



# RENSCONNECT

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## Chamber's 2020 Van Rensselaer Awards



The Chamber's 2020 Van Rensselaer Virtual Awards Ceremony honors this year's recipients in a new video format, free for all members to experience and celebrate. Join us on Thursday, October 29, starting at 4 p.m., to meet our honorees, learn about their accomplishments and hear testimonials from those who have benefited from their commitment to community. Purchase a "Charcuterie & Cheers To-Go" package for \$25 and be entered to win \$500 in Chamber advertising for 2021. For more than 25 years, the Van Rensselaer Awards have recognized businesses and individuals committed to the economic, cultural and humanitarian advancement of the Rensselaer County region. We are proud to introduce our 2020 recipients:



**Callanan Industries, Inc. is the recipient of the Van Rensselaer Corporate Award.** A leading supplier of high quality, cost-competitive paving materials and construction services in New York State, Callanan provides outstanding customer satisfaction through its motivated workforce. The Callanan team donates money, materials and volunteer time to organizations including United Way of the Greater Capital Region and Make-a-Wish Foundation, earning the company a National Award for Community Involvement from the National Asphalt Pavement Association. Callanan employees serve 1,800 customer appreciation lunches at 10 locations each year, host blood drives and visit local schools to talk about construction and safety education. The company's Cordell Road asphalt plant is a Wildlife Habitat Council-certified site, managed by employees, and includes a pollinator garden. VISIT [callanan.com](http://callanan.com)



**Troy Web Consulting is the recipient of the Van Rensselaer Small Business Award.** Formed in 2002, the firm began as a small group of software developers with a passion for rapid acceleration development tools. Troy Web Consulting has helped hundreds of companies achieve their goals, building a culture of success and authenticity that has attracted a diversity of business-savvy designers, developers, project managers and consultants who want to work on innovative, leading-edge products. Named a "Best Place to Work" by *Albany Business Review*, Troy Web Consulting is a charitable partner to YWCA of the Greater Capital Region, Inc.; Troy Farmer's Market; Mohawk Hudson Humane Society; Regional Food Bank of Northeastern New York; Ronald McDonald House Charities of the Capital Region; and the Troy Victorian Stroll. VISIT [troyweb.com](http://troyweb.com)



**The Hon. Kathleen M. Jimino is the recipient of the Edward H. Pattison Citizenship Award.** Ms. Jimino, who served as Rensselaer County Executive for more than 17 years, is widely recognized for her wealth of public service experience, dedication to the community and ability to build consensus. Born and raised in Troy, she attended Catholic Central High School and went on to earn a bachelor's degree from Siena College and a master's degree from SUNY Empire State College. Ms. Jimino serves on the board of directors of the Commission on Economic Opportunity (CEO), The Arc of Rensselaer County, St. Peter's Health Partners and WMHT. She previously served as co-chair of the Center for Economic Growth's Local Government Council, the board of directors of the New York State Association of Counties and the National Association of Counties.



Register now with QR code or at [renscochamber.com/events](http://renscochamber.com/events)  
🕒 **Virtual ceremony at 4 p.m.** Presenting sponsors are Bouchey & Clarke Benefits, Inc.; Capital Bank; and CDPHP. Viewing sponsors are CDTA and Teal, Becker & Chiamonte, CPA. Purchase a "Charcuterie & Cheers To-Go" package for \$25, sponsored by Sunmark Credit Union, and be entered to win \$500 in Chamber advertising for 2021!



ASK A BOARD MEMBER:

### HVCC Foundation

**Regina Scarano-LaGatta** is Executive Director for External & Government Affairs/College Foundation at Hudson Valley Community College. She works to develop corporate, community and alumni relations to raise visibility and support of student scholarships and academic programs.



**Q » How has the College Foundation assisted students during the months of COVID-19?**

**A »** We have an amazing foundation board that immediately allocated \$7,500 to start a matching fund campaign to provide lap tops for eligible students so they could learn remotely. We also realized that emergency support for students needed to include food, pantry items, rent assistance and help paying utility bills. Never has our campus community responded so quickly and so generously! In addition, we were able to meet a \$50,000 SUNY Impact Foundation matching grant, raising \$135,000 between April 1 and June 30. We also received 200 lap tops from SUNY, enabling us to allocate more of our funds to help students struggling financially. All of these support efforts are ongoing (we are working on another SUNY matching grant right now) and have enhanced how the Foundation does its job in more dynamic and creative ways.

**Q » What is the greatest challenge?**

**A »** It's finding innovative and effective ways to reach out for the assistance we need to help our students achieve their goals. Early on during COVID, we developed an electronic newsletter, *HVCC Foundation is Open for Business*. Every week, we highlight all the positives that we and our students are doing, including our health sciences students who completed their on-the-job coursework, graduated early and remained working in the hospitals during the pandemic. In other words, we are telling the good news of *our story* and we've learned that people want to hear it and want to support our mission. A significant portion of our emergency funding came in the form of alumni donations and many came with messages of appreciation for what we're doing.

**Q » How have the past months changed the Foundation for the future?**

**A »** Two very positive things have happened since COVID. First, the Hudson Valley campus community is engaged in the day-to-day activities of the Foundation as never before. We know, going forward, we have to keep doing things differently and more creatively in order to assist our students and engage our donors. Having the full awareness and support of the campus means it is a truly collaborative effort. Second, meeting the urgent needs of our students under such difficult circumstances has clearly shown the impact of the Foundation's mission. The tangible results of our work in the lives of each student and their families has been brought to the forefront. We've excelled in many ways and it's been rewarding for our team. But more importantly, it's changed lives and deepened our commitment.

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Please join us in welcoming our newest members by patronizing their businesses. You can assist businesses and organizations to join our growing Chamber by contacting us at 518.274.7020 or [info@renschamber.com](mailto:info@renschamber.com).

Member Milestones

20 Years

Holiday Inn Express - Albany Skyline (East Greenbush)

15 Years

Robert C. Parker School

10 Years

Dennis J. Nally Photography

5 Years

The Asphalt Doctor

MEMBER BENEFIT

Chamber's Energy Alliance Saves You Money

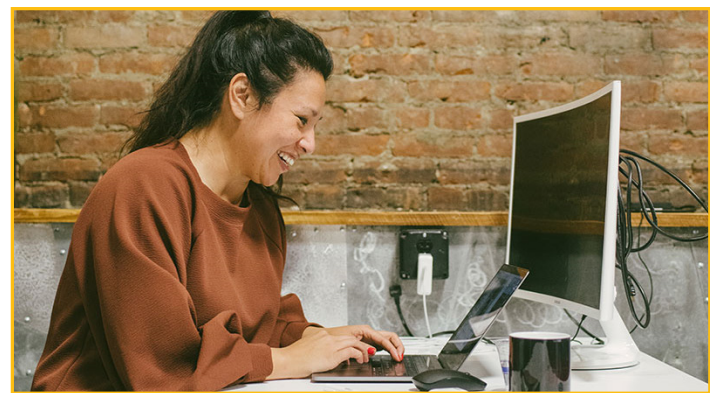
The Chamber's Energy Alliance program, administered by EnergyNext, Inc., gives members the opportunity to lower energy bills by choosing more competitive rates. There is no cost to sign up or to participate. Through the alliance you'll secure fixed rates from carefully selected top-tier energy suppliers, giving you money-saving options and peace of mind.

For more information, contact Anna M. Baluyot, co-president, at [abaluyot@energynext.com](mailto:abaluyot@energynext.com) or 312.850.4960.



Member News

Endorphin Digital Marketing launched a new brand, including a refreshed name, logo and website to better serve its clientele. After 15 years in business as Endorphin Advisors, the Troy-based web-design and digital marketing firm remains wholly focused on providing marketing insight, guidance and services in the digital world, including expertise in website design, e-commerce, search engine optimization, digital advertising and digital marketing. VISIT [endorphindigital.com](http://endorphindigital.com)



Troy Innovation Garage is open and safely welcoming new and existing members to its coworking community located at 24 Fourth Street in downtown Troy. After pushing through the challenges of building a virtual community online during the peak of the COVID-19 pandemic, Troy Innovation Garage is accepting memberships now at [guru@troyinnovationgarage.com](mailto:guru@troyinnovationgarage.com) or at 518.326.6407. VISIT [troyinnovationgarage.com](http://troyinnovationgarage.com)

Questar III BOCES received the New York State School Boards Association's "Champions of Change" award for spearheading a video gaming STEM project with teachers and private industry. The collaboration led three Rensselaer County public school districts — Averill Park, East Greenbush and Schodack — to create coursework that helps students develop skills needed by the region's growing video game industry, including programming, coding, English Language Arts, creative writing, art, 3D modeling and physics. VISIT [questar.org](http://questar.org)

CDPHP signed an agreement with Senior Services of North America to offer Medicare Advantage products to clients during the 2021 annual enrollment period, beginning October 1, 2020. CDPHP offers a wide range of products and services, including no-cost doctor visits, mail order prescriptions, dental, vision and hearing benefits. VISIT [cdphp.com](http://cdphp.com)

Overit announced the acquisition of Smith & Jones, a nationally-recognized health care marketing agency that specializes in branding and marketing for hospitals, health systems and healthcare providers. Overit's health care team will do business under the Smith & Jones name. The merger brings together the health care marketing expertise of Smith & Jones with the creative, PR and production capabilities of Overit, offering robust and agile services to health care marketers. VISIT [overit.com](http://overit.com)

STRIDE Adaptive Sports welcomed local veterans with disabilities from the Wounded Warrior program to a weekend of healing and fun with their families at STRIDE's Center for Outdoor Recreation and Education in Chatham. Recreational activities included horseback riding, tent camping, archery, service dog education and more. The weekend was part of a collaborative effort to get combat-injured veterans "back to play" as New York State reopens from pandemic closures. VISIT [stride.org](http://stride.org)



The New York Independent System Operator (NYISO) announced the final step in a years-long process to open NYISO's wholesale energy markets to Energy Storage Resources (ESRs). NYISO's actions will help position New York State to meet Climate Leadership and Community Protection Act mandates and open up new revenue streams to attract private investment in these resources and spur innovation. ESRs, including batteries, flywheels, pumped storage and compressed air storage, can provide resource flexibility and grid resilience for cost-effectiveness. VISIT [nyiso.com](http://nyiso.com)

Everything UR established a website, an apparel line and a non-profit charity, the Everything UR Foundation. The company was founded with the motto "One Word Can Change Everything." The goal of Everything UR is to help raise awareness of the impact that positive words have on the development, psyche and lives of children through the use of one-word affirmations on apparel and merchandise. VISIT [everythingur.com](http://everythingur.com)

Game On!



Velan Studios announced their first game, 'Mario Kart: Home Circuit,' will be made in partnership with Nintendo. Mario Kart Live allows players to design and construct courses and race the circuit in a mixed-reality experience that blends the digital gaming world with the real world on the Nintendo Switch system. The game is set to release on October 16.

This will be the first game released by Velan Studios, which was founded in 2016 by brothers Karthik and Guha Bala after they left their first studio, Vicarious Visions, which they sold to Activision Blizzard. While at Vicarious Visions, they worked on some of the biggest titles in the gaming industry, including Guitar Hero and Skylanders. VISIT [velanstudios.com](http://velanstudios.com)

EventsCalendar 2020 Visit [renschamber.com](http://renschamber.com) to register for these upcoming events

<b>TUE OCT 6</b>	<b>E-Business for Small &amp; Mid-Sized Businesses Webinar</b> This intermediate-level seminar takes a deep dive into a proven five-step digital marketing process. Explore concrete ways to increase online visibility and generate paying customers. <b>🕒 Webinar 10 to 11 a.m. EST.</b> No cost. Register online at <a href="http://renschamber.com">renschamber.com</a> . Presented in partnership with Endorphin Digital Marketing. Sponsored by Pioneer.	<b>THU OCT 15</b>	<b>Virtual NetworkingPlus</b> Get connected, develop leads and build relationships at our NetworkingPlus events - now in virtual format! Capped at the first 32 attendees, this program offers three breakout room rotations and a system designed to avoid repeat introductions. Leave with new ideas and business contacts. <b>🕒 Zoom meeting, 9 to 10 a.m. EST.</b> No cost. Register online at <a href="http://renschamber.com">renschamber.com</a> . Sponsored by Sunmark Credit Union.	<b>THU OCT 29</b>	<b>Van Rensselaer Awards Ceremony</b> A virtual awards ceremony honoring Callanan Industries, Inc.; Troy Web Consulting; and the Hon. Kathleen Jimino. <b>🕒 Virtual ceremony at 4 p.m.</b> Presenting sponsors: Bouchey & Clarke Benefits, Inc.; Capital Bank; CDPHP. Video sponsor: CDTA. Viewing sponsor: CDTA; Teal, Becker & Chiamonte, CPAs. "Charcuterie & Cheers To-Go" package for \$25, sponsored by Sunmark Credit Union.	<b>THU DEC 17</b>	<b>Quick Learn: Maintaining Your Website with WordPress</b> Learn how to maintain an existing WordPress site, from content to publishing. This course focuses on updating content, links, images and publishing changes. Capped at 12 attendees, with a limit of one person per company. <b>🕒 Webinar 8:30 to 10:30 a.m. EST</b> No cost. Register online at <a href="http://renschamber.com">renschamber.com</a> . Presented in partnership with MicroKnowledge, Inc.
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# spotlight



**First New York Federal Credit Union** proudly announces the opening of its new 2,100-square-foot, full-service branch at 31 Jordan Road and Route 4 in North Greenbush. As the credit union's first Rensselaer County branch, the new location is designed to better accommodate First New York's growing membership and features ample parking and two drive-through, 24-hour First New York Interactive Express Teller Machines (with two more located inside the branch). Open weekdays from 8 a.m. to 6 p.m. and Saturdays from 9 a.m. to 1 p.m., the branch's knowledgeable staff is ready to assist members with accounts, loans and financial needs.



"Our new North Greenbush branch is designed to offer an experience that goes beyond everyday banking," said First New York's President and CEO Lucy G. Halstead. "It's a comfortable environment where individuals and businesses can access complete financial services, including money management, loans and long-term financial planning. We're excited to be part of the Rensselaer County community."



Founded in 1937, First New York is a full-service financial institution providing personal and business banking to consumers and businesses in the Capital Region. The credit union has \$381 million in assets and serves more than 33,000 members, with eight local branches and 30,000 fee-free network ATMs nationwide. [VISIT firstnewyork.org](http://firstnewyork.org)

## News from The Leadership Institute

### The Leadership Institute Kicks Off Class of 2021



On Thursday, September 3, the Chamber kicked off The Leadership Institute's Class of 2021 with a socially distant retreat at the Tri-City ValleyCats' stadium at Hudson Valley Community College. The class got acquainted and participated in a full day of introductions, ice breakers and fun activities. Special thanks to the staff at the Tri-City ValleyCats for going above and beyond to ensure a safe and memorable day!



The Leadership Institute is sponsored by CDPHP



**Diane Cameron Pascone '14**, director of development at Unity House of Troy, Inc., was named a 2020 Woman of Distinction by the New York State Senate. Each year, the senate honors a select group of outstanding women whose achievements set an extraordinary example and make a difference in the lives of individuals. Unity House in Troy is a \$30 million, non-profit human services agency serving those living in poverty, victims of domestic violence, adults with serious mental illness and children. She leads the team responsible for fundraising, communications and community relations. Her nomination was put forth by Sen. Neil Breslin. [VISIT unityhouseny.org](http://unityhouseny.org)



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.

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Kate Manley, President  
90 Fourth Street, Suite 200, Troy, NY 12180  
Phone: 518.274.7020 | Web: [renscochamber.com](http://renscochamber.com)

Editor: Doreen M. Ercolano  
Co-Editor: Tom Engle  
Design: Spiral Design Studio, LLC

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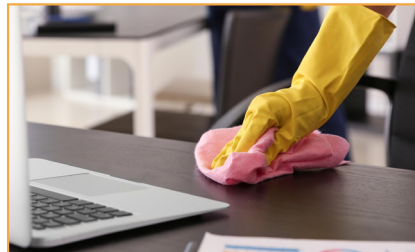
## Strength & Resilience From Chamber Businesses

Amid the COVID-19 virus and months of shutdowns and isolation, many Chamber businesses and organizations found ways to take what they do best and reimagine it for the new realities of our economy and our communities. These members have survived, and even thrived, through their flexibility and commitment to making a difference for clients, customers and community members.

### CLEANING & SAFETY

## Taking 'Clean' to New Heights

KPM Restoration spent the early days of COVID searching the world for specialized equipment and supplies, sending staff out-of-state for expert training and giving back to the community by sanitizing fire houses, police stations, town halls and veterans' facilities. Six months later, Jamie Kennedy and his crew are adding businesses, schools and nonprofits to the growing list of reopenings. "We're grateful to be in a position to help the community get back up and running," said Kennedy, whose company provides mold remediation and property cleanup after fire, water or storm damage. Similarly, AWCplus turned its focus to providing sanitizing services, in response to customer need. "This helped us keep all of our employees and avoid layoffs," said Lisa Despart, president. "We had a very busy summer and expect the same for the fall." Cleaning companies like Fretto Industrial Cleaning and SERVPRO of North Rensselaer/Southern Washington Counties continue to help the region with certified cleaning and decontamination. VISIT [awccompany.com](http://awccompany.com); [frettoclean.com](http://frettoclean.com); [kpmrestoration.com](http://kpmrestoration.com); [servpronorthrensselaersouthwashingtoncounties.com](http://servpronorthrensselaersouthwashingtoncounties.com)



### TECHNOLOGY & SECURITY



## Remote Access & Cybersecurity

A third to a half of Groff NetWorks' clients needed to transition to remote technology during the first few weeks of COVID, and Groff delivered. "Our goal was to take care of our clients," said Lauren Groff, president. "We gave discounts to help people, even though it hurt our revenue. And there wasn't any new business coming in." But now, Groff's selling season is in full swing as clients who put off IT decisions are moving forward. The company also added a new marketing campaign and is leveraging

social media to attract new clients. "We gained business maturity during COVID," said Groff. "We've learned to do business better and faster." At GreyCastle Security, business has grown steadily throughout the months of COVID, with a shift in customer needs. "The pandemic drove people to work remotely and that expanded their business footprint and their risks overnight," said CEO Dan Kalil. "Customers are looking for more of a long-term partner in cybersecurity. They want an integration of services." To keep pace with client demand, GreyCastle has been hiring new staff all along. VISIT [groffnetworks.com](http://groffnetworks.com); [greycastlesecurity.com](http://greycastlesecurity.com)

### HEALTH & WELL-BEING

## The Digital Front Door to Care

UCM Digital Health has spent years educating insurance companies, employers and the public about the benefits of telemedicine. Once COVID hit, UCM's volume jumped 1,000% and the company responded by hiring and training. "The virus changed more for digital medicine in three weeks than we could have in three years," said Keith D. Algozzine, PA-C, founder and CEO. "We were in the right place, at the right time, under the right circumstances." Born out of decades of working in emergency room medicine, UCM's founders believe all quality, cost-effective care should begin digitally. "The trend was already moving towards digital care. Now, insurance companies, employers and individuals are all looking for trusted ways to respond to COVID. Our end-to-end "back-to-work" solution is built to screen, test and provide appropriate follow-up treatment plans to give people certainty about their health." VISIT [ucmdigitalhealth.com](http://ucmdigitalhealth.com)



### OUTREACH & SOCIAL SERVICES

## Changing Lives, One Meal & One Person at a Time



The Regional Food Bank of Northeastern New York feeds people in times of disaster, but COVID-19 was a completely different type of emergency: all 23 counties served by the agency were affected and, more than six months later, the crisis is ongoing. "Food distribution is up 42% and we're on pace to distribute nearly 60 million pounds of food this year," said Mark Quandt, executive director. "We're very grateful for all the support we've received. We live in a wonderful, generous community." For Catholic Charities of the Diocese of Albany, partnering with the food bank to feed individuals and families is one of its many efforts to

support the vulnerable of our communities. "We look for the need and find ways to fill it, including food, housing and a broad range of services," said Eileen Spath, marketing and communications manager. "Our coworkers and volunteers respond to the message of the gospel and are beacons of hope. They are doing the Lord's work." VISIT [ccrcda.org](http://ccrcda.org); [regionalfoodbank.net](http://regionalfoodbank.net)

### RECREATION & FUN

## Discovering New Ways to Be Together Safely

Remember fun? Andy Heck and his team at Alpin Haus are helping people find enjoyable ways to spend leisure time together and explore new horizons. Despite early months of shutdown from COVID, Alpin Haus has experienced unprecedented business as customers discover RVing, camping, boating, pools and hot tubs. "People are looking for fun ways to get out of the house and enjoy being with family again," said the second-generation business owner. "Their stories are inspiring." Alpin Haus is now transitioning to ski season, including sales and rentals. For the Hollywood Drive-In, a community icon located in Averill Park, COVID has been tough on the family-owned business for a lot of reasons, including the cost of hiring extra staff to comply with health regulations. "With many costs skyrocketing, we did not raise our prices because we want people to be able to afford an evening out," said owner Frank Fisher. "As a individually owned entertainment business, we have felt the hurt of being 50% or more behind a normal year. But as long as we can, we will offer the public a safe venue to enjoy two movies with their families at a reasonable price." VISIT [alpinhausrv.com](http://alpinhausrv.com); [hollywooddrivein.com](http://hollywooddrivein.com)

### MEET OUR INVESTORS:

#### Visionary



**KeyBank** helps clients and communities

thrive through informed choices made to the highest ethical standards for the benefit of shareholders, customers, employees and communities. KeyBank Foundation invests in education and the workforce to build thriving localities. With its Community Development Lending and Investment business, Key makes construction affordable and attractive to developers, stimulating local economies. VISIT [key.com](http://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 [riftenburg.com](http://riftenburg.com)

#### Champion

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#### CONTACT:

President Kate Manley  
kmanley@renscochamber.com  
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