

INSIDE COLONIE

Chamber of Commerce

March 2009

Colonie is Our Business



A Message from Tom Nolte, Executive Director

The Chamber's recent Annual Dinner Party was a great way to kick off 2009. I want to thank our sponsors, **Bouchey & Clarke Benefits, CDPHP & SEFCU** for their support. Congratulations to David Farstad with **Pioneer Bank** who was recognized as the Chamber's Volunteer of the Year. Thank you for all you do David!

Thank you to David LaVoie of **Insurance Design** and former **South Colonie School District** Superintendent, Mike Marcelle for their service as board members. We welcome new **SCSD** Superintendent, Jonathan Buhner, Terry Hamlin of **First Data Services**, Victoria Hernick of **Bryant & Stratton** and **Capital Bank's** Lisa Welsh to our Board.

For the latest activities, seminars, events and "all things Colonie Chamber" please be sure to consult the calendar page as well as our web-site at www.coloniechamber.org.

Tom Nolte

Tom Nolte, Executive Director

The dinner also marked a "changing of the guard" on the Chamber's Board of Directors. Past Chair, Tom Niles of **Wachovia Securities** took a look back on his many years of service to the Chamber while new Chair, Rod Dion, owner of **Tech Valley Office Interiors**, talked enthusiastically about what's ahead.

Marketing....It's Not Hard.

To market your product to the consumer requires keeping it simple. Keeping it simple is the most important part of your development.

You are looking to communicate to consumers who are interested in your product. Those that want to know; who you are, what you are selling and where they can find you

You want to find those people that are "on" and ready to buy your product as well as communicating to those that are "not on" and ready to buy your product. In marketing terms these are the differences between a "Branding" campaign and an "Action" campaign.

Branding is positioning your company's product and/or services in the mind of your consumer. There are three elements that must be placed in a good campaign. Reach (who you are talking to), frequency (how often you are talking to them) and message (what are you saying about your product). We all know this one; Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun! What a brand!

Once a brand has been established a sales action campaign can be implemented. This is when spending money results in immediate return on your dollar through your marketing.

For more information on "Are You a Brand or Just an Ad Space?", please come to the Brown Bag Lunch Educational Series seminar on April 8, 2009.



Marketing, It's Not Hard! Just Ask...

www.inspiredmarketingsolutions.com

Inside Colonie is brought to you by:

Holiday Inn

ALBANY ON WOLF ROAD

WELCOME! New Members!

COLONIE
Chamber of Commerce

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950 New Loudon Road Latham NY 12110

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950 New Loudon Road, Latham, NY 12110
Phone: (518) 785-6995
www.coloniechamber.org

EXECUTIVE COMMITTEE

Rod Dion, Chairman
Tech Valley Office Interiors

Matt Walkuski, Chair-Elect
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Paul Franklin, Treasurer
The Bonadio Group, CPA's

Connie Larkin, Secretary
Larkin Commercial Properties, Inc.

Tom Niles, Past Chairman
Niles & Carl Wealth Management Group

BOARD OF DIRECTORS

Jonathan Buhner, South Colonie Schools

Randy Ehrenberg, North Colonie Schools

David Farstad, Pioneer Bank

Terry Hamlin, First Data Merchant Services

Victoria Hernick, Bryant & Stratton Professional Skills Center

Michael Hutcherson, SEFCU Insurance Agency

Spencer B. Jones, British American Development Corporation

David Morales, Smith Barney

Felix Perez, Salvation Army Albany Area Services

Lisa T. Welsh, Capital Bank

Arnold Proskin, Proskin Law Firm, General Counsel (Appointed)

CHAMBER STAFF

Tom Nolte, Executive Director
tom@coloniechamber.org

Catherine O'Connor, Benefits Administrator
catherine@coloniechamber.org

Rebecca Crucetti, Administrative Assistant
rebecca@coloniechamber.org

Angela McFarland, General Manager & Editor, Our Towne Colonie
A Community Resource Publication and Chamber Newsletter
angela@ourtownecolonie.com

Mark Your Calendars

Please RSVP to select events by phone: 785-6995
or by e-mail: rebecca@coloniechamber.org

MARCH

5th Membership Committee Meeting, Chamber Office 8am
Leads Group Meeting, Chamber Office 4pm

11th Our Towne Colonie Brown Bag Lunch Seminar Series:
What Does Your LinkedIn Profile Say About You?
Presenter: Melissa Ward, NewWard Development, LLC.
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

19th Leads Group Meeting, Chamber Office 4pm

25th Capital Bank Small Business Seminar Series:
Search Engine Optimization
Presenter: Justin Cresswell, WSG
Chamber Office 7:30-9am \$10/\$15 w/light breakfast

Our Towne Colonie Brown Bag Lunch Seminar Series:
Twitter Means Business! Communicate & Stay Connected
Presenter: Melissa Ward, NewWard Development, LLC.
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

APRIL

2nd Membership Committee Meeting, Chamber Office 8am
Leads Group Meeting, Chamber Office 4pm

8th Our Towne Colonie Brown Bag Lunch Seminar Series:
Are You A Brand Or Just An Ad Space?
Presenter: Walter Porter, Inspired Marketing Solutions, Inc.
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

16th Leads Group Meeting, Chamber Office 4pm

22nd Office Appreciation Day Luncheon
Lunch, Entertainment, Gifts & Prizes
Holiday Inn Albany on Wolf Road, 11:30-1pm \$27

Our Towne Colonie Brown Bag Lunch Seminar Series:
What You Need To Know When Choosing Media
Presenter: Kellye Shaw, Shaw Media,
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

29th Capital Bank Small Business Seminar Series:
Organizational Management/Time Management
Presenter: Kate Baker, Small Business Development Center
Chamber Office 7:30-9am \$10/\$15 w/light breakfast

MAY

6th Our Towne Colonie Brown Bag Lunch Seminar Series:
Internet Marketing - Where Do I Start?
Presenter: Melissa Ward, NewWard Development, LLC.
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

7th Membership Committee Meeting, Chamber Office 8am
Leads Group Meeting, Chamber Office 4pm

11th Annual Golf Outing
Details To Be Announced

20th Our Towne Colonie Brown Bag Lunch Seminar Series:
Networking & Business Mixer Etiquette
Presenter: Melody Burns Idea Practitioner
Berkshire Bank Community Room 151 Vly Road Noon - 1pm \$15/\$18

21st Leads Group Meeting, Chamber Office 4pm

27th Capital Bank Small Business Seminar Series:
Personal Branding
Presenter: Kate Baker, Small Business Development Center
Chamber Office 7:30-9am \$10/\$15 w/light breakfast

Please visit our website
www.coloniechamber.org
for updated
Chamber Calendar information

Members in the News and On the Move!

Tech Valley Office Interiors, a local office furniture dealership, was recently named a DIAMOND LEVEL dealer for the Albany area by the HON company. The Diamond level assures the customer that the dealer has obtained the highest level of sales, receives the best discounting and represents a commitment to the customer for a quality buying experience. Find them on the web at www.techvalleyofficeinteriors.com.



Colonie Chamber Executive Director, Tom Nolte, and Chairman of the Board, Rod Dion, joined the Ribbon Cutting ceremony at the **Berkshire Bank** branch, 151 Vly Road, Colonie unveiling their **NEW COMMUNITY ROOM**. The large multi-purpose space will offer a curriculum of events that is of interest to our communities and features videoconferencing, teleconferencing capabilities, a whiteboard, large plasma TV screen with surround sound and an Xbox. The room is available for use by small businesses, social groups, nonprofits, neighborhood meetings, educational classes, for **FREE** (refundable deposit required). For more information about reserving the room, please contact: Amy Conway, Colonie branch manager, at 518-724-3924.

TALK 1300 Radio has added another local show to its weekday lineup called "Chamber Chat". The program features dialogue with executives from each of the local Chambers of Commerce. The show airs weekly at 6:05 p.m. Mon, Tues, Thurs and Fri. Patrick Ryan, VP of Sales for **TALK 1300** states "Chamber Chat gives each of the major Chambers a powerful platform to share their good news about their members and events". The Colonie Chamber is featured every Friday.



Internet Service Provider **Logical Net Corporation** has added three new sales/marketing representatives to its staff: Christopher Farrell, Michael Mosher and Christine Somers, all of whom were most recently employed by Fortune 100 companies. Together, they have over 25 years of sales experience.

"They each bring particular strengths and talents to Logical Net and will make immediate contributions to the company's continued success," said Richard Frederick, Logical Net's president and CEO. "As a now sales-centric organization, we could not have chosen three more qualified individuals to fill the positions created by our company's new business paradigm."

Logical Net Corporation has been providing network-based connectivity access and data-center services since 1994. They provide a host of data center solutions, hosting services, email security, hosted collaborative software solutions and Internet Access to small to medium businesses.

SEFCU is now offering its members **TUITION DISCOUNTS** at more than 225 private colleges. The Albany, NY based credit union has partnered with **SAGE Scholars**, a Philadelphia-based private college savings program. Members will be able to earn scholarships equal to up to one full year of tuition, based on the balance in their **SEFCU** accounts. "Members can earn tuition rewards similar to how they earn frequent flier miles," said John DeCelle, spokesman for **SEFCU**.

Our Towne Colonie Chamber's
BUSINESS CARD GALLERY

Edward J. Budd, Sr., CPA
and
Robert E. Baker, Jr., CPA
are pleased to announce the integration of their practices
and the naming of the merged firm.
We will now be conducting business as:
budd baker
& associates
CERTIFIED PUBLIC ACCOUNTANTS, PLLC
449 New Karner Rd., Suite 100, Albany, 12205 • 518-456-7325
Visit our new website at www.buddbakercpas.com



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Catherine's Corner

By Catherine O'Connor, Benefits Administrator



Your taxes are done and the accountant sent them back to you for storage. Where? The storage area and filing cabinet are full, as are the box(es) under your desk, where do you put them?

Despite all the electronic storage capabilities available, the problem of record retention persists. Even if you keep records electronically, and diligently back those up, you still need to retain a lot of hard copy records for varying

periods of time. It's a necessary evil; the secret is knowing when it's safe to throw stuff out.

There is no single statute of limitations for many categories of records a business needs to maintain, federal and state governments don't always agree, the rules seem to change from year to year and requirements can vary widely by specific industry. It comes down to reason and risk. Some business owners fear adverse consequences and hang on to everything forever, resulting in an overload of paper. Others trash everything early and often, in an unreasonably risky path to neatness.

To help, here's a partial list of generally accepted, reasonable time periods recommended for retaining business records. (For legal/financial specifics check with your accountant and/or attorney.) To view the detailed listing in its entirety, be sure to visit www.coloniechamber.org.

| | |
|---|----------------------|
| Accident reports and claims (settled cases) | 7 years |
| Accounts payable/ receivable ledgers and schedules | 7 years |
| Bank reconciliations | 1 year |
| Bank statements & Checks | 7 years |
| Contracts and leases (expired) | Expiration + 7 years |
| Deeds, mortgages, bills of sale, titles | Indefinitely |
| Employee personnel records (after termination) | 7 years |
| Insurance policies (expired) | 3 years |
| Inventories of products, materials, supplies | 7 years |
| OSHA logs | 5 years |
| Property records including costs, depreciation reserves, end-of-year trial balances, depreciation schedules, blueprints and plans | Indefinitely |
| Tax returns and worksheets, agents' reports, any documents relating to income tax liability | Indefinitely |
| W-4 forms | 4 years |
| Workmans' comp. documentation | 11 years |

Enjoy a special holiday with us.

Easter Day Buffet at the Holiday Inn Albany on Wolf Road

205 Wolf Road
Albany, NY 12205
518-458-7250
www.hialbanywolf.com

**For over 20 years,
the COLONIE CHAMBER of COMMERCE
has been dedicated to the advancement
of our members' business interests
and the promotion of commerce
in the Colonie New York area.**

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Chamber of Commerce

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