



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

BUSINESS EXPO & NON-STOP NETWORKING

Chamber's 120th Annual Dinner {with a twist}

"Where can you enjoy gourmet hors d'oeuvres while networking with the top businesses in the region, all while reveling in three floors of lavish food, great fun and valuable connections? The Rensselaer County Regional Chamber of Commerce's Annual Dinner & Business Expo, of course!"

Lucas Fielder, Manager,
Membership Development,
First New York Federal Credit Union

"We've reserved an expo booth at the Chamber's Annual Dinner for years now because we always receive tremendous value from this event. It's an excellent opportunity for us to tell the story of our nonprofit and connect with hundreds of area professionals we may not otherwise come in contact with."

Pearl Higgins, Marketing
Communications Director,
Commission on Economic
Opportunity

This is the event Chamber members look forward to, can't wait to get to and don't want to leave! Attracting top business professionals from across the region, the Chamber's 120th Annual Dinner {with a twist} & Business Expo gives you maximum opportunity to Market, Develop & Connect. It's no wonder the Chamber's premier annual event receives a 98% approval rating year after year.

What's the {twist}? Freeflowing networking all evening long with more than 50 expo booths, lavish culinary stations, casual seating and a decadent dessert room. Keep the networking going at our rooftop after party, with views of Troy's skyline at sunset.



Join us for this year's event and share your photos and favorite moments with us on Facebook, Instagram and Twitter @renscochamber #Twist2020



Photos by Joan Heffler Photography

Register now at renscochamber.com/events

🕒 Networking Reception and Business Expo start at 5:30 p.m. \$140 per member. Franklin Plaza Ballroom, 4 Fourth Street in downtown Troy. For event dates, please visit our website.



Presenting sponsors



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Dessert Room Sponsor



After Party Sponsor

ASK A BOARD MEMBER:

The Leadership Institute

Edwin Anker IV, RA AIA is the Troy Office Director | Senior Project Manager for Phinney Design Group, a multi-disciplinary architecture, interior design, green building consulting and construction management firm. He is chair of the Chamber's Leadership Institute Committee and a 2011 graduate.



Q » Who makes a good candidate for the Chamber's Leadership program?

A » The Leadership Institute offers a highly curated set of opportunities for candidates who want to take their leadership skills to the next level, as well as for those who are just starting to explore the possibilities of a leadership role in their organizations. Because of the competitive class selection process, participants learn from and grow with a group of professionally diverse and highly motivated individuals. The program provides participants with unparalleled networking and lasting connections with their class members, industry leading professionals and the Chamber.

Q » Tell us about your Leadership experience.

A » My experience in the program not only prepared me for advancing within my previous organization, but also prepared me for a major transition to another firm. The lessons and strategies I learned from The Leadership Institute helped me to take the next step in my career. As a team leader in my current role, the curriculum, lessons and professional network I garnered from the Leadership program have given me the tools and building blocks to be an effective leader.

Q » How has the program been enhanced?

A » Over the past several years, we've attracted even higher numbers of excellent and motivated candidates. The process is a true challenge for our selection committee, due to the quantity and quality of the applicants. This has allowed us to choose candidates ready to form professional bonds with each other and enhance the experience for the entire class. I'm very proud of our committee and the Chamber staff for continuing to attract and develop top-notch participants ready to become leaders in their careers and communities.

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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Rensselaer County Regional Chamber of Commerce

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Market. Develop. Connect.

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Welcome
New Members

Eco Kids: A Natural Childcare Center, LLC
Child Care Centers
Child Care & Day Care Centers
Rep: Robyn Scotland
500 Broadway
Troy, NY 12180
Phone: 518.274.5437
VISIT ecokidschildcare.com

Hoosic Valley Central School District
Education
Rep: G. Michael Apostol
2 Pleasant Avenue
Schaghticoke, NY 12154
Phone: 518.949.7631
VISIT hoosicvalley.k12.ny.us

Kinentia Biosciences, LLC
Research Consultant
Rep: David Fairfax
9 University Place
Rensselaer, NY 12144
Phone: 518.256.1202
VISIT kinentia.com

New Comer Cremations & Funerals
Funeral Directors
Funeral Pre-Planning & Informational Services
Rep: Carrie-Lynne Sorvari
Two Locations:
» 343 New Karner Road
Colonie, NY 12205
Phone: 518.456.4442
» 181 Troy Schenectady Road
Watervliet, NY 12189
Phone: 518.272.2824
VISIT newcomeralbany.com

Society of the Friends of St. Patrick
Non-Profit Organizations
Rep: Matt McGarvey
Troy, NY 12180
Phone: 518.477.0608
VISIT friendsofstpatrick.com

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

Siena College named former U.S. Rep. Chris Gibson, Ph.D., its 12th president. A 1986 Siena graduate, he is a scholar, author, and decorated military veteran. His appointment is effective July 1 and the college will hold inauguration ceremonies this fall. VISIT siena.edu



The Community Loan Fund of the Capital Region is engaging millennials through its Emerging Investors Network. The network allows its investors to make monthly installments of \$100 to reach the minimum \$1000 investment in the Community Loan Fund. Investments are lent to minority and women-owned businesses and local nonprofits who build affordable housing and support vital community services. VISIT mycommunityloanfund.org

Passport for Good hired Mary Alice Riley as its director of operations. She is responsible for logistics and coordinating the firm’s team as it implements overall processes. She also assists with office administration, finance, human resources, contracts, compliance reviews and business development. Passport for Good is a student engagement data solutions company based in Troy. The company helps empower volunteers by using data to showcase their community service impact to themselves and to the world. VISIT passportforgood.com



Fenimore Asset Management welcomed longtime area communications executive Christine Horne to its board of directors. Fenimore Asset Management is an independent, Capital District-based investment advisory firm and manager of the FAM Funds family of mutual funds. VISIT famfunds.com

Alaant Workforce Solutions acquired Capital Tech Search, expanding Alaant’s services to help employers attract and retain technology professionals. The acquisition enhances Alaant’s ability to assist companies to meet the rising demand for talent in the software development sector, while also providing full-service solutions. VISIT alaant.com

Frear Park Municipal Golf Course is selling season passes at its pro shop, located at 2701 Lavin Court. The shop is open Monday through Friday, 9 a.m. – 5 p.m. and Saturdays, 8 a.m. – 1 p.m. One of the area’s most popular golf destinations for players of all ability levels, Frear Park (photo, below) offers competitive prices and ongoing upgrades and improvements. . VISIT troyny.gov/departments/parks-recreation/parks-facilities/frear-park



The Kaleel Jamison Consulting Group, Inc. is celebrating the 50th anniversary of its founding. The firm, one of the first in its field, equips organizations with the skills and capabilities to lead, engage and inspire an inclusive culture that leverages the diversity of its workforce to drive higher organizational performance. VISIT kjcgroup.com



Troy City School District Assistant Superintendent of Curriculum and Instruction Dr. Donna Watson has been awarded a Fulbright Leaders for Global Schools Program grant. She will travel to Finland for 10 days for an immersive look at the country’s public schools. Recipients of Fulbright grants are selected on the basis of academic and professional achievement, as well as demonstrated leadership potential. VISIT troycsd.org

Accent, a leading commercial furniture dealership, opened its newly renovated showroom at 3 Interstate Avenue in Albany. The company, owned by the Gleason family for more than 40 years, serves customers in the corporate, healthcare, education and government markets. Accent designs custom workplaces to foster creativity and collaboration. VISIT accentny.com

KeyBank named Amanda Goyer to the position of corporate responsibility officer for the Capital Region Market. She will implement KeyBank’s Community Benefits Plan in the areas of mortgage, small business and community lending, as well as strategic philanthropy. She is based in KeyBank’s Capital Region headquarters at 66 South Pearl Street in Albany. VISIT key.com



Glens Falls National Bank and Trust Company promoted Brooke Pancoe to Senior Vice President and Director of Human Resources for the Arrow Family of Companies. Her responsibilities include hiring, retention, payroll, benefits, compensation, employee relations, performance management and employee training and development. VISIT gfnational.com

CAP COM Federal Credit Union and **CAP COM Cares Foundation** launched the 2020 BIG Benefit Raffle, a two-month campaign offering a grand prize of \$10,000. This year’s raffle will run through May 1 or when tickets sell out. The raffle is expected to raise \$125,000 that will be distributed through nine cash prizes to winning ticket holders, 40 education scholarships and year-round donations to local non-profit organizations. VISIT capcomfcu.com

CDPHP was ranked number one nationally for Federal Employee Health Benefits (FEHB). The rankings were released as part of the 2020 FEHB Plan Performance Assessment, which rates 83 health plans across the country in the areas of quality and customer satisfaction. Performance areas included preventive care, disease management, medication use, behavioral health and utilization management. VISIT cdphp.com

A LOOK AHEAD AT CHAMBER EVENTS

- » Annual Golf Classic
Monday, 08/17/20
- » Van Rensselaer Awards Dinner
Thursday, 09/17/20
- » 38th Annual Troy Victorian Stroll
Sunday, 12/06/20

Register for Events: renscochamber.com/events



CHECK OUR WEBSITE FOR THE LATEST INFORMATION ON OUR EVENTS CALENDAR

COST-EFFECTIVE TRAINING

Sign Up Now for Quick Learn Workshops

Train yourself and your staff at considerable savings with the latest Quick Learn workshops. Spend two hours with expert instructors from MicroKnowledge, Inc. and master new computer skills to make your work more efficient, expand your skills and better serve your customers. Seating is limited, so register today!

Maintain Your Website with WordPress | Tuesday, 06/16/20

Designed for individuals new to WordPress. Learn how to maintain an existing site, from content to publishing. Topics include using the dashboard, creating and managing content, categorizing information and working with media. **Held at the Chamber, 90 Fourth Street in Troy. Check-in and refreshments at 8 a.m.; training session 8:30 - 10 a.m.**

Build Effective Presentations in PowerPoint | Thursday, 10/24/20

Enjoy all the benefits of this webinar training right from your own office or home. Learn tips and tricks to WOW your audience without distracting them. This session is packed with best practices and suggestions on how to create an effective presentation including planning and organizing content, creating a design (branding), transitions and animations. **Webinar session 12-1 p.m.**

Create Visual Data Using Excel | Wednesday, 12/02/20

Do you need to format a large amount of data into a concise report? Excel's dynamic dashboards are for you. Organize key performance metrics onto a single page and illustrate outstanding indicators through charts and graphics. You'll learn how to work with functions, use slicers and drop downs, apply conditional formatting and use the camera tool. **Held at the Chamber, 90 Fourth Street in Troy. Check-in and refreshments at 8 a.m.; training session 8:30 - 10 a.m.**

Quick Learn workshops are \$79 for members; \$99 for non-members. Seating is limited. Register now at renscochamber.com/events. Available through a partnership with MicroKnowledge, Inc.

FREE USE OF CONFERENCE ROOMS

Hold Your Next Meeting or Training Here

When Evergreen Commons Rehabilitation and Nursing Center needed a professional space for a full day of staff training (photo, right), they turned to the Chamber and one of our most popular benefits: free conference room space. Every week, our members take advantage of no-charge conference room space for trainings, meetings, open houses, programming, classes and more. Choose from two convenient rooms: the downstairs conference room seats up to 25, stands up to 40 and is easily configured to your needs; the upstairs conference room seats up to 10. Amenities in the larger room include handicap accessibility, restroom, kitchenette with sink and refrigerator, adjustable lighting for presentations, digital projector and TV. Food is allowed in both rooms and we can provide you with our Member Eateries list. To reserve a date, please contact Executive Assistant and Office Manager Rachael Lorimer at rlorimer@renscochamber.com or 518.687.1241.



MAXIMIZE YOUR MEMBERSHIP

Check Out These Chamber Benefits For You and All of Your Employees

✓ COUNTRY CLUB OF TROY MEMBERSHIPS

Take advantage of discounts on exclusive memberships at the award-winning Country Club of Troy, the only private club in Rensselaer County. Initiation fee is waived for all members of the Chamber, a value of up to \$2,500 per family. Enjoy several dues free months, a savings of more than \$1,700 per family. To schedule a tour of the club or discuss membership options, contact the Country Club of Troy at 518.274.1000.

✓ MEMBER-TO-MEMBER DISCOUNTS

Our Member-to-Member Discount Program encourages a valuable exchange of discounted business products and services among Chamber members. It's a great way to attract new customers to your business AND enjoy considerable discounts yourself. Use it to shop local and build networking contacts. To view available discounts and to submit a discount from your company using an online form, visit renscochamber.com/member-to-member-discounts.

CHAMBER MEMBER

spotlight

The Diocese of Albany Catholic Schools provide a transformative learning experience for students from pre-kindergarten through grade 12. With 500 teachers and 21 schools throughout the greater Albany area, Catholic schools serve nearly 5,000 students right in the communities where they live, helping them to reach their individual potential.



The Catholic schools' mission is to educate and form students, inspire personal growth and build character, in a supportive and nurturing atmosphere. Students experience a solid education from dedicated teachers with a host of extracurricular activities, including sports, clubs and the arts. Further, while students are being prepared to take their place in the workforce, they are also learning how to be caring, respectful and responsible participants in their communities, finding a moral compass to last a lifetime.

"We do more than prepare students to transition to college and the job market. We nurture their character so they can develop morals and values to bring into the workforce and into the community. That's what Catholic schools do best – educate the whole child, mind, body, and spirit."

Giovanni Virgiglio, Superintendent of Schools

As the challenges of the world become greater, more parents are choosing Catholic schools because they seek quality learning environments where their children can grow and flourish. "We welcome and respect students of all faiths and backgrounds and encourage parents to go on our website to check out our network of schools," said Director of Advancement and Partnerships Kathleen Yanas. "Each of our schools gives personalized tours, so families can really get a feel for the atmosphere. In addition, financial aid and scholarships are available, making Catholic education more affordable than people realize."

For businesses, non-profit organizations and higher education looking to connect, Catholic schools are active community partners for internships, community service projects and more. For partnership opportunities, contact Ms. Yanas at the phone number listed below.



DIOCESE OF ALBANY CATHOLIC SCHOOLS
40 North Main Avenue | Albany, NY 12203
Ph: 518.453.6602 | HigherPoweredLearning.org

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

News from The Leadership Institute

Applications for 2021 Class Due by May 20

Select a rising star on your staff or make this YOUR year! Applications are being accepted for The Leadership Institute's Class of 2021. Learn more and submit online applications at renscochamber.com/leadership-institute or contact the Chamber at 518.274.7020 for more information. **Application deadline is Wednesday, May 20 at 5 p.m.**



Tara Bocketti '19, was named Director of Community and Professional Education at Hudson Valley Community College. She has an MBA and a bachelor's degree in business, both from the University at Albany. VISIT hvcc.edu

Kimberli Reylea '18, NCIDQ, IIDA, moved to Accent Commercial Furniture as a Business Development Executive. She assists clients with aligning their goals with smart design principles to make environments meaningful and to inspire people to be creative and productive. VISIT accentny.com



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

Member Milestones

20 Years

Richard W. Mulvey, CPA • H.L. Fuel Co., Inc.

15 Years

The Albany Academies • Residence Inn by Marriott • Segel Violins • Rensselaer Iron & Steel, Inc. • Healthcare Association of New York State

10 Years

Pine Valley Home, Inc. • The Moore Insurance Agency, Inc.

5 Years

Alaant Workforce Solutions • Albany Port District Commission • Brunswick Veterinary Hospital, PLLC • Gleason, Dunn, Walsh & O’Shea • The Community Preservation Corp.

2020 BOARD OF DIRECTORS

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Rensselaer County Employment & Resource Center

* Executive committee members

ASK THE EXPERTS

Sales & Marketing Strategies to Grow Business

MEET OUR EXPERTS



Erik Bunaes, president and CEO, Endorphin Advisors LLC is a corporate-trained business consultant and recognized expert in email and digital marketing. With more than three decades of experience in financial services, management consulting and start-ups, he has provided strategic and digital marketing to clients nationwide.



Matthew Scarchilli is the owner and CEO of Sandler Training. With more than 15 years of leadership, sales management, coaching and mentoring business professionals, Matt works with organizations of all sizes to develop strong sales teams, create better hiring practices and lead their organizations more effectively.

Sales and Marketing—understanding the difference between them and how they should work together can make a tangible difference to your business. Learn how these separate and critically important components can be united for success at the Chamber’s Ask the Experts training workshop, “Sales & Marketing Strategies to Grow Your Business.” We’ll explore the value of your sales and marketing teams effectively collaborating to provide your business with optimal results. Our experts are Erik Bunaes, president and CEO, of Endorphin Advisors LLC and Matthew Scarchilli, owner and CEO of Sandler Training. Two of the region’s most critical thinkers in the sales and marketing realms, they will discuss what separates these two functions and how to merge them for real business growth. Join us for this impactful workshop and bring your team leaders!

fyi { Sales is a short-term strategy focused on generating revenue by leveraging customer relationships. Marketing assesses the marketplace, identifies where you can best compete and helps you attract customers in a long-term approach.

Register now at renscochamber.com/events
⌚ Check-in & luncheon 11:30 a.m.; presentation 12-1 p.m. \$35 members / \$50 walk-in members. SEFCU, 700 Patroon Creek Boulevard in Albany. Ask the Experts series is sponsored by SEFCU. For event dates, please visit our website.



COLLEGE PRESIDENTS PANEL

What’s New on Campus? Find Out at Chamber Forum



Discover what’s new in higher education and how your business can partner for mutual success at the Chamber’s College President’s Panel Discussion. This extraordinary forum brings you the latest news from the region’s leading colleges and universities as they discuss their academic communities, future plans and challenges in an evolving world, including:

- » Effects of the New York State budget and the 2020 elections
- » Preparing students for the future workforce
- » Opportunities for business and education to collaborate
- » Engaging and recruiting new populations of students
- » Student loan debt and the marketability of degrees
- » Campus responses to the COVID-19 virus

Our panel includes (top row, l-r) Christopher Ames, Ph.D., The Sage Colleges; Margaret Madden, Ph.D., Siena College; Hon. Shirley Ann Jackson, S.B., Ph.D., Rensselaer Polytechnic Institute; (bottom row, l-r) Roger A. Ramsammy, Ph.D., Hudson Valley Community College; Havidán Rodríguez, Ph.D., University at Albany; and Moderator Christopher Lauricella, Head of School, The Albany Academies. Bring your ideas and questions for a dynamic discussion.

Register now at renscochamber.com/events
⌚ Check-in & breakfast 7:30 a.m.; panel discussion and Q&A 8-9:30 a.m. \$35 members / \$50 walk-in members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by architecture +; Duncan & Cahill, Inc; Mosaic Associates Architects; and UHY LLP. For event dates, please visit our website.



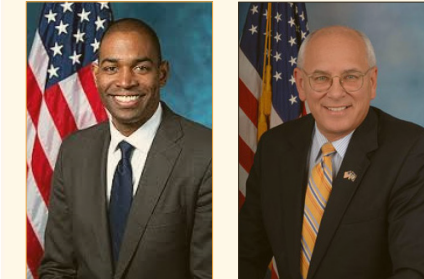
SPECIAL EDITION LUNCHEON

Meet U.S. Representatives Delgado and Tonko

“Attendees will come face-to-face with their Washington representatives in this discussion-driven event. This is a great opportunity to have your voice heard on business issues, concerns and challenges, while learning what’s ahead for our community.”

Kate Manley
Chamber President

Join us for an inside look at Washington, D.C. from the perspective of U.S. Representatives Antonio R. Delgado (D-NY) and Paul D. Tonko (D-NY). We’ll discuss today’s important issues with Rep. Delgado from the 19th congressional district, and Rep. Tonko, a veteran incumbent in the 20th congressional district. Discover what’s at stake for businesses, nonprofits and constituents in our region. The informative discussion will be followed by an audience Q&A with our guests. Come prepared to join the informative conversation and meet your elected officials!



Register now at renscochamber.com/events
⌚ Check-in & luncheon 11:30 a.m.; discussion and Q&A 12-1 p.m. \$35 members / \$50 walk-in members. The Century House, Route 9 in Latham. Sponsored by Groff NetWorks, LLC. For event dates, please visit our website.

