

WOMEN'S FORUM FEATURES COLUMNIST JANE BRYANT QUINN

KeyBank, *The Business Review* and the Women's Employment and Resource Center are sponsoring the first-ever "Key's Financial Forum for Women," featuring syndicated columnist Jane Bryant Quinn, who will speak on "Controlling Your Financial Destiny."

A breakfast will kick off the Thursday, February 14 event at the Crowne Plaza Hotel, downtown Albany.

Quinn is considered one of the nation's leading commentators and syndicated columnists on personal finance. Following Quinn's keynote address, attendees have their choice of attending one of three workshops: Growing Your Small Business, Charting Your Course for a Successful Retirement or Smart Investing through Mutual Funds.

The forum will end with a networking session, an opportunity to meet Quinn and time to speak with

the experts from the workshop sessions.

Key will donate all proceeds from the \$20 registration fee to the Women's Employment and Resource Center, which assists displaced homemakers affected by the death of a spouse, divorce, separation or disability to achieve financial independence by providing training, education and employment search assistance.

Advance registration, which is required for all attendees, is available by calling Amy Carter at Key-Bank, 257-8839.

Event registration begins at 7:30 a.m. and breakfast begins at 8 a.m., followed at 8:15 a.m. by Quinn's presentation. The three 45-minute workshops begin at 9:45 a.m., a reception with Ms. Quinn and the workshop experts starts at 10:30 a.m., and the event ends at 11 a.m.

WOMEN'S INTEREST NETWORK RECOGNIZED

The YWCA of Schenectady has presented the Fleet Women's Interest Network (WIN) Resource Group with a plaque recognizing the group's \$2,500 donation to the domestic violence shelter's exit gift basket program.

The grant, one of the first to be distributed by WIN, is designed to make grant funds available through charitable contributions to nonprofit organizations that benefit the community, particularly those that deal with women's issues and job readiness.

The New York State Chapter of WIN was established in 2001 to address the needs of the community.

The YWCA of Schenectady's domestic violence shelter is the only licensed 24-hour shelter in Schenectady County. The exit gift basket program was designed to give clients leaving the shelter various household items needed to start anew their independent lives. Items such as bus tokens, stamps, address books and cleaning supplies are in the baskets. During 2001, the shelter housed more than 250 women and nearly 300 children.



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Our staff is here to promote your business and enhance the business climate of the county - please feel free to contact us!

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COMMUNICATIONS

February 2002

The Monthly Newsletter of the Schenectady County Chamber of Commerce, Inc.



Schenectady County

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PUBLIC, PRIVATE SECTORS JOIN TO PROMOTE "SCHENECTADY COMMUNITY NIGHT"

A partnership of city and county government and the Schenectady County Chamber of Commerce is aggressively promoting "Schenectady Community Night" with the Albany River Rats, the hockey franchise that plays its games at Albany's Pepsi Arena and is owned by Schenectady native and lifelong resident Walter Robb.

There are many activities being considered and planned for the family-style event, to be held Friday, March 15. The highlight is an across-the-board ticket price of just \$6 per ticket - or \$10 per ticket less than the usual price of adult admissions. The special rate is offered by Robb to encourage Schenectady County business owners, families and organizations to enjoy an evening of fun and the chance to win prizes at the game.

Campaign partners in addition to the Chamber are Schenectady County and city governments, the Schenectady Economic Development Corporation, Schenectady 2000 and the River Rats.

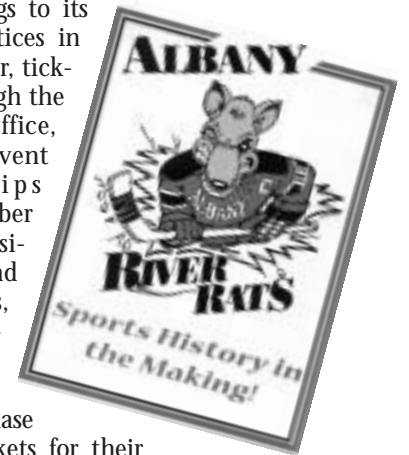
Special ticket sale sites will be established in the coming weeks so that the discounted tickets can be purchased in advance. River Rats' officials note that large sections of the Pepsi Arena will be reserved for attendees of Schenectady Community Night.

The River Rats, the American Hockey League affiliate of the National Hockey League's New Jersey Devils, will challenge the Hartford Wolf Pack, the AHL farm team for the NHL's New York Rangers. The game begins at 7 p.m.

"We see 'Schenectady Community Night' with the River Rats as a wonderful opportunity for the public and private sectors to unite and show the spirit of the Schenectady County business and residential communities through an evening of fun and camaraderie, to show off everything this county has to offer to its residents and visitors, and to help promote a hockey team that is appreciated by the entire region," says Chamber President Charles P. Steiner. "It's also a great way to begin the St. Patrick's Day holiday weekend," notes Steiner.

The Chamber's promotion efforts will include

direct mailings to its members, notices in this newsletter, ticket sales through the Chamber office, obtaining event sponsorships from Chamber member businesses and organizations, and encouraging member companies to purchase blocks of tickets for their employees or conduct employee-purchase programs. Customized promotional posters will be made available to companies and organizations that want to conduct ticket sale programs.



Chamber staff is contacting several companies that may want to be major sponsors for the event,

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Proof is in the Partnership

Looking for proof that public and private sector partnerships are effective and successful?

Look no further than the *My Neighbor* residential marketing campaign, a Chamber program designed to boost the home sales rate in Schenectady County.

"During my first few weeks as Chamber president, I have been very impressed with the tremendous track record of the *My Neighbor* program," says Charles Steiner. "It's a perfect example of government and the private sector working together to grow the county's economy and visibility. We at the Chamber look forward to continuing this - and other - partnership programs that benefit the business and residential communities of Schenectady County."

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"TRADE & TOUR" PROGRAM BEGINS

"Trade & Tour Thursday," a new program sponsored by the Capital Region World Trade Center, kicked off in January with a breakfast and tour of Schenectady International, Inc. (SII) at 2750 Balltown Road, Niskayuna. Guest speaker and tour guide was Gregg Brown, vice president global supply chain and EHS at SII.

Trade & Tour Thursday will regularly feature a visit to a local company that does business internationally. Participants will be able to learn about the company and its international operations, and take a tour of the facilities. Program registration and a continental breakfast usually will begin about 8 a.m. during the program, followed by a featured facility tour.

The event is designed to be free to trade center members with a fee to be paid by nonmember. For instance, nonmembers paid \$10 to attend the SII tour. Reservation forms for upcoming events are available by calling 346-7511. More information is available by contacting Cheryl DiCocco at 381-1444 or e-mailing dicoccm@gw.sunysccc.edu.

HISPANIC OUTREACH GETS \$20,000 GRANT

Hispanic Outreach Services, an agency of the Catholic Charities of the Diocese of Albany, has received a \$20,000 grant from the William Gundry Broughton Charitable Private Foundation.

The agency provides services to the Hispanic/Latino population of Schenectady, Albany, Rensselaer and Montgomery counties, assisting individuals and families become familiar with their new environments with the goal of self-sufficiency. Services include assistance with food stamps, Medicaid, language translation help, day and home care services, emergency assistance, employment counseling and school enrollment and placement.

Catholic Charities is the human service and social justice arm of the Roman Catholic Church for the Albany Diocese.

CAPITAL PRINTING RECEIVES PRINTING CRAFTSMEN AWARDS

Capital Printing of Schenectady has received two Gold awards from the Capital District Club of Printing House Craftsmen for its production of two items that commemorate the September 11, 2001 terrorism attacks on the United States.

The awards were presented as part of the recent International Printing Week celebration.

"These awards reflect the efforts of all our staff to do the very best they can on every project," says Armon Benny, president of Capital Printing and a member of the Schenectady County Chamber of Commerce board of directors. "As a commercial printer, we produce more than 200 completely different products each

month, and close attention to detail is a must. These awards also reflect the pride we have for all of our customers who entrust us to produce their work and meet their deadlines."

The Gold awards recognized Capital Printing's work in creating a four-color flyer, entitled "United We Stand," and the "Never Forgotten" promotional 2002 calendar. Printed copies or a downloadable pdf file of the calendar are available from Capital Printing by e-mailing armon@capitalprintingink.com or by calling 372-4445.

Capital Printing publishes *Connections*, the monthly newsletter of the Schenectady County Chamber.

IGC-SUPERPOWER ACHIEVED MAJOR MILESTONE IN 2001

Intermagnetics General Corporation-SuperPower, LLC achieved a major milestone during 2001: continuous production of second-generation, high-temperature superconducting (HTS) tapes manufactured in pilot-scale facilities in Schenectady.

"Demonstration of continuous, vs. batch, production of second-generation HTS material is a critical stepping stone in SuperPower's goals of achieving longer lengths of high-performance, second-generation HTS tapes and, ultimately, routine and volume production of this high-performance material," says Phillip Pellegrino, Intermagnetics' sector president - energy technology. Pellegrino adds the company is on target to meet this year's goal of 100 amp-meter performance in greater than one-meter lengths. For 2003, the company wants to achieve 1,000 amp-meter performance in greater than 10-meter lengths.

BOOMHOWER PROMOTED TO VP

David Boomhower has been promoted to vice president with 1st National Bank of Scotia. He is the bank's Glenville branch manager and has been with 1st National Bank since 1982.

The lifelong Capital Region resident is a graduate of the State University College at Cobleskill. He is a member of the Glenville Rotary Club and the Burnt Hills-Ballston Lake Business & Profes-

Second-generation HTS conductor is produced using technologies similar to those used in semiconductor industries. SuperPower was able to demonstrate that second-generation technology can be scaled to a continuous pilot-scale operation. Use of less expensive materials in manufacturing second-generation HTS tape through the continuous production method should be complemented by reduced labor costs.

SuperPower's overall business objective is to develop commercial-level manufacturing processes for HTS material and devices that will increase the capacity, reliability and quality of transmission and distribution of electric power.

sional Association. Boomhower has spent 10 years on various committees of the Capital Region Chapter of the American Institute of Banking, serving a term as president.



David Boomhower

BROWN SCHOOL GALA HAS VENETIAN THEME

"Venetian Masque" is the theme for Brown School's 7th annual gala to be held from 6 to 10 p.m. Saturday, March 23 at the Old Chapel on the historic Union College campus, Schenectady.

There will be hors d'oeuvres, dinner, silent and live auctions, and music by TS Ensemble. Long-time News Center 6 news anchor and business reporter, Jack Aernecke, has been invited to be the celebrity auctioneer.

Tickets are \$60 per person. Further information and reservations are available by contacting Meighan Rask, Brown School development director, at 370-0366.

BETHESDA HOUSE TO MARK 10 YEARS OF SERVICE

Bethesda House of Schenectady, Inc., a safe haven serving the homeless and poor of the community, will celebrate its 10th anniversary with an interfaith service and dinner on Thursday, March 7. Guest speaker will be Ralph Boyd Jr., a Niskayuna native who serves as the U.S. assistant attorney general for civil rights.

The event begins with a 5:30 p.m. interfaith service at St. John the Baptist Church in Schenectady, followed by dinner and Boyd's presentation at the Holiday Inn, Nott Terrace, Schenectady.

Information and reservations are available by contacting Sharran Coppola or Cindy McKee at Bethesda House, 374-7873.

Bethesda House, at 418 Liberty St., Schenectady, opened its doors in March 1992 as a program of the Schenectady Inner City Ministry. In 1999, Bethesda House became an independent, not-for-profit corporation. The average daily attendance at Bethesda House is 132 guests - men, women and children. The agency has expanded its support services to meet the growing demand caused by more individuals leaving the welfare rolls in recent years.

CDPHP, AREA BUSINESSES DONATE TO FOOD BANK

A month-long drive sponsored by Capital District Physicians' Health Plan (CDPHP) to encourage area businesses to make a Christmas holiday donation to the Regional Food Bank of Northeastern New York resulted in more than \$23,000 in donations, with \$13,000 donated by nearly 60 area organizations and \$10,000 donated by CDPHP.

"We are very grateful to all of the area organizations that participated in our holiday drive to support the Food Bank," says CDPHP President and CEO William J. Cromie. "It is CDPHP's hope that this gesture will alleviate some of the pressure felt by the Food Bank after the events of September 11."

The organizations that made donations include A & E Resource, Inc., The Academy of Holy Names, AFLAC Insurance, The Albany Area Retired Teachers Association, Babyland, Bonded Concrete, Inc., The Brandywine Company, Catholic Central High School, Clifton Park Convention Services, Con-Rel Auto Electric, Inc., Constantine Building, and C & W Marketing Associates, Inc.

Also, Dempsey Steel Pipe Co. Inc.,

Eastern Heating & Cooling, East Side Senior Center, Enhanced Business Systems, LLC, Four Seasons Gumballs, Garry T. Center, CPAs, Genesys Consulting Services, Inc., German-American Club of Albany, Guerra Associates, Grab Apple Inc., Hart Social Center, Health Solutions Ltd., High Voltage Electric Service, Inc., JR Builders Supply, Keeler Motor Car Company, Kilby Brothers, Inc., Knowledge Xtensions

Also, Leroy Dedicated Logistics, Leroy Holding Co. Inc., E. Lorini Home Modernization, Mullally Bros. Inc., MVP Health Care, National Corporate Benefit Administrators, Newkirk Products, New York State Department of Labor, New York Health Plan Association, The Old Brick Furniture Co., Panoply Corp., Perma Ceram of Albany, P & J Computers, Inc., Prudential Manor Homes (Clifton Park office), St. Rose Academic & Student Affairs Council, Sano-Rubin Construction, Scarano Boat Builders, Inc., Shaker High School classes of 2004 and 2005, Siena College Friary, Solomon & Solomon, South Colonie Teachers Association, Success Secrets, and Tomaszewski Landscaping & Snowplowing, Inc.

Get the scoop on Schenectady County!
www.schenectadychamber.org

BLUESHIELD IS AIRING HEALTH EDUCATION SERIES

BlueShield of Northeastern New York has produced a health education series, "Living Well Now," that is airing over Time Warner Cable Channel 7 through September.

The company produced six segments focusing on healthcare topics of asthma, depression, preventive health, healthy pregnancy, osteoporosis and diabetes.

BlueShield created the segments to be quick and concise for today's audience that has busy schedules. Each five-minute program includes real-life testimonials from participating providers and members offering advice and insight on the topics. "We want to show people that we are not just a health insurance company but also a partner in their healthcare," says Steven Szebenyi, medical director of BlueShield. "We have award-winning health management programs that educate both members and providers."

The Living Well Now series is designed to make people aware of the different programs offered by BlueShield, a division of HealthNow New York Inc., which insures 750,000 members across New York state.

More information is available by contacting Patrick Carrano at 453-4962.

NAME CHANGE FOR COMMERCIAL REAL ESTATE COMPANY

CB Richard Ellis Robert Cohn, the Capital Region's largest commercial real estate firm, has changed its name to CB Richard Ellis Albany to reflect a worldwide re-branding of the firm by the Los Angeles-based parent company CB Richard Ellis. All 250 offices are streamlining their names to include only "CB Richard Ellis" and the name of the city, says Jeffrey Sperry, president of CB Richard Ellis Albany.

"Whoever you are talking to in the company, the names will be the same," notes Sperry. "It helps with identification, branding and marketing." The Capital Region office is at 225 Washington Avenue Extension, Albany.

The name change coincides with the departure of Robert Cohn, the founder and former president, who retired last year. Cohn lives in Florida and is no longer involved in the company.

Formerly Robert Cohn Associates Inc., the company first changed its name three years ago when CB Richard Ellis, the world's largest real estate services firm, bought a stake in the company.

Let your homebuying search bring you to beautiful and prosperous Schenectady County, Where the *My Neighbor* program can help you find your dream home!



Schenectady County
work • play • live

My Neighbor is a partnership of the Schenectady County Chamber of Commerce, Inc., Schenectady County Legislature, KeyBank and The Gazette Newspapers.
Call the Chamber at 372-5656 for a free homebuyer brochure or kit.

THE GAZETTE

Schenectady
COUNTY CHAMBER OF COMMERCE



PROMOTIONAL GRANTS AVAILABLE FOR SPECIAL EVENTS IN SCHDY COUNTY

The Schenectady County Chamber of Commerce is accepting proposals from qualified organizations for funding of special event promotions as part of a \$25,000 matching funds program financed by the Schenectady County Legislature.

Promotional campaigns must be for special events that provide economic benefits to Schenectady County by attracting visitors and enhancing its visibility. Events can include performances, cultural festivals, family entertainment, historic reenactments and art exhibits or shows.

The program provides a dollar-for-dollar match to existing promotional budgets of event planners. Funding may be further enhanced by the I LOVE NY program, also administered by the Chamber on behalf of Schenectady County. By applying for a grant, an event planner agrees to have their promotion plan supervised by the Chamber so that details meet I LOVE NY approval guidelines.

To be eligible, events must occur within Schenectady County prior to December 31, 2002. Only promotional funding requests will be considered; general operating expenses and equipment purchases are not eligible. One application per organization will be considered.

Applications will be judged on the following factors related to proposed events: Existing community support for the sponsoring organization; estimated attendance; additional funds to be generated; extent to which the event may enhance the visibility or attractiveness of Schenectady County; effective use of funds in regards to quality and viability; and need for funds to ensure event success.

The application deadline is February 18. Applications are available by contacting Robin Granger at 372-5656. The Schenectady County Legislature will make awards based upon recommendations from a citizens' advisory committee that will review the applications. Recipients will be notified of their awards.

RIVER RATS

(continued from page one)

and is organizing pre- and post-game events, including promotional giveaways and discounts by Schenectady County businesses, pre-game meal specials at various restaurants and taverns, and raffles of donated items by Chamber members. The River Rats note there may be free ice-skating after the game on the Pepsi Arena ice.

Also planned is a "broom hockey" game on the Pepsi Arena ice either immediately before that night's game or between periods of the contest. The tentative lineup pits a team from Schenectady County government opposing a Schenectady City Hall squad. Broom hockey players wear sneakers rather than ice skates, use brooms in place of hockey sticks and try to score goals with a soccer ball rather than the tiny puck used in ice hockey.

More information is available by calling the Chamber at 372-5656.

EVERGREEN BANK'S ADVERTISING DRIVE

Evergreen Bank began 2002 with a new advertising campaign, "The Bank of Bob," utilizing newspaper advertisements, radio spots and billboards. The campaign is designed to build awareness of the Evergreen Bank name and communicate messages that are at the heart of the bank's continuing success.

"Our customer research shows that it's not only what we do, but how we do it, that has created loyal customers and set us apart from the competition," says Daniel Burke, president and CEO. "Our community-based banking philosophy and local involvement coupled with our range of products and services deliver peace of mind to our customers. In fact, the customers in the ads know and trust us to such a degree that they refer to us on a first name basis - their name. Thus the Bank of Bob - where the focus is on the individual and his or her personal financial needs."

The campaign features the faces and stories of Bob, Tess, Beth, Steve and the Jones family as customers who have adopted Evergreen as their bank. Each customer voices different reasons to call the bank their own. Bob notes he finds peace of mind at Evergreen because he's banking with folks he knows. The Jones family relies on Evergreen to keep up



with their changing financial life, which now includes investment and insurance needs. And it's the convenience of 24/7 access to his accounts online, on the phone, at ATMs and in the branch that makes Evergreen the Bank of Steve.

The radio spots feature well-known actor Kevin Kline, whose warm and familiar voice brings additional life to the stories of these devoted Evergreen customers.

"At a basic level, the campaign helps build brand awareness and recognition of Evergreen Bank's breadth of products and services as part of the Banknorth network. More than that, though, it serves as a recognizable and accessible way for us to communicate Evergreen's important role in our customers' lives and communities," adds Burke.

Reach Chamber Members with Special Advertising Rates!

Connections newsletter:

- 3-1/2 inches by 2 inches: \$50
- Half page: \$200
- Quarter page: \$100
- Full page: \$400

Insert: \$200

An advance proof of the insert for review by Chamber staff is required. Advertiser agrees to provide 1,800 copies of a one- or two-sided insert on 8-1/2 by 11-inch paper of the advertiser's choice. Orders must be reserved at least one month prior to newsletter publication.

Mailing labels:

- Printed labels of Chamber membership at time of order: \$200
- PC-generated disk containing Chamber membership at time of order: \$500

Web site:

- Web link from Chamber site to member-company site: \$35/year
- Banner Ads (3-month minimum): Home Page, \$300/month; Inside Page, \$100/month. Images must be submitted in tiff format with 234x60-pixel resolution.

Advertising opportunities are available only to Schenectady County Chamber of Commerce members in good standing. Further information about rates and specifications is available by contacting the Chamber at 372-5656, by fax at 370-3217 or via e-mail at dtom@schenectadychamber.org.

PARSONS DEVELOPS POST-ADOPTION CENTER

Parsons Child and Family Center is using a state grant to develop a Post-adoption Resource Center (PARC) that is designed to ensure that adoption-sensitive services are available in a nine-county Capital District region to families that have adopted.

The New York State Office of Children and Family Services provided the grant.

A PARC telephone help line also was established to provide information and referral services. The help line is accessible at 426-2888, and operates from 9 a.m. to 5 p.m. daily.

PARC is also offering ongoing support groups that focus on adoption issues and include, but are not limited to, discussions on social, educational and behavioral concerns. Each group determines its own focus according to the interest of the group. Four sessions were held during January and more meetings will be scheduled during the year.

Pre-registration for the support group meetings is encouraged, and walk-ins are welcome.

Information about the PARC program or its support groups is available by contacting PARC program coordinator Lynn Huntley at 426-2888.

BUSINESS MIXER CELEBRATES ARC'S 50 YEARS

An after-hours networking mixer co-sponsored by the Schenectady County Chamber of Commerce will be held on Thursday, February 21 to celebrate the 50th anniversary of Chamber member Schenectady Association for Retarded Citizens (ARC).

The event will be held from 5 to 7:30 p.m. at Schenectady ARC's headquarters at 214 State St., Schenectady. There will be appetizers and beverages available. There is no admission fee.

Reservations and information are available by contacting the Chamber at 372-5656, by fax at 370-3217 or e-mailing csullivan@schenectadychamber.org.

SCCC CELEBRATES NEW \$6 MILLION ACADEMIC BUILDING

Schenectady County Community College (SCCC) celebrated the opening of the college's new three-story, \$6 million academic building during recent special events held at the campus. The occasion was also marked with the burial of a time capsule at the newly named Stockade Building.

SCCC President Gabe Basil, joined by college and local government officials, led a symbolic ribbon cutting ceremony in the Stockade Building's large lecture hall. Representatives from the academic computing division demonstrated the computer services available in one of the six computer classrooms.



A dedication ceremony has been held for the new Stockade Building at Schenectady County Community College. The \$6 million, three-story academic building houses lecture halls, computer classrooms, general classrooms, conference rooms and offices. The new building is connected to Elston Hall (right) and the Begley Building by an enclosed walkway.

Attendees also were witnesses to SCCC history as college officials and students placed a time capsule in the front of the new building. The capsule is sealed in the building and instructions have been given for it to be opened in 2069, the 100th anniversary of SCCC.

The SCCC Foundation hosted a scholarship fundraising event in the Stockade Building as part of the ceremony. The 100 people in attendance included past donors and community and business representatives who donated more than \$5,000 to be used to fund scholarships.

The Stockade Building houses 120- and 80-seat lecture halls; six 30-station computer classrooms; nine 40-station general classrooms; conference rooms; and offices. The new building is also home to SCCC's Continuing Education Division, Workforce Development and Community Services programs and the Capital Region World Trade Center. Located in the heart of campus with a newly designed quad area, the 31,000-square-foot Stockade Building is connected to Elston Hall and the Begley Building by an enclosed walkway.

The time capsule includes: a 2000-2001 college annual report; issues of Binekhill, SCCC's biweekly newsletter; a 30th anniversary booklet; SCCC lapel pin and pen; a resolution from the Board of Trustees approving placement of the capsule; a Stockade Building pen; photos of the college's faculty and staff, the Student Government Association and Board of Trustees; an Empire Jazz Orchestra CD; photos of the Stockade Building under construction and photos of the Tempo Building that was demolished to make way for the new structure; photos of students; a fact sheet dealing

with the year 2001; and prediction sheets filled out by students, faculty and administrators regarding the college and technology in general in future years.

A letter in the time capsule states that the contents should serve "as a reminder to you of the college's past. We hope it provides you with some insight about how the college was back in the year 2001. We know it will bring a few chuckles and laughs about how things used to be when we were here working and sharing at SCCC. Most of all, we hope it gives you a reminder of how absolutely essential this educational institution has been for years and how it will continue to serve students, faculty and staff as a valuable and vital resource in the Capital Region. Keep believing in what you are doing at SCCC. You are making an impact on people's lives. Don't ever forget that."



Workers install the cornerstone to the new Stockade Building at Schenectady County Community College. A sealed time capsule with photos, publications and other mementos from 2001 was placed behind the cornerstone to be opened in 2069 on the college's 100th anniversary.

Partnership

(continued from page one)

The Schenectady County Legislature, which funds most *My Neighbor* functions, requested the Chamber develop a program that would inform the public about the availability of homes, most at affordable prices, throughout the county. *My Neighbor* kicked off in June 2000 with an extensive advertising campaign, free homebuyer kits for interested individuals, a homebuyers' bureau within the Chamber and other activities to spur home sales. During 2001, KeyBank and The Gazette Newspapers joined the campaign as partners by providing funds or in-kind services.

My Neighbor also has been credited in media reports with the turnaround in Schenectady County home sales.

"A modest rise in Capital Region home sales (in November 2001) was bolstered by a home-buying binge in Schenectady County, a product of low interest rates, good prices and a marketing push," stated a December article in the Albany *Times Union* newspaper. "Agents sealed deals on 126 homes in Schenectady County in November, a 40 percent leap over the same month in 2000."

"Another factor could be the 18-month-old 'My Neighbor' marketing campaign orchestrated by the Schenectady County Chamber of Commerce," the article continued. "(During 2001), about 250 people called the Chamber looking for their own *My Neighbor* kit."

MEMBER BUSINESS NEWS

Sheryll Graubart-Hoffman of Graubart Jewelers in downtown Schenectady has become the store's second certified gemologist recognized by the American Gem Society of the United States and Canada. The title is awarded to select jewelers who have completed a formal gemological education, passed rigorous exams and have proven business ethics.

Donald Noland, an industrial investment specialist, has joined **CB Richard Ellis Albany** as an associate. He served 11 years with Cushman & Wakefield, Inc., a New York City-based real estate firm.

Sawchuk, Brown Associates of Albany received two Mark of Excellence awards at the 7th annual awards dinner of the **New York Capital Region Chapter of the American Marketing Association**. The firm was marketing partner for each of two winners in the integrated communications program category: the Capitalize Albany Hudson River Way - Build it Brick by Brick campaign, and the MVP Health Care proactive public relations campaign.

Capital District Physicians' Health Plan has announced its board of directors: **Dr. Joseph Monahan**, chair; **Dr. John Bennett**, vice chair; **Dr. Teresa Briggs**; **Dr. Peter Burkart**; **Thomas Collins**, treasurer; **Cathy Brower Connors**, secretary; **Richard Cunningham**; **Dr. Mary Ellen Drislane**; **Douglas Larsen**; **Charles Liddle III**; **Dr. William Notis**; **Dr. Stuart Rosenberg**; **Richard Sherwin**; **Stephen Simmons**; **Bettye Zeringue**.

Certified public accountants **Darlene Chesky**, **Wendy Fisher** and **Kristine Prill** have joined **Bollam, Sheedy, Torani & Co., LLP, CPAs**, as tax department manager, senior analyst and associate, respectively. Chesky was with a Newburgh CPA firm, while Fisher has experience as a controller and vice president of finance and administration. Prill was a staff accountant with a Saratoga Springs public accounting firm.

Arnoff Moving & Storage, Inc. has appointed **Peter Levy** as branch manager of its New England operations in Lakeville, Connecticut and Great Barrington, Massachusetts. Levy was director of production for Sport Obermeyer in Colorado.

Francis Caraco of Schenectady-based **Merriam Insurance Agency** has earned the chartered financial consultant professional designation from The American College in Pennsylvania. Caraco is a registered representative of PMG Securities Corp., New York City.

Eddy SeniorCare of Schenectady has appointed **Caryn Carline** human resources manager and **Allyson Zehrhuhs** community relations and intake coordinator. Carline worked at Market Insights. Zehrhuhs was with the Enriched Housing and Homemaker programs for Family and Child Service in Schenectady.

Arthur LaFleur and **Rachel Zimolka** have joined **Sunmark Federal Credit Union** as dealer relationship specialist and business development representative, respectively. LaFleur oversees Sunmark's indirect lending program; Zimolka serves as liaison between Sunmark and its more than 200 employer groups.

Thomas Schmitz has been designated a member of **Salomon Smith Barney's** exclusive Blue Chip Council, the company's recognition program for financial consultants who, during their first five years, demonstrate the highest professional standards and excellence in client service.

Scotia residents and **Visiting Nurse Service Association** home health aides **John Butler** and **Christine Murray** were named "Heroes in the Home" by the New York State Association of Health Care Providers as part of *National Home Care Month*. They have been with Schenectady-based VNSA for six and eight years, respectively.

Gada Elkenani and **Gerald Parkes** have joined **Sunmark Federal Credit Union** as sales and service manager and business loan officer, respectively. Elkenani oversees operation of the Glenville branch, while Parkes is responsible for Sunmark's business loan program.

Nurse practitioner **Carol Braungart** has joined **CapitalCare Medical Group** to see patients at its internal medicine office at 2546 Balltown Road, Niskayuna and 1201 Nott St., Schenectady. She most recently was an acute care nurse practitioner with **Northeast Emergency Medical Associates** in the **Ellis Hospital** emergency department.

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