



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

MESSAGE FROM OUR 2019 BOARD CHAIR

A Year of Progress & Accomplishments

The end of 2019 brings to a close my tenure as Chair of the Chamber's Board of Directors.

It also presents the opportunity to review our accomplishments during the past year and take a look at our ever-growing and evolving role as the leading business organization in the Rensselaer County region.

New Strategic Plan

A chief goal for 2019 was the development of a new, three-year strategic plan to keep our organization moving forward responsibly and purposefully. The plan emphasizes four main priorities: cultivate an agile and innovative organization; enhance workforce and economic advancement; serve as a solution center for our members; and support tourism that markets our membership. The strategic plan requires our organization to undertake initiatives that directly benefit our members and ensure all Chamber activities reflect the membership's full diversity.

to help you find strategies and solutions for your business challenges.

Learning from Disney's Experts

In response to the needs expressed by our members for high quality training from expert presenters, we went right to the top — Disney! Arguably the world's most successful customer service provider, Disney knows how to create unforgettable experiences that drive repeat business. The Chamber presented "Disney's Approach to Quality Service," a full-day training workshop that inspired and instructed participants to develop business environments designed to exceed customer expectations. For our member businesses and nonprofits to learn Disney's strategies was an exceptional opportunity right here at home. Thanks to the generosity of our sponsors it was cost-effective for members and their staffs to attend. This sold-out event was a big win for everyone.

ASK A BOARD MEMBER:

A Look at Tax Season 2020

Katharine Doran, CPA is a Shareholder with Teal, Becker & Chiaramonte Certified Public Accountants. She currently manages audit and attest engagements of non-profit organizations, governmental units and commercial entities. Her experience includes tax and management advisory services for a diverse client base including professional practices, retailers, manufacturers, wholesalers and individuals.



Q » What newer tax laws or requirements should business owners be aware of?

A » While most of the major changes in the tax laws took effect for the 2018 tax year, it is still worthwhile to take a fresh look at your business's tax situation before the end of 2019. An important change last year was the reduction of corporate income tax rates and the 20% Qualified Business Income (QBI) deduction allowed for income from a pass-through entity. There is still time before the year-end to work with your tax advisor to optimize your tax rates.

Q » What should non-profit organizations be preparing for?

A » Non-profit organizations are exempt from federal income taxes when operating within their exempt purpose. However, a nonprofit may be subject to tax on Unrelated Business Taxable Income (UBIT), including advertising, rental of debt financed property and public use of club facilities. Beginning in 2018, employer-paid parking for employees may also be subject to tax, depending on the value of the parking and other factors. This can be a complicated calculation. Non-profit entities should consult with their tax advisor to determine if they are subject to UBIT.

Q » What are some common tax mistakes?

A » The most common mistake is failing to plan. Businesses should take a look at their projected annual results before the year end, while there is still time to adjust compensation, or invest in and place new assets in service, to take full advantage of the provisions in the tax laws.

Q » What new changes affect business financial statements?

A » A new accounting pronouncement relating to revenue recognition took effect for 2019 financial statements presented in accordance with Generally Accepted Accounting Principles (GAAP). This changes the timing of the recognition of revenue for many businesses. Businesses that issue GAAP financial statements should determine how this pronouncement will affect them.



"The Chamber has experienced continued financial stability, membership growth and high member satisfaction ratings. We're building on this momentum to create even more opportunities for our members."

Denise Padula, President, Alchar Printing
Chair, 2019 Chamber Board of Directors

A well-crafted strategic plan provides a roadmap to achieving tangible goals in keeping with the Chamber's mission. The 2019-2022 strategic plan has already proven an invaluable asset to the Chamber's efforts on behalf of our membership.

A Culture of Engagement

We are always seeking new and effective ways to connect with members and to drive our programs and services forward based on your valuable feedback. We have partnered with Fact Finders, Inc. to conduct an online focus group using a new technology to ask members important questions. The data we have collected will sharpen our focus

More to Come in 2020

This an exciting time in the history of our Chamber and the coming year will be no exception. As I make way for incoming Board Chair John Millet, president of Bouchey & Clarke Benefits, Inc., I would like to thank the Chamber board, staff and all of you for the opportunity to serve as Chair. I invite you to be an active member of our dynamic organization in 2020. The Chamber relies on and deeply values your input and your talents. To get involved, contact us at 518.274.7020. Best wishes for health and prosperity during the holiday season and in the new year!

Denise M. Padula

LEARN WHAT'S AHEAD IN 2020 | JANUARY 08

Register Now: State of the County Breakfast



Join the Chamber at the 2020 State of the County Breakfast and learn what's ahead for Rensselaer County and the business community. Rensselaer County Executive Steven F. McLaughlin will review his second year in office and present his vision and plans for the future, including the status of significant local economic development initiatives. Attendees are encouraged to bring questions to this event for an interactive Q&A session after remarks. Register today to ensure your seat at this sell-out event!

WED
JAN
08

Register now at renscochamber.com/events

☀ Check-in & breakfast 7:30 a.m.; remarks and Q&A 8-9 a.m. \$35 members | \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. In partnership with Rensselaer County. Sponsored by Hudson Valley Community College.

RENSSELAER
COUNTY

life looks good from here™



"RENSCONNECT" 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

Printed on recycled paper.



Welcome
New Members

Community Bank, NA
Banks
Rep: George Cooper
567 Columbia Turnpike
East Greenbush, NY 12061
Phone: 518.477.2652
VISIT [cbna.com](#)

GyvLink
Website Hosting
Rep: Devvan Stokes
Phone: 734.730.9829
VISIT [gyvlink.com](#)

NY Wine + Liquor Warehouse
Liquor Stores
Rep: Zachary Mulderry
102 Van Rensselaer Square
Rensselaer, NY 12144
Phone: 518.874.1044
VISIT [nywineandliquorwarehouse.com](#)

Sweet Flora Marketplace
Retail
Rep: Nicole Wagner
12 Mall Way, Suite 2
West Sand Lake, NY 12196
Phone: 518.712.5550
VISIT [sweetfloramarketplace.com](#)

Did You Know?



Tom Engle
Communications Manager

The Chamber is here to help tell your story. As a member, you have access to a multitude of no-cost opportunities to better promote your business or non-profit organization, including:

» **Website Exposure**
Post your news, job listings and upcoming events at [renscochamber.com](#) to reach a wide audience of members and non-members throughout the region.

» **Ribbon Cuttings**
The Chamber hosts ribbon-cutting celebrations throughout the year. Whether opening a new business, expanding your current location, relocating or celebrating a milestone anniversary, we want to celebrate your success with you.

» **Social Media**
Interact with us on our social media channels and we'll retweet, like and share your news with the county and region. Leverage our social network for the benefit of your business.

Start growing your brand today!
For more information, contact Tom Engle at tengle@renscochamber.com or 518.687.1243.

Member News



Old World Provisions Inc. announced plans to build a \$4 million addition at its meat processing plant, located off Campbell Avenue in Troy, and expects to hire nearly 100 workers during the next three years. The family-owned, fourth-generation company is also expanding its product line to reflect consumer interest in healthier meats and in ecologically friendly options, such as plant-blended foods. VISIT [eatnaturaldeli.com](#)

Troy Web Consulting achieved silver status in UiPath's Partner Program, a key milestone that will allow Troy Web to build robust automation for its clients. To achieve silver status, partners must excel in co-developing innovative business solutions with customers through sales, implementation and continuous improvement of information technology infrastructures. VISIT [troyweb.com](#)

Overit is sponsoring an annual TEDxAlbany event on Thursday, December 5, at Overit's headquarters on New Scotland Avenue in Albany. Scott Jarzombek, executive director of the Albany Public Library, will emcee the independently organized event. A full schedule of speakers and ticket information is available online. VISIT [overit.com](#)

American Housing Foundation, Inc. Executive Director Garry Kearns (at right in photo) received the Rensselaer Alumni Association's "Distinguished Service Award." The association's highest honor recognizes truly outstanding and distinguished service by alumni. Kearns was honored for his selfless approach to serving his community during his career, including as the leader of The Kearns Group Architects PC. VISIT [ahfinc.net](#)



The Albany Business Review honored its 2019 Women on the Rise (photo, above), recognizing women leading the way through their outstanding contributions to the business community. This year's recipients included Elizabeth Cadwell, assistant project engineer, The Chazen Cos.; Kaitlyn Cuddeback, controller, Callanan Industries, Inc.; Coumba Ndoye, manager, strategic business development, GlobalFoundries; and Jaime Watson, director of corporate communications, CDTA. VISIT [bizjournals.com](#)

GTM Payroll Services expanded into a completely renovated building at 9 Executive Park Drive in Clifton Park, the firm's new home for sales and operations. With 12,500 square feet, the space accommodates GTM's growing team of more than 70 employees and features a modern training facility and many amenities for worker engagement. The move reflects the firm's focus on client satisfaction and quality training. Executive and development teams remain at GTM's location at 7 Executive Park Drive, creating a "mini campus" for the firm. VISIT [gtm.com](#)

Wojeski & Company CPAs, P.C. welcomed Kelly A. Saposnick as a senior tax manager. She is responsible for tax planning, preparation and compliance for individuals, businesses, trusts, estates and nonprofits. With more than 20 years of experience, she is an enrolled agent of the Internal Revenue Service, enabling her to represent taxpayers for issues such as audits, collections and appeals. VISIT [wojeskico.com](#)



EventsCalendar 2019-20

DEC

SUN DEC 08 **37th Troy Victorian Stroll**
The region's premier free holiday event, attracting thousands of visitors from all over the Northeast. Enjoy food, fun, live music, crafts, shopping, dining and more. For a full schedule of activities, visit [victorianstroll.com](#)

🕒 **Stroll is from 11 a.m.-5 p.m.** Presented by the Chamber, this event is funded entirely through the generosity of individual and corporate donors, including these **Platinum Sponsors:** E. Stewart Jones Hacker Murphy Law Firm, LLP; KeyBank; MVP Health Care; Pioneer Bank; Rensselaer County; and River Street Market.

WED DEC 18 **Holiday NetworkingPlus Luncheon**
This holiday season, get connected, develop leads and build relationships at this fast-paced networking event. Attended by more than 100 members, you'll make connections that matter. Bring a door prize to spread cheer; more than 60 prizes will be given away!

🕒 **Check-in & luncheon 11:30 a.m.; networking 12-1:30 p.m.** \$35 members | \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by MicroKnowledge, Inc.; Saratoga National Bank & Trust Co.; Sunmark Federal Credit Union; and TRIP & RCHR.

JAN

WED JAN 08 **State of the County Breakfast**
Rensselaer County Executive Steven F. McLaughlin presents what's ahead in 2020 including local economic development initiatives. Bring questions for a Q&A session. Register early for this sell-out event.

🕒 **Check-in & breakfast 7:30 a.m.; remarks and Q&A 8-9 a.m.** \$35 members | \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. In partnership with Rensselaer County. Sponsored by Hudson Valley Community College.

THU JAN 23 **NetworkingPlus Luncheon**
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 business success.

🕒 **Check-in & luncheon 11:30 a.m.; networking 12-1:15 p.m.** \$35 members | \$50 walk-in members. Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsorships are available.

Sponsorship Opportunities Available!
Events Coordinator Rachael Murray
rmurray@renscochamber.com
ph: 518.687.1238

A LOOK AHEAD

- » **Ask the Experts: 2020 Economic Outlook**
[Coming in February!](#)
- » **Meet the Legislators Luncheon**
[Friday, 02/28/20](#)
- » **Wonder Women Mentoring Luncheon**
[Tuesday, 03/10/20](#)
- » **NetworkingPlus Luncheon**
[Tuesday, 03/24/20](#)
- » **120th Annual Dinner {with a twist} & Business Expo**
[Thursday, 05/14/20](#)
- » **Annual Golf Classic**
[Monday, 08/17/20](#)

ADDITIONAL INFO

No-shows will be billed; 24-hour notice is required for all cancellations. If you have special requirements, please contact us one month prior to the event. Questions? Contact Events Coordinator Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.


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

CELEBRATING HOMETOWN SUCCESS

Chamber's "Good News" Rensselaer County Awards

2019 GOOD NEWS
AWARD RECIPIENTS

The Eastwick Press
Next Advance
Passport for Good
Windy Hill Orchard

We're celebrating exceptional businesses that make a real impact on the region's economy and quality of life with this year's "Good News" Rensselaer County Awards. Presented in partnership with Rensselaer County, the "Good News" awards recognize businesses and community organizations that are not only significant achievers in their industries but also community-minded partners who are invested in the success of our region. On this page and the next, we're profiling this year's award winners. Check out our social media channels for on-site award presentations to each recipient.



MESSAGE FROM OUR

Chamber President



It is the Chamber's privilege to present our annual "Good News" Rensselaer County awards, recognizing outstanding businesses and organizations who combine success with a sense of community. One of the best parts of our job is to meet and work with these inspiring business owners who

strive every day to follow their dreams. Some have a worldwide influence; others have an impact close to home. All of them are achieving their goals while improving the quality of life for others.

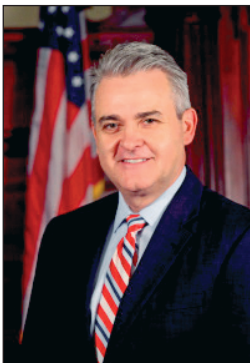
"The Chamber's mission is to advocate, assist and promote businesses to reach their potential. When it comes to the 'Good News' awards, our job is to recognize and celebrate their success."

Take a few moments to read their stories and you will find inspiration to pursue your own dreams. And don't forget, the Chamber is ready to help in your adventure.

Kate Manley

MESSAGE FROM OUR

County Executive



Rensselaer County is proud to partner with the Chamber for this year's 'Good News' awards. The awards showcase the best of our county's business community, it's broad diversity, global reach and hometown community roots.

"Rensselaer County has a long history

of exceptional business people, from inventors to entrepreneurs, who have changed their communities and the world. That legacy lives on in our 'Good News' award recipients."

From high tech to agriculture, from main street to the global community, this year's award winners represent the vibrant character of Rensselaer County. They honor our past and point the way to our future, one that is filled with promise. Business is the engine that runs our economy and people with new ideas are the key to successful businesses. Congratulations to this year's award recipients.

[Signature]

STRENGTHENING COMMUNITIES

Eastwick Press Keeps Community News in Focus

The Eastwick Press provides local communities with an irreplaceable forum for news, features, photos, information and more. Focused on the people and communities of eastern Rensselaer County, the weekly newspaper is a labor of love for Doug La Rocque and Alex Brooks. Their plan is to make the paper a profitable and sustainable enterprise by providing quality, unbiased reporting of the events that shape, challenge and knit together communities. Subscriptions continue to grow each week and the plan is to broaden coverage to include additional communities.

"Our goal is to bring the news of the community to the people," said La Rocque. "We cover the town meetings, the school districts, high school sports, interesting features and uplifting news that is important to the everyday life of our communities. People turn to their community newspaper to find out what's going on around them, to get information they can't get from other media outlets. Our long-term goal is to be Rensselaer County's community newspaper."

The Eastwick Press covers eight localities, from Brunswick to Grafton, and plans to add more as circulation grows. Community publications like The Eastwick Press are experiencing a resurgence among readers, as people return to community-centered lifestyles. Community newspapers have the power to bring about great good and make a profound difference within their localities.



In addition to news, sports and features, every issue of The Eastwick Press includes a senior's

page with listings of local senior centers and activities, a church page with places and times of worship, and other local information. A popular feature is the back page, where readers find "The Life of George Holcomb" column and a nature photo of the week. By providing positive coverage, The Eastwick Press helps grass-roots initiatives for good, such as helping to raise \$14,000 for the nonprofit Berkshire Bird Paradise. "We are committed to supporting, uniting and strengthening our communities," said La Rocque. VISIT eastwickpress.com

MEET OUR INVESTORS:

Visionary



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. VISIT 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 rifenburg.com

Champion



LOOKING FOR A SMART INVESTMENT?

With the Chamber's **WE Advance** program 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.

Our high-impact marketing attracts regional, national and international attention to our county's dynamic quality of life and thriving business environment. Join the Chamber in this economic and workforce advancement initiative. VISIT renscochamber.com/workforce-economic-advancement



CONTACT:
President Kate Manley
kmanley@renscochamber.com
ph: 518.274.7020

"**WE Advance**" is published quarterly. Submissions considered for publication based upon content and space availability.

MAKING A DIFFERENCE

WE Advance Investors Are Stakeholders



WE Advance (Workforce & Economic Advancement) combines the Chamber's economic development efforts with a committed focus on workforce readiness in one powerful initiative. Under the WE Advance brand, the Chamber:

- » connects businesses with the people and information they need to start up, expand or relocate in the region, including resources for site locations, funding and incentives
- » makes municipal connections and keep members apprised of timely information
- » coordinates ribbon cuttings and groundbreakings to raise the public profile of businesses
- » provides letters of support for members, opening doors to new opportunities
- » partners with entities such as Rensselaer County; Center for Economic Growth, Inc.; Alliance for a Creative Economy; Troy Cultural Alliance; Questar III BOCES and others
- » promotes workforce development to keep employees' skills competitive in a changing marketplace
- » provides a platform for CEOs to discuss workplace challenges and solutions
- » works with agencies to assess skills gaps and identify populations to upscale for workforce reentry, based on the needs of businesses
- » connects K-12 schools, colleges and universities with businesses to find ways to build a strong pipeline of job-ready workers
- » fosters career exploration, job shadowing and internship opportunities for youth in a wide range of industries
- » hosts the annual Future of Workforce Readiness: Education & Business Partnerships event

WE Advance represents the power of the Chamber to bring together partners across public and private sectors to declare the Rensselaer County area and beyond open for business and to secure a robust economy that enhances the quality of life for everyone.

This successful and growing initiative is sustained through committed investors, businesses and organizations just like yours, who step forward and join the effort. Investing in the Chamber's **WE Advance** initiative makes you a valued stakeholder in the economic future of our region. Interested in joining? Contact Chamber President Kate Manley at kmanley@renscochamber.com or 518.274.7020.



MOBILE APP TRACKS COMMUNITY SERVICE

Passport for Good Inspires Volunteerism for Life



The team at Passport for Good is passionate about two things:

making a difference in the world and measuring its impact. The company empowers community service volunteers by using data to help them showcase themselves and the effect their service makes on society. The goal is to promote a lifelong value of community service among students, families, schools, businesses and groups of all kinds.

Through Passport for Good's software, website and mobile application, each person can chronicle their journey in the community, digitally stamping their passport with each community service adventure. The user-friendly app collects and verifies hours from a range of experiences, giving participants the ability to showcase their data in any way they choose. Users can log their community service hours, rate their experience and write about it. Students can keep track of community and civic involvement, clubs and activities, career skills and more.



"We are honored to be recognized as one of the Chamber's 'Good News Rensselaer County Award' recipients. The criteria in which the Chamber selects its recipients embodies Passport For Good's passion of empowering the community to be good citizens and to give back," said Gayle Farman, founder and CEO. "In addition to working within school districts, we recently launched an affiliate program working with several area non-profits to activate and expand their volunteer networks, all of which benefit the local community." [VISIT \[passportforgood.com\]\(http://visit.passportforgood.com\)](http://visit.passportforgood.com)

ADVANCING THE HEALTH SCIENCES

Next Advance Instruments Help Research for Cures



As a leading provider of laboratory instruments for the life sciences, Next Advance, Inc. impacts the way biologists and researchers find cures that save lives. Next Advance designs and manufactures instruments at its Pittstown location for customers in more than 70 countries. The company's innovative products automate mundane tasks, freeing scientists from repetitive, time-consuming procedures.

Next Advance's reputation is for patented designs and instruments that accomplish superior results, while costing less than most competitors. The company's leading product line allows researchers to break open cells to study DNA and other components as they search for cures for many diseases.



Owner Ian Glasgow (photo, left) founded Next Advance in 2003, combining his Ph.D. in mechanical engineering with his expertise in healthcare design and a lifelong entrepreneurial spirit. Today, the company employs 20-25 full and part-time staff and has relocated to larger facilities in Pittstown to accommodate its steady growth.

"It is great to be recognized as a 'Good News' award winner by the Chamber," said Glasgow. "We have a good product and a great team." [VISIT \[nextadvance.com\]\(http://visit.nextadvance.com\)](http://visit.nextadvance.com)

AGRI-TOURISM AT ITS BEST

Windy Hill Orchard Mixes Old & New Traditions

When Scott and Todd Seeberger bought the former Goold Orchards in Schodack earlier this year, they inherited the memories and traditions of generations of its customers. "We know people have years of family memories coming here," said Todd Seeberger. "The great news is that we have kept all the rustic roots and traditions of the farm and have brought a new energy to it. It's really the best of both worlds."

Windy Hill Orchard & Farm Market is making new memories with an attractively renovated farmer's market, the best of local crafts and farm-to-table



products and a calendar of activities for kids, families and people of all ages. The Seebergers have more than 20 years in the wholesale fruit industry and have owned another orchard in central New York for the past five years. Fresh offerings include regionally-produced cheeses,



fudge, bakery items, maple syrup, honey and more. Pies are made on the premises and orders are being taken for the holidays. With their own cider press and a live beehive exhibit, everything at Windy Hill teaches and inspires visitors to know more about the bounty of local farming and agriculture. And, of course, there is the apple orchard, pumpkin picking and other seasonal enjoyments. A Breakfast with Santa is planned along with other Christmas and holiday special events. Check Windy Hill's facebook page for more information. [VISIT \[facebook.com/windyhillorchardnyeast\]\(http://visit.facebook.com/windyhillorchardnyeast\)](http://visit.facebook.com/windyhillorchardnyeast)

GIVE THE GIFT OF GREAT CONNECTIONS

Chamber NetworkingPlus Passes for 2020

With the Chamber’s money-saving NetworkingPlus pass you can lock in savings on the Chamber’s popular networking programs in 2020 and get six events for the price of five. These passes make thoughtful holiday gifts for business associates and are transferable among co-workers for even greater value. Our enhanced networking events include:

- A structured program with quality contacts
- A diverse range of members with the same goal of growing and maintaining beneficial connections
- Table rotations to ensure three times as many contacts with no repeats
- Themed questions to promote purposeful discussions
- Ambassador committee members to facilitate networking

Make your resolution to network throughout 2020. Contact Events Coordinator Rachael Murray at rmurray@renscochamber.com or 518.687.1238 for information and pass purchasing.

ENTER TO WIN!

Chamber Contest Says “Thanks” to Members

We’re giving thanks for our members by offering an exciting contest for two members to win customized Chamber marketing packages valued at \$1,500 each! It’s our way of saying “Thank You” for your continued support of the Rensselaer County Regional Chamber of Commerce. Packages may include digital and print advertising, tickets to events and opportunities to showcase your business as a sponsor or expo booth participant. The two winning members will meet with the Chamber’s marketing staff prior to January 1, 2020 to develop a package to meet their specific business goals.

Enter online at renscochamber.com for a chance to win (only one entry per member). Eligible entrants must be Chamber members in good standing since November 2017 or earlier. Winners must maintain their membership through 2020 for the prizes to remain valid. Marketing packages are effective January 1 through December 31, 2020. Deadline to enter is Tuesday, December 17 at 12 p.m. Winners will be announced at the Chamber’s Holiday NetworkingPlus Luncheon on Wednesday, December 18.



“After winning the ‘Giving Thanks’ package, we were able to take advantage of multiple inserts in the Chamber’s newsletter to highlight TRIP’s signature events. The inserts were hugely beneficial and really got the word out.”

Tammy Weinman, organizational advancement manager for TRIP, Inc. & RCHR



MAXIMUM EXPOSURE

High-Impact Exposure Opportunities

Get the attention your business or nonprofit deserves in 2020 with customized marketing packages designed to target your goals and stay within your budget. The Chamber’s marketing team provides personalized service with a full menu of high-impact print, digital and sponsorship opportunities that bring the tangible results you are looking for. Mix and match a cost-effective package!

» For only \$250, our popular print newsletter inserts are ideal for businesses and organizations. Direct-mailed with no postal costs to you, the inserts are included in our print newsletter and on our website. **Contact Nancy Carmello at 518.687.1242 or ncarmello@renscochamber.com.**

» Purchase a Spotlight article in our monthly newsletter for only \$550. Direct-mailed by the Chamber, newsletter Spotlights are also posted on our website. **Contact Nancy Carmello at 518.687.1242 or ncarmello@renscochamber.com.**

» Tap into our digital marketing with website advertising and e-newsletters. With higher-than-average visit rates and open rates, both are effective strategies. **Contact Tom Engle at 518.687.1243 or tengle@renscochamber.com.**

» Sponsor Chamber events and get maximum exposure. Choose from a variety of popular programs to suit your timing, audience and budget. **Contact Rachael Murray at 518.687.1238 or rmurray@renscochamber.com.**

“Sponsoring the Chamber’s ‘Disney’s Approach to Quality Service’ event was a wonderful and worthwhile experience for Tri City Rentals. We were able to promote our company and our apartment communities while taking part in the seminar. It made it all worthwhile when one of the participants approached me and thanked us for helping to bring this extraordinary training to Chamber members, training that she would not otherwise have had access to. That was very special to hear.”

Julie Massry Knox, Director of Sales and Marketing
Tri City Rentals/Massry Realty Partners



CHAMBER MEMBER

spotlight

Connecting businesses with qualified workers and individuals with jobs is the goal of the Rensselaer County One-Stop Career Center. Part of the county’s Department of Employment & Training, the center’s purpose is to conveniently bring employment opportunities, training assistance, labor market information and other workforce development services to residents and businesses in a single, one-stop environment. The center is open to anyone seeking employment and is one of three career centers managed by the Capital Region Workforce Development Board.



“Whether it’s training for your next career or a business retaining their current employees or landing the job you want, everything you need is right here. Most of the services we provide are at no cost and our experienced and professional workforce advisors are ready to help.”

Brian J. Williams, Commissioner

Local businesses will find assistance with such services as employee training, including funding to offset the costs of bringing on new hires. The center also helps with recruitment, job posting and resume searches, saving businesses time and money. Job seekers in search of employment or a new career path can get professional help with resume writing, interview skills and career searches. Computers with internet, printers, telephones, fax machines and copiers are available free of charge, as well as extensive resources and materials for finding employment. The center’s Youth Services division offers free assistance to individuals aged 14 to 24 to help them explore career opportunities, paths to finish their education or developing a career plan for future work success.

Partner agencies within the Rensselaer County One-Stop Career Center include the New York State Department of Labor, Rensselaer County Department of Social Services, NYS Education Department ACCES-VR, Rensselaer County ReEntry Task Force, and Hudson Valley Community College.

For more information on how the Rensselaer County One-Stop Career Center can assist your business, contact Business Engagement Coordinator Marc Dikant at marcd@capreg.org.

Rensselaer County One-Stop Career Center
Department of Employment & Training
1600 Seventh Avenue | Troy, New York 12180
Ph: 518.270.2860 | rensco.com/departments/employment-training

To purchase a Spotlight, contact Nancy Carmello at 518.687.1242 or ncarmello@renscochamber.com

Alumni News from The Leadership Institute

Lisa Carroll ‘18 was promoted to the position of director for sales and marketing at Courtyard by Marriott Schenectady at Mohawk Harbor, a property of BBL Hospitality. Prior to the new post, she was sales manager at the Hilton Garden Inn Troy, also owned by BBL Hospitality. **VISIT bblhospitality.com**



Gretta Taglione ‘15, owner of Spa Broadway at the White Sands, completed an expansion of her full-service boutique spa, doubling the square footage of the business located at 451 Broadway in Troy. Established in 2008, the spa offers customized therapeutic bodywork and skin care treatments. **VISIT thewhitesandsmassage.com**

Submit your Leadership Institute alumni news to
Communications Manager Tom Engle at tengle@renscochamber.com.

Member Milestones

35 Years

BlueShield of Northeastern NY

30 Years

Douglas Construction of Columbia County, Inc.

10 Years

Greenbush Financial Group
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