

RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

APPLICATIONS DUE BY JUNE 09

Answering the Call: The Leadership Institute

Congratulations to The Leadership Class of 2021

It was an unforgettable year and our newest graduates showed extraordinary resilience and flexibility, honing the skills they will use to be leaders in their careers and communities. We are so proud of our newest grads!

Firmin Alexander
Troy Web Consulting

Margaret Arias
Unity House of Troy

Carlo Bileci CAP COM Federal Credit Union

Ketaki Bodhankar SEFCU

Natalia Burkart CDPHP

Roz Cardish United Way of the

Greater Capital Region

Philip Carr Fairway Independent Mortage Company

Anna Despart AWCplus

Shawn Dias Nassau Re

Anisa Elsawi Hampton Inn & Suites Albany/East Greenbush

Nicole Gagnon Mohawk Hudson Humane Society

Jessica Guido Tri-City ValleyCats

Steve LovelettMosaic Associates Architects

Peter Mueller Ecovative Design

Janae Quackenbush Healthcare Association of New York State

Philip Sopris Berkshire Bank

Tony Spada Hunter Engineering

Chris Stephens Wojeski & Company CPAs, P.C. We need leaders now, more than ever. In our world, our communities and our workplaces, there is an urgent need for individuals who can discover new paths forward and inspire others with their collaborative ideas and enthusiasm.



At the Chamber, we have been answering the call for quality leaders for 16 years with our award-winning program,

The Leadership Institute. This intensive, high-caliber professional development course has trained more than 450 regional men and women who are attaining

positions of leadership in their companies with the skills they acquired through our dynamic program. Even the pandemic didn't stop the Class of 2021 participants (at left) from achieving their goal: graduating from this prestigious program.



"The COVID pandemic and its subsequent challenges served to underscore just how important and relevant The Leadership Institute is," said Christine Nealon, chair of this year's class. "Our ability to evolve the program and come up with creative and effective responses to unexpected challenges is exactly

the mission and goal of the entire Leadership experience. We're very proud of this year's graduates and all of our alumni."

The flexibility of The Leadership Institute's format allowed the Chamber to adapt this year's curriculum to take on such issues as working remotely, equity and inclusion, work-life integration and more. The result was an immersive experience for students as they learned strategies and skills to respond to the very issues that were taking center stage in the world around them.

"The valuable work done by Christine Nealon and the Leadership committee has brought The Leadership Institute to new heights," said Chamber President Kate Manley. "They took the real-life challenges of this past year and found solutions, creating a remarkable teaching moment for our class. Our exceptional faculty, who were facing challenges in their own businesses and lives, really gave students a first-hand lesson in how inspiring leaders lead."



Whether you're ready to take your career to the next level or have a rising star in your organization who is poised for growth, The Leadership Institute takes a "learning from leaders" approach, offering a thorough curriculum led by an accomplished faculty of regional CEOs and prominent business leaders from diverse backgrounds. Participants receive skills-based training on a variety of topics including corporate communications, financial management, human resources, strategic thinking and organizational development.

The Leadership Institute's innovative approach to the traditional leadership development model integrates skill-building with valuable networking opportunities to propel careers forward. Individuals strengthen their skills through interactive discussions and critical analysis. As participants explore leadership styles, examine options and establish relationships, they gain the skills necessary to make a more valuable contribution to their employers, to their communities and to the world around them.

Ideal candidates are professionals who are ready and eager to make the transition to a higher level within their organization and to assume increased responsibility. Approximately 20-24 participants from across the region will be selected for the incoming Class of 2022, which starts in September. Applications are available online; deadline for submissions is Wednesday, June 9 at 5 p.m.



For more information, visit renscochamber.com/leadership-institute or email to leadership@renscochamber.com. Make this YOUR year!

The Leadership Institute is sponsored by CDPHP.

ASK A BOARD MEMBER: Appreciation for the Arts



Elizabeth Reiss is the CEO of The Arts Center of the Capital Region, a leading proponent of the arts, creative education and expression. Its mission is to engage people of all ages, abilities, economic and cultural

backgrounds in the creative experience.

Q » How are the arts considered an economic driver? In what ways?

A » The arts mean many things to many people and it's important that we value them for all their benefits, including as drivers of the economy. The arts allow people to communicate to others, to express themselves and to document our shared history. The arts also attract people to venues and communities. For example, our classes actually serve more people from Albany County than from Rensselaer. We draw thousands of people to Troy who often stay to shop and dine, which is good for everyone. In addition, the arts can help revitalize spaces and places, but we have to be careful that we don't displace people. It's always a balance, fostering economic growth while maintaining the integrity of communities. With every project, we strive to balance the needs of the community with the mission of the Arts Center and its supporters, leading to responsible change.

Q » How has the Arts Center stayed relevant to the needs of the public during the pandemic?

A » The pandemic closed our doors and compelled us to really examine our mission. We revisited important questions, like "Why is engaging with the arts so important?" and "How do we ensure that we are engaging with a diverse community?" We committed to putting art in the public realm through mural projects, like the "Uniting Line," where we have teamed up with the City of Troy, TAP and Collar Works to produce a three-year project to reanimate the Hoosick Street Bridge underpass. We are also launching "The Fish Market" project in an abandoned storefront on Ingalls Avenue in Troy, to connect with the community where they live. Our goal is to hire artists who can do their own work while offering opportunities for people to make art. By doing so, we will learn how people want to engage with the arts. Answering those questions, we hope, will keep us relevant.

Q » What role does the arts play in a changing landscape?

A » The arts play many roles in our lives. One of our major projects is distributing grant funds for the State of New York to small arts groups and collectives. It's through this program that we see the amazing breadth of cultural expression taking place in the Capital Region. Some artists share their heritage through music and dance, helping us to experience and understand global traditions and giving us a better perspective of the world and ourselves. Some artists work to communicate experiences or points of view through a variety of media, helping us understand the community and the challenges we face. Some artists' works are calls to action and help foster dialogue that influences our points of view. The world is constantly changing and the arts foster and illustrate that change.

Member Milestones

20 Years

CAP COM Federal Credit Union Turner Construction Company

15 Years

STRIDE Adaptive Sports

10 Years

Church of St. Mary at Clinton Heights

Schodack Central School District Total Tool Ltd.

5 Years

GLOBALFOUNDRIES, U.S. Repeat Business Systems

New Members

AWolbert Notary Signing Agent

Mobile Notary Signing Agent Rep: Arlene D. Wolbert 5 Simmons Avenue Cohoes, NY 12047 Phone: 518.669.3708

Joseph P. Mangione Inc.

Locksmith
Access Control
Rep: Jennifer Moss
187 Fourth Street
Troy, NY 12180
Phone: 518.272.4080
VISIT jpmangione.com

Krum. Marketing

Web Design Marketing Rep: Melissa Krumanocker 63 Brunswick Road Troy, NY 12180 Phone: 518.598.8507 VISIT krum.marketing

OrbitalFire Cybersecurity

Cybersecurity Rep: Reg Harnish 543 Queensbury Avenue Queensbury, NY 12804 Phone: 844.672.3473 VISIT orbitalfire.com

Prestige Services, Inc.

Vending Service & Coffee Service Rep: Robert Stephan 4 Enterprise Avenue Clifton Park, NY 12065 Phone: 518.877.7426 VISIT prestigeservicesinc.com

Salsa Latina Restaurant

Restaurant Rep: Andy Llanos 10 Troy Road East Greenbush, NY 12061 Phone: 518.451.9092 VISIT misalsalatina.com

Please remember to patronize your fellow Chamber members. You can also invite businesses and organizations to join our growing Chamber. Contact us at info@renscochamber.com or 518.274.7020 to learn more.

Member News



Sunmark Credit Union promoted Antoinette (Toni) LeBron to executive vice president and chief operating officer. With more than 35 years in financial institution management, her expanded responsibilities

include operations, information technology, risk and compliance, member relations and human resources, as well as Sunmark's Life Stage Advisory program and SIS Insurance. VISIT sunmark.org

Questar III partnered with Hudson Valley Community
College to create a new high school, opening this fall on the
college's main campus in Troy. The STEM school will serve
students across seven counties and 46 school districts with
career-focused educational tracks in the fields of computer
information systems, engineering technology, environmental
science/protection technology and health science. Students
will be able to earn up to 63 college credits towards an
associate's degree and engage with local businesses, while
completing their high school diplomas.

VISIT questar.org/ptech-echs/ or hvcc.edu



The Hart Cluett Museum named Starlyn D'Angelo its new executive director. Former executive director of the Shaker Heritage Society, where she oversaw building restorations and an awardwinning digital reconstruction of the New Lebanon site, her knowledge and experience will advance the Hart Cluett's mission to enrich the present

and advocate for the future by bringing the region's past to life. VISIT *hartcluett.org*

Next Advance's flagship product, the Bullet Blender® homogenizer, was cited in an important international study explaining the predominance of the current COVID variant circulating worldwide. The study, conducted by scientists from prominent research institutes in the U.S., Germany and Switzerland, seeks to assist researchers working to combat the variant. VISIT nextadvance.com

Fenimore Asset Management, an independent, Capital District-based investment advisory firm and manager of the FAM Funds mutual funds, is celebrating the 25th anniversary of its FAM Dividend Focus Fund. VISIT famfunds.com

New Appointments

Berkshire Bank named Angela Dixon as chief diversity officer, responsible for diversity, equity and inclusion strategies. VISIT *berkshirebank.com*

Mosaic Associates Architects, DPC hired two employees, Julie Jacques, a licensed and registered architect, and Rebecca Gamarra Jones, an architectural designer.

VISIT mosaicaa.com

HANYS Benefit Services welcomed Laura Moore, account manager, and Connor Fitzgerald, associate sales executive. VISIT *hanysbenefits.com*

Dowling Law PLLC hired Mishka A. Woodley, Esq., an attorney with more than twenty years of interdisciplinary experience in law, healthcare, business and education.

VISIT dowlinglawny.com

Grand Opening



Salsa Latina Restaurant opened its doors at 10 Troy Road in East Greenbush, its second location in the Capital District. Family owned, Salsa Latina offers authentic Mexican and Latin American food, made with fresh, quality ingredients, in a festive atmosphere. VISIT misalsalatina.com

Ribbon cuttings are presented by the Chamber, in partnership with Rensselaer County IDA.

RENSSELAER COUNTY life looks good from hereTM

The Regional Food Bank of Northeastern New York

announced its long-time executive director, Mark Quandt, will retire. After a 38-year career at the food bank, Quandt's leadership and innovative approach has grown the



nonprofit to serve nearly 1,000 agencies in 23 counties, distributing over 55 million pounds of food annually. He will continue in his role until a new director is transitioned. VISIT regionalfoodbank.net

Kudos & Awards -



Excelsior College director of the National Cybersecurity Institute, Amelia Estwick, Ph.D., received the "2021 Trailblazers: Women Veterans Leading the Way Award" from the U.S. Department of Veterans Affairs Center for Women Veterans. The award commends how she utilizes her military experience to be a

leader and advocate for others. VISIT excelsior.edu

Academy of the Holy Names

announced its middle school student literary magazine, Inkwell, received the rank of "superior" in the 2020 NCTE (National Council of Teachers of English) Recognizing Excellence in Art and Literary Magazines (REALM) Award program. In addition, the high school student literary magazine, Spectrum, received



the rank of "excellent." The REALM program recognizes exceptional literary magazines produced by students, with the support of their teachers. VISIT *ahns.org*

Events Calendar 2021

Visit renscochamber.com to register for these upcoming events



Cybersecurity — Not Just for Big Business Anymore Learn how to protect your small business from

cyber threats and discover the newest cybersecurity services designed exclusively for the needs of small business owners. Presented by Reg Harnish, CEO of OrbitalFire Cybersecurity.

Virtual event via Zoom, 9 a.m. to 10 a.m., EST. No cost. Register online at renscochamber.com. Presented in partnership with OrbitalFire Cybersecurity.

THU MAY 06

Member Benefits
Orientation
Maximize your
Chamber investmen

Chamber investment
by discovering all of
the advantages of
ship, for you AND your

membership, for you AND your employees. Learn about exclusive perks and services designed to build business connections, strengthen HR offerings and save money.

• Check-in and breakfast 8:30 a.m.; presentation 9-10 a.m. No cost. Park Pub Restaurant, 2701 Lavin Court in Troy. Sponsored by First New York Federal Credit Union.



Unleash Your Wonder Women Powers

Diverse women professionals share their experiences and

journeys to success, sparking lively conversations about career challenges and solutions. Join us in an open-air setting at the Hilton Garden Inn.

Oheck-in and breakfast 7:30 a.m.; panel discussion 8-9:30 a.m. \$35 for members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Sunmark Credit Union and WB Games New York.



NetworkingPlus Get connected, develop leads and build relationships at our popular networking event!

Reconnect in person at this fast-paced event designed to avoid repeat introductions. You are guaranteed to make new business contacts.

Oheck-in and luncheon 11:30 a.m.; networking 12-1 p.m. \$35 for members. Franklin Terrace, 126 Campbell Avenue in Troy. Sponsored by The Doane Stuart School and Sunmark Credit Union.

CHAMBER MEMBER

potlight



theresa.zubretsky@sphp.com SmokeFreeCapital.org

Capital District Tobacco-Free Communities (CDTFC) is a program of St. Peter's Health Partners, serving Albany, Rensselaer and Schenectady counties. Funded by a grant from the New

York State Department of Health as part of the state's Tobacco Control Program, CDTFC provides information and assistance to help businesses. municipalities and a wide variety of community stakeholders implement evidence-based strategies to achieve three primary goals: prevent youth tobacco use and initiation, eliminate exposure to secondhand tobacco smoke, and strengthen environments to support tobacco-free choices.

"More than two-thirds of Capital District residents want workplaces and businesses open to the public to have tobacco-free grounds," said Theresa Zubretsky, CDTFC community engagement coordinator. "There is tremendous support for it, even among smokers themselves. Part of our job is to help business owners understand and initiate tobaccofree environments that are good for their employees, good for their customers and good for their businesses."

Since COVID, breathing and lung health awareness has grown, making

tobacco-free environments (including e-cigarettes and vaping) more relevant than ever, said Zubretsky, and prompting CDTFC's new campaign, "Be Safe. Be Kind." Businesses of all sizes can take advantage of CDTFC's free resources, from technical support to policy language, employee wellness programs to signage, in order to achieve tobaccofree worksites that extend to their outdoor properties. Tobacco-free environments make businesses safer, cleaner and healthier for employees and customers, leading to lower absenteesim and greater productivity, reduced maintenance costs (from tobacco



litter and fire hazards), increased curb appeal and reduced loitering.

"Businesses who take this initiative are being responsive to the majority of New Yorkers who notice and appreciate the improvements of tobacco-free environments," said Zubretsky. "The facts speak for themselves. Community norms around tobacco use are changing. People expect clean air when they travel, shop, dine or any time they use public spaces, indoors and outdoors. It's good for community health but it's also good for business."

To get started, businesses can email Theresa Zubretsky or visit CDTFC's website (information, upper left). All resources are provided free of charge.

SPRING INTO NEW OPPORTUNITIES

Connect & Grow at Chamber Events

Learn how to make the most of your Chamber membership and network with business professionals at these upcoming Chamber events!

MEMBER BENEFITS ORIENTATION | MAY 06

Discover all of the cost-saving and exciting benefits of your Chamber membership. Maximize your Chamber investment with full access to exclusive perks and services designed to build business connections, strengthen HR offerings and save money for you AND your employees. This no-cost event is a must for new and not-so-new Chamber members.



Register now at renscochamber.com/events

Check-in and breakfast 8:30 a.m.; presentation 9-10 a.m. No cost. Park Pub Restaurant, 2701 Lavin Court in Troy. Sponsored by First New York Federal



Credit Union. Attendance is limited; pre-registration is required.

NETWORKINGPLUS | JUNE 10

The number one reason why members join the Chamber is NETWORKING. Our high-impact NetworkingPlus event is a purposeful and effective way to build business contacts, develop a pipeline and pitch a message about your business or nonprofit. Reconnect at this in-person events and meet valuable new business contacts.



Register now at renscochamber.com/events

Check-in and luncheon 11:30 a.m.; networking 12-1 p.m. \$35 for members. Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Sponsored by The Doane Stuart School and Sunmark Credit Union. Attendance is limited; pre-registration is required.



MARKETING & ADVERTISING

High-Impact Exposure that Fits Your Budget

Get the attention your business deserves with customized marketing packages designed to target your goals and stay within your budget. Let the Chamber customize a package for you from our print, digital and sponsorship opportunities.

- » For only \$200, our RENSCONNECT newsletter inserts are ideal for businesses and organizations. Direct-mailed with no postal costs to you, the inserts are included in our quarterly print newsletters and monthly digital editions.
- » Purchase a Spotlight article in our monthly newsletter for \$500. Direct-mailed by the Chamber, Spotlights are also posted in our digital RENSCONNECT newsletter.
- » Tap into our digital marketing with website advertising and e-newsletters. With higher-than-average views and open rates, both are effective strategies.
- » Sponsor Chamber events and get maximum exposure. Choose from a variety of popular programs to suit your timing, audience and budget.

For more information, contact Tom Engle at tengle@renscochamber.com.

Check Out These Chamber Benefits

Here's a quick reminder of important benefits we offer to you and all of **your employees.** For additional member benefits, visit renscochamber.com.



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. Contact Jim Orban at jorban@energynext.com or 518.580.9244.

▼ RIBBON CUTTINGS & CELEBRATIONS

Ready to welcome customers? Let the Chamber assist with your ribbon cuttings, grand re-openings, groundbreakings and other milestones. We can help with media outlets, inviting local dignitaries, recommendations and more. Contact Communications Manager Tom Engle at tengle@renscochamber.com or 518.687.1243.

Alumni News from The Leadership Institute

Katie (Fike) Stair '13 (at right) was appointed director of Nonprofit Services for Capital CFO, LLC, where she will assist nonprofts to maximize resources for the



good of communities by improving operational efficiency and program effectiveness. A regional provider of bookkeeping, consulting and CFO services to business and non-



profit companies, Capital CFO was founded in 2019 by Sabrina Houser '13 (at left).

VISIT capitalcfollc.com

Ryan Silva '14 was selected as a 2021 "Economic Development 40 Under 40" award recipient by Development Counselors International and Jorgenson Consulting. Ryan is executive director of the New York State Economic Development Council. VISIT nysedc.org



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

2021 Chamber **Board of Directors**

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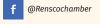
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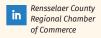
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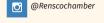
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@RenscoChamber





ASK THE EXPERTS | MAY 04 | VIRTUAL EVENT

Cybersecurity — Not Just for Big Business Anymore



Are you a small business concerned about cybersecurity? If you're committed to securing your business but don't know where to start, we've got the solution. Register now for the Chamber's upcoming "Cybersecurity - Not Just for Big Business Anymore." We'll tackle issues such as cybercrime and theft of data and money, regulatory compliance requirements, hacking and ransomware, reputational damage and loss of business. Explore a completely new universe of cybersecurity services designed specifically and exclusively for small businesses with this no-cost, 30-minute virtual event, presented by Reg Harnish, CEO of OrbitalFire Cybersecurity. A nationally recognized expert, speaker and author, Harnish will discuss the best place to start your cybersecurity program, identifying priorities, how much you should invest – and what you

should not waste money on – and how to choose a cybersecurity provider.

Submit your cybersecurity questions to OrbitalFire through the Chamber's registration site and get answers during this live event! BONUS: all attendees are eligible for 10% off a first year of services with OrbitalFire.

MAY 04

Register now at renscochamber.com/events

🕘 Virtual event via Zoom on Tuesday, May 04, 9 a.m. to 10 a.m. EST. No cost. Presented in partnership with OrbitalFire Cybersecurity.

STRATEGIES FOR SUCCESS | MAY 27 | IN-PERSON EVENT

Unleash Your Wonder Women Powers for Success

MEET OUR PANELISTS



Becky Daniels, **Director of Community** Engagement for CAP COM Federal Credit Union

Lisa Despart, President of **AWCplus**



Jeanne Maloy, President, Marshall & Sterling Upstate, Inc.



Harness your power within, build professional and personal networks and find inspiration at the Chamber's "Unleash Your Wonder Women **Powers," a unique panel discussion.** You'll connect with dynamic women professionals as they share their life experiences and journeys to success, sparking lively conversations about career challenges and solutions. Our inspirational speakers (at left) will delight and inspire attendees with anecdotes and learned strategies for overcoming unanticipated challenges.

Moderated by Patrice Perkins, director of Startup Grind NY - Capital Region and founder/CEO of The Word Architect, this event is designed for women who realize the power of networking and continued professional development and who seek higher levels of achievement in their professional lives. You'll leave with new skills to handle tough conversations, care for your crown and create your own blueprint for success. Please note: attendance will be limited; sign up today!



Register now at renscochamber.com/events

Check-in and breakfast 7:30 a.m.; panel discussion 8-9:30 a.m. \$35 for members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by Sunmark Credit Union and WB Games New York. Attendance is limited; pre-registration is required.





PANEL DISCUSSION | JUNE 23 | IN-PERSON EVENT

Save the Date for College President's Panel

What does the future hold for higher education? Discover how local colleges are adjusting to campus life under COVID regulations 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 our panel discusses their academic communities, future plans and challenges in a quickly-evolving world, including opportunities for collaborations with businesses. Our moderator will be John F. Murray, Jr., president, chairman and CEO of Rose & Kiernan, Inc. A lively Q&A will follow the discussion, so come prepared to join the conversation.



IUN 23

Register now at renscochamber.com/events

Oheck-in and luncheon 11:30 a.m.; panel discussion 12-1 p.m. \$35 for members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by architecture +; Duncan & Cahill, Inc.; Mosaic Associate Architects; and UHY LLP. Attendance is limited; pre-registration is required.











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WEDDING
FAMILY GATHERING
BIRTHDAY



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At your home, your office or your special place.

518-265-9438

Howard@ironworksgrill.com 15 Campbell Ave Troy NY 12180



Employers are invited to participate in an in-person

BACK 2 WORK OUTDOOR JOB FAIR

at the
Hudson Valley
Community College
Outdoor Athletic
Complex

MAY 12, 11 A.M. - 1 P.M.

(Rain date: May 20)

This job fair will take place outdoors on the Hudson Valley Community College campus. Employers need to provide THEIR OWN tables, chairs, signage and recruitment materials. We will be following and enforcing CDC mask and social distance guidelines. As required by New York State, all individuals must complete the health screening process prior to being admitted to campus each day.

Click https://events.hvcc.edu/event/back2work-community-job-fair/ to register for this free event.

QUESTIONS? Contact the Center for Careers and Transfer at (518) 629-7326.

Please note that registration does not guarantee placement as our goal is to provide job seekers with a wide range of employment opportunities. Capacity is limited to 30 employers. Registration will close April 30. Employers will be notified of their participation status by May 5.

Sponsored by:

Hudson Valley Community College Center for Careers and Transfer

Rensselaer County Career Center

Rensselaer County Regional Chamber of Commerce







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