)

20 YEARS

East Greenbush Window Coverings (1998) Sage Brothers Company, Inc. (1998)

10 YEARS

Fleurtacious Designs (2008) Truly Rhe (2008)

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BE PART OF THE CONVERSATION

Special Edition Luncheon on May 14





Toin us for an exclusive inside look at Washington, D.C. with U.S. Representatives John J. Faso and Paul D. Tonko. It's been a politically charged year with midterm elections set for this fall. Attend this event to discover what's at stake for businesses, nonprofits and constituents in our region. The event begins with an informative discussion, followed by a Q & A with our distinguished guests. Moderated by Liz Benjamin, host of "Capitol Tonight." Come prepared to join the conversation!

Special Edition Luncheon with U.S. Reps. Faso and Tonko is on Monday, May 14 at The Century House, Route 9 in Latham. Sign up at renscochamber.com/events. Check-in and luncheon at 11:30 a.m.; discussion and Q&A 12-1 p.m. \$35 for members; \$50 for walk-in members. Sponsored by CDTA and Groff NetWorks, LLC.





NEW & CONVENIENT LOCATION

Get Connected at NetworkingPlus on May 17

evelop leads and build relationships at our structured, fast-paced networking event that empowers you to focus on quality connections. You'll enjoy three table rotations, ambassador facilitators and more. We're meeting at Shaker Pointe at Carondelet — easy to get to and easy to park, with a delicious lunch included. Remember to bring plenty of business cards; see you there!





NetworkingPlus Luncheon is on Thursday, May 17 at Shaker Pointe, One Medaille Drive in Watervliet. Sign up at renscochamber.com/events. Check-in and luncheon at 11:30 a.m.; networking 12-1:15 p.m. Cost is \$35 members; \$50 walk-in members. Sponsored by Community Resource FCU.



BRING YOUR QUESTIONS

Meet the Mayors Breakfast Panel on June 14

The mayors of area municipalities will gather for the Chamber's annual "Meet the Mayors" breakfast, an informative panel discussion with (top row, l-r) Hoosick Falls Mayor Robert Allen, Rensselaer Mayor Daniel Dwyer, Troy Mayor Patrick Madden, (bottom row, l-r) Watervliet Mayor Michael Manning, Green Island Mayor Ellen McNulty-Ryan and Cohoes Mayor Shawn Morse. The mayors will discuss timely issues facing our region and answer questions from the audience. Learn what's ahead for our region and your company. Moderated by WNYT TV -NewsChannel 13 Reporter John Craig.















Meet the Mayors is on Thursday, June 14 at Comfort Inn & Suites, 99 Miller Road in Schodack. Sign up at renscochamber.com/events. Check-in and breakfast at 7:30 a.m.; panel 8-9 a.m. \$35 for members; \$50 for walk-in members. Sponsored by CAP COM FCU, Express Scripts and The Precision Group.









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SPIRIT OF COMMUNITY ACTION

2018 Individual Honoree: Kathy Lanni

2018 Business Honoree: CAP COM Federal Credit Union

CHAMPIONS OF COMMUNITY ACTION

Kate Manley, President, Rensselaer County Chamber of Commerce Patrick Doyle, Chief Executive Officer, Troy Boys & Girls Club Natélege Turner-Hassell, School 2 Principal, Troy City School District

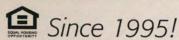
www.ceoempowers.org/2018CAL

For more information contact Nancy Uber at: 518-272-6012 x224 nuber@ceoempowers.org





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◆ Northern Pines NorthernPines@ahfinc.net

36 One & Two Bedroom Apartment Homes **Rent: 1 Bedroom \$535-\$663* | 2 Bedrooms \$777***120 Northern Pines Rd., Wilton, NY 12831 | (518) 581-8959



◆ Van Allen VanAllen@ahfinc.net

110 One & Two Bedroom Apartment Homes

Rent: 1 Bedroom \$535-\$834* | 2 Bedrooms \$955-\$1120*
790 Rte. 9W, Glenmont, NY 12077 | (518) 767-0923



◆ Whitehall Court whitehall@ahfinc.net

72 One & Two Bedroom Apartment Homes **Rent: 1 Bedroom \$626-\$653* | 2 Bedrooms \$764***360 Whitehall Rd., Albany, NY 12208 | (518) 446-1920



→ Wilton Commons WiltonCommons@ahfinc.net

36 One & Two Bedroom Apartment Homes **Rent: 1 Bedroom \$527-\$647* | 2 Bedrooms \$764***100 Wilton Commons Dr., Wilton, NY 12831 | (518) 581-7696

*Rents are based on income guidelines determined by the area's median income.