

# CONNECTIONS

The Monthly Newsletter of The Chamber of Schenectady County

Delanson • Duanesburg • Glenville • Niskayuna • Princetown • Rotterdam • Schenectady • Scotia

November 2002

## Here Come Santa and the Chamber's 33rd Annual Christmas Parade

With apologies to original songwriters J. Fred Coots and Henry Gillespie:

**Oh!  
You better watch out,  
You better not cry,  
You better not pout,  
I'm telling you why:  
Santa Claus and the Chamber of Schenectady County's  
Gazette Christmas Parade are coming to town!**



*Merritt Majorettes and dancers from the school perform a special routine in front of historic Proctor's Theatre during the 32nd annual Gazette Christmas Parade last year. The parade and festive performance also took place during Proctor's 75th anniversary gala year.*

When Coots and Gillespie penned the catchy holiday song in 1934, little did they know their version of Santa Claus coming to town would attract thousands of spectators to the annual Chamber of Schenectady County Christmas Parade. This year, the *Gazette* Christmas Parade will step off at 7 p.m. Friday, November 29 - the night after Thanksgiving - from Schenectady County Community College (SCCC) and proceed east along State Street. The *Gazette* Newspapers, in its final year of a major sponsorship agreement for the event, will make all the arrangements for Santa Claus to take his traditional spot at the end of the parade.

"This will be my first year as Chamber president to experience this joyous holiday event, and I am looking forward to the occasion," says Charles Steiner. "I've heard about this parade for many years even in my former Chamber position in Niagara Falls. It has a great tradition, and people from far and wide know about it, talk about it in glowing terms and relish the chance to cheer the marchers on."

"We had a record-setting parade last year, and I truly believe we can set more records this year, especially in terms of enjoyment and happy holiday feelings," says Onnie Nappi, who is serving his 32nd year as parade chair.

This year's parade theme, "Schenectady Loves New York," is in honor of the Silver Anniversary of the world-famous I LOVE NY tourism campaign. The Chamber of Schenectady County is the designated tourism promotion agency for Schenectady County and, as such, works closely with the state program and receives an annual matching grant from the state's Division of Tourism. The *Gazette* Newspapers, publisher of *The Daily Gazette* and *The Sunday Gazette* newspapers, is marking its final year of a three-year commitment as the parade's major sponsor.

*(continued on page 6)*

## Save These Dates...

**NOVEMBER:** Open enrollment month for Chamber of Schenectady County members' healthcare and dental plans. Choose or change healthcare and dental provider. Contact Linda Staroba, member benefits director, at 372-5656, by fax at 370-3217 or via e-mail at [lstaroba@schenectadychamber.org](mailto:lstaroba@schenectadychamber.org) for information.

**THURSDAY, NOVEMBER 14:** "Integrating the Web into a Marketing Campaign" workshop at Chamber headquarters, 306 State St., Schenectady. 7:30 to 9 a.m. Session cost is \$45 per Chamber member and \$60 per nonmember, and includes breakfast. Chamber-sponsored event features Union College Webmaster Tom Smith. Call the Chamber at 372-5656 for reservations.

**TUESDAY, NOVEMBER 26:** 3rd annual Community Tree Lighting ceremony, co-sponsored by The Chamber of Schenectady County. 5 p.m. at Veterans Park and Schenectady County Courthouse, Schenectady. Free. Guest speakers, live performance of holiday music, ceremonial tree lighting. Ceremony followed by 3rd annual Proctor's Theatre Holiday Showcase preview party at the restored vaudeville house, 432 State St., Schenectady. Chamber member discount price of \$25 in advance of party includes viewing of decorated holiday trees, food and entertainment. Cash bar available. Call the Chamber at 372-5656 for party reservations.

**FRIDAY, NOVEMBER 29:** 33rd annual *Gazette* Christmas Parade presented by the Chamber and sponsored by The *Gazette* Newspapers. 7 p.m. start at Schenectady County Community College and proceed east along State Street and through downtown Schenectady. Sponsors, volunteers and participants contact Robin Granger at the Chamber, 372-5656, fax 370-3217 or e-mail [rgranger@schenectadychamber.org](mailto:rgranger@schenectadychamber.org).

## Open House Marks JCC Expansion

A \$3.8 million expansion and renovation project at the Schenectady Jewish Community Center (JCC), 2565 Balltown Road, Niskayuna was celebrated with an open house and dedication ceremony during October that saw more than 400 people visit the “new” center.

The facility has been renamed the Robert & Dorothy Ludwig Schenectady JCC on the Golub Family Campus in honor of the two patrons whose generosity was instrumental in getting the center’s capital campaign started, with more donations made by center members and non-members.



*Bea Hahn, left, membership director at the expanded Robert & Dorothy Ludwig Schenectady Jewish Community Center on the Golub Family Campus in Niskayuna welcomes new member Barbara Kelly during the center’s open house and dedication ceremony with the gift of a JCC sports bag. More than 400 people attended the event marking completion of a \$3.8 million expansion project.*

Officials said memberships are open to the public at various individual and family fees. Call the center at 377-8803 for more details.

The center includes a 3,000-square-foot fitness center with 53 pieces of state-of-the-art equipment, a heated indoor pool, new whirlpool, lockers, and steam and sauna rooms for men and women. The children’s wing has a full roster of early childhood programs, childcare for infants, nursery school, and kindergarten and after-school programs. The adult wing houses lessons in watercolors, photography, mah jongg, bridge and tai chi.

### Free Tax Seminar

A free tax seminar dealing with record keeping for better and easier tax preparation will be held from 7 to 9 p.m. Wednesday, November 20 at the Schenectady County Community Business Center, 920 Albany St., Schenectady.

Call the center at 382-3069 for information and reservations.

## Housing Exposition is November 14

The 3rd annual Investor Housing Exposition, sponsored by the Schenectady Rental Property Owners’ Association and the Capital District Association of Rental Property Owners, will be Thursday, November 14 from 4 to 9:30 p.m. at the Italian-American Community Center, 257 Washington Avenue Extension, Albany.

The show is free and open to the public. Professionals from the rental prop-

erty industry will be present to provide literature and the latest information about rental properties and their ownership/management. There will be refreshments, door prizes and raffles.

Some exhibitor booths and corporate sponsorships may remain available at a cost of \$150 and \$500, respectively. Information about the show, booths and sponsorships is available by calling 374-6367.

## Bellevue to Expand Mobile Testing with \$250,000 Grant

Bellevue Woman’s Hospital in Niskayuna is receiving a \$250,000 state grant to expand its Mobile Mammography Program by purchasing a larger, self-contained coach with separate examination room, mammography suite and x-ray film processor on board.

“The self-contained unit will present greater efficiency to service even more women and provide easier access, allowing us to perform the exam at virtually any site,” says Jennifer Cassin, Bellevue’s chief of patient services.

The mobile service travels to senior centers, businesses, shopping centers, cultural centers and other sites when requested. Four more hospitals across

the state received similar state grants. Bellevue’s program began in 1997, and has served more than 1,200 women each year in Schenectady, Albany, Rensselaer, and eight other Capital District counties before ending in June 2001 due to limited finances. The program resumed in September with funding from the state Health Department, The Community Foundation for the Capital Region and Air and Water Works.

The new coach is expected before year’s end and will serve up to 3,600 women annually. Organizations and businesses interested in arranging for a visit and women wishing to schedule a mobile mammography may call toll free (888) 423-3366 for information.

## Wrestling Hall of Fame Plans Opening

The Professional Wrestling Hall of Fame will host a grand opening from 5 to 8 p.m. on Thursday, November 14, at 123 Broadway, Schenectady.

The event was delayed due to the construction of the new regional office of the state Department of Transportation across Broadway from the facility.

The hall earlier this year received one of 17 matching fund grants from The Chamber of Schenectady County, with the funding made available by the Schenectady County Legislature. Hall of Fame officials during the spring hosted a sold-out dinner at Glen Sanders Mansion and wrestler induction ceremonies at Proctor’s Theatre.

## Chamber Member is Latest SATOP Success Story

Chamber of Schenectady County member Myers Ballet School, the resident company of Proctor's Theatre in downtown Schenectady, has gotten some "out-of-this world" help in solving acoustic problems with its dance studio, complements of NASA's Space Alliance Technology Outreach Program (SATOP).

SATOP is offered as a Chamber member benefit to companies and organizations that are experiencing various problems that the expertise of NASA and agency-related experts can solve. The Greater Syracuse Chamber of Commerce is SATOP's New York state administrator, and the organization contracts with the Chamber of Schenectady County to perform the service locally.

SATOP provides small businesses with up to 40 hours of free technical assistance through use of the U.S. Space Program, aerospace contractors, NASA field centers, universities and colleges. These organizations join SATOP as "space alliance partners" to donate time and expertise to help the program speed the transfer of high technology to the private sector.

In Myers' case, the dance studio in the former Odd Fellows Hall, built in the 1920s, was an acoustical nightmare,



*Darlene Myers, director of Myers Ballet School in downtown Schenectady, talks about the help her business received from the Space Alliance Technology Outreach Program (SATOP) during a recent "Business at Breakfast" event sponsored by The Chamber of Schenectady County. SATOP is a NASA-funded program administered locally by the Schenectady Chamber.*

with the problems compounded by the addition of mirrors on the walls and linoleum floors, along with the echo

created in the large dance studio. "The sound was actually painful at times - almost like being in a tin can," says Alice Manzi, Myers' scenic designer. "We've been trying to correct the problem for more than five years."

Manzi heard about the Schenectady Chamber's SATOP affiliation and visited with the organization's coordinator, Dominic Tom, who also is the public affairs and communications manager. She then filed a request for assistance with SATOP and quickly got a response from Lockheed Martin, which assigned the project to Andy Testa, a robotics engineer in Houston, Texas. Testa, who coincidentally has a personal hobby of installing home theaters, advised and assisted Myers officials to create sound absorbers made from fiberglass insulation and polyester batting and to attach the equipment in the corners of the studio.

Two of the panels have been installed, notes Manzi, "and the acoustical improvement was immediately noticeable." Director Darlene Myers says two more panels will be erected - all at a cost of less than \$500 to the studio.

## SCCC Sets Fall 2002 Special Events

Schenectady County Community College (SCCC) has announced its fall series of special events and performances.

- The SCCC Players present, "As You Like It," by William Shakespeare at 8 p.m. Thursday, November 21; 2:15 and 8 p.m. Friday, November 22; and 8 p.m. Saturday, November 23 in the Taylor auditorium. Tickets are free for SCCC students, faculty and staff, \$5 for the public, and \$3 for students and senior citizens.

- All of the following events are free and open to the public, and will be held in the Taylor auditorium: The SCCC Guitar Ensemble at 7:30 p.m. Monday, November 25; the SCCC Chorus/Vocal Chamber Ensemble at 7:30 p.m. Monday, December 2; the SCCC Jazz Ensemble at 7:30 p.m. Wednesday, December 4; and the SCCC Wind Ensemble at 7:30 p.m. Friday, December 13.

- A Kwanzaa celebration will be held

from 11:30 a.m. to 12:30 p.m. Thursday, December 5 in the activity forum, Elston Hall in a free and public event.

- A free and public performance of the SCCC Woodwind Chamber Ensemble will be held at 7:30 p.m. Monday, December 9 in the Lally Mohawk Room of Elston Hall.

Call the SCCC Public Relations Office at (518) 381-1250 for event information.

The events are sponsored by the Community and Cultural Events Committee, Student Government Association, Faculty/Student Association, Student Activities and other groups on campus, and are made possible in part with public funds from the New York State Council on the Arts Decentralization program. The program is administered by the Albany/Schenectady League of Arts in Albany and Schenectady counties.

## "Cardiac Classic" Set for Thanksgiving

The St. Clare's Hospital Cardiac Classic - a wellness walk, 5k run and Duck Pond fun run - will be held Thanksgiving Day, November 28 in Central Park, Schenectady. Registration deadline for the event is November 22.

The wellness walk and fun run are free, but a completed registration/waiver form must be submitted for the events by the deadline. The 5k run, for runners only, costs \$15 per person by the November 22 deadline, \$20 on November 27 (registration available that day from noon to 7 p.m. in the St. Clare's Hospital auditorium) and \$25 on the morning of the race (registration from 7 to 8 a.m. in Central Park). The wellness walk begins at 8 a.m., followed at 9 a.m. by the race and 10 a.m. by the fun run.

Call 347-5074 for more information.

# On the Road With Your Chamber



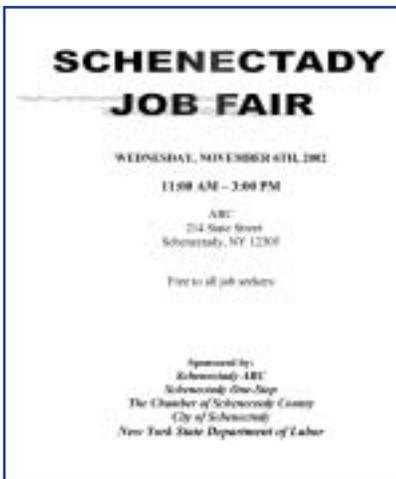
Mason Tolman, director of marketing services for Albany-based Sawchuk, Brown Associates (standing at left) and Bill Schwarz, Union College's director of corporate and government relations, present the first of a three-session marketing program, "Building a Brand: An Integrated Marketing Approach," during October at The Chamber of Schenectady County office. Tolman, Schwarz

and class members had a lively discussion about integrated marketing strategies for business and organizations. The second workshop, dealing with advertising strategies, was moderated by AdMania President Michael Massey on October 31. The finale, "Integrating the Web into a Marketing Campaign," will be held November 14 at the Chamber offices.



Current and newly recruited members of The Chamber of Schenectady County mingle at an after-hours networking mixer and new-member orientation session held at the Holiday Inn Holidome to celebrate the results of the Chamber's membership recruitment drive that was conducted during October. More than 120 new members joined the Chamber, and that number is expected to swell as initial contacts with prospective members are followed up by Chamber staff and volunteers. Several of the new members were on hand to learn first-hand about the many beneficial programs they are eligible for as a result of their new status.

Pictured right is a flyer that was distributed throughout Schenectady in advance of a November 6 job fair held at the Schenectady Association for Retarded Citizens headquarters and co-sponsored by The Chamber of Schenectady County. Various companies and organizations that had job vacancies to fill installed informational displays at the fair, and several employers reported success in finding potential employees for positions of all skills.



NASA astronaut and Air Force Lt. Col. Ronald J. Garan, Jr. signs an autograph for Jake Lahut during a "Business at Breakfast" event co-sponsored by The Chamber of Schenectady County and Empire State Aerosciences Museum held at Glen Sanders Mansion, Scotia. Garan, who is awaiting assignment to a future space Shuttle project, told the audience about the rigorous training necessary to become an astronaut and presented a video show that demonstrated the precision work necessary in maintaining a successful space program. Jake Lahut, the son of Schenectady Metroplex Development Authority Executive Director Jayme Lahut, told Garan his early dream career is also to become an astronaut.



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Leadership Schenectady graduates recently held a reunion of several past classes at the new Parker Inn at 434 State St., Schenectady, compliments of Christopher Myers, right, of Concord Development Corp., the developer/owner of downtown Schenectady's new upscale hotel and himself a 2002 program graduate. Joining him is graduate Michele Heeran of Sunnyview Rehabilitation Hospital Foundation, while Heeran's husband, Michael, joins in the fun. Leadership Schenectady is a program of the Schenectady County Chamber Foundation, the educational affiliate of The Chamber of Schenectady County. Class registration for the 2003 program is being accepted, and details are in an article on page 7 of this newsletter.



Chamber of Schenectady County Board Chair Lois Smith-Law is flanked by Schenectady Mayor Albert P. Jurczynski and City Council President Denise Brucker as she presents city officials with a gift of appreciation for the city's participation in and support of the My Neighbor residential marketing campaign, sponsored by the Chamber, Schenectady County Legislature and The Gazette Newspapers. The presentation was made at the most recent City Council meeting. My Neighbor, since its June 2000 inception, has been credited partially with reversing what had been a lagging home sales rate throughout Schenectady County. Chamber officials are visiting all county municipalities, the county Legislature and other program supporters to present similar gifts that are suitable for public display.

# Member Business News

**Mary Lou Wheeler** and **Mary Ann Ruscitto** have joined the staff at the **Ramada Inn and Convention Center**, Schenectady, as director of sales and sales manager, respectively. Wheeler recently relocated to the Capital District from Cincinnati, Ohio, where she worked in the sales department of the Holiday Inn Cincinnati Airport Hotel. Ruscitto is a lifelong Schenectady resident.

**Michael Karam** is the new general manager for **Northeastern Fine Jewelry**, 1607 Union St., Schenectady, responsible for expanding sales, and developing the company Web site ([www.nefj.com](http://www.nefj.com)) and future store locations. He has eight years of senior management experience. Northeastern's recently remodeled its Union Street store and has a second shop at 1575 Western Ave., Albany.

**John Donhowe, M.D.**, director of the Capital Region IVF Center at **Bellevue Woman's Hospital**, was featured as a resource on infertility on WebMDHealth, which has teamed with RESOLVE, The National Infertility Organization, to gather infertility specialists from across the country to discuss related issues. Donhowe established Bellevue's program in 1994, and it boasts a 25 percent to 38 percent success rate, well above national norms.

For the fourth straight year, **Capital District Physicians' Health Plan, Inc.** has been ranked first by members in a report card issued by the New York State Health Accountability Foundation. Twenty-four health plans statewide were included in the report that evaluated member satisfaction, access, services, customer service, prenatal care, breast and cervical cancer testing, and childhood immunizations.

**Paula O'Shea**, assistant to the branch manager of the Colonie branch of **1st National Bank of Scotia**, has been appointed assistant cashier, an officer position with the bank. She recently completed the bank's management training program, and has worked as a teller, in customer service and in credit. O'Shea worked at community banks in Canton and Canajoharie.

**Girls Incorporated of the Greater Capital Region** has been awarded a \$7,500 grant from the **Schenectady Foundation** to be used for a computer system upgrade. Officials said the upgrade allows the organization to more efficiently track its members' progress and successes in the many programs operated by Girls Inc.

Long time **Schenectady YMCA** member **Jerry Englehardt**, 66, has completed 50,000 miles on the Schenectady facility's indoor running track. "I have been running at the YMCA for almost 50 years," says Englehardt, who started his running career at Hartwick College, Oneonta, in 1954, where he was a member of the cross-country team. He estimates that he has run more than 60,000 miles in his lifetime.

**Christine Perlee** has been named employee of the month for September at Schenectady-based **First Teachers Federal Credit Union** in recognition of her work with select employee groups. Perlee, the credit union's business development officer, has been with the agency since June 2001.

Faculty and staff promotions have been made at **Schenectady County Community College**: **Kim Williams** to instructor in the hotel, culinary arts and tourism; **Brett Wery**, professor in music; **Anthony Sano**, associate professor in music; **Kim Scheuerman**, associate professor in humanities and social sciences; **Bernice Dunn**, counselor in student services; **Jean Bursi**, financial aid specialist; **Linda Watters**, principal clerk in continuing education; **Betsy Napier**, payroll audit clerk; **Pat Whitley**, executive secretary ... The first-ever offering of an associate's degree in chemical dependency counseling is in effect at SCCC. The new program prepares students for employment in residential, in-patient and other rehabilitation centers by offering instruction in prevention, group and family counseling, assessment, treatment, case management, psychopharmacology and working with diverse populations ... Adjunct faculty member **Kristin Bacchiocchi** won second place at the recent National Flute Association's "Young Artist Competition," held in Washington, D.C. She teaches courses in flute, theory and ear training, and regularly performs with the SCCC Faculty Woodwind Ensemble and Tritonis, a professional chamber music ensemble, as a solo artist.

**Living Resources** has named **Nora Grenier** coordinator for Rensselaer and Saratoga counties following three years of work in the agency's after-school program. Grenier is working on a master's degree in community psychology at Sage Graduate School ... Newmeadow Saratoga School, which celebrated its 20th anniversary in September, has received Living Resources' quarterly award of excellence. The school provides pre-school services for children with developmental delays, and physical and occupational therapy.

## Welcome New Members

**Adams Career Transitions, Inc.**  
*Human Resources Consulting*  
John Adams  
423 New Karner Road  
Albany, NY 12205  
(518) 456-5216

**Challenger Learning Center**  
*Education*  
Norman Miller  
793 Skyline Drive  
Schenectady, NY 12306  
(518) 864-5521

**Employer Alliance for Affordable Health Care**  
*Health Care Advocates*  
Pamela Finch  
PO Box 1412  
Albany, NY 12201-1412  
(518) 363-9657

**Five Corners Family Practice**  
*Physicians & Surgeons*  
Marianne Ostrander  
361 Duanesburg Road  
Schenectady, NY 12306  
(518) 357-2011

**Janes S. Gray, LMT**  
*Licensed Massage Therapist*  
670 Franklin Street  
Schenectady, NY 12305  
(518) 366-6845

**Jersen Industries, Inc.**  
*General Contractors*  
John Jersen  
6 Industry Drive  
Waterford, NY 12188  
(518) 233-0600

**Mace Consulting**  
*Training/Management Consultant*  
Douglas L. Mace, Ph.D.  
1085 Rector Road  
Scotia, NY 12302  
(518) 393-5909

**Marty's True Value Hardware**  
*Retailer*  
Emanuel J. Aragosa  
1751 VanVranken Avenue  
Schenectady, NY 12308  
(518) 372-2311

**Pristine Janitorial & Maintenance Services**  
*Janitorial Service*  
Nicholas Jegabbi  
1909 Union Street  
Schenectady, NY 12309  
(518) 382-8642

**Valvoline Instant Oil Change**  
*Automotive*  
Ron Willis  
749 Loudon Road  
Latham, NY 12110  
(518) 785-7813

**Vision Creates**  
*Human Services Consulting*  
Virginia Ann Tomaselli  
2091 Grand Boulevard  
Niskayuna, NY 12309-5837  
(518) 374-6561

## Manpower is a 'Most Admired' Company

Manpower is among Fortune magazine's prestigious list of "America's Most Admired Companies," with the highest ranking in social responsibility, innovativeness and management quality. Manpower has been ranked as a top three staffing firm for the last five years.

Winners were chosen from the 1,000 largest U.S. companies ranked by revenue, with more than 10,000 executives, directors and security analysts rating companies in 58 industries. "Our success in candidate assessment and training, much of which is now conducted through the Web, significantly distinguishes us from our competitors," says Manpower franchise owner Alec Courtney Jr. "It allows us to ensure the best possible match between our employees and the jobs our customers ask us to fill." Manpower has six Capital District offices.

### Attention Members:

November is open enrollment month, the time to review your health and dental insurance enrollment status so that you may add or delete dependent coverage or change medical plans, if you so desire. You may choose among the following health plans:

- Blue Shield of Northeastern NY
- Capital District Physicians' Health Plan (CDPHP)
- GHI HMO
- MVP Health Care

Dental plans through Guardian Dental or American General are available.

For more information, contact Linda Staroba, director of member benefits, at 372-5656, fax 370-3217 or via e-mail at [lstaroba@schenectadychamber.org](mailto:lstaroba@schenectadychamber.org)

The medical benefits program is another member-only program made available by The Chamber of Schenectady County.

# my neighbor

*Find your dream home here!*

*Call the Chamber at 372-5656  
for a free homebuyer kit.*

*My Neighbor is a partnership of the  
The Chamber of Schenectady County,  
Schenectady County Legislature and The Gazette Newspapers.*

**Schenectady County**  
work · play · live



## Parade

*(continued from page one)*

Marchers, sponsors and volunteer workers are still welcome to register for the parade. As of press time for *Connections*, there were 55 entries - six bands, nine fire departments, 20 floats, vintage cars and dancers - and a first-ever giant balloon, much like those seen in the Macy's Thanksgiving Day Parade, courtesy of Golub Corp., parent company of Price Chopper Supermarkets. Parade division sponsors include Schenectady Metroplex Development Authority, GE Power Systems and Holiday Inn. Band sponsors include Ellis Hospital, Marshall & Sterling Upstate, Stewart's Shops and Mohawk Ambulance.

Information, sponsor and registration details are available by contacting Robin Granger, Chamber promotion and events manager, at 372-5656, by fax at 370-3217 or via e-mail at [rgranger@schenectadychamber.org](mailto:rgranger@schenectadychamber.org). The 2001 parade set records with nearly 170 entries and 60,000 spectators. Entry applications, a \$25 registration fee and a description of each entry or organization marching in the parade must be submitted. Entries cannot be processed without the fee and the description.

Schenectady Access Cable Council, Inc., operators of Channel 16 viewed by Time Warner Cable subscribers in the city of Schenectady, towns of Glenville, Niskayuna and Rotterdam, and the village of Scotia, and the Chamber have

agreed to once again telecast the parade live and replay taped versions over the ensuing months.

A route change to this year's parade will give more spectators opportunities to better view the extravaganza while showing off downtown improvements and aesthetics. Officials say the extended route will also cause changes in traffic patterns and commuter bus lines before and during the parade.

The parade will follow its traditional route from SCCC east on State Street through downtown to Lafayette Street. However, rather than turning onto Lafayette at that point to disband as in past years, the parade will continue east along State Street on the Schenectady County Court House side of Veterans Park, turn left on Veeder Avenue, turn west on State Street in front of the MVP Health Care office building and parking garage, and finally turn on Lafayette Street to the Bechtel/MAO parking lot, where the parade ends.

"Our public safety officials have been very cooperative and supportive of this expanded parade route, and they assure us that their staffs can handle the additional length of the parade and the special logistics that must be met to succeed," adds Steiner. "It provides wonderful opportunities for more people to view the entire parade in a beautiful setting."

## Register Now for *Leadership Schenectady 2003*

Registration for *Leadership Schenectady 2003*, a Schenectady County Chamber Foundation program designed to broaden participants' knowledge of community operations, is being accepted through November 29. Classes are held January through June 2003 at various locations.

For each of the past 10 years, classes of up to 25 regional business leaders have graduated from *Leadership Schenectady* and gone on to become active volunteers in the communities in which they reside and work. The training received through the program has made them excellent candidates for positions as key volunteers and board members in community organizations. The program is sponsored by the foundation, an educational affiliate of The Chamber of Schenectady County. Twenty-five students graduated from the *Leadership Schenectady 2002* class.

Information, application forms and registration are available by contacting program coordinator Patricia Barney at the foundation by phone at 372-5656, by fax at 370-3217 or via e-mail at [pbarney@schenectadychamber.org](mailto:pbarney@schenectadychamber.org). An application form is also available on the Chamber Web site at [www.schenectadychamber.org](http://www.schenectadychamber.org).

The cost is \$775 for individuals associated with Chamber members and \$875 for nonmembers. A limited number of scholarships are available. The cost includes all course materials and lunches.

To graduate, students must broaden their understanding of major public policy issues, establish a network of community contacts, promote access among leaders, enhance communication among people of diverse backgrounds and interests, expand their skills and commitment to volunteer and civic causes, and develop their awareness of personal leadership qualities and opportunities.

## Area Businesses Must Return 2002 Economic Census

The U.S. Commerce Department's Census Bureau will send questionnaires to more than 5 million businesses across the country - including 2,100 Schenectady County-based companies - in December to launch the 2002 economic census. Officials say the information is so vital to the economy that recipients are mandated by law to complete and return the reports.

"We strongly encourage our members and nonmembers alike who receive this form to quickly and accurately complete the questions and submit it back to the Census Bureau," says Chamber of Schenectady County President Charles Steiner. "It makes good business sense to complete the assignment because of its impact on America's economy." Steiner notes that businesses may obtain additional data in advance by contacting the Chamber to request a copy of a census information kit that was sent by the bureau in advance of the questionnaire mailing. Copies are available by contacting Dominic Tom, the Chamber's public affairs and communications manager, at 372-5656, by fax at 370-3217 or via e-mail at [dtom@schenectadychamber.org](mailto:dtom@schenectadychamber.org). Additional census information is available at [www.census.gov/econ2002](http://www.census.gov/econ2002).

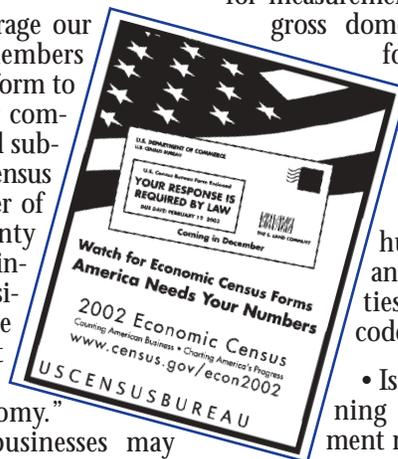
Commerce Department officials note the census, according to Federal Reserve Board Chair Alan Greenspan, is "indispensable to understanding

America's economy ... ensures the accuracy of the statistics we rely on for sound economic policy and for successful business planning."

Adds Kathleen B. Cooper, under secretary of commerce for economic affairs, "The Economic Census produces our most widely used business statistics. It is the primary benchmark for measurement of 96 percent of our gross domestic product and the foundation for most of our economic indicators."

The economic census:

- Provides reports on hundreds of industries and data for states, counties and even some zip codes
  - Is used in compiling planning and market development reports
  - Represents the first official measure of e-commerce for all industries
  - Provides new information on changing business supply-chain functions
  - Supplies the first information on leased employees in business
  - Details expanded information on purchased services and classes of customers.
- Completed forms must be returned by February 12, 2003. For the first time, many businesses will be able to file their forms electronically.



### 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 in *Connections*. And Chamber staff will design the ad as part of the price if camera-ready art is not available!

Or place your insert/flyer in *Connections* for \$200.

Advertising opportunities are available only to Chamber of Schenectady County members in good standing. Contact Dominic Tom at 372-5656, fax 370-3217 or e-mail [dtom@schenectadychamber.org](mailto:dtom@schenectadychamber.org) for information.

## Your Advertising Dollars at Work – With the Chamber

Question: Where can you advertise your services and products year-round for a couple of dollars each day?

Answer: In The Chamber of Schenectady County's *2003 Membership Directory*, now being compiled by Chamber staff and to be available to the public in early 2003.

For the third year in a row, the directory will be distributed free to the public via *The Daily Gazette* on February 5, with several thousand copies given out by the Chamber over the ensuing year at public events, upon request and as part of informational packets compiled by the Chamber.

Chamber members, as part of their benefits

package, receive two free listings in the directory. Members can enhance their visibility by advertising in the directory at special prices and in specially sized ads that are available only to Chamber members. Remember, this handy reference guide is a member-only publication that will be distributed to the public, thus helping Chamber members target a large audience that will have to look elsewhere to find your competition.

In-depth details of this great member benefit are available in a flyer insert in this issue of *Connections*. Look for it now and get your advertising reservations in today by contacting Membership Director Cheryl Sullivan at 372-5656, by fax at 370-3217 or via e-mail at [csullivan@sch-enectadychamber.org](mailto:csullivan@sch-enectadychamber.org).

## Airport "Green" Buses Run on Natural Gas

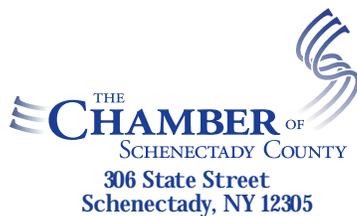
The Albany County Airport Authority is operating new CNG-powered (compressed natural gas) buses to shuttle passengers to and from its popular economy parking lot. The buses are distinguished as environmentally friendly "green" vehicles by the huge daisies painted along their sides. Three CNG-powered pickup trucks have also been ordered.

"The airport is committed to a new generation of vehicles that will offer a clean and cost saving alternative to gasoline or diesel fuels," says the Rev. Michael Farano, chair of the Authority's board of directors. "The selection of CNG-powered vehicles enables the airport to reduce maintenance costs while helping to reduce harmful emissions into the environment."

The 17-passenger buses, equipped with wheel-

chair lifts, operate along a three-mile route between the terminal and economy parking lot. A \$54,000 U.S. Department of Energy grant was used to buy the vehicles. A fast-fill natural gas fueling station has been installed, with the station supplied by connection to a Niagara Mohawk gas main. Natural gas is selling at 25 to 30 cents per-gallon less than the equivalent amount of gasoline or diesel fuel.

The authority plans to replace remaining shuttle buses and many maintenance vehicles with CNG-powered vehicles. Future funding support for the conversion is anticipated through ongoing airport participation in the Capital District Clean Communities Coalition, and initiatives sponsored by the New York State Energy Research and Development Authority and U.S. Department of Energy.



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## Mission

*To create a strong business climate throughout Schenectady County while providing valuable member services.*

## 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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