



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

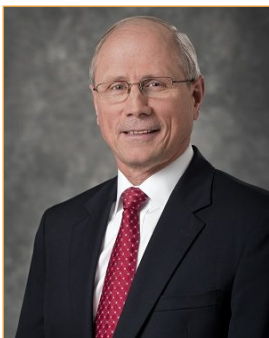
RESPONSE, RECOVERY & REOPENING

A Conversation with SPHP's Dr. James Reed

Chamber President Kate Manley recently connected with James K. Reed, MD, president and CEO of St. Peter's Health Partners (SPHP), to take a look at how the COVID-19 pandemic has impacted the regional healthcare organization. SPHP is a leader in delivering innovative health care to our communities and is Rensselaer County's largest employer.

Kate: As a doctor and administrator on the front lines of the Covid-19 pandemic, how have our health care facilities and professionals handled this crisis?

Dr. Reed: As we continue to battle the COVID-19 virus in the Capital Region, it is a time of understandable uncertainty and concern for health care providers throughout our region. However, one thing of which I am absolutely certain is how the colleagues of St. Peter's Health Partners have risen to the occasion. Their kindness, their caring and their strength in the face of adversity never ceases to amaze me. Their dedication to the mission of St. Peter's, to be a compassionate and transforming healing presence within our communities — especially in these challenging times — is an inspiration.



Kate: Can you give us a perspective of where the situation stands now within the healthcare community?

Dr. Reed: The emergence of the novel coronavirus in the Capital Region, starting in March, saw health care organizations throughout the area working together to slow the growth of the virus in our communities. We accomplished this through the suspension of elective surgical procedures and by encouraging patients to connect with providers through telehealth during those first few weeks. The positive impact of those actions, coupled with social distancing in the community, had a profound impact on the virus' spread and we've seen a steady reduction in COVID-19 cases in the Capital Region. While COVID-19 will certainly be with us for some time, I see St. Peter's and its health care professionals emerging from this pandemic stronger and more engaged than ever before in caring for our communities.

Kate: Are health care facilities preparing for a post-COVID scenario yet? If so, how?

Dr. Reed: The signs are encouraging that our community is beginning the slow process and start to recover from the devastating effects of the coronavirus. St. Peter's Health Partners has developed a thoughtful, phased approach to bring select critical services and elective surgeries back online at St. Peter's Hospital and Samaritan Hospital. Safety remains paramount for us and we are committed to providing the safe, quality care we know our patients and communities need. Enhanced safety measures at our facilities include: continued screening and temperature checks for anyone entering any our facilities; COVID-Free Zones to separate patients confirmed to have COVID-19 from others; CDC standards for deep cleaning with increased frequency and special attention to surfaces that are frequently touched, like doorknobs and flat surfaces; and continued visitor restrictions.

Chamber President Kate Manley is talking with some of the key leaders in our business community about response, recovery and reopening in the wake of COVID-19. This is the first in a series of conversations published for the benefit of our members. For more information, check out all of our COVID-19 resources at renscochamber.com/coronavirus-resource-guide.



CEO APPOINTMENT

Mohawk Hudson Humane Soc.



The Mohawk Hudson Humane Society appointed Ashley Jeffrey Bouck to the position of chief executive officer. She previously served as CEO for Girls. Inc. and led several other regional nonprofits in executive capacities. **VISIT mohawkhumane.org**

NEW HEAD OF SCHOOL

Woodland Hill Montessori



Woodland Hill Montessori School named Michelle Edwards as the new head of school, effective July 1. She served as assistant head of school for the past four years and played a critical role in establishing a toddler program in 2012. **VISIT woodlandhill.org**

ASK A BOARD MEMBER:

Crisis Communications

Jaime Watson is the Director of Corporate Communications for the Capital District Transportation Authority (CDTA). She is responsible for the organization's internal and external communications, including media relations, public relations, community engagement and special events.



Q » What are CDTA's communications and public relations strategies during COVID-19?

A » Our mission from the beginning has been to effectively communicate *externally*, to the communities we serve and to the media, and *internally*, to more than 650 employees. All of our communication protocol comes down to delivering a consistent message with complete transparency in a proactive manner. In that way, our communications practices haven't changed — we are relying on the best practices we have always followed. However, given the eye-opening events of the past few months, it's certain that COVID-19 is like nothing we've ever dealt with before and has required us to break new ground in every way, including communications.

Q » How have these strategies evolved during the past few months?

A » Everything has been dialed up to 10 in order to limit the spread of the virus and keep people safe. As an essential business and a state authority, CDTA follows state guidelines for health and safety measures. Communicating these measures to employees and the public is key to keeping people safe, so that they know what to expect and how to do their part. We use every form of communication available to get our information out and we continue to re-evaluate and adapt to what each day brings because each day the crisis changes and evolves. We are always asking ourselves, "What more can we do?"

Q » What are best practices for effective communications in time of crisis?

A » COVID-19 has forever changed the landscape. The best communication practices we are implementing during this crisis will not go away when it is over - they are here to stay and will become the new standard. The most important practice is to do what is right and in the best interests of customers and employees. Strive to get the most accurate information possible and continue to update your audience in a timely way. Always practice transparency. Continue to tell your story, the story of your business or organization. Whenever you can, generate positive communications to keep people connected. For instance, 2020 is CDTA's 50th anniversary, which is great news. Even though our plans to celebrate this milestone are on hold for now, CDTA's long-standing commitment to serve the community informs all of our practices, including during times of crisis. We are all going to come out of this better, stronger and more engaged with one another than ever before.

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

@renscoChamber

Member Milestones

40+ Years

Tri City Rentals/
Massry Realty Partners

30+ Years

EnergyNext, Inc.
Wainschaf Associates, Inc.
Duncan & Cahill, Inc.
Ryan Biggs | Clark Davis
Engineering & Surveying, DPC

20 Years

BBL Construction Services, LLC

10 Years

County Waste & Recycling
Service, Inc.

5 Years

Saratoga National Bank and Trust Co.
Sandler Training

Rensselaer County
Responds to
COVID-19 with
Collaboration Efforts

Community leaders have formed a pandemic response committee to collaborate on COVID-19 related initiatives throughout Rensselaer County. With a three-step approach, the committee looks to understand the impact the coronavirus has played in the business community, address related needs and support the safe reopening of businesses. The committee also supports longer-term initiatives to bring vibrancy back to downtowns and main streets throughout the county.

“As we prepare for the recovery of Rensselaer County, the Chamber’s role representing the needs of our business community is integral,” said Kate Manley, Chamber president. “In order to fully restore our local economy, a strategic, calculated and inclusive plan is essential, with input from each of our communities about their unique challenges.”

The committee is working to support small businesses and communities by collaborating with economic development agencies, local funding sources, municipalities and local business leaders in order to best respond to the post-COVID needs of our communities.

Member News



SERVPRO of North Rensselaer and South Washington Counties is offering Chamber members disinfecting, sanitizing and heavy cleaning services at discounted prices

to get businesses ready to reopen in a safe and healthy manner. SERVPRO performs necessary bioremediation services in accordance with CDC recommendations including usage of labeled hospital-grade disinfectants that are also EPA-registered. SERVPRO’s ULV Fogger coats high-touch surfaces and helps lower the risk of spreading viral pathogens in commercial buildings, warehouses, businesses and residential areas. Call 518.677.3444. VISIT servpronorthrensselaersouthwashingtoncounties.com

Integra HR, LLC initiated a Give Back & Impact Campaign, in conjunction with the Chamber and Capital Region Cares, to raise awareness and donations for direct support professionals, direct care workers and food pantry employees. The campaign aims to raise funds and collect donations for Berkshire Farm Center, Center for Economic Opportunity (CEO) Food Pantry, Evergreen Commons, St. Catherine’s Center for Children, Vanderheyden and Unity House of Troy, Inc. Donations will be collected on Wednesday, June 24, from 5 to 7 p.m. at the Defreestville Fire Department, 350 North Greenbush Road in Defreestville. VISIT integra-hr.com



INOC Data Centers completed the first phase of a multi-100G transport upgrade, uniquely positioning the company to offer 10G circuits to clients who need more dedicated capacity. As the demands that surround COVID grow every day and more people work from home, stream their interactions and learn online, INOC has seen a tremendous increase in client demand for bandwidth, pushing the need for larger and more diverse capacities. VISIT inoc.net

AWCplus recently donated lunches from Alexis Diner to the staff at Van Rensselaer Manor Rehabilitation and Nursing to thank them for their essential work during the pandemic. AWCplus is providing businesses with sanitation cleanings prior to reopenings. Founded more than 40 years ago, this local, second-generation family business specializes in window cleaning, aerial services and customized maintenance. VISIT awcplus.com



E. Stewart Jones Hacker Murphy LLP announced Benjamin F. Neidl joined the firm as of counsel. His practice focuses on commercial litigation and appeals, zoning and municipal law and representation of licensed and regulated entities. He also provides regulatory advice and counsel to businesses of all sizes in the financial services, health and human services, hospitality and other sectors. He has practiced for nearly twenty years in national law firms in New York City and Albany. VISIT joneshacker.com

CAP COM Federal Credit Union donated \$15,000 to St. Peter’s Health Partners to purchase personal protective equipment for the hospital’s frontline workers. The funding was redirected from an annual luncheon hosted by the credit union’s financial services arm that was cancelled due to COVID-19. Previously, CAP COM presented a large gift of protective masks to the hospital. VISIT capcomfcu.org

STRIDE Adaptive Sports is holding a virtual event for people with and without disabilities to run, walk or roll their way toward fitness and health while social distancing. An empowering response to COVID-19, participants can choose a “Competitive 5k” or a “Casual Run, Walk ‘n Roll” registration. The event, which ends June 20, raises funds for STRIDE and The Food Pantries for the Capital District. VISIT stride.org



GTM Payroll Services is offering a free engagement platform, Mojo Employee Engagement, to help businesses keep their workforce connected during the COVID-19 shutdown. The platform helps employers energize company culture, increase efficiency and compliance, attract and retain top talent, manage growth and reward innovation. Its gamification elements award points to employees for sharing knowledge, helping co-workers, providing feedback and giving encouragement to others. VISIT gtm.com



Scott Film Realty was selected for the 2020 Best of Saratoga Springs Award in the category of real estate agents by the Saratoga Springs Award Program. The program recognizes companies that achieve exceptional marketing success while enhancing the positive image of small business through customer and community service. VISIT scottfilm.com

Community Resource Federal Credit Union partnered with local restaurants to recognize community heroes on the front lines of the COVID-19 pandemic. Gift cards and discount vouchers were donated to 75 staff members of the Colonie Police Department and 20 staff members of the North Greenbush Police Department. Additionally, \$500 was donated to the Capital Region Boys and Girls Club to help feed children in local communities. VISIT communityresourcefcu.com

Seasonal Bounty



The Troy Waterfront Farmers Market launched a TWFM Online Market, an online ordering system featuring items from more than 50 vendors. The system allows customers to place orders online for in-person pick up at various locations in the greater Rensselaer County community. VISIT troymarket.org

CHECK OUR WEBSITE FOR INFORMATION ON EVENTS & FREE WEBINARS

» 120th Annual Dinner {with a twist} & Business Expo Virtual Celebration throughout the month of July! Learn how your business can get involved by contacting Rachael Murray at rmurray@renscochamber.com

» Annual Golf Classic | Monday, 08/17/20

Register for Events: renscochamber.com/events



spotlight

Canon

CANON SOLUTIONS AMERICA

Canon Solutions America, Inc.

18 Corporate Woods Blvd.
Albany, NY 12211

ph: 518.465.2226
csa.canon.com

Throughout the COVID-19 crisis, Daryl Lockrow and the Canon Solutions America team in Albany have been doing what they do best: supporting the needs of their customers by providing technology solutions and support for changing business environments. “From the first day, we’ve stayed focused on accommodating our customers,” said Lockrow, a manager of sales. “Some of them are deemed essential and have their doors open. Others have shifted to working remotely. Our solutions and support are needed to help keep them up and running during this crisis.”

Canon Solutions works with companies of all sizes to improve sustainability, increase efficiency and control costs through digital and traditional printing, document management solutions, security and cybersecurity systems, and managed and professional services. The company developed a corporate strategy in the early days of COVID that has allowed technicians to service customers safely, with clear communication of guidelines for employees and clients.



Canon anticipated the need for remote work access, delivering desktop devices to customers and their staff who were working at home and providing technology support to keep them connected. The company also ramped up security software solutions to meet the new challenges of working during the pandemic. “When it comes to research and development, Canon is always thinking ahead and finding new ways to bring efficiency to businesses,” said Lockrow. “Since the pandemic, we miss the face-to-face interaction with our customers at their businesses and fostering relationships with them. But we are finding new ways to get them the tools they need to succeed and to keep their businesses going.”

MEMBER BENEFIT

Welcome to Grow with Google

The Chamber is proud to be a Grow with Google partner! This new collaboration opens up a world of business and technology opportunities for our members, including free access to resources, expert support, digital skills and valuable connections with more than 5,000 Grow with Google partner organizations. Leverage your Chamber membership and explore these resources at renscochamber.com/develop-chamber/grow-google.

Small Businesses



Get your business on Google Search and Maps. A free business profile helps your business stand out on Google Search and Maps. You can attract and engage customers with business information, special offers, company news, customer reviews and the opportunity to create a free website. Plus, you can see your followers, invite their messaging and explore insights to track customer trends.

Start Ups

Use Google Primer, a mobile application that offers start ups mini-marketing lessons on topics such as search engine marketing, media coverage, content marketing, mobile site design, programmatic buying, search advertising and more.

2020 BOARD OF DIRECTORS

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

EDWIN C. ANKER IV, AIA*
Phinney Design Group

JERILEE BEAUDOIN*
The Arc of Rensselaer County

SCARLET CLEMENT-BUFFOLINE
St. Peter’s Health Partners

TAMI COLE
Documentation Strategies, Inc.

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

KATHARINE K. DORAN, CPA*
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HMA Contracting Corporation

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TRIP & RCHR

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Alchar Printing

E. PATRICE PERKINS
Startup Grind Albany

RATNA RANDIVE
The Kaleel Jamison Consulting Group, Inc.

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CDPHP

JEFFREY SIMONS
East Greenbush Central School District

JOHN TANNER III
Spectrum Reach

PAUL VON SCHENK, CIC, CSRM*
Amsure

JAIME WATSON
Capital District Transportation Authority (CDTA)

SCOTT WILEY
Hoosick Valley Contractors, Inc.

BRIAN WILLIAMS
Rensselaer County Employment & Resource Center

Alumni News

Joslyn McArdle
‘13, special events coordinator for the Regional Food Bank of Northeastern New York, was appointed to Joy US Foundation, Inc.’s board of directors. She is serving as the director of communications, overseeing a new branding and web redesign. Joslyn was also selected to be an “Elevate Ambassador” for the National Coalition for Cancer Survivorship. [VISIT regionalfoodbank.net](http://VISITregionalfoodbank.net)

Submit your alumni news to Tom Engle at tengle@renscochamber.com

Congratulations to the Class of 2020

REBECCA ATWELL	Capital District YMCA, Troy Branch
ALICIA BUCHAN	UHY, LLC
ANTHONY CERONE	Hoosick Valley Contractors, Inc.
NOELLE GILCHRIST	Capital Bank
AMANDA GOYER	Diocese of Albany Catholic Schools
STEPHANIE HADCOCK	CDPHP
IAN HENDERSON	Duncan & Cahill, Inc.
PATRICIA HUGHES	Mosaic Associates Architects
GAIL HUGHES-MOREY	Mohawk Hudson Humane Society
PETER KEIGLEY	KeyBank, NA
LAUREN MARCHESE	Rensselaer Polytechnic Institute
ANGELA O’NEAL	Hudson Valley Community College
NATALIE ORCUTT	Albany Leadership Charter High School for Girls
CARLEEN PALLANTE	The Sage Colleges
NICOLE PETERSON	The Arts Center of the Capital Region
WESLEY PRICE	HANYS
ADAM ROSS	Ross Valve Mfg. Co., Inc.
MARISSA SALZONE	GreyCastle Security
NIYATI SHETTY	Spring Line Design Architecture & Engineering
ROBERT SHEVY	National Grid
CHRISTINE SUTHERLAND	Rifenburg Construction
JESSICA TROWBRIDGE	Capital Roots
ANASTASIA VASILAKOS	Pioneer Bank
TAMMY WEINMAN	Troy Rehabilitation & Improvement Program, Inc.
ELIZABETH WHELAN	Bouchey & Clarke Benefits, Inc.
DANIELLE WISSENBACH	Unity House of Troy, Inc.
JESSICA ZIPKIN	SEFCU

Applications for the Class of 2021 will be accepted through Wednesday, June 10 at 5 p.m. Learn more and submit online at renscochamber.com/leadership-institute or call 518.274.7020.

TIME TO REOPEN & REBUILD

Local Business Leaders to Advise New York State

New York State created the New York Forward Re-Opening Advisory Board in anticipation of phased regional reopenings of businesses and public places. The board is tasked with guiding the state's decisions on reopening strategies amid the COVID-19 virus. With more than 100 members from across the state, the board includes seven participants from the Capital District, four of whom are Chamber members (see below). The advisory board, chaired by former secretaries to the governor Steve Cohen and Bill Mulrow, is comprised of business, community, academic and civic leaders from industries and organizations across the state who will bring their individual and collective expertise to the ongoing challenge of reopening the state for business. [VISIT forward.ny.gov](https://forward.ny.gov)



“The members of the New York Forward Reopening advisory board will help guide this process and ensure businesses are following the necessary guidelines to preserve public health as we work towards a new normal.”

Governor Andrew Cuomo

APPOINTED TO GOVERNOR’S BOARD

Four Chamber Members Represent Capital Region



Heather C. Briccetti, Esq. is the president and chief executive officer of The Business Council of New York State, Inc. The council is the primary, statewide association advocating for New York's business community. She has a long history of dynamic leadership

and working for economic growth, good jobs and strong communities across New York. As a visionary for the state's economy, she is a leading voice for business in corporate governance, tax policy, labor, manufacturing, campaign finance reform and education, among other issues. [VISIT bcnys.org](https://bcnys.org)



The Honorable Shirley Ann Jackson is the 18th president of Rensselaer Polytechnic Institute. A theoretical physicist, Dr. Jackson has had a distinguished career in senior leadership positions in

academia, government, industry and research, including as the first African-American woman to lead a top-ranked research university. She is a proponent of leveraging higher education and science-based solutions to the reopen New York initiative. [VISIT rpi.edu](https://rpi.edu)



M. Beatrice Grause, RN, JD is president of the Healthcare Association of New York State (HANYS), beginning her tenure in 2016. HANYS is the statewide voice of New York's hospitals and health systems, advocating to help hospitals, health systems, nursing homes, home care agencies, clinics and other providers to

fulfill their missions. She formerly served as president and chief executive officer of the Vermont Association of Hospitals and Health Systems for 14 years. In that position, she successfully led Vermont hospitals through a variety of reform initiatives, including the state's single-payer debate. [VISIT hanys.org](https://hanys.org)



Crickett Thomas-O'Dell is the regional director of the Capital Region Workforce Development Institute (WDI), an organization that promotes initiatives to stimulate economic growth and workforce development. Collaborating with businesses, unions, educational institutions and

other entities, WDI uses specialized grants to develop programs and create solutions that address workforce challenges. She brings her deep professional expertise to the advisory board. [VISIT wdiny.org](https://wdiny.org)

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](https://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](https://rifenburg.com)

Champion



RENSSELAER COUNTY

life looks good from heresm

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](https://renscochamber.com/workforce-economic-advancement)



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

Straight from the Experts

so you can filter out the noise and find what you need. [VISIT renscochamber.com/coronavirus-resource-guide](https://renscochamber.com/coronavirus-resource-guide)

Check out the Chamber's online Coronavirus Resource Guide for the latest information for you, your business, and your employees. We've compiled a wealth of resources to help guide you through the Coronavirus pandemic and into the reopening and rebuilding of our state and local economies. With credible resources directly from the experts, we keep the materials updated