



RENSCOCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

MESSAGE FROM CHAMBER'S 2020 BOARD CHAIR

Join us for a New Year & New Decade of Success



Welcome to 2020 and a new year with your Chamber! I'm honored to serve as Chair of the Chamber's Board of Directors and look forward to a year of accomplishments. For 120 years, the Rensselaer County Regional Chamber of Commerce has led the way for business, civic

and economic growth that enhances the vitality of the greater Rensselaer County region. That's more than a century of leadership, advocacy, services and resources that our membership counts on to assist in their professional success stories. The Chamber strives to market, develop and connect our members across industries and sectors to find solutions to challenges and discover new and exciting paths to reach your goals.

Ever-Evolving Organization

I'm convinced that the Chamber's solid foundation and ongoing growth and stability are due to flexibility and foresight. We're successful because we continue to evolve, to stay relevant to our members and the region's business community. How do we stay relevant? We stay informed. We communicate through every available means, including online (website, e-newsletters, surveys, social media) in-print (newsletter and direct mailings) and IN-PERSON. This last form of communication is as pertinent as ever, even in our high-tech world. We visit members at their businesses, initiate introductions and invest our time and talents to get to know YOU. This ongoing conversation with members provides valuable data, invites candid feedback and allows us to hear first-hand what you need to succeed. The data and information we receive — such as the results of our

recent Fact Finders online focus group — inform our decision-making and drive our programs and services to meet and exceed your expectations.

Leaders for Today and Tomorrow

This year marks a milestone for The Leadership Institute, the Chamber's award-winning professional development program. For 15 years, we've been assisting individuals who are poised and eager to transition to leadership roles at work and in their communities. Taught by accomplished CEOs and professionals, the program integrates skill-building with valuable networking opportunities to propel careers to the next level. We've graduated nearly 400 professionals since we launched the institute and these alumni participate in exclusive ongoing networking and education opportunities. It's not too early to start planning for yourself or a valued staff member to apply for the Class of 2021. **Visit renscochamber.com/develop-chamber/leadership-institute** for more information.

Connecting with Our Mission

We live and work in a region of dynamic economic activity and growth. Pockets of industry, such as the gaming hub in Troy, as well as the revitalization of commercial and manufacturing sectors, hold great promise. What does the future hold for your business? Let the Chamber help answer the question by leveraging our resources to help you succeed. The Chamber's commitment to its mission is strong, focused and purposeful as we continue into a new decade of the 21st century. I encourage you to join our mission: get involved, get connected and get in contact with us and let your voice be heard.

Wishing you a happy and prosperous New Year,

"Make this the year you get more involved with the Chamber. Our membership is our greatest asset."

John Millet, CPA, President
Bouchey & Clarke Benefits,
Inc. and 2020 Chamber
Board of Directors Chair

ASK A BOARD MEMBER: Formulating a Budget

Ratna Randive serves as Chief Financial Officer for The Kaleel Jamison Consulting Group, Inc. (KJCG), managing the firm's financial processes and strategy. She is a member of KJCG's board of directors and holds an MBA in finance and corporate accounting from the Simon School of Business, University of Rochester.



Q » Why is budgeting important to every business, no matter the size?

A » All businesses, big or small, need a budget that can help with setting goals and establishing priorities for the year. A detailed and realistic budget is one of the most important tools for guiding your business and providing the information necessary to operate within your means, handle upcoming challenges and ultimately turn a profit. A history of writing sound, detailed budgets and sticking to them can help show lenders or potential investors that you know how to develop a business plan and make it work.

Q » What should be included in a budget plan?

A » A good budget identifies current available capital, anticipated revenue and estimated expenses for the year. It should account for any seasonal changes in revenue and expenses. Throughout the year, the business should continually refer to the budget as a way of measuring performance against expectations.

Q » How do I get started in the right direction?

A » There are many online tools/ financial software that can help in the process of creating a budget. Most companies can use the same tool they use for their day to day finances. Here are some basic steps to get started:

1. Identify your income sources. The first element of a good business budget is figuring out how much money you bring in on a monthly/ quarterly basis.
2. Determine fixed and variable costs.
3. Know any one time expenses during the year.
4. Create a monthly/quarterly profit and loss statement.

Ask a Board Member is a monthly Q&A featuring members of the Chamber's Board of Directors.

SERVING OUR MEMBERSHIP

New Board Members Announced for 2020

The Chamber extends a warm welcome to the newest members of its board of directors, elected in December. Each has a three-year term, beginning in January 2020. For a full listing of the Chamber's board of directors, see page four. We look forward to working with these talented professionals as we continue to grow the Chamber and serve our membership:

SAMUEL GRECO III
Greco Construction, Inc.

MEGHAN R. KEENHOLTS, ESQ.
E. Stewart Jones Hacker Murphy

DAVID KRUPSKI
NBT Bank

CHRISTOPHER MCKENNA
CAP COM Federal Credit Union

CHRISTINE NEALON
TRIP & RCHR

E. PATRICE PERKINS
Startup Grind

DANIEL SAUER
CDPHP

JEFFREY SIMONS
East Greenbush Central School District

JAIME WATSON
Capital District Transportation Authority (CDTA)

"Our newest board members are accomplished professionals who will apply their unique expertise and enthusiasm to guide, govern and support the Chamber's strategic vision."

Kate Manley, Chamber President

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

Kate Manley, President
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Co-Editor: Tom Engle, Communications Manager
Design: Spiral Design Studio, LLC

@Renscochamber @RenscoChamber

Rensselaer County Regional Chamber of Commerce @renscochamber

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Welcome New Members

Edward Jones
Financial Services
Investment Securities
Rep: Stephanie Havens
13 Averill Avenue
Suite C
Averill Park, NY 12018-2571
Phone: 518.674.3061
VISIT edwardjones.com

Fact Finders
Research Consultant
Rep: Stephen A. Ribner
2010 Western Avenue
Albany, NY 12203
Phone: 518.242.2000
VISIT factfinders.com

Integra HR LLC
Human Resources Consulting
Rep: Jennifer L. Massey
15 Second Avenue
Rensselaer, NY 12144
Phone: 518.917.3300
VISIT integra-hr.com

Pinhole Press
Giftwares & Photo Gifts
Promotional Products
Rep: Erica Stoeckeler
333 Broadway
Suite 215
Troy, NY 12180
Phone: 800.404.9518
VISIT pinholepress.com

SERVPRO
Restoration & Remodeling
Rep: Anthony Wright
1043 NY-22
Cambridge, NY 12816
Phone: 518.677.3444
VISIT servpronorthrensselaer-southwashingtontcounties.com

Stable Gate Farm and Winery
Wineries
Farming/Agriculture
Rep: Valerie Feldman
10 Linda Way
Castleton, NY 12033
Phone: 518.265.5133
VISIT stablegatewinery.com

Your CBD Store
Retail
Rep: Tony Morris
598 Columbia Turnpike
Suite 4A
East Greenbush, NY 12061
Phone: 518.650.7117

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.



» **Unstoppable Nutrition** held a ribbon cutting at 568 Columbia Turnpike, Suite 8C, in East Greenbush. VISIT unstoppablenutrition.business.site



» **Choice Physical Therapy** opened its second office at 290 Speigletown Road in Troy. VISIT choiceptny.com



» **GTM Payroll Services, Inc.** expanded its offices to include 9 Executive Park Drive in Clifton Park. VISIT gtm.com



Let the Chamber help coordinate your ribbon-cutting or milestone celebration by contacting Tom Engle at 518.687.1243 or tengle@renscochamber.com.

Ribbon Cuttings & Grand Openings



» **Ashley Met Carmen** celebrated the opening of a second retail shop, located in the Troy Atrium. VISIT ashleymetcarmen.com



» **STRIDE Adaptive Sports** cut the ribbon on its new Share Center at 4482 NY Highway 150 in West Sand Lake. VISIT stride.org



EventsCalendar 2020

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. *Sponsored by Sunmark Federal Credit Union. Additional sponsorships are available.*

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

FEB

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 Bouchey Financial Group's investment team including Steven Bouchey, CFP®; Ryan Bouchey 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 into 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.*

A LOOK AHEAD

» **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

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 our 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, table rotations for three times the networking with no repeats and themed questions to promote purposeful discussions. Meet motivated professionals, like yourself, who are looking to grow valuable business relationships. Make your resolution to network in 2020 by contacting Events Coordinator Rachael Murray at rmurray@renscochamber.com or 518.687.1238 for information and pass purchasing. Passes are \$175 and must be purchased by Thursday, January 23.

Get ready to network with our first event of 2020!

THU
JAN
23

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. Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by Sunmark Federal Credit Union. Additional sponsorships are available.

WONDER WOMEN MENTORING | MARCH 10

Learn Strategies for Success & Empowerment



Learn how to harness YOUR power within, build professional and personal networks and find inspiring mentors at the Chamber's Wonder Women Mentoring Luncheon. Top women professionals will share their experiences in a series of three 20-minute roundtables, sparking lively and candid conversations about career challenges 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, new connections and strategies that you can put to work. Develop empowering relationships with local "Wonder Women." Learn how to amplify your voice and be heard.

TUE
MAR
10

Register now at renscochamber.com/events
☉ Check-in & luncheon 11:30 a.m.; conversations 12-1:30 p.m. \$35 members | \$50 walk-in members. Pat's Barn, 100 Defreest Drive in Rensselaer. Sponsorships are available.

EXCITING MARKETING PACKAGES!

Chamber Announces "Giving Thanks" Winners

The Chamber announces the winners of two customized marketing packages valued at \$1,500 each! It's our way of saying "thank you" to our great members. The winners will work with the Chamber to develop packages to meet their marketing goals.



Congratulations to:

Diocese of Albany Catholic Schools | higherpoweredlearning.org
Scott Film Realty, LLC | scottfilm.com

You don't have to be a contest winner to take advantage of our customized packages, designed for your individual goals and budget. Marketing packages may include digital and print marketing, tickets to events and opportunities to showcase your business as a sponsor or expo booth participant. The Chamber specializes in tailored packages that start as low as \$250. Call us today and we'll set up a meeting to get started. Contact Events Coordinator Rachael Murray at rmurray@renscochamber.com or 518.687.1238.

TAKE CONTROL OF YOUR HEATING BILLS

Chamber's Energy Alliance Saves You Money

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. For more information, contact Anna Baluyot at abaluyot@energynext.com or 518.580.9244.



CHAMBER MEMBER

spotlight

For the past 33 years, Stewart's Shops has been giving back to local communities through its Holiday Match program, benefiting non-profit organizations and programs for kids under the age of 18 in the areas of social services, health, education, recreation and the arts. Every holiday



season, from Thanksgiving to Christmas day, Stewart's invites its customers to share in the spirit of the season by dropping their spare change into buckets at the check-out registers of more than 335 locations across upstate New York and southern Vermont. With the help of their generous customers, Stewart's has raised more than \$28 million for local children's charities since the Holiday Match program began in 1986. Last year, more than \$1 million was raised, breaking the Holiday Match record and bringing holiday cheer to 1,830 worthwhile programs. Each individual donation is matched penny-for-penny by Stewart's Shops and 100% of the funds are donated to children's organizations and programs. Holiday Match has benefited such local Rensselaer County communities as Berlin, Brunswick, Castleton, East Greenbush, Grafton, Hoosick Falls, Nassau, North Greenbush, Rensselaer, Schaghticoke, Troy and others.

"The success of our Holiday Match Program continues to grow, thanks to the hard work of our shop partners and the generosity of our customers. Together, we will help thousands of children through community-based organizations that provide supports to needy children year-round."

Susan Dake, President, Stewart's Shops Foundation President



The chain of award-winning convenience stores and gas stations is encouraging Holiday Match applications through January 31. Non-profit 501c3 organizations may apply; applications are reviewed, and allocations are made in March.

STEWART'S SHOPS

P.O. Box 435 | Saratoga Springs, New York 12866
Ph: 518.581.1201 | stewartsshops.com

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

Alumni News from The Leadership Institute



Wesley Slyke '17 was named to the position of senior business development officer at New York Business Development Corporation (NYBDC) and affiliates The 504 Company and Excelsior Growth Fund. NYBDC and its affiliates are mission-driven alternative lenders that provide creative financing solutions to help small businesses thrive, including start-ups, mature businesses, and minority and women-owned businesses. VISIT nybdc.com



Meghan R. Keenholts, Esq '12 and Christine Nealon '15 were named to the Chamber's 2020 Board of Directors. Meghan is a law firm partner and attorney with E. Stewart Jones Hacker Murphy. Christine is the executive director of TRIP & RCHR. VISIT joneshacker.com and triplonline.org



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

Member Milestones

40 Years

Pattison, Sampson, Ginsberg & Griffin, PLLC

35 Years

TRIP, Inc.

20 Years

Innovative Claims Investigators, Inc.

15 Years

Berkshire Bank

5 Years

Community Loan Fund of the Capital Region

2020 BOARD OF DIRECTORS

JOHN MILLET, Board Chair*
Bouchey & Clarke Benefits, Inc.

EDWIN C. ANKER IV, AIA*
Phinney Design Group

JERILEE BEAUDOIN*
Pioneer Bank

SCARLET CLEMENT-BUFFOLINE
St. Peter's Health Partners

TAMI COLE
Documentation Strategies, Inc.

BETTY DIMARIA*
Wojeski & Company CPAs, P.C.

KATHARINE K. DORAN, CPA
Teal, Becker & Chiaramonte, CPAs, P.C.

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Greco Construction, Inc.

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Startup Grind Albany

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DANIEL SAUER
CDPHP

JEFFREY SIMONS
East Greenbush Central School District

JOHN TANNER III
Spectrum Reach

PAUL VON SCHENK, CIC, CSRSM*
Amsure

JAIME WATSON
Capital District Transportation Authority (CDTA)

SCOTT WILEY
Hoosick Valley Contractors, Inc.

BRIAN WILLIAMS
Rensselaer County Employment & Resource Center

* Executive committee members



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Upcoming Events for Your Calendar

STATE OF THE COUNTY | JANUARY 08

Learn What's Ahead for Rensselaer County & You



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.

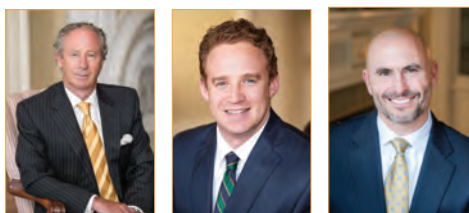
RENSELAER
COUNTY
Life looks good from here™



ASK THE EXPERTS | FEBRUARY 05

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. As a Registered Investment Advisor, Bouchey Financial Group's investment team is focused on the individuality of each client, assisting high-net worth individuals, families, businesses and small institutions to grow and sustain their wealth.

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.

Our team of financial experts will explore pertinent economic and geopolitical factors that will play a major role in 2020, including the upcoming U.S. presidential election, continued tariff discussions with China, tightening labor markets, weaknesses in the manufacturing sector and how political uncertainty in Europe impacts the economic forecast. Attend this highly informative session held at the new 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!

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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.

SEFCU™
Changing lives every day.

LOCAL ISSUES, STATE REPRESENTATIVES | FEBRUARY 28

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
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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.

nationalgrid

Rensselaer