

A newsletter of the Albany-Colonie Regional Chamber of Commerce • Vol. 2 issue 1

## January Meeting: Marketing for the Masses

**January 6, 7:30 a.m.  
Lakeview Restaurant**

*You spoke. We listened!* Based on the results of the Strategic Planning program in October, we present "Marketing — An Interactive Experience" as the theme of our January 6 monthly meeting, to be held at 7:30 a.m. at Lakeview Restaurant.

We will look at three specific areas of marketing and public relations: *The Press Release* — How to write one and get it published; *Public Relations and the Media* — How to put your best face forward with the media; and *Branding* — How to brand your company, so that it is uniquely identifiable in the community. Cynthia Mahoney, public relations and marketing director with Plug Power Inc. will handle the Press Release roundtable. Therese Myers, vice president, public affairs of KeyCorp, will present the PR and the Media portion. And, Lauren Payne, principal of Spiral Design Studio, will discuss Branding.

Each speaker will present her material simultaneously. They will address the topic, have

handouts and resource materials, and be prepared for dialogue and questions. Members will have the opportunity to switch to another table every 15 minutes.

**by Sharon Smith, Girl Scouts, HVC,  
Program Committee Co-Chair**

*Please consider joining the Program Committee for 2004. We need your fresh ideas, energy and enthusiasm to plan a fantastic slate of programs for the coming year!*

## Person to Person Networking

*You asked for it! Here's a new opportunity to get to know fellow*

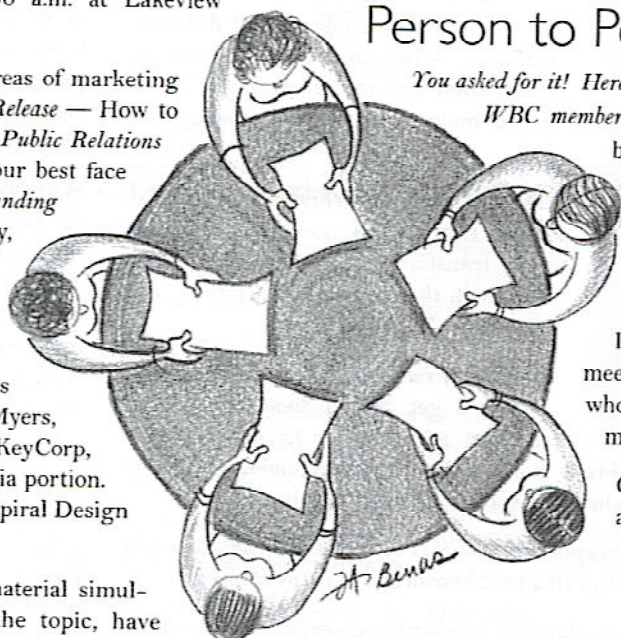
*WBC members! Beginning in January, be sure to*

bring your business cards. Drop one in the basket at registration. Later, when that basket is passed around — pick a card. Call that contact and meet for coffee or lunch during the month to get to know one another.

It's that simple! This will result in two meetings each month, one with the person whose card you pick, and one with the member who picks your card.

Of course it's optional, but sounds like a lot of fun!

**By Jane Weyers •  
Girls Incorporated of the  
Greater Capital Region**



**The Mission of the WBC is to promote the role of women in the workplace at all levels, as business and community leaders and as team members, while providing support for those challenges and issues which are unique to women in business.**

### The Brag Bag

Kara Conway Love just celebrated the first two years of her law office with associates Cristina Paone Lennon and Mary Frances Carr.

executives taking their company on the fast track to success. — Chris Piel, [Chris@absolutepromo.com](mailto:Chris@absolutepromo.com)

Carol Wilsey won an all-expense paid trip to Orlando through Business Network International (BNI) and a weekend getaway through the Southern Saratoga Chamber of Commerce because she brought in new members to the organizations.

In 2003, Mosquito Technologies grew in the international division — setting up

dealers in Hong Kong and China, and shipping to Africa, Israel, Trinidad, and Italy. — Heather Tangora, President

Clear View Center is working with Erika Dietz of Mercury Web Solutions to improve its Web site. — Michel Kimball

Cheryl Lasher, Capital Design — division of Conley Realty Associates, was guest speaker at Building Owners November meeting. Topic: "10 Ways to Avoid Move-In Nightmares."

Professional Impact signed a lease for

an office on New Karner Road: Hanover Square, Ste 206. Thanks to the WBC! — Alexis Graham, Professional Impact

WBC members continue to support the Regional Food Bank since being "adopted" in 2002. Chris Piel of Absolute Promotions organized a "wellness" evening on Dec. 17 benefiting The Food Bank. Many WBC members will volunteer in December for our Holiday Hunger Appeal. — Joanne Dwyer, Regional Food Bank



Jeanne Benas will be doing caricatures at DR Group's X-mas party.

Absolute Promotions, Inc. is a finalist for Fast Track magazine's FAST 50, an international competition for ex-



## Barbara's Buzz



Photo: Joan Heffler, Creative Expressions Photography

What's all the BUZZ about? Have you heard it? Can you feel it? It's in the air. The BUZZ.

The "BUZZ" is the energy the 2004 leadership team wants to create around the Women's Business Council.

The BUZZ weaves throughout our commitment to you, our members.

Our programs will WOW you. You'll be BUZZING about the topics and speakers.

So, don't miss a minute of the activities planned for this year. You won't want to miss out on the BUZZ.

**By Barbara Wisnom,  
2002 WBC Chair • Solutions  
Leadership and Coaching**

we eat, live and breathe. I got my first break at a local healthcare technology company and once bitten I was lost forever — technology start-ups are my destiny.

There have been bumps in the road, concepts that I haven't completely understood, but overall I'm still in tact with what I like to call a tacit knowledge of many subjects.

As a business person in charge of high technology products and services, my job is to trust the people that work around me. If there is one lesson I have learned, it's that I don't need to know how to make it to market it. My job is to make it a long-term and profitable business. What does that mean? It means that I stay out of the software devel-

## Bee Our Guest



experience doing in a technology & management MBA program at one of the nation's most prestigious engineering schools? That's what folks at RPI should've asked me when I started this adventure.

At one point, I asked myself that too! My first semester was, at best, baptism by fire with five classes, three tutors and a part-time job. The one thing I did have was drive — because I wanted it so badly. I also knew how to deal with people and how to manage processes.

I wanted a career in technology, even though I wasn't a technologist and I did it. My time at RPI would be the single most transforming event in my life to date (with the exception of marrying my soul-mate, Michael).

I was, and remain, fascinated with technology. I get excited about the impact that new advances can have on the way

## What's a Girl Like You Doing In A Place Like This?

Or better yet, what's a psychology major with health-care and retail

opment department; it means that I stay out of the customer service department. I'm the cog in the wheel of a well-oiled business machine — I keep the pieces together and ensure that if something collides, no one loses an eye.

Right now I work in the education technology space and, besides healthcare, this is the most fulfilling position and role I have ever played. Vericast, the service division that I manage is providing peace of mind to parents of school-aged children and enabling schools to communicate mission-critical information to parents, faculty and staff. I work with some of the finest and most talented people in Tech Valley. I'm honored to say that I'm at the place in my career that I set out to do, doing what I love.

What would I say to those looking toward the same goals? Most people would say, set small definable goals and work hard toward them. I would say set the biggest goals you can fathom, and break the molds set around you. I've always been a "why not" person instead of "why" person and I challenge you to be the same.

I'm confident that anyone can do anything that they really want to—I think some people call that manifest destiny. I believe that for myself and I believe that for everyone reading this article. If you don't email me. We'll have coffee and I'll try to change your mind.

**By Bettyjo Howland Bouchee  
VersaTrans Solutions, Inc.**

## Chairs 2004

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## Newsletter Committee 2004

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