



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

FROM OUR PRESIDENT'S DESK

Immerse Yourself in Opportunities for Success

In 2020, the Chamber is celebrating two important milestones: the 120th year of our founding and the 15th graduating class of The Leadership Institute, our award-winning program. The Chamber has come a long way in the past century, thanks to the foresight and hard work of our predecessors. Today, our board and staff are more committed than ever to providing the Chamber's growing membership with opportunities for professional development, job training, networking, and resources that directly impact their professional and personal success. More than 400 Leadership alumni are using their skills to advance their careers and benefit their companies and communities. *Could this be the year*

you discover The Leadership Institute for yourself or a key member of your staff?



"It's inspiring to see the Chamber's strategic plan come to life because the ideas come from member feedback. You are our inspiration and the best part of our organization's mission."

Chamber President Kate Manley

Full-Immersion Experiences

It's exciting to implement a strategic plan, to take the ideas from a page and transform them into real experiences that can change people's lives. For the Chamber, it's especially compelling because the ideas contained in our three-year plan come straight from member feedback. In response to your input and guided by our board of directors, we are working to tackle issues that keep small business owners up at night, including hiring and retaining employees, training, HR regulations and more. This series will be the Chamber's first cross-media offering, combining live events and webinars to make it convenient and relevant to you.

Also in 2020, we are hosting monthly CEO Roundtables, connecting face-to-face over coffee to encourage conversation, discuss challenges and discover solutions. The roundtables are key to the kind of continuous dialogue and member engagement we are always striving for, communication that leads our members and our

organization to greater levels of engagement and achievement. Your participation in these programs helps us identify and deliver the resources you need to be the best business owner you can be. We encourage your participation and valuable input.

WE Advance

Speaking of engagement and achievement, **WE Advance**, the Chamber's Workforce & Economic Advancement program, is going strong. We're building on the positive response to our annual event, "Future of Workforce Readiness: Education & Business Partnerships," to create ongoing opportunities throughout the year, including a live online forum to connect educators and business leaders looking to collaborate. We're also working with the Troy City School District and Hudson Valley Community College to develop a Smart (Science,

Mathematics and Research for Transformation) Scholarship-for-Service program for students pursuing college degrees in STEM fields. **WE Advance** is also partnering with Questar III BOCES, public and private schools to bring together educators and businesses in solid partnerships to better prepare our region's future workforce. To get involved, contact me at the email listed below.

Forward Thinking

During 2020 the Chamber will introduce more ways than ever for members to access our programs and resources. It's all part of making things easily available to you. Got an idea to share? We're looking forward to hearing from you.

Fondly,

Kate Manley

kmanley@renscochamber.com

ASK A BOARD MEMBER:

Value-Driven Advertising

John Tanner is director of sales for Spectrum Reach, the advertising sales services offered by Spectrum. He is an expert in providing measurable, customized advertising and marketing solutions for the modern media landscape.



Serving on the Board of Directors is particularly meaningful for me because much of my work at Spectrum Reach relates directly to the Chamber's mission. The Chamber is engaged every day in providing the maximum advertising value to member businesses and non-profit organizations. Let me give you a few examples:

» **Target your audience.** At Spectrum Reach, we empower advertisers to zero in on their best potential customers by using data. The Chamber offers members customized marketing and advertising packages designed to attract and retain your targeted audience online, in person and in print. The goal is to keep your message consistent, relevant and noticed, generating new and repeat business.

» **Keep the conversation going.** All relationships thrive on communication and advertising is no exception. At the Chamber, your feedback drives our programs and services. What works for you? How are your needs changing? In what ways is your audience evolving and how can we help you stay ahead of the competition?

» **Look for the next great idea.** Advertising trends move at light speed and we are always looking to engage audiences in new ways, such as Spectrum Reach's development of a self-provisioning client portal. The Chamber's cost-effective advertising opportunities give you access to their interactive website, social media platforms, live events and more.

Everyone wants value for their money. The Chamber strives every day to market, develop and connect its members to reach their business goals within budget. Our job is to tell **your** story in a compelling way, to the right audience, through evolving media platforms. Contact the Chamber today at 518.687.1243 or visit renscochamber.com/market-your-business.

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: Tom Engle
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Rensselaer County
Regional Chamber
of Commerce



@renscochamber

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Welcome
New Members

A New England Nanny
Child Care Centers
Rep: Melissa Schoonmaker
99 Pine Street
Suite 103
Albany, NY 12207
Phone: 518.348.0400
VISIT anewenglandnanny.com

KPM Restoration
Restoration & Remodeling
Rep: Jaimie Carr
201 Maple Avenue Saratoga
Springs, NY 12866
Phone: 518.859.9769
VISIT kpmrestoration.com

LMB Development Consulting, LLC
Nonprofit/Business Consultant
Coaching - Business & Personal
Rep: Laurie Ballard
Phone: 518.774.0886

Melissa Russom Strategic Communications
Communication Consultants
Marketing
Rep: Melissa Russom
Phone: 518.275.3391
VISIT melissarussom.com

Slocum Wander Publishing, LLC
Publishers
Rep: Craig Wander
595 New Loudon Road
Suite 212
Latham, NY 12110
Phone: 518.376.9462

Specialized LawnCare, LLC
Lawn Maintenance
Excavating
Rep: Ms. Meaghan Campbell
21 Wagar Road
Troy, NY 12182
Phone: 518.857.0514

Vincent J. Leach Tax Prep
Tax Return Preparation
Rep: Vincent J. Leach
170 Pawling Avenue
Troy, NY 12180-4721
Phone: 518.272.0727

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

Member News



Fenimore Asset Management, the investment advisor to FAM Funds, promoted John Fox to chief executive officer, while maintaining his position as chief investment officer. As part of the firm’s succession plan, Tom Putnam, Fenimore’s founder, will shift his attention to a broader strategic role as executive chairman. VISIT famfunds.com

eBizDocs’ Howard Gross, chief executive officer and founder, received the 2019 Albany Best Buddies Champion of the Year Award. The Champion of the Year competition is a 12-week fundraising event that promotes the mission of Best Buddies and its programs. Champion of the Year recognizes the community’s most active leaders who work for inclusion on behalf of people with intellectual and developmental disabilities. VISIT ebizdocs.com

The Arts Center of the Capital Region launched Capital Region Artist Initiative, a program that provides resources for artists to develop professionally and advance their careers. The initiative includes an Artist Training Certificate Series for beginning artists and The Critical Forum for emerging and mid-career artists. VISIT artscenteronline.org



Tri City Rentals annual “Volunteer Day” (photo above) was a success, with employees donating and delivering meals, holiday gifts and household necessities to individuals and families in need at **Unity House of Troy, Inc.** and the **YWCA of the Greater Capital Region**. VISIT tricityrentals.com



Commission on Economic Opportunity (CEO), in partnership with **CDPHP**, cut the ribbon on their new food truck for Head Start centers across Troy (photo above). VISIT ceoempowers.org

Ribbon cuttings are presented by the Chamber, in partnership with the Rensselaer County IDA. Let us assist with your ribbon cutting or milestone celebration by contacting Tom Engle at 518.687.1243 or tengle@renscochamber.com. **RENSSELAER COUNTY**
life looks good from here™

CAP COM Federal Credit Union has merged with the City of Schenectady Employees Federal Credit Union (CSEFCU). CSEFCU members joined CAP COM’s portfolio of 133,000 members and \$1.9 billion in assets and have access to CAP COM’s full menu of banking products and services at 11 branches across the Capital District. VISIT capcomfcu.com

National Grid Foundation presented a record \$125,000 grant to **Catholic Charities’** Emergency Energy Assistance Fund to help eligible applicants receive emergency financial assistance to pay their energy bills this winter. The funding will help more than 550 households in 14 upstate New York counties, including the Capital District and outlying areas. VISIT nationalgrid.com

Mosaic Associates Architects announced that Associate Principal Callie Gaspary and Architectural Designer Amanda Vottis recently completed the Advanced Academy for Designing Learning Spaces to become Accredited Learning Environments Planners (ALEP). VISIT mosaicaa.com

EventsCalendar 2020

F E B

WED FEB 05 **Ask the Experts 2020 Economic Outlook**
An insider’s look at how current economic and geopolitical environments will impact markets and the economic cycle in 2020. Join us for an informative presentation by Bouche Financial Group’s investment team including Steven Bouche, CFP®; Ryan Bouche, CFP®, CPA; and Martin Shields CFP®, AIF. This is your opportunity to learn about macro-economic factors and how they can impact your business.
🕒 **Check-in & luncheon 11:30 a.m.; presentation 12-1 p.m.** \$35 members | \$50 walk-in members. Loft 433, the penthouse of The Hedley Building, 433 River Street in Troy. *Ask the Experts Series sponsored by SEFCU.*

FRI FEB 28 **Meet the Legislators**
A panel discussion featuring New York State representatives who will address issues facing our communities. This signature Chamber event gives members the opportunity to establish relationships with key decision-makers and voice opinions on local issues. Attendees will get a first-hand perspective of the legislative activities at the Capitol.
🕒 **Check-in & luncheon 11:30 a.m.; panel discussion 12-1 p.m.** \$35 members | \$50 walk-in members. The Century House, 997 New Loudon Road in Latham. *Sponsored by National Grid and Rensselaer Polytechnic Institute.*

M A R

TUE MAR 10 **Wonder Women Mentoring Luncheon**
Join top women professionals as they share their experiences and strategies for success. Three 20-minute roundtables will spark lively and candid conversations about career challenges and solutions. Find inspiration to harness your powers, build your network and discover the wonder woman in you.
🕒 **Check-in & luncheon 11:30 a.m.; mentoring 12-1:30 p.m.** \$35 members | \$50 walk-in members. Pat’s Barn 110 Defreest Drive in Rensselaer. *Sponsored by CAP COM FCU. Additional sponsorships are available.*

TUE MAR 24 **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 success.
🕒 **Check-in & luncheon 11:30 a.m.; networking 12-1:15 p.m.** \$35 members | \$50 walk-in members. Shaker Pointe at Carondelet, One Bell Tower Drive in Watervliet. *Sponsored by Alchar Printing and Sunmark Credit Union. Additional sponsorships are available.*

2020 Sponsorship Opportunities Available!
Events Coordinator Rachael Murray
rmurray@renscochamber.com
ph: 518.687.1238

A LOOK AHEAD

- » **The Leadership Institute Class of 2020 Graduation & Dinner**
Thursday, 04/02/20
- » **College President’s Roundtable**
Thursday, 04/23/20
- » **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

#LEAPOFKINDNESSDAY

What Will You Do with Your Extra Day?

What will you do with the extra day we all get this leap year on Saturday, February 29? The Chamber invites you to take part in “Leap of Kindness Day” and do something kind for someone else. Locally-based chambers of commerce across the U.S. are encouraging businesses and individuals to come together for the benefit of others. Some examples? Collecting and delivering warm clothes to a shelter, visiting someone in a nursing home, running an errand for a neighbor or simply a kind gesture to your staff. On Leap of Kindness Day, the possibilities are endless.



Initiated by the Saratoga Chamber of Commerce in 2016, the #LeapofKindnessDay movement is expanding to include more than 100 chambers nationwide. Leap of Kindness Day can motivate individuals of any age to connect with charities, build team spirit among employees who work towards a kindness goal and give nonprofits a new avenue to thank their sponsors or donors. Everyone can participate in any number of kind ways. Share your kindness stories with the Chamber #LeapofKindnessDay.

KEEPING MEMBERS CONNECTED

Chamber Ambassadors Announced for 2020

Join us in extending a warm welcome to this year’s Ambassadors! These volunteers may be calling you on behalf of the Chamber to gain a better understanding of your business needs and to relay your questions and suggestions to us. Ambassadors actively encourage members to get involved and utilize Chamber benefits. They are also responsible for greeting and facilitating networking among members at events, including the upcoming **NetworkingPlus Luncheon on March 24** (see below).

| | |
|--|---|
| JOHN BURGER Comfort Inn & Suites | GAIL HESSNEY Northeastern Association of the Blind at Albany (NABA) |
| NICHOLAS BYRNE Bouchey & Clarke Benefits, Inc. | DARYL LOCKROW Canon Solutions America, Inc. |
| SARAH COMMON Best Western Plus Franklin Square Inn Troy/Albany | JOSLYN MCARDLE Regional Food Bank of Northeastern New York |
| CHRISTOPHER D’ALLAIRD Christopher D’Allaird, CPA | FRED REALBUTO Audubon International |
| KRISTINE DIMAS Elite Design Granite | STEVEN ROCQUE Saratoga National Bank and Trust Co. |
| DEANNA DAL POS NAI Platform Realty Group | CARIE SALA Sunmark Credit Union |
| NICHOLAS DEMARCO Proctors Collaborative | ANASTASIA VASILAKOS Pioneer Bank |

TUE MAR 24 **NetworkingPlus Luncheon | Register at renscochamber.com/events**
☎ Check-in & luncheon 11:30 a.m.; networking 12-1:15 p.m. \$35 members | \$50 walk-in members. Shaker Pointe at Carondelet, One Bell Tower Drive in Watervliet. Sponsored by Alchar Printing and Sunmark Credit Union.



Check Out This Chamber Benefit

Here’s a quick reminder of an important benefit we offer to you and all of your employees. For additional member benefits, visit renscochamber.com or contact Membership Manager Elizabeth McGarry at emcgarry@renscochamber.com or 518.687.1240.

✓ CONSTANT CONTACT DISCOUNTS



Constant Contact is a one-stop source for your marketing needs, giving you more ways to build your business. Chamber members receive exclusive savings on Constant Contact’s entire suite of online tools, including: email marketing, social campaigns, event marketing, surveys/polls and e-commerce. New tools include landing pages, websites, a free logo builder and an easy-to-use Search Engine Optimization (SEO) tool to drive traffic to your website. Contact our local representative Erik Buanes at erik@endorphinadvisors.com to learn more and get up to a 25% discount, even if you are already using Constant Contact.

CHAMBER MEMBER

spotlight

For more than a century, Dale Carnegie has been improving individual and business performance through results-driven training that continues to evolve while remaining true to its founding vision: real transformation begins from within. Dale



Carnegie’s rich history and innovative process has connected people around the world and in our regional business community with proven training in such areas as presentation, leadership, sales, service, organizational development and people skills. Wherever professionals seek impactful results, Dale Carnegie provides the training for profitable performance change.



“We help companies by helping the individuals within the companies realize their potential,” said Khamali Brown, director of sales and marketing and a certified instructor at Dale Carnegie of NENY, the region’s local affiliate. “Performance change occurs when people are invested in being the best they can be, from leadership skills to effective communication to managing stress. We inspire people to be more effective at work and at life.”

Dale Carnegie offers two new courses to help foster growth within organizations. **The Leadership Training for Results** program is for seasoned leaders working in a multi-generational environment, helping them strengthen their ability to bridge the gap, increase collaboration and lead with results. **Develop Your Leadership Potential** is designed for newer and aspiring leaders to transition from “doing to leading,” to hold themselves and others accountable and to work with their team for efficiency and engagement. For these and other courses, visit neny.dalecarnegie.com.



When I started taking Dale Carnegie courses, I was managing a mortgage department and had very high goals for our success. But I was not presenting my ideas to executive leadership as effectively as possible and needed an alternative approach. Dale Carnegie courses helped me advance my communication and presentation skills. Since then, I have continued to take advantage of courses, workshops and coaching opportunities, building my skills and competencies to new levels. In my current position, I manage more than 60 employees over multiple lines of business. Using Dale Carnegie principles, I can effectively deliver my message and impact our company vision, while coaching my direct reports to their own higher career success. Dale Carnegie gives Sunmark the skills and mindset to develop our people, promote from within, build our brand and provide a dynamic workplace culture.



Alissa Sykes, Senior Vice President/Chief Growth Officer, Lending Sunmark Credit Union

DALE CARNEGIE OF NENY

Ph: 518.283.1300 | neny.dalecarnegie.com

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

News from The Leadership Institute

You are Cordially Invited to



The Leadership Institute
Class of 2020 Graduation & Dinner

Thursday, April 02, 2020

Celebrate this year’s class of emerging leaders and network with business professionals. Our alumni — more than 400 of them — use the skills they’ve learned from our award-winning program to take primary roles in their communities, making our region a better place to live and work. Join us to meet our grads and make connections to enhance your business success!

☎ **Networking reception at 5:30 p.m.; graduation ceremony at 6:30 p.m.** \$50 per person. Table reservations are also available. Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by CDPHP with media sponsorship by Albany Business Review.



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

Member Milestones

10 Years

The Psykomanteum
Mark J. Zdunczyk LLC
Integrated Technology Group
Palace Performing Arts Center

5 Years

DALLE Accounting and Cash Management, Inc.

2020 BOARD OF DIRECTORS

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Phinney Design Group

JERILEE BEAUDOIN*
Pioneer Bank

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Startup Grind Albany

RATNA RANDIVE
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JOHN TANNER III
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Amsure

JAIME WATSON
Capital District Transportation Authority (CDTA)

SCOTT WILEY
Hoosick Valley Contractors, Inc.

BRIAN WILLIAMS
Rensselaer County Department of
Employment & Training

* Executive committee members

Join the Chamber for a 2020 Economic Outlook

MEET OUR EXPERTS



Steven B. Bouchey, CFP® (left), president and CEO of Bouchey Financial Group, Ltd.; **Ryan S. Bouchey**, CFP®, CPA (center), vice president; and **Martin X. Shields** CFP®, AIF (right), vice president.

Get an insider's look at how current economic and geopolitical environments will impact markets and this year's economic cycle with the Chamber's Ask the Experts training workshop, "2020 Economic Outlook." This informative presentation by Bouchey Financial Group's investment team (at left) is your opportunity to discover how macro-economic factors can impact markets and businesses like yours at a local, micro level. We'll explore pertinent factors that play a major role in 2020 and how they impact the economic forecast. Attend this highly informative session held at the newly opened Loft 433, located in the penthouse of the Hedley Building in Troy. You'll leave with the knowledge you need to make informed business decisions in 2020!

WED
FEB
05

Register now at renscochamber.com/events
🕒 Check-in & luncheon 11:30 a.m.; presentation 12-1 p.m. \$35 members | \$50 walk-in members. Loft 433, the penthouse of The Hedley Building, 433 River Street in Troy. Ask the Experts series is sponsored by SEFCU.



Meet the Legislators and Join the Discussion

State representatives will participate in an informative panel discussion at the Chamber's Meet the Legislators Luncheon. Join us as we meet with elected officials including (clockwise from upper left) New York State Senator Neil D. Breslin, Senator-elect Daphne Jordan, Assemblyman Jake Ashby and Assemblyman John T. McDonald III. Take advantage of this opportunity to establish relationships with key decision makers and voice opinions on local issues. Attendees will get a first-hand perspective into the legislative activities at the capitol. Register today and get ready to join the conversation!



FRI
FEB
28

Register now at renscochamber.com/events
🕒 Check-in & luncheon 11:30 a.m.; panel discussion 12-1 p.m. \$35 members | \$50 walk-in members. The Century House, 997 New Loudon Road in Latham. Sponsored by National Grid and Rensselaer Polytechnic Institute.



OUR PRESENTERS

- Angela Dixon**, President/Owner,
Dixon Consulting II, LLC
- Joanmarie Dowling**, Owner,
Dowling Law, PLLC
- Susan Fogarty**, Chief Relationship Officer,
CAP COM FCU
- Kathleen Godfrey**, President,
Godfrey Financial Associates, Inc.
- Laurie D. Kelly**, Vice President of Global
Communications, GLOBALFOUNDRIES
- Ruth Mahoney**, Market President and
Regional Retail Leader, KeyBank, NA
- Christine Nealon**, Executive Director,
TRIP & RCHR
- E. Patrice Perkins**, Director,
Startup Grind Albany
- Elizabeth Stack**, Executive Director,
Irish American Heritage Museum
- Dr. Donna Watson**, Assistant Superintendent,
Troy City School District

Learn Strategies for 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 Luncheon. 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.

TUE
MAR
10

Register now at renscochamber.com/events
🕒 Check-in & luncheon 11:30 a.m.; mentoring 12-1:30 p.m. \$35 members | \$50 walk-in members. Pat's Barn, 110 DeFreest Drive in Rensselaer. Sponsored by CAP COM FCU. Additional sponsorships are available.



SAVE THE DATE

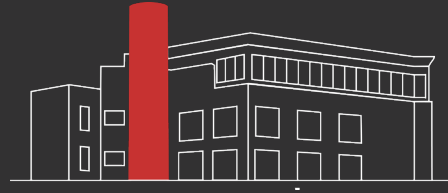
THURSDAY, MAY 14, 2020

120th ANNUAL DINNER
{with a twist} & **BUSINESS EXPO**

Visit RenscoChamber.com/events for more information and to register today!

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For event inquiries or to schedule a tour please contact:

Katelyn DeSieno at 518.375.2306 or KatelynD@mazzonehospitality.com

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