



Important
DATES!

■ THURSDAY, JULY 17

"Business at Breakfast," featuring "Connect with Schenectady" workshop, including marketing and the Internet, e-commerce, search engines and Chamber's new Web site-based opportunities. 7:30 to 9:30 a.m., Hale House at Union College; \$20 Chamber members/\$25 nonmembers. Presented by Tree Top Solutions.

■ TUESDAY, JULY 29

Small Business Council Network Luncheon Featuring Bill Heller. Bill Heller handicaps thoroughbred racing for the Daily Gazette and writes for Thoroughbred Times. Please RSVP to The Chamber and join us at The Roman Villa Restaurant at 11:30 a.m.

■ FRIDAY, AUGUST 22

Chamber's Schenectady Military Affairs Council meeting. 3 p.m., Schenectady County Airport.

■ TUESDAY, SEPTEMBER 23

Annual "Golf & Grill" day benefiting the Schenectady County Chamber Foundation, the Chamber's educational affiliate. 11 a.m., Briar Creek Golf Course, 2347 Pangburn Road, Princetown. Lunch, beverages, round of golf, dinner, auction, prizes. \$125 for Golf & Grill, \$35 for grill only.

For information on any of the above, call the Chamber at 372-5656, fax 370-3217 or e-mail events@schenectadychamber.org



July 2003

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Chamber and 109th Airlift Wing Launch SMAC

The inaugural meeting of the Schenectady Military Affairs Council (SMAC), an initiative headed by The Chamber of Schenectady County, took place in July at the Air National Guard headquarters of the famed 109th Airlift Wing at Schenectady County Airport. A goal of the fledgling group is to work toward ensuring the Guard remains in Schenectady County as the federal government decides whether to close some military bases in the next few years.

"Our Chamber believes that a combined military-civilian council be formed to provide a forum to discuss mutual interests and concerns," says Chamber President Charles Steiner. "Using the county airport facilities provides an integral part in the country's defensive capabilities and has a major impact on the county's economy. We want to foster a strong, positive communication that enhances military and civilian businesses, residents and local and state agencies."

Equally important, notes Steiner, is that everyone should realize that the federal government will be developing a list of proposed military base closings for consideration in 2005, and that it's feared the local Guard base could become a victim of a final plan. "Our region, through this council, must be prepared to oppose any suggestion of eliminating or transferring the 109th Airlift Wing," adds Steiner. "It would be catastrophic to thousands of professional and personal lives in this region, as well as the local business economy. It would be unacceptable, so we must be prepared to support and commit to the Guard base."

Guard officials at the meeting

released information about their facility, the most notable being the more than \$88 million economic impact on the region of the 109th Airlift Wing at the Schenectady County Airport during its 2002 fiscal year. The amount included a \$45.8 million payroll (for 1,305 military personnel, 250 civilians and technicians, and civilian and private business), nearly \$30.5 million in expenditures (service contracts, construction, travel and materials) and an estimated \$11.7 million payroll for secondary jobs created by the base operation.

The 109th Airlift Wing's mission is to provide for the rapid deployment of combat forces and supplies throughout the world, and is responsible for support to the U.S. Antarctic Program. The 109th maintains and operates the only LC-130 ski-equipped military aircraft unit in the world.

The council agreed on several goals:

- Act as liaison among the 109th Airlift Wing, other regional military units and Schenectady County

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Col. Max Della Pia, at podium, commander for the 109th Airlift Wing at the Schenectady County Airport, welcomes attendees at the first meeting of the Schenectady Military Affairs Council. The group's next meeting is set for August 22 at the airport.

Tech Valley Chamber Coalition: One Year Later

Editor's Note: The following Tech Valley update report was compiled by the presidents of the three founding members of the Tech Valley Chamber Coalition: Charles Steiner of The Chamber of Schenectady County, Lyn Taylor of the Albany-Colonie Regional Chamber of Commerce and Linda Hillman of the Rensselaer County Regional Chamber of Commerce.

One year ago, amid some fanfare, the Tech Valley Chamber Coalition was launched, promising to foster unprecedented collaboration among organizations to promote the assets and advantages of the area not as individual communities, but rather as a region. At the time, there were more than a few skeptics who envisioned another failed effort at regionalism.

One year later, the coalition's momentum – spurred by the excitement and enthusiasm of leaders in the business, government and education sectors that see an extraordinary opportunity to move the region forward – has answered the critics.

Promoting Tech Valley

Within nine months of coalition formation, 13 additional chambers of commerce from all 17 counties in the Tech Valley region signed on as partners – in stark contrast to previous efforts designed to get just the four counties in the immediate Capital Region on the same page. Then, in May, the board of directors of the Orange County Chamber of Commerce passed a resolution asking to be included as part of Tech Valley, expanding the region to 18 counties, and the coalition to more than 18,000 businesses that employ nearly 450,000 individuals.

This fall, the campaign to market Tech

Valley will have tangible results. The coalition is working together with the Center for Economic Growth, a host of marketing firms and the Capital Region Media Alliance to develop a first-ever promotional campaign to spread the message of Tech Valley to a wider audience. Using the theme, "We are Tech Valley. We are the Future," the TV, radio and print marketing campaign – valued at more than \$1 million – will focus on the pride, positive positioning and promise of the region. Teaser ads have already begun to appear in various media, with the full launch of the campaign scheduled for this fall.

And, work is now underway on a promotional magazine, *Images of New York's Tech Valley*, which will be used by all 18 counties in promoting the region – a first-of-its-kind publication that each chamber will use to showcase the quality of life and business opportunities available in Tech Valley.

Cooperative programming

Believe it or not, when the announcement of the coalition's formation was made, the boards of directors of the Albany-Colonie, Rensselaer and Schenectady chambers were brought together for the first time ever. In fact, never before had the leaders of the three organizations joined forces to share ideas and a vision for the future.

In early February, the coalition led a delegation of 30 business and community leaders – 10 from each chamber – to Austin, Texas to meet with top officials at International SEMATECH and Tokyo Electron Ltd. (TEL). The trip helped each chamber gain a greater understanding of the needs of the two consortiums, which was expected, but it also had unexpected outcomes. Business people from each

chamber – who, again, ordinarily would be working competitively rather than cooperatively – came away with a stronger realization of the need to work together to maximize the opportunity, and SEMATECH and TEL saw firsthand a united business community, a crucial first impression of our region.

Later in February, the chambers combined to bring internationally known author and sales and customer service expert Hal Becker to town for a very successful seminar, evidenced by a sold-out crowd of more than 300 members from all three chambers.

And, in April, the Albany-Colonie, Rensselaer and Schenectady chambers were joined by the Plattsburgh-North Country, Southern Saratoga, Bethlehem, Fulton County, Guilderland, Greater Southern Dutchess, Latham and Schoharie County chambers of commerce in sponsoring the third annual Summit in Tech Valley, the region's premier technology event bringing together more than 600 attendees to discuss Tech Valley's high-tech future.

Advocacy

According to the annual Marvin and Company survey, the major issue facing businesses in the Capital Region is the cost of healthcare. During 2002, shortly after the formation of the coalition, the Albany-Colonie, Rensselaer and Schenectady chambers played an integral role (along with chambers from throughout the state) in efforts that led to the passage of legislation making health insurance more accessible for sole proprietors. As a large number of businesses start with just one employee, the chambers see the cost of health insurance for sole proprietors as an important economic development issue – one that was more effectively addressed by

We Are Tech Valley. We Are The Future.

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Thunderbirds to Soar Over Schenectady County

The U.S. Air Force Thunderbirds, one of the world's elite jet teams, will headline the Flight 2003 Air Show at the Schenectady County Airport, Glenville, on August 23 and 24, the first time in a decade that the crowd-pleasing squad will be at the local show. The Thunderbirds' Capital Region performance will be part of its 50th anniversary tour.

This marks the second straight year that the Capital Region plays host to an elite jet team. Last year, more than 70,000 people turned out to watch the U.S. Navy Blue Angels perform in Glenville.

"Hosting two of the world's elite jet teams in back to back seasons elevates our show to a new level," says Flight 2003 Air Show Director John Panoski. "In just a short time, the Capital Region has gained a reputation as a premier stop on the air show circuit for some of the world's best pilots and performers."

The Thunderbirds' signature aircraft is the Lockheed Martin F-16 Fighting Falcon. A Thunderbirds air demonstration is a mix of six aircraft, performing formation flying and solo routines at speeds of more than 1,300 miles per hour. The four-aircraft diamond formation demonstrates the training and precision of Air Force pilots, while the solos highlight the maximum capabilities of the F-16 Fighting Falcon. The pilots perform about 30

maneuvers in their program that runs a total of 75 minutes.

Since the unit's inception in 1953, more than 315 million people in all 50 states and 60 foreign countries have witnessed the red, white, and blue jets in more than 3,500 official

aerial demonstrations.

The Flight 2003 Air Show will commemorate the centennial anniversary of the Wright Brothers' historic first flight, and will trace aviation's progress through a volatile and important century - from Charles Lindbergh's solo flight across the Atlantic Ocean in 1927 to the high-powered precision bombing of Operation Iraqi Freedom.

Tickets for the show are on sale this month at the Empire State Aerosciences Museum at the airport and at

Capital Region Price Chopper supermarkets. Ticket applications also are available via the air show Web site at www.esamairshow.com.

Air show volunteers may call the ESAM show office at 377-1034 for information.

Proceeds from the show benefit more than 20 local non-profit, service organizations and ESAM, a non-profit institution that houses a unique collection of aviation history.



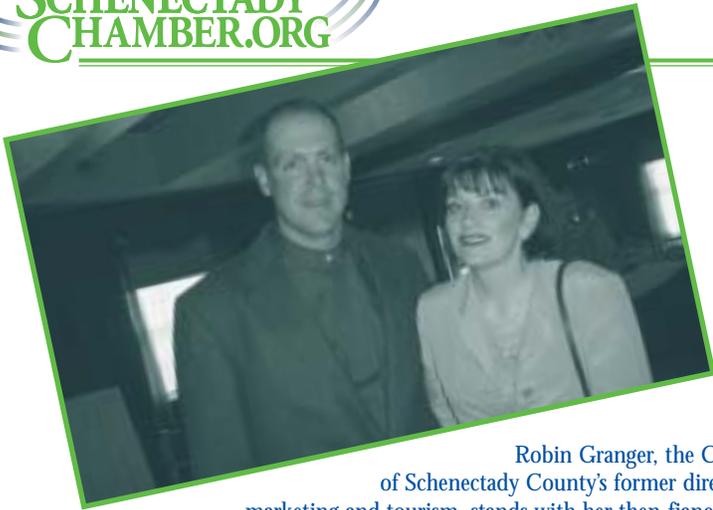
Advertising Opps with Tech Valley Magazine

The Tech Valley Chamber Coalition is continuing its promotion of upstate New York's 18-county Tech Valley region by participating in *Images of New York's Tech Valley*, a magazine that will be distributed nationally.

The four-color magazine from Journal Communications will showcase the people, natural beauty and progressive business climate of the region through original photography and professionally written stories.

Chamber of Schenectady County members can expect to be contacted by sales representatives of Journal Communications to determine if they want to purchase advertising in the publication, which is expected to become an annual magazine that will promote the region to prospective residents, businesses and visitors. Distribution of the magazine will be especially helpful to the Tech Valley Initiative as the region continues to gain acclaim as a hotbed of high-technology businesses and related commercial ventures.

To learn more about advertising opportunities and options in *Images of New York's Tech Valley*, contact magazine representatives toll-free at (800) 333-8842.

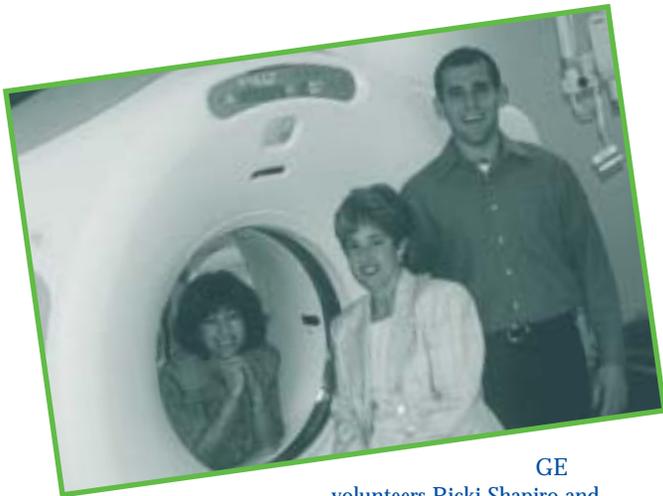


Robin Granger, the Chamber of Schenectady County's former director of marketing and tourism, stands with her then-fiance Steve Buckbee during a going-away party hosted by Angelo Mazzone, owner of Glen Sanders Mansion and chair of the Chamber's Tourism Committee, which Granger oversaw before leaving in late May for a new position with the Saratoga Convention and Visitors Bureau. The couple was married June 7. Buckbee is a former co-owner of Albany-based and Chamber member Digital Page, and his new outdoor recreation business - Forest Glen Enterprises - is a current Chamber member.

Members of Leadership Schenectady 2003 participate in one of their favorite activities - eating lunch - during the final class held in June at the main GE plant in Schenectady. Actually, the group that day took in-depth tours of the GE facility and the new headquarters of the state Department of Transportation Region 1 offices on State Street. The program for community and business leaders is sponsored by the Schenectady County Chamber Foundation, the educational affiliate of The Chamber of Schenectady County. The 24-member class graduated from the six-month course June 25 in a ceremony held at the Mohawk Golf Club (details will be available in the August schenectadychamber.org).



THE CHAMBER ON THE ROAD



GE volunteers Ricki Shapiro and Mike Piliod flank Debby Mullaney, chair of the Ellis Hospital Foundation's board of directors, as they look over the new GE Lightspeed CT Scanner after GE donated more than \$218,000 through its "More Gifts ... More Givers" program in which the company matches employee and retiree donations to eligible organizations. The foundation is using some of the money to pay for the scanner and for a GE digital mammography unit, as well as for renovations to the Golub Center for Emergency Services.



Schenectady County Legislature Chair Peter Guidarelli and Legislator Cristine Cioffi join a room full of school and elected officials and students as the results of "Student Solve 2003" are presented at Schenectady County Community College. The youth empowerment program brought together students to help develop solutions to several problems facing the county and encourage them to work as a unified team. The program is sponsored by the school districts, SCCC, Schenectady County and the Chamber of Schenectady County's Business and Education Partnership, a program of the educational affiliate Schenectady County Chamber Foundation.

Military Affairs

(continued from cover page)

- Develop improved understanding between the military and civilian communities
- Solve problems of mutual concern
- Provide continuity in community relations when military and community leadership changes
- Establish a shared communication network
- Promote continued growth of the region's military units and Schenectady County Airport
- Recognize and publicly celebrate the mutual successes of the military and community.

The SMAC is chaired by Roger Hannay of Hannay Reels, with administrative support from the Chamber.

The next meeting of the council is set for August 22 at the airport, when it's expected the attendees will continue efforts in organizing the group and also have an opportunity to meet the entire crew of the U.S. Air Force Thunderbirds jet precision team, which will headline Flight Airshow 2003, slated for August 23 and 24 at the Schenectady County Airport.

Got News?

We know you've got news about your company or organization, so be sure to share it with your colleagues at The Chamber of Schenectady County! Your newsworthy items could end up in the schenectadychamber.org newsletter or on the Chamber Web site.

Send us your news – a personnel announcement, a special event, an offer or discount program for Chamber members, or a new or expanding business and organization. You choose the topic and submit it via fax at 370-3217 or e-mail info@schenectadychamber.org.

Gail Kehn Named Chamber's Tourism

Gail Kehn, most recently the assistant director of the Downtown Schenectady Improvement Corporation (DSIC), has joined The Chamber of Schenectady County as director of marketing and tourism.

"We are so pleased to have Gail join the Chamber," says President Charles Steiner. "The Chamber's close association and excellent working relationship with the DSIC was greatly fostered by Gail and her work with the group, so she comes to us already familiar with much of our operation and staff. Many people may not be aware of the fact that Gail was a member of the Chamber's Tourism Committee as a representative of the DSIC. She takes another step forward in that area because now she's the Chamber staff member in charge of the Tourism Committee."

Since September 2001, Kehn was assistant director of the DSIC, which operates the city of Schenectady's first-ever downtown Business Improvement District. She assisted Executive Director John Samatulski in establishing programs for the BID while managing the agency office. Her responsibilities included the coordination, design, data collection, content development and printing of an annual cultural venue and shopping guide, the DSIC annual report and newsletter, and event invitations. Kehn also coordinated and assisted in organizing

several downtown Schenectady special events, including the Stockade Walkabout, the welcoming fairs for workers at the MVP Health Care and state Department of Transportation Region 1 headquarters office buildings, the Kids Art Festival and a "welcome back" day for Union College students.

Kehn administered I LOVE NY funds made available to the DSIC by the Chamber via its contract with the state agency, and helped coordinate a partnership among several cultural and tourism businesses in developing a countywide cultural tourism Web site.

Previously, Kehn was executive assistant and office manager for the Downtown Albany Business Improvement District, director of development for the March of Dimes Birth Defects Foundation, and special events coordinator for the American Lung Association's Long Island Chapter.

Kehn can be reached by calling 372-5656 or via e-mail at gkehr@schenectadychamber.org.



Gail Kehn

Tech Valley Chamber Coalition

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joining forces, with members of each sharing the benefits.

In short, it has been a busy year, but most notably, one that has seen significant strides forward for the coalition and the region. In fact, at a time when business leaders throughout the country are

discussing how to deal with the lingering effects of the recession, there is a sense of optimism and opportunity in Tech Valley - and even better, the groundwork is in place for an economic renaissance that will impact every business, and more importantly, every individual and family, in our Tech Valley region.

DSIC Seeking Job Applicants

The Downtown Schenectady Improvement Corporation, operator of the downtown Schenectady business improvement district, is seeking applicants for assistant director and a part-time bookkeeper.

A dynamic individual is needed to assist the DSIC executive director in all aspects of management. Fundraising and/or bookkeeping experience is a plus. An individual with non-profit organization bookkeeping experience is needed for the bookkeeper post.

Send resumes and salary requirements for both positions to the Downtown Schenectady Improvement Corporation, 184 Jay St., Schenectady, NY 12305, or fax the information to 377-9433. More information is available by visiting www.downtownschenectady.com.

Annual "Golf & Grill" Fundraiser Celebrates Fall

"Golf & Grill 2003," an annual fundraiser benefiting the Schenectady County Chamber Foundation, the Chamber of Schenectady County's educational affiliate, is issuing a special challenge to duffers on golf courses far and wide: You have played all the rest, now play the best.

By the time the event rolls around on September 23, golfers will have participated in a full summer season of the sport, and they can celebrate the first day of autumn by battling the greens at least one more time at the Briar Creek Golf Course, 2347 Pangburn Road, Princetown.

"This year's Golf & Grill promises to be another fun, exciting and rewarding event," says Chamber President Charles Steiner, who trades in his trademark suit that day for the more traditional casual golf attire to take part in one of the many foursomes that travel the course. "Our September golf outing could give all golfers one final chance to hit the links while the good weather remains, and it may help some of the participants get a last chance to break par for the season! On a more serious note, their donations to the Foundation will help a very worthy cause - that of ensuring that school students across the county are able to participate in the organization's valuable programs."

The Foundation operates or assists several projects in the public high schools serving Schenectady County, including a mentoring

program, the awarding of Leonard K. Doviak Memorial Scholarships and the Career Exploration Internship Program.

Returning this year as Golf & Grill 2003 event chair is avid golfer Warren Camp, a member of the Chamber's board of directors, and a principal in two Schenectady-based companies - Erie Crossings and The Auto Saver Systems - that are members of the Chamber.

The costs for this year's event remain the same as in 2002: \$125 per person for lunch, 18 holes of golf and the grill dinner. Tickets for attending the grill dinner only are \$35 per person. Golfers may reserve their own foursomes, or be assigned to a foursome. The scramble format gets underway with a shotgun start at noon, preceded by an 11 a.m. lunch at the course.

All of the popular contests are to be held, including the hole-in-one, closest to the pin, straightest drive, putting and hit to the green. Plans also call for a Chinese auction to return, giving participants the chance to win prizes via raffles.

The Chamber and its Foundation continue to accept golfer registration, sponsors, prize donors and volunteers to assist with the event. Information and reservations are available by contacting the Chamber and speaking with Gail Kehn, the Director of Tourism and Special Events.

Reach Out and Touch Someone ...

Through advertising in your Chamber newsletter!

Chamber members are privy to special advertising rates, ranging from \$50 to \$400 for various size ads - and our staff will design the ad at no additional cost if camera-ready art is not available! Or insert your own flyer for \$300.

Advertising opportunities are available only to Chamber of Schenectady County members in good standing.

Call 372-5656, fax 370-3217 or e-mail info@schenectadychamber.org for information.

Metroplex Selects Agency to Market Redevelopment Efforts

The Schenectady Metroplex Development Authority has named Eric Mower and Associates (EMA), a Chamber of Schenectady County member, as its marketing partner to brand and promote Schenectady as redevelopment projects move forward that will make the community a destination for businesses and residents.

“EMA has significant expertise in economic development marketing, and they offer the full range of services,” says Jayme Lahut, Metroplex executive director. “Working with our economic development partners, we believe the time is right to spread the good news about Schenectady. We are excited about what is taking place in Schenectady. We believe a cohesive marketing program can attract jobs, businesses and investment in the

community.”

Metroplex was established in 1998 with the mission of enhancing long-term economic vitality and quality of life in Schenectady County. In the past three years, Metroplex has awarded nearly \$40 million for various projects that have leveraged more than \$100 million in private investment.

“Schenectady was at the center of many of the technological innovations of the last century,” says Rick Lyke, EMA’s senior partner. “Metroplex and others in the community have done a great deal of work to put into place the ingredients that can spur a successful revitalization program. Our job will involve creating the tools to make the world aware of this positive momentum.”

EMA has worked on a variety of significant economic development campaigns, including projects for the Buffalo-Niagara Enterprise, New York State Canal Corp., Niagara Mohawk, Empire State Development Corp., Business Council of New York State, PSEG Power New York, CSX Transportation, Fort Drum Regional Liaison Organization and Rochester Convention and Visitors Bureau. The firm has offices in Buffalo, Rochester, Syracuse, Albany; Portsmouth, New Hampshire; and Atlanta, Georgia. It is ranked by Adweek magazine among the top 100 agencies in America. Visit www.mower.com for information.



Schenectady County Community College requests the assistance of each Chamber member by taking 10 minutes to complete the enclosed “Community Employer Survey.” The results of the survey will be used by the College to assess employer satisfaction with SCCC graduates in the workplace and to determine current and future employment needs.

SCCC is proud of its ongoing partnership with the Chamber of Schenectady County and with many of its individual members. Your participation in this survey will assist the College with the assessment of its academic programs, with national accreditation requirements, and with its basic mission of serving community needs especially in the area of workforce development.

We would like to thank you in advance for your participation and continuing support of your community college. We look forward to using the survey results to strengthen both our academic programs and our graduates as potential employees.

A handwritten signature in blue ink that reads "Gabe Basil".

Gabe Basil
SCCC President

Celebration Marks \$250,000 Renovation to Glen Sanders Mansion Inn

The Chamber of Schenectady County co-sponsored a June after-hours networking mixer at Glen Sanders Mansion to herald completion of more than \$250,000 worth of renovations to the Mansion Inn, part of the huge Scotia-based operation owned and operated by Angelo Mazzone.

All of the renovations were designed to move the popular and historic business site "to the next level," according to Mazzone, whose Glen Sanders Mansion chefs provided fancy appetizers and treats for the event.



Chamber staff members Linda Staroba, left, and Susan Rank join the crowd in appreciating treats created by the Glen Sanders Mansion chefs during a networking mixer held to mark completion of more than \$250,000 in renovations to the Mansion Inn.

Ambiance Interiors by Maryann Pasquali developed a unique personality for each room at the inn via use of new wallpaper, carpeting, pillow-topped mattresses, comforter sets, window treatments and accoutrements. All rooms are equipped with 27-inch color TVs housed in new armoires with CD clock radios. Six rooms were converted from containing two Queen-size beds to junior suites with king-sized sleigh beds, hand-carved desks and sitting areas. The suites are equipped with in-room safes, refrigerator, luxurious robes, CD stereos and DVD/VCR players, in addition to marble, 3-headed showers, gas fireplace and newly tiled two-person Jacuzzis.

The elevator serving the inn have been upgraded with wood paneling and engraved mirrors. The breakfast kitchen has been redesigned to provide room guests with free deluxe Continental breakfasts, along with Mansion-baked cookies, coffee and cappuccino during check-in and throughout the day. By summer's end, a business center - featuring Mac and PC computers, printer, copier, data ports, fax machine and telephone - will be completed.

Tours are available to the public on request.

The Chamber of Schenectady County

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Mission
To drive a strong business climate throughout Schenectady County.

Hours
Monday - Friday
8 a.m. - 4:30 p.m.

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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