Generating (and keeping) workforce talent. We’re eager to connect business with education, not just higher education, but K-12 schools where the future of our workforce is learning and developing. We will presenting programs and initiatives to create conversations and partnerships between businesses with schools, bridging the gap between employers and their future employees. By exposing students to exciting career opportunities right here in our region, we’ll be setting the stage to strengthen our workforce and keep our strong, homegrown talent.

Launching a new website. Early this spring, we’ll unveil a website that is intuitive, user-friendly and ready to serve as a leading online resource for members, future members and a worldwide audience. Our website at rensochamber.com continues to grow every month.

Building the Chamber’s brand and YOURS. We’re pursuing new ways to build on the solid foundation of our brand to reach even deeper into the regional business community. By leveraging the Chamber’s brand for your own business, you’re gaining exposure and generating future clients. When we’re strong, you’re strong. This initiative is part of an overall “smart growth” strategy to capitalize on our positive momentum and evolve in new, exciting ways.

Two final notes: Be sure to meet the two newest members of our knowledgeable staff (see page 3) and take some time to share YOUR ideas and challenges with me. Our Chamber is a community — what do you need to succeed? I look forward to the flow of communication that builds our community. Together, we’re going to take the Chamber to new places that represent unprecedented opportunities for you and your business.

THE HUMOR PROJECT PRESENTS

Taking Your Job Seriously and Yourself Lightly

Join us for a fast-paced, fun-filled and FUNomenal event when The HUMOR Project presents The Laughing-Leading Link: Taking Your Job Seriously and Yourself Lightly. Get ready for a combination of learning-filled, laughter-fueled, powerful principles and amusing anecdotes to help you see the connection between the bottom line and the funny line. You’ll discover:

» The Steve Allen Principle (the secret to developing your comic vision and finding humor in your life and work)
» Reasons why you should be very serious about humor
» How humor might improve the quality of both your life and work
» Potent personal and professional ways to tap the positive power of humor

This is a great opportunity to learn from a recognized expert, Dr. Joel Goodman, founder of The HUMOR Project. In addition, the Chamber is offering a SPECIAL VALUE FOR ATTENDEES: the first 100 people to pre-pay for this event will receive a free copy of Dr. Goodman’s book “Laughter: 1,001 Ways to Add Humor to Your Life and Work.”

Dr. Joel Goodman is founder of The HUMOR Project, Inc. in Saratoga Springs, the first organization in the world to focus on the positive power of humor. Joel is a popular presenter whose programs have tickled and touched the lives of millions all over the planet. In fact, Joel is one of only two professional speakers in the world to have presented in all 50 states and on all seven continents. Author of eight books and recipient of the International Lifetime of Laughter Achievement Award, his presenting work has been featured in 7,000+ TV and radio shows, newspapers and magazines in 175+ countries.

MESSAGE FROM THE PRESIDENT

New Opportunities & Ideas for 2017

As the Chamber’s new president, I am thrilled to lead our dynamic organization at a time of new opportunities, innovative ideas and fresh possibilities. As I embark on this journey to serve our members, I look forward to deepening the Chamber’s working relationships with private and public partners to ensure the economic vitality of the Rensselaer County region.

Membership in the Chamber means unparalleled access to resources including professional development, networking, cost-savings benefits and value-added services designed to grow your business. Our Chamber is dedicated to one goal: providing the programs, services and resources that help businesses to succeed.

Accomplishing this goal requires an ongoing flow of communication, creativity, flexibility and a perspective of thinking outside the box.

Since 2009, when I started working at the Chamber, I have been motivated by you, our members. Your drive to succeed, your spirit of collaboration and your sense of community are the reason our organization continues to strengthen and grow in new directions.

And new is what 2017 is all about, as we embark on a year of innovation and forward-thinking action. Let’s take a look:

Join us for the HUMOR Project Presents The Laughing-Leading Link: Taking Your Job Seriously and Yourself Lightly on Tuesday, February 7 at the Hilton Garden Inn, 235 Huysick Street in Troy. Registration and breakfast at 7:30 a.m.; program 8:30 a.m. - 9:30 a.m.; $50 members; $75 walk-in members; $100 future members. Sponsored by GDWP and Groff Networks, LLC.

VOLUME 17 | ISSUE 02 | FEBRUARY 2017
NEWSLETTER OF THE RENSSALER COUNTY REGIONAL CHAMBER OF COMMERCE
NY Wine & Liquor Warehouse hosted a ribbon-cutting and grand opening celebration (photo above) at its newest location, 5175 Vanderbilt Avenue in the Hudson Valley Plaza, Troy. The shop carries wines and liquors from around the world and New York State. Visit nywineandliquorwarehouse.com.

MVP Health Care partnered with CapitalCare Medical Group and Albany College of Pharmacy and Health Sciences to help patients with chronic illness by funding the addition of a clinical pharmacist to the CapitalCare team. The pharmacist works with patients to reduce medication errors, particularly when multiple medications are prescribed. Visit myvphcare.com.

The Troy Savings Bank Music Hall launched a Member Benefit program including a discount card for downtown shops, boutiques and restaurants. Donors of $50 or more receive priority ticket ordering at the music hall, advance notice of shows and discounts at local merchants. To become a donor or a participating merchant, contact Maureen Nestfield, director of development, at 518.273.8945, ext. 16. Visit troymusichall.org.

Saratoga National Bank and Trust Company was recognized as a 5-Star superior bank by BauerFinancial, Inc., the nation’s leading bank rating and research firm. Saratoga National has earned this designation for the past 31 consecutive quarters. Visit saratoganational.com.

Mosaic Associates Architects promoted Matthew Gaspary and Lauren Tarsio to the position of associate. Gaspary has been with the firm for more than 15 years. He will graduate from the Chamber’s Leadership Institute in March. Tarsio has more than 10 years of experience, including five with Mosaic. She is an alumna of The Leadership Institute. Visit mosaicaca.com.

Rocky’s Music Studio (photo above) hosted an exciting Winter Mini Jam and is offering new beginner group classes for guitar and ukulele. The full-service music studio, located at 56 Bloomingrove Drive in North Greenbush, provides lessons for all instruments and a complete on-site music retail store with complete drum sets, guitar packages and supply/books for school band participation. Gift certificates are available. Visit rockymusicstudio.com.

The HUMOR Project presents The Laughing-Leading Link: Taking Your Job Seriously and Yourself Lightly! This fast-paced, fun-filled, FUNomenal lecture and networking event is for business owners, and leaders in their companies. The presentation will help you see the connection between the bottom line and the funny line. Presented by Dr. Joel Goodman, founder of The HUMOR Project, Inc. Cost is $50 members; $75 walk-in members; $100 future members. Registration and breakfast 7:30 a.m.; program 8:00-9:00 a.m. At the Hilton Garden Inn, 235 Hoesch Street in Troy. Sponsored by CDPHP and Groff Network, LLC.

The Troy Savings Bank Music Hall hosted a ribbon-cutting and grand opening celebration (photo above) at its newest location, 5175 Vanderbilt Avenue in the Hudson Valley Plaza, Troy. The shop carries wines and liquors from around the world and New York State. Visit nywineandliquorwarehouse.com.

The Troy Savings Bank Music Hall

Mosaic Associates Architects

NY Wine & Liquor Warehouse

MVP Health Care

Saratoga National Bank and Trust Company

Rocky’s Music Studio
New Chamber Staff is Focused on Members

The Chamber welcomes two new staff members who bring experience, enthusiasm and creativity to our services. Look for these new faces at Chamber events, give a call or stop by to say “hello.”

Valerie “Val” Lazrari is the executive assistant to the president and office manager. Her responsibilities include managing communications and planning for the Chamber board and executive committee. She supports the president in many aspects while managing the Chamber office’s day-to-day operations, including the two conference rooms that are available to our members. Prior to joining our Chamber, Val was an executive assistant and program administrator at Harvard University’s Advising Programs Office and, most recently, lived in Seattle, Washington where she worked with the chief executive officer of a growing tech company, Smartsheet.  

Contact Val at 518.687.1241 or vlazrari@renscochamber.com.

Nancy Carmello is the membership coordinator at the Chamber. The primary responsibilities of this position are to support the membership manager in recruiting and retention of new and existing businesses, as well as working with the Ambassador Committee and general office assistance. Nancy brings more than 20 years of sales and marketing experience to her position. She formerly worked with a local lending institution, assisting with new website design/editing and maintaining the company’s social media. Nancy has also worked as an employment marketing specialist and a full-time associate broker in residential real estate. She currently maintains her New York State real estate associate broker’s license.  

Contact Nancy at 518.687.1242 or ncarmello@renscochamber.com.

Check Out These Chamber Benefits

ONLINE JOBS & VOLUNTEER BOARD

Looking for a new employee? Interested in attracting volunteers? Welcome to the Chamber’s online Jobs & Volunteer Opportunities Board. All around the region, Chamber member employers and organizations are posting new positions available immediately. Post all of your opportunities at renscochamber.com/edp, one of our most popular website pages. It’s free! All positions are reviewed before being published.

ON-THE-JOB TRAINING

In an ever-changing economy, it’s important to stay ahead of the curve with workforce development. Rensselaer County’s One-Stop Career Center provides resources, assistance and training opportunities that help businesses and organizations save on their bottom line. One-Stop assists you with job postings, candidate screenings, direct job referrals, interview space and the-on-the-job training for both new and existing employees. All of these services, and more, are provided free of charge. If you are struggling to find or retain qualified employees, or seeking to upgrade the skills of your workforce, the One-Stop Career Center can help you reach your goals and stay competitive. For information, contact Brian Williams at 518.270.2860 or visit rensco.com/employment.asp.

SMALL BUSINESS ASSISTANCE

The Small Business Development Center (SBDC) provides no-cost business counseling by experienced small business advisors to startups and existing businesses with fewer than 50 employees. SBDC professionals meet with entrepreneurs to determine needs, answer questions and establish a plan of action to achieve their business goals. It is through this close business interaction that SBDC provides the personalized, enterprise-specific and client-directed support needed to start, expand or re-energize your business. A representative from SBDC is available every other Thursday at the Chamber office. For more information, visit renscochamber.com/edp/business/businessdevelopment or sbdcbdc.com.

ONLINE COMMUNITY CALENDAR

Planning an open house, a fundraiser or a ribbon cutting? Keep the regional business community aware of your upcoming events and milestones with the Chamber’s Free Community Calendar at renscochamber.com/community-calendar. Chamber members can post events and check out the news of other business and nonprofit members.

For a full listing of member benefits, visit renscochamber.com.

CSArch celebrated its 25th anniversary amid a successful year marked by growth. “Our involvement in several major, game-changing education projects across the region have added to our growth,” said Randolph Collins, president. A few of the notable projects include the University at Albany’s College of Engineering and Applied Sciences, a redesign of the Albany High School and the interior fit-up of Pioneer Bank’s new corporate headquarters.

CSArch’s staff has grown by 40% in the last year. The firm brought interior design in-house, doubled its Newburgh personnel and added to its engineering department. In addition, CSArch launched ARCH (Achieving Rewarding Career Heights), a program that encourages experienced staff to mentor younger employees to set and achieve career goals. The firm also works to nurture the entrepreneurial and creative spirit of staff members through design projects outside of work, including design competitions and local community initiatives. The success and growth of CSArch was recognized by the Albany Business Review’s List of Top Companies, Architectural Record’s Top 300 Architecture Firms and the number one spot in Engineering News Record’s ranking of New York/New Jersey Top Design Firms.

CSArch was founded as Collins + Scoville Architects, PC in 1991. The firm’s name was changed in 2008 to better reflect its full-service offerings, including architecture, mechanical, electrical, plumbing, engineering, construction management and energy services.

Superior Group

Connecting business and people in ways that change lives is the motto at Superior Group, one of the leading workforce solutions providers in the country. Originally a one-man design and drafting firm based in Buffalo, New York, Superior has grown during the past 60 years to include more than 30 national and 10 international offices, including a flagship office in Albany.

Superior works to find all types of talent for companies of all sizes. From a temporary worker to c-suite executive—and everything in between—Superior knows how to provide staffing solutions. In fact, last year the company matched more than 9,000 candidates with companies around the globe.

But it doesn’t stop there. Superior offers a variety of workforce solutions, from a propriety vendor management system (VMS) used by Fortune 500 companies to automate staffing processes to IT or CAD outsourcing, to independent contractor screening services. Regardless of the type of service, Superior’s customer satisfaction results reflect the company’s commitment to flexibility and innovation. In 2016, Superior achieved an overall customer satisfaction rating of more than 97%.

Superior’s local sales associate is Mariah Ramundo, a proven workforce solutions expert. An active member of the Chamber’s Ambassador Committee, and familiar face at Chamber events, she is dedicated to serving businesses in the Rensselaer County region. Contact her at 518.982.5058, ext. 6509 or ramundom@superiorgroup.com.

Complimentary Spotlights are awarded by random drawing at Chamber events. To purchase a Spotlight, contact Malvaren McGuiness at mcmguiness@renscochamber.com. Members must be in good standing and not have been featured within the past 24 months.
Discover Your “Wonder Woman” on February 28

Learn how to harness the power within, build your professional and personal networks and find inspiring mentors at the Chamber’s upcoming Wonder Women Mentoring Breakfast. We’re gathering top women professionals (list at right) to share their experiences by hosting a series of three 20-minute roundtables for attendees, sparking lively and candid conversations about career challenges and solutions. Table hop as you meet with mentors and discover new strategies for success. Following the roundtables will be break-out sessions for even more discussion. Topics include: Work! Life! Balance; If You Are Competent, it’s Time to be Confident!; Moving Your Career to the Next Level; Lessons Learned (What I Wish Someone Had Told Me); and Having Difficult Conversations. Sign up now for an event that will give you “a-b-h” moments, new connections and take-away solutions. Bring your {superhero} cape and discover the wonder woman in you!

Women Mentoring Breakfast. We’re gathering top women professionals (list at right) to share their experiences by hosting a series of three 20-minute roundtables for attendees, sparking lively and candid conversations about career challenges and solutions. Table hop as you meet with mentors and discover new strategies for success. Following the roundtables will be break-out sessions for even more discussion. Topics include: Work! Life! Balance; If You Are Competent, it’s Time to be Confident!; Moving Your Career to the Next Level; Lessons Learned (What I Wish Someone Had Told Me); and Having Difficult Conversations. Sign up now for an event that will give you “a-b-h” moments, new connections and take-away solutions. Bring your {superhero} cape and discover the wonder woman in you!

Meet the Legislators Luncheon is on Thursday, February 16 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up now at renscochamber.com/events. Registrations and lunch at 11:30 a.m.; program 12-1 p.m. $35 for members; $50 for walk-in members; $70 for future members. Sponsored by CAP COM FCU, Express Scripts and National Grid.

Meet the Legislators Luncheon

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* Executive Committee members.

REGIONAL REPRESENTATIVES

Chamber’s Meet the Legislators Luncheon Feb. 16

State representatives will participate in a panel discussion at the Chamber’s upcoming Meet the Legislators Luncheon. Join us as we meet our region’s New York State Senate and Assembly members and discuss topics such as ethics in government, budget issues, business regulations and upstate revitalization initiatives. Participants are (above right, l-r) New York State Senators Neil D. Breslin and Kathleen A. Marchione and New York State Assemblymen John T. McDonald III and Steven McLaughlin.

Meet the Legislators Luncheon is on Thursday, February 16 at the Hilton Garden Inn, 235 Hoosick Street in Troy. Sign up now at renscochamber.com/events. Registrations and lunch at 11:30 a.m.; program 12-1 p.m. $35 for members; $50 for walk-in members; $70 for future members. Sponsored by CAP COM FCU, Express Scripts and National Grid.

BACK BY POPULAR DEMAND

Discover Your “Wonder Woman” on February 28

Meet Our Mentors

Heather C. Briccelli, Esq., President & CEO The Business Council of NYS, Inc.
Lorraine Ferguson, Sales Associate Sandler Training Daquetta Jones, Executive Director YWCA of the Greater Capital Region, Inc.
Susan Kambrich, Head of School Woodland Hill Montessori School Monica Kurzejekski, Deputy Mayor City of Troy
Annmarie Lanesey, President Gerane Tree Technology Katherine Maciol, President CEO (Commission on Economic Opportunity) Denise Murphy McGraw, Partner Hill, Gosdeck & McGraw, LLC Christine Nealson, Executive Director TRIP

Reservations are $50 per person, and Chairman’s honor of The Leadership Institute’s Class of 2017 on Tuesday, February 28 at the Century Terrace Ballroom, 126 Campbell Avenue in Troy. Sign up online at renscochamber.com/events. Registrations and lunch at 7:30 a.m.; program 8-9:30 a.m. $35 members; $50 member walk-in; $70 future members. Sponsored by CAP COM FCU.

The Leadership Institute Class of 2018 Forming

Attend: Open House
Learn about The Leadership Institute at an open house on Friday, April 7, from 8:30-9:30 a.m. at the Chamber. Talk with graduates, pick up an application and start planning for your success!

Apply: New Class Starting
Take your career to the next level and seek an educational experience that builds effective leadership. Elevate your professional and personal life as you learn real-world skills from leaders with our distinguished faculty. Increase value in your company and in your community. Application deadline is Wednesday, May 17 at 5 p.m. Visit renscochamber.com.

Accomplish: Graduation
Join us at a graduation ceremony and dinner in honor of The Leadership Institute’s Class of 2017 on Saturday, March 25 at 5:30 p.m. at the Franklin Terrace Ballroom, 126 Campbell Avenue in Troy. Reservations are $50 per person, and Chairman’s Circle tables of 10 are available for $550, including name recognition in the evening’s program.

The Leadership Institute is sponsored by KeyBank, with media sponsorship by the Albany Business Review.

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Business Expo Booth Participant Information

Expo Booth Details & Size Restrictions
» Each booth is limited to one 6’ x 4’ table.
» Electrical connections are available at no additional charge.

Set-Up Details
» Please set-up between 8:00 a.m. - 1:30 p.m. on Wednesday, May 3, 2017 at the tent at the Franklin Plaza.
» Please enter through the Plaza’s main entrance and see the check-in booth for your booth location.
» All booths must be set-up by 1:30 p.m. Chamber staff will monitor the expo tent until 5:00 p.m.

Door Prize
» Each participant must provide a door prize (minimum value of $25) from a Chamber member business.

Registration
» Space is limited to the first 50 paid expo booths (a booth is not confirmed until payment is received).

Business Expo Booth Registration Form

Contact Information
Member Business: ______________________________________________________________________________________
Contact Person: __________________________________________________________________________________________
Phone: _________________________________ Ext: _________    Email: ___________________________________________

Annual Dinner (with a twist) & Business Expo Booth _____ X $375* per expo booth
*375 Early Bird price if purchased before March 1. Expo booth price will be $475 on March 1 and after.
Includes one (1) business expo booth with one (1) Annual Dinner reservation.
Name of individual included with booth: ________________________________________________________________

Each additional dinner reservation _____ X $130 per additional reservation
Additional Guests Name(s): _____________________________________________________________

TOTAL: $__________

☐ I would like an electrical connection at my booth (no additional charge)
☐ I have a free-standing display and will not need a 6’ x 4’ table

Payment Information:
☐ Check enclosed (Please make checks payable to “RCRCC”)  
☐ Pay by Credit Card. Please call the Chamber at 518.687.1238

For more information, please contact:  
Events Manager Gabrielle Polce at: 518.687.1238 / gpolce@renscochamber.com

Mail completed form to:  
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