

# RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

## LAUNCH OF THREE-YEAR INITIATIVE

## Chamber's Member-Focused Strategic Plan

**Placing members first, with an emphasis on inclusion, the Chamber launched its new strategic plan,** a three-year roadmap that guides the organization and builds on its solid foundation for continued growth in service to our membership. The plan's four main priorities (see below) are viewed through two lenses: to undertake initiatives that directly benefit our members and to ensure that all activities reflect the membership's full diversity.

**“The Chamber has experienced continued financial stability, membership growth and high member satisfaction ratings,” said Chamber President Kate Manley. “Building on that momentum, we have crafted a strategic plan that is focused on creating even more opportunities for our member companies, continuing to serve as their go-to resource.”**

## Priorities with You in Mind

The Chamber's strategic plan is built on the foundation of the following priorities:

## » Cultivate an Agile and Innovative Organization

The Chamber is committed to aligning everything we do — our mission, our benefits, our technology and our operations — to meet YOUR evolving needs and the ongoing stability of our organization. Agility and innovation ensure customized solutions that propel our members to reach their business goals. This priority includes conducting an analysis of our membership to identify industries, demographics and geographic areas to better serve all members. Our goal is to enhance your member experience while maintaining our ongoing financial stability.

» Enhance Workforce & Economic Advancement

Through the Chamber's **WE Advance** program, we will enhance our role as a leading convener for workforce readiness initiatives and advancing economic priorities in the Rensselaer County region. All of our **WE Advance** efforts will be focused on

the challenges faced by our members and their employees. We will further assess these needs, identify funding sources and develop programming to bring together businesses, educators and other stakeholders to formulate impactful solutions.

» **Serve as a Solution Center for our Members**

We are driven to be THE strategic partner in your business development, no matter what phase you are in, from entrepreneurship and start-up, through establishment and growth, to relocations and expansions. Our goal is to provide pertinent resources and connections to respond to your requests for assistance and to support the lifecycle of your business.

» **Support Tourism that Markets our Members**

This priority calls for development of a central strategy to leverage resources for tourism in Rensselaer County that markets our membership businesses and the county as a whole. This strategy will put our members first, build the Chamber's role in tourism and create a path for sustaining the momentum for years to come.

**“This strategic plan ensures the Chamber remains agile, to meet member needs as they evolve and to support members at all stages of growth and change,” said Betty DiMaria, COO for Wojeski & Company CPAs, PC, and chair of the board’s strategic planning committee. “Our board of directors and staff value the diversity of the membership and we are making a strong statement in this plan that all activities be viewed through the lens of inclusivity.”**

Questions? Ideas? Comments? As always, please don't hesitate to reach out to Chamber President Kate Manley at 518.274.7020 or [kmanley@renscochamber.com](mailto:kmanley@renscochamber.com) This is YOUR Chamber your input is important to our success.

### ASK A BOARD MEMBER:

## How to Go After Grants

**Regina S. LaGatta** is Executive Director of External & Government Affairs for Hudson Valley Community College. She is former executive director of the college's foundation, where she developed corporate, community and alumni relations to raise visibility and financial support of student scholarships and



**Q » How competitive is the grant-funding industry for non-profit organizations and what are the current trends?**

**A »** The industry is highly competitive with seasoned nonprofits vying for grants and newcomers joining the application market every year. The trend is for grants to lean toward tangible outcomes, such as job training and/or retraining for growing industries. Grants come in all shapes and sizes and it can be a time-consuming process to find the right match for your organization.

**Q » What are the most important strategies for pursuing grants successfully?**

**A »** The best place to start is with a funding source (corporate, private or foundation) that understands the work you're doing. Search online for foundations in your area or try to meet funders through networking, such as the Chamber's events. People love to give locally because it helps stimulate their own economy and gives back to the community. During the application process, follow eligibility requirements and instructions carefully. Each question has a point value for response. Be sure to answer all parts of the question to gain the highest number of points. It also helps to develop a working relationship with the grant administrator.

**Q » What role do grants play in the funding of Hudson Valley Community College Foundation?**

**A »** Grants to our foundation tend to come through private foundations or corporations in order to cover the cost of equipment, scholarships or educational materials, and many are for programs that bring children onto our campus for summer learning opportunities.

*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.*

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

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@Renscochamber



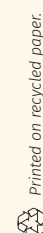
@RenscoChamber



**Rensselaer County  
Regional Chamber  
of Commerce**



@renscochamber



# JOIN US AT THE CHAMBER'S

# 2019 Annual Golf Classic

**Monday, August 12 at The Country Club of Troy**



**Register:** [rensochamber.com/events](http://rensochamber.com/events) or call Events Coordinator Rachael Murray at (518) 687-1238.

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				<b>(WOMEN)</b>	<b>(WOMEN)</b>
					
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					<b>VIP PACK</b>
					



Welcome  
New Members

**Alpin Haus Pools and Ski Shop**  
Sporting Goods  
Swimming Pool Contractors,  
Dealers & Suppliers  
Rep: Andy Heck  
22 Clifton Park Road  
Clifton Park, NY 12065  
Phone: 518.371.2211  
VISIT [alpinhaus.com](http://alpinhaus.com)

**Blessings Wellness Center**  
Wellness & Spa Services  
Rep: Jessica Castaneda  
406 Fulton Street, Suite 216  
Troy, NY 12180  
Phone: 518.238.5338  
VISIT [blessingswellnesscenter.org](http://blessingswellnesscenter.org)

**Dale Carnegie of Northeastern NY**  
Management Consulting &  
Training  
Rep: Melissa Cook  
Phone: 518.283.1300  
VISIT [neny.dalecarnegie.com](http://neny.dalecarnegie.com)

**Fluent Voice Networks**  
Telecommunications Consultants  
Rep: Benjamin Neary  
2021 Western Avenue  
Albany, NY 12203  
Phone: 518.941.9150  
VISIT [fluentvoice.net](http://fluentvoice.net)

**Let It Be Written, Inc.**  
Court Reporter  
Transcribing Service - Tape, Disk, etc.  
Rep: Brynn Reynolds  
24 Fourth Street  
Troy, NY 12180  
Phone: 203.640.2837

**Maria's 84 Ferry**  
Caterers  
Restaurants  
Rep: Maria Decker  
84 Ferry Street  
Troy, NY 12180  
Phone: 518.265.9091

**redShift Recruiting**  
Recruitment & Staffing Services  
Employment Service  
Employee Leasing  
Rep: Daniel Sterantino  
1580 Columbia Turnpike  
Building One, Suite One  
Castleton, NY 12033  
Phone: 518.621.1990  
VISIT [redshiftrecruiting.com](http://redshiftrecruiting.com)

**Unstoppable Nutrition**  
Health & Wellness Products/  
Services  
Rep: Tina Weidman  
568 Columbia Turnpike, 8C  
East Greenbush, NY 12061  
Phone: 518.210.9300

**UPP Market, Inc.**  
Web/Software Development  
Rep: Howard Diamond  
2 Third Street, Suite 307  
Troy, NY 12180  
Phone: 518.371.2986  
VISIT [uppmarket.com](http://uppmarket.com)

**Upstate Tiny Homes**  
Developer/Builder  
Rep: Brittany McAndrew  
805 Hoosick Road  
Troy, NY 12180  
Phone: 518.326.9575  
VISIT [upstatetinyhomes.com](http://upstatetinyhomes.com)

Member News



Excelsior College in 2014. VISIT [excelsior.edu](http://excelsior.edu)

**Hudson Valley Community College's** Respiratory Care program received the Distinguished RRT Credentialing Award from the Commission on Accreditation for Respiratory Care. The award recognizes the program's high performance in graduate outcomes, retention and advanced credentialing exam success. VISIT [hvcc.edu](http://hvcc.edu)

**Hill & Markes, Inc.** was awarded the inaugural 2019 Digital Innovative Award from Modern Distribution Management. The award recognizes the Amsterdam-based company's use of cutting-edge digital marketing to become a leader in the field of e-commerce revenue. The family-owned business was chosen from a competitive field of applicants. VISIT [hillnmarkes.com](http://hillnmarkes.com)

**E. Stewart Jones Hacker Murphy**  
Managing Partner James E. Hacker, Esq. was named a fellow of the International Academy of Trial Lawyers, an invitation-only group of elite trial lawyers. The law firm's founding partner, E. Stewart Jones, Jr, has been a fellow in the academy for 30 years. VISIT [joneshacker.com](http://joneshacker.com)



day-to-day operations in their respective offices.  
VISIT [saratoganational.com](http://saratoganational.com)

**Saratoga National Bank and Trust Company** appointed two new branch managers (l-r): Garrett Dawson to the bank's Clifton Park branch and Steven Rocque to the Troy branch. They will oversee sales, service and

**Excelsior College** appointed **Scott Dolan, Ph.D.**, to the position of dean of the School of Graduate Studies. Most recently, he served as the associate dean. Dolan joined



**The Eastside Inn Victorian Bed & Breakfast** held a ribbon cutting celebration at 460 Pawling Avenue in Troy. The inn offers luxury Victorian accommodations with three guest rooms and home-cooked breakfasts. The inn also provides a rental space and catered lunches, making it a unique location for clubs, businesses and community group meetings and workshops. VISIT [eastsideinnvictorianbedandbreakfast.com](http://eastsideinnvictorianbedandbreakfast.com)



**The Junior League of Troy** is celebrating its 90th year of service to Troy and the surrounding community. Founded in 1929, the Junior League of Troy has focused on social issues and improving the lives of women and children in areas such as literacy, poverty, homelessness, substance abuse and domestic violence, while providing women with valuable training and leadership experiences in an empowering environment. VISIT [jltroyny.org](http://jltroyny.org)

**CDPHP's** Workforce Team Challenge raised record-breaking funds for two local charities. Race organizers presented \$47,000 in donations to this year's charities, providing assistance to some of the region's most vulnerable individuals and families. VISIT [cdphp.com](http://cdphp.com)

**KeyBank's** 2019 Key4Women Achieve Award was presented to Sandra Beck, founder and CEO of a business that produces cloth diapers and creates jobs for people with disabilities. The award honors women who succeed in business while contributing to their community. VISIT [key.com](http://key.com)

EventsCalendar 2019

JULY

**FRI JUL 12** **Wonder Women Mentoring Breakfast**  
Find inspiration to harness your powers, build your network and discover your own wonder women of support. A series of three 20-minute roundtables focused on timely topics about today's challenges and triumphs, led by top female executives. Held on the garden patio, weather permitting.  
☎ **Check-in & breakfast 7:30 a.m.; mentoring 8-9:30 a.m.** \$35 members | \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. *Sponsored by CAP COM FCU.*

**TUE JUL 23** **NetworkingPlus Breakfast**  
Get connected, develop leads and build relationships at our one-of-a-kind, fast-paced networking event. A structured format, three table rotations and ambassador facilitators ensure purposeful and effective networking for success. Enjoy networking outdoors on the patio, weather permitting. Bring plenty of business cards!  
☎ **Check-in & breakfast 7:30 a.m.; networking 8-9:15 a.m.** \$35 members | \$50 walk-in members. The Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. *Sponsored by MicroKnowledge, Inc. and Sunmark FCU.*

AUG

**TUE AUG 06** **Member Benefits Breakfast**  
Maximize your investment and discover the advantages of your Chamber membership. Designed for new and current Chamber members and their employees.  
☎ **Check-in & breakfast 7:30 a.m.; benefits overview and networking 8-9 a.m.** No cost for members; RSVPs requested. Chamber's first-floor conference room, 90 Fourth Street in Troy. *Sponsored by First New York FCU and Thomas K. Judd & Associates.*

**MON AUG 12** **Chamber 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.; lunch 11 a.m.; shotgun start 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 1 for a list of sponsors.*

**THU AUG 22** **Ask the Experts | Stand-Out Solutions for Communicating**  
Learn how to make a lasting impression on potential customers and participate in interactive activities. Led by Khamali Brown, director of Sales & Marketing at Dale Carnegie of Northeastern New York.  
☎ **Check-in & luncheon 11:30 a.m.; workshop 12-1:30 p.m.** \$35 members | \$50 walk-in members. SEFCU, 700 Patroon Creek Boulevard in Albany. *Sponsored by CDPHP and SEFCU.*

A LOOK AHEAD

» **SAVE the DATE**  
**Van Rensselaer Awards Dinner**  
09/26/19

**Sponsorship Opportunities Available!**  
Events Coordinator Rachael Murray  
[rmurray@renscochamber.com](mailto:rmurray@renscochamber.com)  
ph: 518.687.1238

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](mailto:rmurray@renscochamber.com).



**Register for Events:**  
[renscochamber.com/events](http://renscochamber.com/events)

If you have special requirements, please contact us one month prior to event.



YOU ARE INVITED

Van Rensselaer Awards Dinner on Sept. 26

Join us at the Chamber's 2019 Van Rensselaer Awards Dinner, a celebration of excellence in the regional business community. These prestigious honors recognize corporations, small businesses and exceptional individuals in the Rensselaer 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. For more information, contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.



Thank you to  
our major sponsors



Cocktail  
Hour  
Sponsor:



THU  
SEP  
26

Register now at [renscochamber.com/events](https://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.

DID YOU KNOW?

Your Employees are Chamber Members, Too!

When your business or nonprofit invests in Chamber membership, every one of your staff becomes a member of our organization. Each individual, from the receptionist to the president, from the groundskeeper to the CEO becomes part of our Chamber family. That means all of your employees can take advantage of every benefit, discount, training and development program, networking event, referral and resource the Chamber has to offer. Talk about VALUE! Staff members can sign up for our weekly e-newsletter to receive the latest news and opportunities to register for high-impact events. Contact the Chamber at 518.274.7020 to join our growing subscriber list.

Encourage your staff to register for the Chamber's next Member Benefits Breakfast on Tuesday, August 6. They will learn all about the benefits of Chamber membership and meet our staff and fellow members. There is no charge for the program but RSVPs are requested. Now is the time to share all the advantages of membership with your employees. Get started today!

TUE  
AUG  
06

Register now at [renscochamber.com/events](https://renscochamber.com/events)  
🕒 Check-in & breakfast 7:30 a.m.; benefits overview and networking 8-9 a.m. No cost for members | RSVPs requested. Chamber's first-floor conference room, 90 Fourth Street in Troy. Sponsored by First New York FCU and Thomas K. Judd & Associates.



THOMAS K. JUDD & ASSOCIATES

FOR BUSINESS OWNERS

CEO Roundtables Offer Ideas & Connections

The Chamber's CEO Roundtables bring together small business owners and executive-level professionals to discuss timely topics impacting their business and to make valuable connections. Each month, business owners, CEOs, general managers and other top-level decision makers participate in structured discussion groups facilitated by the Chamber. The result is an intimate and dynamic platform to explore challenges, solutions, opportunities, ideas and issues unique to your business. If you are interested, contact President Kate Manley at 518.274.7020 or kmanley@renscochamber.com.

APPLICATIONS AVAILABLE

Chamber's Leads Group Forming Now

Applications are being accepted for the formation of a second Chamber Leads Group. Join other members in networking, passing referrals and helping each other succeed in business. Leads groups encourage deep working relationships built on trust and loyalty that result in exclusive referrals to one another. Applications are available at [renscochamber.com](https://renscochamber.com) or contact Membership Manager Elizabeth McGarry at 518.687.1240 or emcgarry@renscochamber.com.

CHAMBER MEMBER

spotlight

"If you can dream it, we can build it." That's the mission at Hoosick Valley Contractors (HVC), a Troy-based commercial construction firm and New York State Certified Woman-Owned Business providing expert construction services to the Capital District and surrounding areas for more than 40 years. From new builds to renovations and all types of projects in between, HVC's dedicated team is founded on family principles. "For three generations, we've upheld our reputation for bringing quality and integrity to every project," said Stefanie Wiley, president. "Our diverse portfolio of successful projects and lengthy list of satisfied clients speaks for itself. At Hoosick Valley Contractors, it is really our team that sets us apart."



Led by owners Stefanie and Scott Wiley, the company approaches each project with a firm dedication to excellence in safety, quality and production, paired with respect and open communication. "We invest a lot of time into growing our people and our value-driven culture so that we are able to

provide the highest level of service to our clients," said Stefanie. "Our team has a strong mix of experience, combining the knowledge and reliability of those who have been with the company for decades with the fresh perspective and versatility of those newer to the organization. This creates a unique dynamic that we apply to every project."

Celebrating more than 40 years in business, HVC continues to expand its project portfolio, performing construction services for educational facilities, office and public facilities, medical buildings and manufacturing/industrial buildings. A full portfolio is available online.



**Hoosick Valley Contractors, Inc.**  
52 Melrose-Valley Falls Road | Melrose, New York 12121  
Ph: 518.235.7108 | [HOOSICKVALLEY.com](https://HOOSICKVALLEY.com)

To purchase a Spotlight, contact the Chamber at 518.274.7020

Alumni News from The Leadership Institute



**Starletta Smith, '14**, will serve as Interim Executive Director at the YWCA of the Greater Capital Region, Inc. She has worked at YWCA-GCR for more than a decade, including the past 8 years as the nonprofit's Director of Transitional Housing and Family Services. The YWCA provides supportive services to empower women to achieve their goals and become self-sufficient. Services include housing, food and clothing, victim advocacy, help with addictions, job training, career counseling, case management and more. VISIT [ywca-gcr.org](https://ywca-gcr.org)

**Edwin Anker, IV, '11**, joined Phinney Design Group as Troy Office Director | Senior Project Manager. He will lead Phinney's office located at 291 River Street. Phinney Design Group is a multi-disciplinary architecture, interior design, green building consulting and construction management firm with a focus on sustainable and environmentally responsible construction methods. The firm's diverse portfolio of projects also includes landscape design, land-use analysis, and urban/rural planning. VISIT [phinneydesign.com](https://phinneydesign.com).



Submit your Leadership Institute alumni news to Chamber President Kate Manley at [kmanley@renscochamber.com](mailto:kmanley@renscochamber.com).



Member Milestones

35 Years

Martin, Shudt, Wallace, DiLorenzo & Johnson  
Alchar Printing

15 Years

Rensselaer County Agricultural &  
Horticultural Society

10 Years

Fusco Personnel, Inc.  
John Ray & Sons, Inc.  
National Business Technologies

5 Years

The Salvation Army  
Hoosick Falls Central School District  
Freeway Insurance Services

2019 BOARD OF DIRECTORS

DENISE M. PADULA, Board Chair\*  
Alchar Printing

EDWIN C. ANKER IV, AIA  
Phinney Design Group

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KeyBank, NA

JERILEE BEAUDOIN\*  
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SCARLET CLEMENT-BUFFOLINE  
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Hudson Valley Community College

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BRIAN WILLIAMS  
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WONDER WOMEN MENTORING BREAKFAST | JULY 12

MENTORING: Strategies for Career Success



Find inspiration to harness your powers, build your network and discover your own wonder women of support at the Chamber’s upcoming Wonder Women Mentoring Breakfast. We’re gathering top women professionals (at right) to share their experiences in a series of three 20-minute roundtables, focused on timely topics about today’s challenges and triumphs. Join the lively and candid conversations about career strategies and solutions. Table hop as you meet with mentors and discover new strategies for success. Sign up for an event that will give you “a-ha!” moments and impactful connections. Develop empowering relationships with local “Wonder Women” and discover the wonder woman in you.

**FRI JUL 12** Register now at [renscochamber.com/events](https://renscochamber.com/events)  
🕒 Check-in & breakfast 7:30 a.m.; mentoring 8-9:30 a.m. \$35 members | \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by CAP COM FCU.



- Kendra Hart, Vice President, Martin Electric
- Pesha King, Independent Floral Specialist, Flowers by Pesha
- Monica Kurzejeski, Deputy Mayor, City of Troy
- Julie Massry-Knox, Director of Leasing and Marketing, Tri City Rentals' Apartment Communities
- Crickett Odell-Thomas, Regional Director, Capital Region Workforce Development Institute
- Lauren Payne, Managing Partner, Spiral Design Studio, LLC
- Elizabeth Reiss, CEO, The Arts Center of the Capital Region
- Nicole Stein, Senior Vice President, Marketing, SEFCU
- Lauren Valentine, Executive Associate, Sandler Training
- Stefanie Wiley, President, Hoosick Valley Contractors

NETWORKINGPLUS BREAKFAST | JULY 23

NETWORKING: High-Impact Connections

Get connected, develop leads and build relationships at our one-of-a-kind, fast-paced networking event. The Chamber’s networking events are a purposeful and effective way to build your business contacts and develop a pipeline. With three table rotations and a system designed to stop the hassle of repeat introductions, you are guaranteed to leave with a stack of business cards for potential leads. All attendees get time for a brief presentation of their business or organization, announce upcoming milestones or events and leverage our successful platform to engage representatives of the regional business community. Enjoy networking outside on the garden patio, weather permitting. See you there!



**TUE JUL 23** Register now at [renscochamber.com/events](https://renscochamber.com/events)  
🕒 Check-in & breakfast 7:30 a.m.; networking 8-9:15 a.m. \$35 members | \$50 walk-in members. Franklin Terrace Ballroom, 235 Campbell Avenue in Troy. Sponsored by MicroKnowledge, Inc. and Sunmark Federal Credit Union.



ASK THE EXPERTS | AUGUST 22

TRAINING: Stand-Out Solutions for Communicating

MEET OUR EXPERT



Khamali Brown is director of Sales & Marketing at Dale Carnegie of Northeastern New York. She is a trainer, facilitator and business coach with more than 15 years of experience mentoring

individuals to achieve their goals. She joined Dale Carnegie as a consultant focused on training, sales, and marketing in January of 2016. She is a certified Dale Carnegie instructor training individuals and corporate teams on leadership, interpersonal communication, coaching, presentation skills and more.

Your business gets one opportunity to make an impression — are you ready? Let the Chamber’s upcoming Ask the Experts workshop show you how. Join us for “Stand-Out Solutions for Communicating,” an interactive presentation featuring Khamali Brown, director of Sales & Marketing at Dale Carnegie of Northeastern New York (at left). You’ll learn fundamental techniques to stand out from the competition and communicate a lasting impression with employees, colleagues, committees, clients and customers. Interactive activities will help you build a skill-set, including tips to remember names, how to steer a conversation with tact, how to use visual memory linking to enhance your networking and how to get to know a person through conversation. Don’t miss this “Stand-Out” workshop!

**THU AUG 22** Register now at [renscochamber.com/events](https://renscochamber.com/events)  
🕒 Check-in & luncheon 11:30 a.m.; workshop 12-1:30 p.m. \$35 members | \$50 walk-in members. SEFCU, 700 Patroon Creek Boulevard in Albany. Sponsored by CDPHP and SEFCU.

