

# INSIDE COLONIE

Chamber of Commerce

April 2009

Colonie is Our Business



*A Message from*  
**TOM NOLTE,**  
*Executive Director*

As we head into the warmer months of spring (finally!), the Chamber is gearing up for two of our most popular events.

The **Office Appreciation Day Luncheon** recognizes the everyday accomplishments of extraordinary individuals. Attendees will enjoy a terrific lunch, receive gifts and be entered to win prizes. Entertainment will be provided by comedian Paul Lyons. The luncheon will be held at the **Holiday Inn Albany on Wolf Rd** on Wednesday, April 22 from 11:30am to 1:30pm.

Our **Annual Golf Outing** at **Colonie Golf & Country Club** includes a grilled lunch, on-course refreshments, contests, commemorative photos, full buffet dinner complete w/carving stations, 18 holes of first class golf and great networking. The outing, which comes with it's own Economic Stimulus Package (20% less than last year!) will take place on Monday, May 11th starting with registration at 11:30am.

As always, you can find registration information on these and other Colonie Chamber upcoming events, meetings and informative seminars on our web-site, [www.coloniechamber.org](http://www.coloniechamber.org)

Congratulations to Coach Fran McCaffery and his **Siena College** men's basketball team for winning their second straight MAAC Championship. The Saints then went on to defeat Ohio State in the first round of the NCAA Tournament.

Finally, on a sad note, the Chamber wishes to extend it's sympathies to the families of Kevin Langan (**Northway Toyota**), Peg Lozano (**Tech Valley Homes Real Estate**) & Horst Pogge (one of the founders of the Latham Area Chamber of Commerce), all who recently passed away. All three made this Chamber and our community a better place.

*Tom Nolte*

Tom Nolte, Executive Director

Inside Colonie is brought to you by:



**A plan for life.**

**WELCOME! New Members!**

**COLONIE** Chamber of Commerce
785-6995  
950 New Loudon Road Latham NY 12110

<p><b>COATES FIELD SERVICE</b> 950 New Loudon Road: Ste. 240 Latham, NY 12110 (518) 782-1506 Consultants Sponsor: Connie Larkin, <b>Larkin Commercial, Inc</b></p>	<p><b>KELLER WILLIAMS REALTY - TEAM EBERLE.COM</b> 935 New Loudon Road Latham, NY 12110 (518) 724-5830 Real Estate</p>
<p><b>COUNTRYWIDE HOME LOANS</b> 90 East Avenue: Ste. 100 Saratoga Springs, NY 12866 (518) 229-4666 Mortgages</p>	<p><b>NPH CODING SOLUTIONS</b> 16 Truman Way Cohoes, NY 12047 (518) 237-1986 Medical Records Management Sponsor: Rod Dion, <b>Tech Valley Office Interiors</b></p>
<p><b>DIANE VERDERAME, BUSINESS CONSULTANT</b> 31 Highland Avenue Albany, NY 12203 (518) 265-5661 Business Services</p>	<p><b>NORMANDY ESTATES, INC.</b> PO Box 11181 Loudonville, NY 12211 (518) 253-8238 Apartments For Rent</p>
<p><b>FREEDOM ONE FUNDING/ DIANE VERDERAME</b> 31 Highland Avenue Albany, NY 12203 (518) 265-5661 Mortgages</p>	<p><b>ROSEWOOD HOME BUILDERS LLC</b> 1202 Troy Schenectady Road, Bldg 3 Latham, NY 12110 (518) 783-4090 Contractors/Bldrs/Comm/Gen/Resid Sponsor: Connie Larkin, <b>Larkin Commercial, Inc</b></p>

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**Inside Colonie**



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

## EXECUTIVE COMMITTEE

Rod Dion, Chairman  
Tech Valley Office Interiors

Matt Walkuski, Chair-Elect  
MVP Health Care

Paul Franklin, Treasurer  
The Bonadio Group, CPA's

Connie Larkin, Secretary  
Larkin Commercial, 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](mailto:tom@coloniechamber.org)

Catherine O'Connor, Benefits Administrator  
[catherine@coloniechamber.org](mailto:catherine@coloniechamber.org)

Rebecca Crucetti, Administrative Assistant  
[rebecca@coloniechamber.org](mailto:rebecca@coloniechamber.org)

Angela McFarland, General Manager & Editor, Our Towne Colonie  
A Community Resource Publication and Chamber Newsletter  
[angela@ourtownecolonie.com](mailto:angela@ourtownecolonie.com)

# Mark Your Calendars

Please RSVP to select events by phone: 785-6995  
or by e-mail: [rebecca@coloniechamber.org](mailto:rebecca@coloniechamber.org)

## APRIL

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

**7th** Spring Fling Mixer  
Carrabba's Italian Grill, 675 Troy Schenectady Road, Latham  
5:30-7pm, \$5/\$10  
2 for 1 drink specials

**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, 11:30am-1:30pm \$27  
Lunch includes your choice of:  
London Broil with Wild Mushrooms  
Salmon with Smoked Tomatoes  
Sweet Basil Chicken  
Sponsored By: Verizon and Colonie Golf & Country Club

**22nd** 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 \$5/\$10

## 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  
Colonie Golf & Country Club, Voorheesville  
Registration begins at 11:30am  
\$440/foursome or \$125/individual  
Grilled Luncheon  
On-course refreshments  
Contests on the Course  
Commemorative photos  
\$5 gift certificate to the pro shop  
Full Buffet Dinner - complete with carving stations & beer/wine

**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 \$5/\$10

Please visit our website  
[www.coloniechamber.org](http://www.coloniechamber.org)  
for updated  
Chamber Calendar information

# Members in the News *and On the Move!*



Michelle Gainor is proud to announce the grand opening of **Mariposa Studio**, Thursday, May 7th 4-8 pm at their salon, 475 Albany Shaker Road, Loudonville. The salon features complete hair services, private spa facilities, massage therapy and much, much more!



Join Tom Nolte of the **Colonie Chamber of Commerce** and **Pat Ryan of Talk 1300** invite you to join them for "Chamber Chat", every Friday, 6pm - 6:30pm. Conversational topics and interesting member guests! For more details, call Tom at the Chamber, 785-6995.

**FASTSIGNS**, sign and graphics center in Colonie, 1593 Central Avenue celebrated their Grand Opening with a ribbon cutting on February 25. Owners James & Cynthia Pritchard are proud to provide sign & graphic solutions to area businesses, organizations & events, from full-color banners & point-of-purchase signs, to exhibit displays & vehicle graphics.

Pictured (L-R): Rebecca Chrisman (FASTSIGNS), Laura Cassidy (Albany-Colonie Chamber), Cynthia & James Pritchard (FASTSIGNS Owners), Tom Nolte (Colonie Chamber, Executive Director), Michael Breslin (Albany County Executive), Frank Leak (Village of Colonie Mayor) & Lauren Ouellette (FASTSIGNS).



**Hannaford Supermarkets** recently announced its contribution of tens of thousands of dollars worth of food, cash and gift cards to the Regional Food Bank of Northeastern New York, to help meet the organization's growing needs during these challenging economic times. The donations were the result of a 12-week long holiday hunger relief campaign, and included unanticipated, surprise delivery of 20 pallets of food stockpiled within 1,600 Fund a Feast boxes. The initiative - Hannaford Helps Fight Hunger - was a joint endeavor between Hannaford and Capital Region residents who contributed cash and purchased food items under a matching "grant" program.



*Our Towne Colonie Chamber's*  
**BUSINESS CARD GALLERY**



**Dave Feiden**

Your Capital Region Event Photographer

518-374-2001

www.davefeiden.com

1149 S. Country Club Drive • Niskayuna • New York 12309  
dave@davefeiden.com



**JANET CALISE**  
Vice President

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Colonie, NY 12304  
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www.AllegraAlbany.com

# Catherine's Corner

By Catherine O'Connor, Benefits Administrator



## INFORMATION is en route about your Empire Vision Discount Plan!

Chamber members and all their employees – full as well as part time – are eligible to participate in this much-appreciated benefit that can save 25%-40% depending on the product or service chosen.

In these interesting economic times saving money is a must, so when the information is received, please return the reply card as requested, packets for each employee will be forwarded to you.

Should you have any questions regarding these, and any other benefits offered, please contact Catherine at the chamber office at either 785-6995 or Catherine@coloniechamber.org

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## Marketing.... It's Not Hard.

In order to determine where to brand your product the advertising Four Basic Steps are essential. These elements must be followed in the order provided. Unfortunately, most advertising presented by the media goes directly to Step Four, which is in favor of the media and not your company.

**Step One.** Are You Ready to Advertise: Be sure that you are ready to advertise your product. Know your budget, know your products demographic and make a conscious decision to advertise your company within the best time of your industry.

**Step Two.** Choose the Right Medium: Matching your product to the right advertising medium based on its viewership, listenership or readership is essential to your return on investment; using geographic, psychographic and demographic information.

**Step Three.** Choose the Right Media: Radio stations, television stations, print and interactive all vary as to who they are communicating to. Measurement tools such as reach and frequency, audience composition as well as coverage analysis will ensure your audience is correct for the media you are choosing.

**Step Four.** Narrowing Down the Proposal: Choose your medium, choose your media. Fine tuning the proposal through negotiations

is essential. Maximize your reach and frequency to fit your determined budget.

For more information on the Four Basic Steps, please contact the Planning Department at Inspired Marketing Solutions, Inc.

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



www.inspiredmarketingsolutions.com



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Phone: (518) 785-6995 www.coloniechamber.org

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.

**Support Your Community Businesses!**