



RENSCONNECT

WHERE BUSINESS + COMMUNITY CONVERGE

SPONSORSHIPS AT ALL LEVELS AVAILABLE NOW

Clubs, Carts & Connections on August 16



Golf photos by Denis J. Nally

Get back into the swing of things with the Chamber's 2021 Annual Golf Classic! This popular event gives Chamber members a great opportunity to meet regional business professionals, renew connections and enjoy a day of relaxation on the award-winning course at The Country Club of Troy. Invite a special client or reward a valued member of your staff with a day on the links, including special prizes, lunch, refreshments, dinner and more.

Now is the time to join our growing list of Golf Classic sponsors and donors who are receiving high-impact marketing and advertising exposure through the Chamber's print, web and social media outlets. Attract new leads and reintroduce your company to



the business community, post-pandemic, with this exciting, in-person opportunity that is always a sell-out event. **For sponsorship and donor levels that fit your company's goals and budget, contact Events Specialist Alicia Osur at 518.687.1244 or by email at aosur@renscochamber.com.**



“The Chamber's Golf Classic is one of my favorite golf outings every year. The quality of the event is top-notch and the connections I've made over the years has definitely helped me to grow my businesses. It is an event not to be missed.”

Kathleen Pingelski
President, MicroKnowledge, Inc. and ProKnowledge, LLC

“This event checks all the right boxes for being the premier golf outing in the Capital District. The Chamber exceeds all expectations. It's ideal for making and strengthening connections and is the perfect way to thank top clients and fellow team members. See you there!”

Casey Toomajian
CEO, Hometown Healthcare



**MON
AUG
16**

Register now at renscochamber.com/events

🕒 Check-in 10:30 a.m.; lunch 11 a.m.; shotgun start 12 p.m. Cost is \$225 per golfer | \$900 per foursome, all inclusive (food, beverages, contests and entry for prizes). At The Country Club of Troy, 100 Troy Country Club Road in Troy.

Eagle sponsors: Bouchey & Clarke Benefits, Inc.; Pioneer; and United Group of Companies. **Birdie sponsors:** CDPHP; HMA Contracting & Paving; RPI Athletics; and Sunmark Credit Union. **Golf cart sponsor:** CAP COM Federal Credit Union. **Wayfinding sponsor:** Phinney Design Group. **Putting Challenge sponsor:** Greco Construction. **Chipping Challenge sponsor:** Mosaic Associates Architects. **Hit the Green Challenge sponsor:** Rifenburg Companies. **Closest to the Rope Challenge sponsor:** Hometown Healthcare. For a complete list of sponsors, visit renscochamber.com/events



2021 Annual Golf Classic
Monday, August 16 | The Country Club of Troy

Eagle Sponsors



Birdie Sponsors



Golf Cart Sponsor



ASK A BOARD MEMBER:

Documentation Practices



Tami Cole is the president and CEO of Documentation Strategies, Inc. (docstrats), an information and technology company founded more than 40 years ago. A state-certified Woman-Owned Business Enterprise, the company assists government, public and

private clients with IT transformation, technical documentation, system integration support, custom training and quality assurance. Tami has worked in every facet of business application development, from analyzing and documenting business needs to writing user guides and training employees to effectively use applications.

Q » How can documentation affect a business?

A » Quality documentation says a lot about an organization and can increase sales, strengthen customer retention, make operations more efficient and grow your business. Externally, it inspires customers' trust and respect in your product and services. Internally, it streamlines efficiency by giving employees clear and succinct resources to use. The right documentation can assist a company to increase positive customer experiences through call center scripts, product manuals, end-user guides and customer feedback implementation. Another example: a sales team that runs smoothly relies on successful, repeatable processes, such as sales documentation, sales scripts, templates for consistency and custom training materials. Given the new business environment since COVID, with so many people working remotely, it's more important than ever to have quality documentation and procedures in place to protect and enhance the reputation of your business.

Q » How does docstrats assist businesses?

A » docstrats is passionate about helping small to medium-sized businesses improve their documentation practices, knowing that a first impression--to a customer or a potential employee--can be the difference between a successful relationship and no relationship at all. We have started to break into the private sector in a big way and are introducing an outsourcing model for businesses at a fixed cost. The purpose is to alleviate the stress of achieving quality documentation and processes while allowing your employees' time to be used for better purposes. By increasing efficiency, businesses of all types can grow faster.

Q » Why do you serve on the Chamber Board?

A » This Chamber has a great vibe and a great presence in the community. I was always impressed by the events they host, the quality of the professionals who attend their networking programs and all of the good work they do for businesses. The Chamber has an open, welcoming culture and a real collaborative spirit. I strive to bring my own expertise and skillset to the board, including business analysis, quality control, efficiency and thinking outside the box, as well as my work ethic and desire to connect and impact people in our communities. I'm very proud that docstrats has its roots and a strong footprint in the Capital District, right where I make my own home.

Member Milestones

40 Years

Rainbow Cleaners

Ryan Biggs | Clark Davis Engineering & Surveying, D.P.C.

Snyder Printer

5 Years

Averill Park Central School District

New Members

Ayzo Ridge Consultants Design
Rep: Christine McCabe
300 Great Oaks Boulevard
Suite 300-004
Albany, NY 12203
Phone: 518.216.0620

Double H Ranch Non-Profit Organizations
Rep: Robin DeMattos
97 Hidden Valley Road
Lake Luzerne, NY 12804
Phone: 518.696.5676
[VISIT doublehranch.org](http://www.doublehranch.org)

Dr. Fraud Training Group Education & Training Security Consulting
Rep: J. Michael Skiba
P.O. Box 128
Wynantskill, NY 12198
Phone: 518.527.2222
[VISIT drfrad.org](http://www.drfrad.org)

Fox Pest Control Pest Control Services
Rep: Brent Homer
431 New Karner Road, Suite 170
Albany, NY 12205
Phone: 518.300.4732
[VISIT foxpest-albany.com](http://www.foxpest-albany.com)

Heller's SS&P Wine & Liquor Warehouse Retail Liquor Stores
Rep: Paula Heller
3701 NY Highway 43
West Sand Lake, NY 12196
Phone: 518.674.6196
[VISIT ssandpwineandliquorwarehouse.com](http://www.ssandpwineandliquorwarehouse.com)

Ronald McDonald House Charities of the Capital Region Non-Profit Organization Healthcare
Rep: David Jacobsen
139 S. Lake Avenue
Albany, NY 12208
Phone: 518.438.2655
[VISIT rmhcofalbany.org](http://www.rmhcofalbany.org)

Troy Dance Factory Dance Studio
Rep: Nadine Medina
291 River Street
Troy NY 12180
[VISIT troydancefactory.com](http://www.troydancefactory.com)

Please remember to patronize your fellow Chamber members and invite businesses and organizations to join our growing membership! Learn more by contacting Membership Sales Manager Matt Jensen at 518.687.1240 or mjensen@renscochamber.com.

Member News



INOC Data Centers announced more than \$1 million in upgrades to its facilities in Albany. In keeping with INOC's green commitment, the company is installing more efficient cooling systems that will use 25-30% less energy. The company is also expanding its network footprint by tapping into new markets. This allows INOC to connect to more carriers, reduce costs and substantially increase its capacity. These new markets also provide more options for DCI (data center interconnect) and give clients expanded disaster recovery and connectivity choices. [VISIT inoc.net](http://www.inoc.net)



GLOBALFOUNDRIES® (GF) announced the relocation of its headquarters to the company's Fab 8 site in Malta, its most advanced semiconductor manufacturing facility. The move comes as GF positions itself for growth, strengthens partnerships with customers and recruits new talent. GF has invested more than \$15 billion into its Fab 8 facility and plans an additional \$500 million in 2021. The relocation is part of the company's commitment to address the soaring global chip demand, with a focus on semiconductor manufacturing innovation. [VISIT globalfoundries.com](http://www.globalfoundries.com)

ProKnowledge, LLC launched a new podcast, "PK Pods: Insights + Advice to Navigate Today's Workplace." Bi-weekly episodes, featuring President Kathleen Pingelski and performance consultant Elaine Angelo, give professionals a helpful resource to navigate workplace situations and challenges. Topics include "Do We Have Freedom of Expression at Work?", "The Pros + Cons of Romantic Relationships at Work," and "Self-Care for Remote Workers." [VISIT proknowledgetraining.com](http://www.proknowledgetraining.com)

Vanderheyden was awarded recertification by the national Sanctuary Institute, a world leader in the field of trauma-focused care and implementation of the Sanctuary Model® of organizational change. Vanderheyden has been certified since 2014 and is one of only 40 non-profit organizations in the U.S. to attain this prestigious distinction. The Sanctuary Model® helps to build a safe environment where emotional and psychological healing can occur. [VISIT vanderheyden.org](http://www.vanderheyden.org)

CAP COM Federal Credit Union provided a \$15,000 grant to Northeast Career Planning at Unity House of Troy, Inc. to create EmploymentU, a pilot program to serve individuals from the hospitality industry who have lost their jobs due to Covid-19. EmploymentU will provide employment services to those who need support as they prepare for work in new fields. [VISIT capcomfcu.org](http://www.capcomfcu.org) and [unityhousesny.org](http://www.unityhousesny.org)

Siena College's Board of Trustees announced Thomas J. Baldwin Jr. (class of 1981) was confirmed as its new chair. He was elected chair for a two-year term and will oversee his first trustees' meeting on June 10, after presiding at Siena's commencement ceremony on May 30. [VISIT siena.edu](http://www.siena.edu)

The City of Troy received a \$400,000 Hudson River Valley Greenway grant to create its first official connection to the recently completed Empire State Trail. Construction of the new trailhead will directly connect Troy's Riverwalk and downtown riverfront to the trail, supporting recreational opportunities for residents and visitors. [VISIT troyny.gov](http://www.troyny.gov)

Ribbon Cuttings



CEO (Commission on Economic Opportunity) cut the ribbon on a new playground at its Troy Family Resource Center, located at 1641 Third Street, Rensselaer. The playground features STEM-focused equipment, with fun and interactive components that create an outdoor learning environment designed to introduce STEM to kids in a fun and approachable way. [VISIT ceoempowers.org](http://www.ceoempowers.org)



First New York Federal Credit Union celebrated a ribbon cutting at its North Greenbush branch, located at 31 Jordan Road. The 2,100-square-foot facility is a full-service branch designed to better accommodate First New York's growing membership in Rensselaer County. [VISIT firstnewyork.org](http://www.firstnewyork.org)

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



Kudos & Awards

Academy of the Holy Names senior and National Honor Society (NHS) member Grace Bartow was selected as an NHS Scholarship semifinalist. She was chosen from nearly 10,000 applicants and will receive a scholarship toward higher education. [VISIT ahns.org](http://www.ahns.org)



Questar III BOCES Career and Technical Education (CTE) students won three awards at the Statewide SkillsUSA Championships, a competition showcasing the best CTE students in the nation. Keira Baitsholts, an HVAC & Renewable Energies student, and Jaxon Haigh, an EMT student, each won first place awards. Arieonna Thomas, a Heavy Equipment Operation & Maintenance student, won a third place award. [VISIT questar.org](http://www.questar.org)

EventsCalendar 2021

[Visit renscochamber.com](http://www.renscochamber.com) to register for these upcoming events

THU
JUN
10

NetworkingPlus Luncheon
Reconnect in person, develop leads and build relationships at this fast-paced

event designed to avoid repeat introductions and guarantee valuable new business contacts.

☉ Check-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, Ronald McDonald House Charities of the Capital Region and Sunmark Credit Union.

WED
JUN
23

College Presidents Panel: The Future of Higher Education
Join college and university presidents as they discuss their

vision for a post-pandemic future in higher education and how business and education can collaborate for mutual success.

☉ Check-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 Associates Architects; and UHY LLP.

THU
JUL
15

Member Benefits Orientation
Maximize your Chamber investment with all of the advantages of

membership for you AND your employees. Discover 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. Chamber Offices, 90 4th Street in Troy. Sponsored by First New York Federal Credit Union.

THU
JUL
22

Wonder Women Mentoring
Meet top women professionals as they share their experiences and strategies for

success. Three 20-minute roundtables will spark lively and candid conversations about career challenges and solutions. Find the Wonder Woman in you!

☉ Check-in and breakfast 7:30 a.m.; mentoring 8-9:30 a.m. \$35 for members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by First New York Federal Credit Union, Martin Electric and WB Games New York.

spotlight



Unity House of Troy, Inc. is celebrating its 50th anniversary from July 2021 through June 2022, with special events and opportunities for the community to learn more about and support its growing mission. Since its founding in 1971 by Mary Jane Smith and two Franciscan friars, Unity House has strived to meet the increasing needs of those living in poverty and crisis in Rensselaer and Albany counties. Providing intervention, advocacy, education, information, resources,

encouragement and support, Unity House works to help disadvantaged people lead productive and healthy lives.

“When Mary Jane and the others founded Unity House, their focus was simple: they tried to be everything to every man, woman and child who walked through the door,” said Chris Burke, who has served as CEO for 30 years (pictured with Mary Jane in photo, above right). **“At our core, this is what Unity House is still doing, with even more programs and services. We still say, ‘Whoever walks through the door, we’ll figure it out.’”**

Unity House started by collecting and distributing food and furniture and connecting people in crisis to safe shelter. Today, the non-profit

organization provides an array of community resources including programs for people living in poverty, domestic violence services and housing, housing for adults with serious mental illness or HIV/AIDS, childrens’ daycare, preschool, early childhood and special education programs, a traveling summer camp and more. In addition, Northeast



Career Planning recently merged with Unity House to provide comprehensive job services including EmploymentU, a program that helps hospitality workers affected by the economic fallout from COVID-19 to redefine their skills-set with appropriate training and discover new jobs in growing industries.

A year’s worth of 50th anniversary celebration events will kick off with a “Family Fun Day” on Sunday, July 18. This public fundraiser will be a day full of outdoor activities for children and adults. Tickets are available by calling Diane at 518.274.2607.

Unity House is inviting the community to support its mission by attending special events, volunteering your time or by making an individual, group or corporate donation. *Get the latest information on Unity House’s anniversary events by following the nonprofit at facebook.com/UnityHouseofTroyInc/ or by visiting unityhouseeny.org.*

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 renescochamber.com.

✓ CONSTANT CONTACT DISCOUNTS



Constant Contact is a one-stop source for your marketing needs, giving you more ways to build your business. Chamber members receive exclusive savings on Constant Contact’s entire suite of online tools, including: email marketing, social campaigns, event marketing, surveys/polls and e-commerce. Tools include

landing pages, websites, a free logo builder and an easy-to-use Search Engine Optimization (SEO) tool to drive traffic to your website. Contact our representative Erik Bunaes at erik@endorphindigital.com to get up to a 25% discount, even if you’re already using Constant Contact.

VISIT renescochamber.com/cost-saving-benefits

✓ CERTIFICATES OF ORIGIN

Did you know that only chambers of commerce can legitimately issue a certificate of origin? Our Chamber is here to issue, sign and stamp certificates of origin at no charge to members in good standing. Certificates of origin are prepared by exporters to verify the origins of overseas exports and are required by law. Fraudulent certificates can lead to exports being rejected at ports, fines and other penalties. Trust the Chamber to help your business succeed and save you money. VISIT renescochamber.com/cost-saving-benefits



✓ REFERRALS AND INTRODUCTIONS



It happens every day - the Chamber connects people and businesses. We consistently receive requests for professional introductions, leads and referrals from the local community and from out-of-town sources. As a member, your business or non-profit organization receives automatic referrals, resulting in exposure and potential business. In addition,

our online member directory is available to everyone, providing endless opportunities for new business connections. Our website makes it fast and convenient to search alphabetically or by business classification, making your business easy to find. Looking for an introduction to make a connection? Let the Chamber introduce YOU to the business community.

News from The Leadership Institute



Congratulations to The Leadership Institute Class of 2021 (pictured at Loft 433’s rooftop patio, 433 River Street in Troy). The class is graduating on Thursday, June 17 during a ceremony at the Joseph L. Bruno Stadium, home of the Tri-City ValleyCats.

Apply to the Class of 2022 now and make this YOUR year to participate in our award-winning, career-changing leadership program or choose a rising star on your staff who is ready to take the next step. The Leadership Institute’s innovative approach integrates skill-building with valuable networking opportunities to propel careers forward. With a distinguished faculty of regional CEOs, our program assists individuals to 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 more valuable contributions to their employers, to their communities and to the world around them.

Applications are available at renescochamber.com/leadership-institute. Deadline for submissions is Wednesday, June 9 at 5 p.m.



The Leadership Institute is sponsored by CDPHP

Submit your Leadership Institute alumni news to leadership@renescochamber.com

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

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CONNECT FOR SUCCESS | JUNE 10

NETWORKING: Meet Your Next Quality Lead

The Chamber's high-impact NetworkingPlus luncheon is a purposeful and effective way to build business contacts, develop a pipeline and pitch a message about your business or nonprofit. NetworkingPlus provides an engaging opportunity to share your company's information and reconnect with fellow Chamber members. With three table rotations, ambassador facilitators and a system designed to avoid repeat introductions, you are guaranteed to leave with quality contacts for success. Get connected, develop leads and build in-person relationships to drive your business forward!



THU
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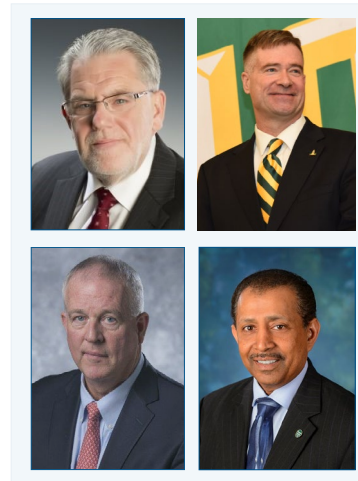
Register now at rensochamber.com/events

🕒 Check-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, Ronald McDonald House Charities of the Capital Region and Sunmark Credit Union. Attendance is limited; pre-registration is required.



PANEL DISCUSSION | JUNE 23

EDUCATION: Business & Campus Collaborations



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, life under COVID regulations and forward-looking initiatives, including exciting collaborations with businesses. The panel includes (photos, clockwise from upper left) Christopher Ames, Ph.D., The Sage Colleges; Christopher Gibson, Ph.D., Siena College; and Roger A. Ramsammy, Ph.D., Hudson Valley Community College. Our moderator is John F. Murray, Jr., Managing Director of Rose & Kiernan, Inc. A lively Q&A will follow the discussion, so come prepared to join this dynamic conversation.

WED
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23

Register now at rensochamber.com/events

🕒 Check-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 Associates Architects; and UHY LLP. Attendance is limited; pre-registration is required.



FOR YOU & YOUR EMPLOYEES | JULY 15

BENEFITS: Maximize the Value of Your Membership



Maximize your Chamber investment by discovering all of the advantages of membership, for you AND your employees. Meet Chamber staff and learn about exclusive perks and services designed to build business connections, expand your advertising and marketing reach and save you money. Learn how to leverage the Chamber's regional brand to gain exposure for your company. Get the most out of your membership by registering for this free event today.

WED
JUL
14

Register now at rensochamber.com/events

🕒 Check-in and breakfast 8:30 a.m.; presentation 9-10 a.m. No cost. Chamber Offices, 90 4th Street in Troy. Sponsored by First New York Federal Credit Union. Attendance is limited; pre-registration is required.



WONDER WOMEN ROUNDTABLES | JULY 22

MENTORING: Learn Strategies for Success & More

Join top women professionals as they share their experiences and strategies for success at the Chamber's upcoming Wonder Women Mentoring event. Our mentors will draw from their depth of experiences in a series of three 20-minute roundtables, sparking lively and candid conversations about career challenges and solutions. Meet with mentors and find inspiration to harness your powers, build your network and discover the wonder woman in you. Sign up for this special event that will give you "a-ha!" moments, new connections and tools to navigate your journey.



“ This event is about building a network and finding mentors you can turn to for help overcoming challenges. Even more, it's about learning how to turn those challenges into real opportunities.”

THU
JUL
22

Register now at rensochamber.com/events

🕒 Check-in and breakfast 7:30 a.m.; roundtables 8-9:30 a.m. \$35 for members. Hilton Garden Inn, 235 Hoosick Street in Troy. Sponsored by First New York Federal Credit Union, Martin Electric and WB Games New York.



Kate Manley,
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