

the  
FALL  
2016

# BUSINESS LINE

A Publication of the Guilderland Chamber of Commerce



**Monday, September 12th**

**4:00 pm to 7:00 pm**

**Albany Marriott**

**189 Wolf Road, Albany**

**SCHMOOZA**  
100 BUSINESSES. 4 CHAMBERS. 1 EXPO.  
**PALOOZA**

**RIGHT HERE, RIGHT NOW!**

Four local Chambers of Commerce partner in the 2016 Schmoorza Palooza. Join over 100 local businesses and over 500 business professionals for an opportunity to cultivate clients and contacts like no other.

Showcase your business as an exhibitor (6 passes for guests and staff).

Register online at [letsschmooz.com](http://letsschmooz.com) as an exhibitor or to attend.

## JOIN US FOR THE 8TH ANNUAL LADIES' NIGHT OUT!

The **8<sup>th</sup> Annual Ladies' Night Out** is an event sponsored by Guilderland Chamber of Commerce. The theme is **Women's Health and Wellness**, kicking off Breast Cancer Awareness Month in October. .

It is a casual evening for the women of Guilderland, Altamont, Voorheesville and neighboring areas. The theme is Health and Wellness. **Open to the public and free admission.** Raffles, lots of interesting merchandise to purchase, fun services like chair massage, and great information for feeling and looking your best are all part of the evening.

DATE: **October 5th, 2016**

TIME: **5:00 PM to 7:30 PM**

PLACE: **Treviso- Italian American Community Center**  
257 Washington Ave. Ext., Albany 12205

CHARITY PARTNER: **Guilderland Food Pantry**

Thank you to our sponsors:



**A plan for life.**



PHOTO BY JOAN HEFFLER PHOTOGRAPHY



PHOTO BY JOAN HEFFLER PHOTOGRAPHY

## PRESIDENT'S MESSAGE

This newsletter is our main opportunity to tell you about all the activities going on in your Chamber – networking, business expos, wellness opportunities, travel, member discounts, helpful information, and more. That's the purpose of our Chamber – to enhance the market place and help your business to prosper. You need to be present if you want to benefit from your Chamber membership. Bring a friend or associate to an event. Better yet, there are opportunities for you within our Leads Groups, Chamber Ambassadors, and Women in Business. Be an active member of the Chamber and grow with us.



The Chamber is working to maximize its value to you. We are teaming up with other Chambers where it makes sense like the Lucky Strike mixer and Schmoosa Palooza. We are hosting our own stand-alone events such as Ladies Night Out when we want to be very focused on engaging the local community. We are looking forward to the new Women in Business where we will incorporate expert business advice, mentoring each other, and a fresh outlook on today's business environment.

We also have a **current job opportunity** where you can literally join the team. We are looking for an enthusiastic person to be our Membership Associate. Our ideal candidate will love visiting businesses and meeting new people. They will be well-organized in maintaining membership records and correspondence. Microsoft Office and EXCEL are required, InDesign a plus.

9AM - 3 PM, four days a week, an occasional evening or early morning. Reliable transportation is needed. Contact: [clasher@guilderlandchamber.com](mailto:clasher@guilderlandchamber.com)

Don't forget our **shared office space!** One office with furnishings is available; 12'x14' so will accommodate one or two person business. Plenty of free parking. Call today 518.456.6611.

I hope you had a wonderful Labor Day weekend and look forward to seeing you soon!

Cheryl Lasher

## Guilderland Food Pantry

our featured partner at Ladies Night Out 2016



The Guilderland Food Pantry is now incorporated – and a member of the Chamber! Celebrating this occasion from left to right are; Mark Hopper, co-director; Susan Hennessy, co-director; Stewart Pattison, chair of the board; Maureen Serafini, board member; Jeff Perlee, vice chair of the board; and Brian Rutherford, board member.

Food donation bins so you can help your neighbors are found in key locations including the Guilderland Town Library and the YMCA. Bring a can to Ladies Night Out because you can!!!

## RETURNING IN OCTOBER!

## GCC Women in Business

- **NETWORKING**
- **INFORMATIONAL EVENTS**
- **EXPERT ADVICE**
- **MENTORING AND PEER SUPPORT**

Stop by the Guilderland Chamber table and say "Hi" at Ladies Night Out.

If you'd like to be on the mailing list, send your email address to

[info@guilderlandchamber.com](mailto:info@guilderlandchamber.com) with WIB in the subject line.

## RIBBON CUTTINGS

Hello to another new member! Cash on Hand Financial cut the ribbon to celebrate its new location, sharing space at the Guilderland Chamber of Commerce. Cash On Hand Financial offers highly personalized service to help businesses cut through the red tape in the financial lending arena that is often involved in securing business loans from banks and other lending institutions.



For all the details when you're thinking of new vehicles, construction, or expansion, contact: Kelly Hilland | Cash On Hand Financial [kelly@cohfinance.com](mailto:kelly@cohfinance.com)



We also celebrated the ribbon cutting for Artistic Development and Design this week. Congratulations to Dillon J. Mysliwicz, Owner & Operator! "Our mission is to provide professional and friendly service in the field of advertisement to any business or individual seeking to improve their professional image.

We promise to work in a manner that's easy and straightforward, but just because it's work doesn't mean it can't be fun." To contact: [dillon.mysliwicz@artdevdesign.com](mailto:dillon.mysliwicz@artdevdesign.com)



# LUCKY STRIKE SOCIAL!

Lucky Strike Social Networking Event was **SMASH** Hit!  
Over 150 business people! Don't miss our next event!



# TIME FOR IRELAND!



## Grand Tour of Ireland

March 25-April 1, 2017

**\$1,949 P.P. Dbl Occupancy**  
Single Supplement - \$250 (limited availability)  
Tour Prices based on Min. of 20 pax  
Optional Travel Insurance \$118.00  
(\$145.00 for Single Room)

Realize your dream with a trip sponsored by the Guilderland Chamber in March 2017.

### COME HEAR ALL ABOUT IT:

**Mon. Sept. 19, 7-8 PM, Atria Crossgates**  
**140 Washington Ave. Ext.**  
**OPEN TO THE PUBLIC**

Find out about the wonderful places, the excursions, what to see, what to do in the place you've always wanted to see – or return to. Stay in Galway, Killarney, and Dublin! Tour Connemara and the Dingle Peninsula. Visit the Book of Kells and the Guinness Storehouse.

Who could be better to help us enjoy Ireland than our member Celtic Tours?

**\$1949 includes airfare, hotel, excursions, daily breakfast, and (4) dinners.**

Only \$250 to make your reservation. Call to sign up or for more information, Kathy Gordon at 518.486.8309 or email: [KathyG@celtictours.com](mailto:KathyG@celtictours.com)

# NEW YORK CITY BUS TRIP!



**Watch for our New York City Bus Trip in December!**

**Museums, Radio City Music Hall, Shopping and No City Driving!**

# CHAMBER WORKPLACE WELLNESS COMMITTEE ON THE MOVE

Coming up for GCC Workplace Wellness is a series of mini-open houses, each at 5:30 PM where people can try out a specific form of activity and visit the Chamber member's location. During the dark of winter, we'll be your shining light. Come, talk with a fitness professional. Find out what will work for you. **Free for Chamber members.**

- **Wednesday, November 9<sup>th</sup>** - *Look Your Best for the Holidays!* Join the personal training experts at **Plaza Fitness Performance** with a hands-on Strength & Conditioning seminar to understand the secrets to getting great results from your fitness routine. During this session, you'll have the opportunity to promote your business, get to know other professionals within the chamber, and learn how to quickly get positive results from your strength & conditioning routine.
- **Wednesday, December 7<sup>th</sup>** - *On your mark, get set, here comes Christmas @ Guilderland YMCA.*
- **Wednesday, January 11<sup>th</sup>** - *Focus on the new year and breathe @ The Hot Yoga Spot.*
- **Wednesday, February 8<sup>th</sup>** - *Move! @ Sportime.*

# HEALTH INSURANCE FACTOID

From a 2016 *Benefits Strategy & Benchmarking Survey* – Over 3,000 U.S. employers were surveyed and over 54% are paying at least 5% more for employee medical insurance this year, with nearly one in four incurring increases of at least 10%. Yet a more decisive 67% agree that medical and pharmacy benefits are the cornerstone of their employee benefits coverage, and an important tool to recruit and retain talent in a tightening labor market. - Matthew Clarke, VP, Bouchey & Clarke Benefits

**The benefit to Chamber members** is Bouchey & Clarke. They offer you market rates on your health insurance but the expertise to help you zero in on what really fits your business. And, you have the personal service of local experts so that you don't have to spend hours and days of your valuable time researching, obtaining and filing forms, and administering the program. Let them run the insurance so you can run your business.

**Bouchey & Clarke Benefits, Inc.** • 272-9866 • [www.bouchey.com](http://www.bouchey.com)

# Guilderland

Chamber of Commerce

2050 Western Ave  
STAR PLAZA  
Guilderland, NY 12084

(518) 456-6611  
www.guilderlandchamber.com

## Welcome New Members!

- ★ Artistic Development and Design
- ★ COH Financial
- ★ FYE/Trans World Entertainment
- ★ Uncle Jimmy's Market
- ★ Fenimore Asset Management & FAM Funds
- ★ AllyHealth

Thank you to Nielsen Direct and Accuprint Printing & Marketing Services for their help in producing this newsletter!

**Nielsen Direct, Inc.**  
456-6863  
www.mailprep.com

**Accuprint**  
456-2431  
www.accuprint.com

### Chamber Board of Directors

Brian Clark - The UPS Store  
Linda Cure - Guilderland Parks and Recreation  
Theresa Freeman - 1st National Bank of Scotia  
Margaret Garrett - Guilderland Public Library  
Tom Gessick - T. M. Byxbee, Company, CPAs, NY, P.C.  
Lowell Knapp - Our Towne Guilderland  
Salvatore Merola - NuTek Business Products  
Jennifer Smith - Crossgates Mall  
Cory Tyksinski - NAI Platform Realty  
Steve Wacksman - CDTA  
Marie Wiles - Guilderland Central Schools  
Larry Zimble - Liberteks

**Staff**  
Cheryl Lasher - President



**SCHMOOZA PALOOZA BUSINESS EXPO – MON. SEPT. 12, 4-7 PM**  
Marriott Hotel, Wolf Rd., Colonie (four Chambers),  
**4 Chambers = 1 Great Business Event**

**TOUR OF IRELAND INFORMATION MEETING – MON. SEPT. 19, 7-8 PM**  
Atria Crossgates, 140 Washington Ave. Ext., open to the public

**LADIES NIGHT OUT (FUN AND WELLNESS EVENT) – WED. OCT. 5<sup>TH</sup>, 5-8 PM**  
Italian American Center, Washington Ave. Ext.  
*OPEN TO THE PUBLIC, FREE ADMISSION*

## MEMBER BENEFITS

Ten Eyck Insurance, a longtime member of the Guilderland Chamber, offers discounts on Home and Auto Insurance including some vehicles used in business. All GCC's member and their employees are eligible for coverage. Here are a few highlights. See insert for details.

- Group discount on your Home and Auto Insurance exclusively through Ten Eyck and Travelers using a special GCC code.
- You get to do business with an agent who is right here in your community, so no 800# or different person every time you call.
- You benefit with a comprehensive review of your current policies so you can tailor your coverage around *your* needs and *your* budget.

Every time there is a change in your life – wedding, promotion, new child, retirement – you need to examine coverage. Members and/or employees, simply need to call or email, stating that they are a current Chamber member and forward a copy of their current policy for review.

For a free consultation, contact:

**Lisa A. Pouchak, Ten Eyck Group, Insurance Agents**  
**Personal & Business Insurance, Employee Benefits and Life & Health**  
**(518) 464-0059**

## BETTER BUSINESS BUREAU AND GUILDERLAND CHAMBER JOIN HANDS

The Guilderland Chamber is in discussion with the Better Business Bureau about becoming an Affiliate Member. The vision of the BBB is an ethical marketplace where buyers and sellers trust each other. The Guilderland Chamber works to improve the local business environment. By joining together with the BBB, the Chamber will be able to provide Scam Tracker (and alerts) for our members. Other BBB programs include training for businesses in how to respond to emergency situations and the Military Line which is consumer education and advocacy for the armed forces - as well as their traditional business reviews and ratings.



**#1 JOB BOARD IN THE CAPITAL REGION**

Visit [timesunion.com](http://timesunion.com)  
& [Monster.com](http://Monster.com) today!

**Best candidates | The perfect job**

[timesunion.com/jobs](http://timesunion.com/jobs)

**MONSTER**