



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

WELCOME THE LEADERS OF TOMORROW

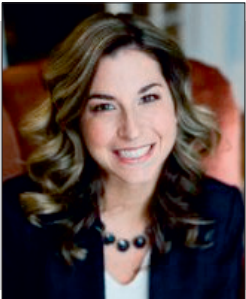
The Leadership Institute Class of 2019

The Chamber is proud to announce The Leadership Institute Class of 2019, marking the 14th year of our award-winning, skills-based program. This year's dynamic and diverse group of professionals are poised and eager to expand their leadership and business acumen. This class will join more than 330 Leadership alumni who are applying their valuable talents within their professions and communities. Join us in welcoming the Class of 2019!

Ready to Join Us? Start Planning Now for the Class of 2020

If you or a staff member are interested in applying to The Leadership Institute, now is the time to budget for the program in your annual planning process. For more information, contact Staci O'Neill at 518.687.1243 or soneill@renscochamber.com.

- Samantha Ashline**, CEO (Commission on Economic Opportunity)
Tara Bocketti, Hudson Valley Community College
Evan Brooksby, HANYS
Sarah Caciola, Pattison, Sampson, Ginsberg & Griffin PLLC
Kate Calder, Mosaic Associates Architects
Kathy Caruso, Arsenal Business and Technology Partnership
Josh DeRosa, Next Advance, Inc.
Amy DiRamio, Northern Rivers/Parsons Child and Family Center
Jennifer Favitta, Troy Web Consulting
Eric Guzman, Interfaith Partnership for the Homeless
Katie Hammon, Downtown Troy Business Improvement District (BID)
Timothy Haskins, United Group of Companies, Inc.
Amber Hensley, Pioneer Bank
Tracy Ketcham, Unity House of Troy, Inc.
Emily Kohout, architecture+
Noreen Lajeunesse, Rifenburg Companies
Karen Mason, Saratoga National Bank
Maureen McGuinness, Rensselaer County Regional Chamber of Commerce
Jeffrey McQuide, DeCrescente Distributing Company, Inc.
Aimee Moore, SEFCU
Lauren Reamon, CAP COM FCU
Nicole Runyon, Rensselaer Polytechnic Institute
Brian Sheldon, Sand Lake Center for the Arts
Michelle Skinner, Tri-City ValleyCats
Giovanni Virgiglio, Diocese of Albany Catholic Schools
Rebecca Whalen, Capital Roots



"The Leadership Institute is firmly established as a premier program designed to cultivate new generations of high-quality leaders. Each new class embodies the diverse talent, vision and integrity to forge fresh paths to serving our communities and advancing our region."

Victoria Carosella Baecker, Class of '12
Chair for The Leadership Institute



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

YOU ARE INVITED TO CELEBRATE EXCELLENCE

Van Rensselaer Awards Dinner on Sept. 13

Join us at the Chamber's 2018 Van Rensselaer Awards Dinner, a celebration of excellence in the regional business community. These prestigious honors recognize corporations, small businesses and exceptional individuals in Rensselaer County and the surrounding gateway communities who invest in the economic, cultural and humanitarian advancement of our region and act as ready and willing partners to other businesses and organizations. Honor this year's recipients (at right) by investing in a Chairman's Circle Table of 10. For more information, contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.

THU
SEP
13

Register now at renscochamber.com/events

🕒 Networking and cocktail reception 5:30 p.m.; awards and dinner 6:30 p.m. \$130 member | \$260 non-member | \$1,550 for Chairman's Circle Table of 10. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Bouchey Financial Group, Ltd. | Bouchey & Clarke Benefits, Inc.; Capital Bank; and CDPHP.



VAN RENSSELAER
CORPORATE AWARD



VAN RENSSELAER
SMALL BUSINESS AWARD



WALLACE ALTES
EDWARD H. PATTISON
"THE EBBIE"
CITIZENSHIP AWARD

ASK A BOARD MEMBER:

Social Media for Business

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 New York Capital Region Chapter.



Q » Why is social media important to my business or nonprofit?

A » Social media (Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.) has become an expected communication channel. The benefits of meeting your customers on their preferred channel are numerous. They get to talk to you in the heat of the moment when, depending on how you respond, you can either save the relationship (and even create a fan for life) or lose a customer (and all of his/her followers). The biggest advantage is that you get to drive your story in your own words.

Q » How do I get organized in order to start?

A » Starting with a social media policy is an absolute necessity. You need to develop a formal policy AND make sure everyone in your organization understands and abides by it. The policy should answer such questions as who has authority to post on the company's behalf, what topics/issues you will never post on and whether or not to delete customer posts that include foul language. There are some helpful social media sample policies online to get you started in the right direction.

Q » What are some of the best practices and/or pitfalls to avoid?

A » As important as social media is, think long and hard before diving in. If not done well, it can cost your company more grief than not doing it at all. Do you have the resources to devote to posting and responding to others' posts? People leaving feedback or a complaint want an instant solution or, at the very least, an instant response saying you are looking into the situation. Social media is a powerful tool but it's a lot of hard work to do it right.

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.

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

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Co-Editor: Staci O'Neill
Design: Spiral Design Studio, LLC



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Rensselaer County
Regional Chamber
of Commerce



@renscochamber

New Members

Barclay Damon LLP
Attorneys
Rep: Amanda Mirabito
80 State Street, Sixth Floor
Albany, NY 12207
Phone: 518.429.4200
VISIT barclaydamon.com

Brunswick Children’s Academy
Education
Rep: Amy E Kiley
4112 NYS Rt. 2
Troy, NY 12180
Phone: 518.326.6728
VISIT brunswickchildrensacademy.org

Catskill Hudson Bank
Banks
Rep: Brea Chiappa
148 George Street
Green Island, NY 12183
Phone: 518.400.1280
VISIT chbny.com

Courtyard by Marriott Albany Troy/Waterfront
Hotels
Rep: Andy Kennedy
515 River Street
Troy, NY 12180
Phone: 518.240.1001
VISIT marriott.com/albty

Collar City Cold Pressed
Food Products/Manufacturers & Distributors
Rep: Jessica Garrity
274 Second Street
Troy, NY 12180
Phone: 518.242.9622

Fenimore Asset Management
Financial Planning Consultants
Rep: Rachel Crisafulli
4 Executive Park Drive
Albany, NY 12203
Phone: 800.721.5391
VISIT famfunds.com

NYS Network for Youth Success
Advocacy/Policy
Rep: Kelly Sturgis
415 River Street, Second Floor
Troy, NY 12180
Phone: 518.694.0660
VISIT networkforyouthsuccess.org

Pause Gallery
Art Galleries
Rep: Gail G. Snitkoff
501 Broadway, Suite 106
Troy, NY 12180
Phone: 518.328.4877
VISIT pausegallery.com

SaraBella Pizza
Pizza/Restaurants
Rep: Lisa Fuda
52 North Greenbush Road
Troy, NY 12180
Phone: 518.272.7200
VISIT sarabellapizza.com

Staples Inc.
Promotional Products
Rep: Ryan Cawrse
600 North Greenbush Road
Rensselaer, NY 12144
Phone: 518.283.3039

Please welcome our newest members by stopping by to say hello and patronizing their businesses. You can invite non-members to join our growing Chamber by contacting Membership Manager Elizabeth McGarry at 518.687.1240 or emcgarry@renscochamber.com.

Member News

BST & Co. CPAs, LLP acquired the human resources and management consulting company Northeast HR for Hire. The acquisition enhances and complements BST’s services, including tax planning, financial consulting and business valuation with expertise in human resources operations. The acquisition also marks BST’s continued focus on developing and introducing outsourcing alternatives for companies. VISIT bstco.com

NBT Bank and Troy Rehabilitation and Improvement Program (TRIP) are offering a “Home in the City” mortgage loan program to encourage homeownership in Troy. The program provides financial education and application assistance for eligible buyers and properties. VISIT nbtbank.com or triponline.org

Pierce Communications announced Jo Ann LeSage Nelson, APR, vice president of client services, was nominated to serve as secretary of the national board of directors for the Public Relations Society of America in 2019. She is the first public relations practitioner in the region to serve on the national board and executive committee. VISIT albanypr.com

Flowers by Pesha is relocating to new space at “The News,” 501 Broadway in downtown Troy. The award-winning floral shop specializes in fresh flower arrangements, plants, balloons, candles and gourmet chocolates. A grand opening is planned for August. VISIT flowersbypesha.com

The Sage Colleges was named a 2018-2019 College of Distinction, recognized for its excellence in undergraduate-focused higher education in four categories: engaged students, exceptional teaching, vibrant community and successful outcomes. VISIT sage.edu

The Chazen Companies’ Senior Natural Resources Scientist David W. MacDougall, CWB® received an “Outstanding Professional” award from the New York Chapter of The Wildlife Society. The award recognizes his expertise in threatened/endangered plant and animal surveys, habitat assessments, wetland delineations and permitting. He also teaches and lectures and is a nationally recognized expert on bog turtles. VISIT chazencompanies.com

SEFCU’s Institute for Financial Well-Being was honored with an award from the New York Credit Union Association for its commitment to the financial education of youth. The SEFCU program helps participants achieve economic stability and independence, make sound financial decisions and build positive habits. VISIT sefcu.com



CEO celebrated the grand openings of new playgrounds at its Community Resource Center in Troy and Lansingburgh Family Resource Center. VISIT ceoempowers.org



Catskill Hudson Bank recently opened a new branch at 148 George Street in Green Island. VISIT chbny.com

The Original Goat Yoga-NY held a ribbon cutting at 4 High Meadow Road in Averill Park. VISIT capitalregion.goatyoga.net



Woodland Hill Montessori School broke ground on an addition to meet growing enrollment. VISIT woodlandhill.org



Ribbon cuttings are presented by **First New York Federal Credit Union**. Let the Chamber host your ribbon cutting or milestone celebration by contacting Staci O’Neill at 518.687.1243.

EventsCalendar 2018

AUGUST

TUE AUG 7 **Member Benefits Breakfast**
Designed for new and current Chamber members and their employees. Maximize your investment by discovering all of the advantages of membership. Get to know your Chamber!

☉ **Check-in & breakfast 7:30 a.m.; benefits overview 8-9 a.m.** No cost for members; RSVPs requested. Best Western Franklin Square Inn, One Fourth Street in Troy. *Sponsored by Thomas K. Judd & Associates.*

MON AUG 13 **Annual Golf Classic**
A great way to network or treat a client or guest while enjoying a day on an award-winning course. Cost includes 18 holes of golf, lunch, cart, on-course beverages and dinner.

☉ **Check-in 10:30 a.m.; luncheon 11 a.m.; shotgunstart 12 p.m.; dinner 5:30 p.m.** \$215 per golfer | \$265 per VIP golfer. The Country Club of Troy, 100 Troy Country Club Road in Troy. *See page 4 for a list of sponsors.*

TUE AUG 21 **Ask the Experts | Strategic Leadership for Winning the Long Game**
Learn the top five leadership abilities to grow your organization and your profits. Presented by Catharine Potvin, owner and president, Stragility, LLC; and Lauren Valentine, executive associate, Sandler Training.

☉ **Check-in & luncheon 11:30 a.m.; training 12-1 p.m.** \$35 members | \$50 walk-in members. CAP COM FCU, 4 Winners Circle in Albany. *Sponsored by Vanderheyden, Inc.*

SEPTEMBER

THU SEP 13 **Van Rensselaer Awards Dinner**
Join us as we honor this year’s recipients: Capital District Transportation Authority (CDTA), Mosaic Associates Architects and Wallace Altes.

☉ **Networking and cocktail reception 5:30 p.m.; awards and dinner 6:30 p.m.** \$130 member | \$260 non-member | \$1,550 for Chairman’s Circle Table of 10. Hilton Garden Inn, 235 Hoosick Street in Troy. *Sponsored by Bouchey Financial Group, Ltd. | Bouchey & Clarke Benefits, Inc.; Capital Bank; and CDPHP.*

TUE SEP 18 **Quick Learn: Exploring Your Emotional Intelligence (EQ)**
EQ is tied to success in leadership, management and overall performance. Learn your EQ skills and how to enhance them.

☉ **Check-in & refreshments 8 a.m.; training 8:30-10:30 a.m.** \$79 members. Chamber’s first-floor conference room, 90 Fourth Street in Troy. *Available through a partnership with MicroKnowledge, Inc.*

WED SEP 26 **Ask the Experts | What’s Your Plan? Labor Law & Proactive Policies for Your Business**
Learn the latest state and federal employment regulations and compliance strategies. Presented by Jackson Lewis PC Attorneys John Jay Bove, Vincent E. Polsinelli and Christopher J. Stevens.

☉ **Check-in & breakfast 7:30 a.m.; training 8-9:30 a.m.** \$35 members | \$50 walk-in members. Revolution Hall, 425 River Street in Troy. *Sponsorships available.*

A LOOK AHEAD

- » **NetworkingPlus Luncheon** 10/11/2018
- » **Manufacturing Signature Event** 10/23/2018
- » **The Future of Workforce Readiness** 11/15/2018
- » **“Good News” Rensselaer County Award** recipients announced soon

Sponsorship Opportunities Available!
Contact Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com

ADDITIONAL INFO

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.



Register for Events:
renscochamber.com/events

COST-EFFECTIVE TRAINING

Sign Up for Quick Learn on Sept. 18

Your Emotional Intelligence, known as EQ, is tied to success in leadership, management and overall performance. Find out your EQ with the Chamber’s new Quick Learn professional development session, “Exploring Your Emotional Intelligence,” presented by MicroKnowledge, Inc. Get ready to participate in scenarios and exercises designed to provide insight into your EQ. You’ll discover how to:

- » Define Emotional Intelligence (EQ) and how it differs from IQ
- » Explain the business case for understanding and improving your EQ
- » Describe the four EQ skills and how to enhance each effectively

This cost-effective training opportunity will get your EQ in focus and teach strategies for using it to promote success. Sign up today!

TUE
SEP
18

Register now at renscochamber.com/events

🕒 Check-in & refreshments 8 a.m.; training 8:30-10:30 a.m. \$79 members. Chamber’s first-floor conference room, 90 Fourth Street in Troy. Available through a partnership with MicroKnowledge, Inc.



PLAN YOUR BUDGET NOW

Attention-Getting Sponsorships & Advertising



Give your business the attention it deserves, stand out from the competition and increase sales by leveraging the Chamber’s cost-effective and high-impact marketing platforms. Now is the time to take advantage of available sponsorships and advertising opportunities for the final months of 2018. Let us customize a marketing package that targets your audience, generates visibility and positions your brand, all within your budget. Choose from:

- » **Sponsorships** – With a powerful line-up of more than 40 popular events, we’ll help your company gain exposure and build critical relationships with key regional business leaders.
- » **Print Advertising** – Our full-color newsletter, **RENSCONNECT**, gives you the opportunity to purchase inserts and spotlight articles. BIG impact, LOW cost.
- » **Digital Advertising** – The Chamber’s website at renscochamber.com and weekly e-newsletter are both trusted resources, with our e-newsletter surpassing industry averages for views. Every click and impression represents potential customers for your business.

Let our success be YOURS! Get started with a customized strategy that meets your goals and budget by contacting Economic Advancement & Member Relations Manager Maureen McGuinness at 518.687.1244 or mmcguinness@renscochamber.com.

Check Out These Chamber Benefits

Here’s a quick reminder of important benefits we offer to you and all of your employees. For additional member benefits, VISIT renscochamber.com.

✓ 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. Through the alliance you’ll secure fixed rates from carefully selected top-tier energy suppliers, giving you money-saving options and peace of mind. Contact Elizabeth McGarry at 518.687.1240 or emcgarry@renscochamber.com.

✓ CONSTANT CONTACT DISCOUNT

Chamber members receive exclusive savings on Constant Contact’s entire suite of online tools: *Email Marketing* to get your audience’s attention and retain it; *Social Campaigns* to attract and engage fans and followers; *Event Marketing* from promotion to online registration; *Online Surveys* and more. Sign up through our representative Erik Bunaes at erik@endorphinadvisors.com and receive a discount of up to 25%, even if you’re already a Constant Contact customer.



CHAMBER MEMBER

spotlight

INOC Data Centers provides clients with colocation, managed cloud hosting solutions, high-end ISP services, internet connectivity, back-up and disaster recovery from its Albany-based centers at 4 Tower Place in Stuyvesant Plaza and 80 State Street in downtown.



Founded in 2000 and owned by four PSC-regulated independent telephone companies, INOC holds itself to the highest industry standards, providing connectivity to a broad range of consumer markets including hospitals, educational institutes and businesses.

“INOC Data Centers is the Capital Region’s premier colocation and cloud hosting provider with two SOC 2/Type 2-audited facilities that are ready to support our clients’ growing IT needs,” said INOC Director of Operations Abby Horn. “We built our facilities with best-in-class technology and equipment and with vendors known for stability and reliability. We also built redundancy into our network and facilities, enabling us to meet and exceed our clients’ uptime requirements.”

With an affordable and simple pricing structure, INOC offers superior amenities including 24/7/365 access; state-of-the-art environmental monitoring and fire-suppression systems; first-class redundant network, power and bandwidth; multiple Tier-1 network connections; and shared resources to reduce client operating costs. With access to both locations, INOC clients benefit from the company’s use of physical and biometric safeguards that ensure asset security. Peering relationships with Amazon, Google, Azure, Apple and a wide range of CDN providers guarantee that INOC’s network connectivity is as fast as it is robust.

INOC has successfully completed the Service Organization Control (SOC) 2 examination enhanced to include alignment of controls with HIPAA security rule 45 CFR Sections 164.308, 164.310, and 164.312.

“Relationships with our clients are very important to us and we strive to provide expert, personalized service,” said Ms. Horn. “At INOC, the focus is on developing these relationships so that our clients know they have a ‘partner’ in IT.”



INOC DATA CENTERS
80 State Street Albany, NY 12207 | 4 Tower Place Albany, NY 12203
Ph: 518.689.4350 | inoc.net

To purchase a Spotlight, contact Economic Advancement & Member Relations Manager Maureen McGuinness at mmcguinness@renscochamber.com. Members must be in good standing.

News from The Leadership Institute

Mark Davies ‘08 was a nominee for KeyBank’s 2017 Volunteer Excellence Award for his fundraising efforts with the Tri-City ValleyCats’ Matt Callahan ‘15 on behalf of Capital District YMCA’s East Greenbush and Troy branches. He is pictured (back row, left) with the YMCA’s Shannon Romanowski ‘15 (back row, center) at a recent check presentation with children and staff from the YMCA.



William Piskutz ‘06 (left) was named managing director for The Palace Theater, responsible for management support, front-of-house staff and programming input. VISIT palacealbany.org

Connie Grega ‘18 (right) recently marked 33 years at Rensselaer Polytechnic Institute. She serves as director of Graduate Student Services, Office of Graduate Education. VISIT rpi.edu



Submit your Leadership Institute alumni news to Communications & Web Strategies Manager Staci O'Neill at soneill@renscochamber.com.

Member Milestones

25 Years

Alp’s Timber Management Company, Inc.

20 Years

Cooley Motors Corporation

10 Years

Hudson River Community Credit Union
Town of Brunswick

2018 BOARD OF DIRECTORS

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SEFCU

JOHN M. AHEARN*
Rifenburg Construction, Inc.

EDWIN C. ANKER IV, AIA
CSArch Architecture | Engineering |
Construction Management

KELLI ARNOLD*
KeyBank, NA

JERILEE BEAUDOIN
Pioneer Bank

VICTORIA CAROSELLA BAECKER*
CDPHP

LISA DESPART
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KATE OTIS

DENISE PADULA*
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RATNA RANDIVE
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JOHN TANNER III
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PAUL VON SCHENK, CIC
AMSURE

DR. DONNA WATSON
Enlarged City School District of Troy

* Executive committee members.



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Join Us At The Chamber’s

2018 Annual Golf Classic

Monday, August 13 at The Country Club of Troy

Register: renscochamber.com/events or call Events Coordinator Rachael Murray at (518) 687-1238.

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RIFENBURG COMPANIES

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PRO KNOWLEDGE

architecture (MEN)

Hosack Valley CONSTRUCTORS (MEN)

PATTISON SAMPSON GINSBERG & GRIFFIN (WOMEN)

Carbone SUBARU

ASK THE EXPERTS | AUGUST 21

Learn the Top 5 Qualities for Strategic Leadership

MEET OUR EXPERTS

Catharine Potvin (left) is owner and president of Stragility, LLC. She is a senior leadership professional with 20 years of experience building and leading high-performing teams to heightened levels of success for multi-million dollar organizations.

Lauren Valentine (right) is an executive associate with Sandler Training in Albany. Lauren assists business professionals to reach beyond their goals by reinforcing the behaviors and activities necessary for selling success.

Businesses grow in spurts, breaking through a series of “ceilings” on the way. The most successful companies grow fast externally by being focused internally from the start. Learn the top five leadership abilities to grow, compete and shape your future with “Strategic Leadership for Winning the Long Game,” the Chamber’s upcoming Ask the Experts training workshop.

Our award-winning presenters (at left) will inspire and instruct you to increase the long-term viability of your organization by developing the top five leadership skills. You and key members of your staff will leave with practical, go-to strategies for strengthening leadership abilities and elevating your game. Start winning your long game by signing up today!

TUE
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Register now at renscochamber.com/events
☎ Check-in & luncheon 11:30 a.m.; training 12-1 p.m.
\$35 members | \$50 walk-in members. CAP COM Federal Credit Union, 4 Winners Circle in Albany. Sponsored by Vanderheyden, Inc.

VANDERHEYDEN
Giving new life to youth, adults and families since 1833
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185th ANNIVERSARY
Imagine MORE
Celebrating the past & imagining next!

ASK THE EXPERTS | SEPTEMBER 26

Labor Law & Proactive Policies for Your Business

State and federal employment regulations are undergoing important changes that present compliance challenges. What you DON’T know can hurt your business. Start planning your strategy with the Chamber’s upcoming Ask the Experts training workshop, “What’s Your Plan? Labor Law & Proactive Policies for Your Business.” Tap into the expertise of three top-level labor law attorneys (at right) from Jackson Lewis PC. These experts will share their deep knowledge and explain issues such as state sexual harassment laws, federal overtime rules, employee scheduling, tip-pooling and more. No matter the size of your business, this workshop is a do-not-miss event. Bring your questions!

WED
SEP
26

Register now at renscochamber.com/events
☎ Check-in & breakfast 7:30 a.m.; training 8-9:30 a.m. \$35 members | \$50 walk-in members. Revolution Hall, 425 River Street in Troy. Sponsorships available.

MEET OUR EXPERTS

John Jay Bove
Principal, Jackson Lewis PC

Vincent E. Polsinelli
Principal and Office Litigation Manager, Jackson Lewis PC

Christopher J. Stevens
Associate, Jackson Lewis PC



Register Today!
CYCLENATION.ORG/CAPITALREGIONNY

CYCLENATION CAPITAL REGION RIDE THE REVOLUTION.

What is CycleNation?

Welcome to CycleNation — a community of cyclists and friends on a quest to put the brakes on stroke and heart disease. How? By turning the motion of cycling into a movement for healthy living.

Join us for a two-hour stationary cycling relay, followed by a one-hour reception!

**BROWN'S REVOLUTION HALL
TROY, NY
THURSDAY, SEPTEMBER 27
4:30 PM - 8:30 PM**

#cyclenation #LifeIsWhy518

To Learn More: Jessica.Pettengill@heart.org
518.626.8768