

ALBANY-COLONIE REGIONAL CHAMBER OF COMMERCE

WOMEN OF EXCELLENCE



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Bettyjo Howland Bouchey

VERICAST DIRECTOR,
VERSA TRANS SOLUTIONS INC.

Getting up these days is a challenge for Bettyjo Howland Bouchey. But that's only because she's seven months pregnant — not because she doesn't want to go to work. In fact, she loves every aspect of her job at VersaTrans Solutions Inc. in Latham, where her responsibilities run the gamut from research and development to marketing, sales, customer service and training.

"The coolest thing about my job is it's never the same," Bouchey says, adding, "I get bored if I don't have constant change and challenge."

In her role as Vericast director, there's no danger of that. Bouchey stepped into the newly created position last March and has since taken the Vericast product line — which enables schools to communicate with parents and staff — from its infancy to commercialization. The product celebrates its first anniversary this month.

In the process, she developed the departments she now manages and motivates. According to Bouchey, that's one of the easier parts of her job; VersaTrans employees tend to throw themselves into projects and work hard to complete them.

"I have always believed in managing by respect," she explains. "We all know the goals, and I try to inject humor into situations and make sure I know what's going on in (my staff's) lives. They do that for me, too. Motivation is a two-way street."

There's plenty going on in Bouchey's life that she might mention to staff in a given week. Among other community responsibilities, she is vice chairman and a board member for the American Red Cross of Northeastern New York, and chairs the nominating committee as well. She also continually mentors other women in technology, on an informal basis as

well as through the Tech Valley Chapter of the Alliance of Technology and Women, which she helped found.

"Sometimes when people are younger, they think that they have less to offer (as a mentor). It's just different. You have a different piece to offer," notes the 31-year-old, adding, "It's so important to me as a woman in technology to make sure the ladder is always dropped down behind me and we're pulling girls up."

In the future, one of those girls could be her own. Bouchey says she and her husband, Michael, are expecting a girl in August. That will mean some changes in her professional life, and she is already realizing that will mean more clearly defining her role with organizations and communicating how much time she can devote. But she says she intends to seek balance and take the challenges as they come, with her family's support.

"I have always been confident that if I really want to do something, I can do anything I want,"

Continued on page 11



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Continued from page 6

"My involvement in the Women's Interest Network has allowed women to be more visible within the company and has

"I love what I do right now. I love the company and I'm very committed to the community."

offered them a solid network and career opportunities not previously available," she said.

Mahoney's 15-year banking career began at the Bank of Ireland in Dublin where she was a branch officer. After graduating from Marist College in Pough-

keepsie, she went to work for KeyCorp in Albany as a management associate and ultimately worked in the national cash management department.

In 1996 she took a job at Fleet as vice president and cash management sales officer. She quickly excelled at the job, earning recognition as one of the company's top sales people in 1997. Mahoney then moved to a team leader's position in Fleet's newly formed cash management sales program directed toward small businesses. Two years later, in 2002, she took a

job as a business development representative in Fleet's Private Clients Group, which she now manages.

In addition to her responsibilities at Fleet, Mahoney is a board member of Girls Incorporated of the Capital Region, a board member and finance committee member of United Way of Northeastern New York and co-chair of the Chamber's CAPITAL LEADERSHIP Program for 2004-2006. She is also a Professional Advisory Committee member of the Community Foundation of the Capital Region.

Mahoney is married and has a son.

"I love what I do right now," Mahoney said. "I am employed by a tremendous company and I'm very committed to the community."

Continued from page 7

give her an edge as a leader and manager.

"I have a sense of stewardship about what I do," she explains. "I believe in people. My leadership style has always been to look at people, see their uniqueness and find a way they can contribute to the organization, so that both the organization and the person will grow and prosper."

These days, spending time with her new granddaughter, Katharine, is a new priority in Ellis's life. And she remains eager to continue contributing to Albany Molecular Research. "As long as I'm growing and learning, I'll keep at it," she says, adding she is delighted to be involved with integrating recently purchased Organichem and contributing to shaping Albany Molecular's future. "The organization that's emerging is greater than the sum of its parts."

The Excellence in Management award gives her a unique opportunity to

pause and look back on her 35-year career, too. Ellis says she feels she is representing many deserving women by accepting the award. "Along the way, there have been men and women who were willing to tell me the truth, push me and have faith in me," she says. "I'm impressed, amazed and very grateful to the people who've poured part of themselves into me and allowed me to get where I am today. You don't get there by yourself."

Jan Smith

Continued from page 9

still keeps growing.

"I think my most important professional accomplishment over the span of a career has been to always keep changing, thinking out of the box... using past experience and expertise as a foundation for future ideas and accomplishments."

As lead communications director for GE Energy, she's at the top of that field.

"But I always remember that success doesn't happen in a vacuum," Smith said. "There are many people in my professional life who have made my move forward possible."

Smith is also active in the community, currently serving on the boards of the Albany-Colonie Regional Chamber of Commerce, The Chamber of Schenectady County Economic Development Corporation, the Doane Stuart School and many others.

She's also the co-chair of the Albany-Colonie Regional Chamber of Commerce FAMtask, established in 2003 to determine key resources necessary in meeting the needs of those coming to the area as part of the Tech Valley initiative, helping are those who — like

Bettyjo Howland Bouchey

Continued from page 5

she says. "I will take on management of my household and my child in the same vein. I'll balance it as I go."

Bouchey has also sought advice from other women working in technology, her own men-

tors who have shown her how to mentor others coming up in the field.

"I know so many excellent women in the community. I could hand out ten of these awards a day," she says. "It is truly an honor to be awarded."

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L to R: Carla Sana, Dr. Marco Arrasque, Dr. Susan Soni

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