

CONGRESSMAN MURPHY TOURS STEP®

Congressman Scott Murphy (D-20) visited NYSERDA's Saratoga Technology + Energy Park® (STEP®) on Wednesday, November 11, 2009, where he received an overview of NYSERDA's clean-energy research and market development programs, including STEP, from representatives of NYSERDA.



"Upstate New York is in a prime position to transition to a new energy economy, and STEP is right there leading the way," said Rep. Murphy "I was thrilled to tour the facilities and see all the work being done to advance energy independence and create green, 21st century jobs for our region and for our future."

Congressman Scott Murphy

The Congressman was briefed by NYSERDA officials on the long-term development plans for STEP and the Luther Forest Technology Campus, including job creation opportunities, workforce training, and ongoing energy and environmental work. He also received updates on these issues from local officials including

Dennis A. Brobston, President, Saratoga Economic Development Corp; Art Johnson, Chair of the Saratoga County Board of Supervisors; and Anita Daly, Chair of the Saratoga County Board of Supervisors Economic Development Committee.

Stopping at 10 Hermes Road, home to NYSERDA offices and Auterra, Inc., Congressman Murphy was able to see first-hand ongoing research work that will significantly reduce greenhouse-gas emissions from the burning of petroleum fuel. Eric Burnett, President and CEO of Auterra, Inc., said "It is critical to New York State's competitiveness that our elected officials remain connected with the exciting advancements taking place in our District and the State as a whole. Congressman Murphy's visit reflects his commitment to understanding the issues facing small businesses and taking our concerns to Washington, DC. His participation is paramount to expanding the number of high-paying jobs right here in Tech Valley." (Cont. on page 10)



In his 2010 State of the State address, Governor David A. Paterson laid out a vision and pathways for New York to continue to lead the nation in the clean-energy economy. This vision parallels NYSERDA's mission to attract clean-energy and environmental technology firms to STEP and to help build upon New York's clean-energy workforce.

Governor David A. Paterson

PRESIDENT OBAMA VISITS HUDSON VALLEY COMMUNITY COLLEGE (HVCC)

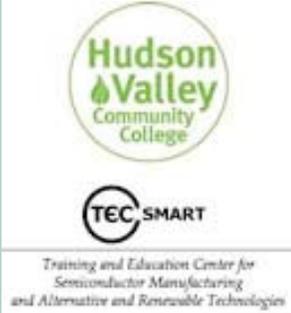
President Barack Obama visited Hudson Valley Community College (HVCC) on September 21, 2009 to applaud the college for taking a lead role in helping to rebuild the regional economy. The President spoke about the central importance of education in the nation's economic resurgence and the role

community colleges will play in shaping the American workforce of the 21st century.

Observing that the Capital Region is moving in the right direction, Obama spoke about the \$4.2-billion GLOBALFOUNDRIES computer chip factory project in Malta and how HVCC

NYSERDA

New York State
Energy Research and
Development Authority



is partnering with industry to provide trained workers to fill technician positions when the facility is completed.

The president also praised HVCC for creating new training programs in green technology – including solar-panel installation, energy-efficiency training, and the new Training and Education Center for Semiconductor Manufacturing and Alternative and Renewable Technologies (TEC-SMART) training facility, which will be located in Malta, near the chip fabrication plant.

“It was an honor that President Obama selected Hudson Valley Community College to deliver his message on the importance of education in rebuilding this country’s economy,” said Andrew J. Matonak, president of HVCC. “As President Obama stated, the building blocks of innovation are education, infrastructure, and research; and the ability of new industries to thrive depends on workers with the knowledge and the know-how to contribute in those fields. Through innovative



programs like TEC-SMART, we are helping to bring together education, infrastructure, and research to prepare people for new technology jobs such as those being created by GLOBALFOUNDRIES.” The President toured several technology labs and chatted with students about their studies before speaking to approximately 300 students, college staff members, and local dignitaries in the college’s senior automotive lab. President Obama was accompanied by Dr. Jill Biden, wife of Vice President Joe Biden. Dr. Biden is an English professor at a Washington, D.C.-area community college.



“ I congratulate our colleagues at HVCC and New York City on receiving these funds, which recognize the important work they are doing. These awards are critical investments in deploying the clean-energy technologies needed to achieve Governor Paterson’s goals of energy independence. The funding announced will create jobs needed to help build New York’s clean energy workforce for the future. ”

Francis J. Murray Jr.
NYSERDA President and CEO

HVCC RECEIVES \$3.5 MILLION TO DEVELOP SOLAR PV TRAINING PROGRAM AT TEC-SMART

Governor David A. Paterson announced the award of \$4.4 million for solar energy projects in New York State. Hudson Valley Community College (HVCC) received \$3.5 million to develop a new solar photovoltaic training facility that will provide critical support for Governor Paterson’s efforts to develop a clean-energy workforce. Additionally, New York City received \$932,508 to support development of solar electric generation. The awards were made by the U.S. Department of Energy with funds available through the American Recovery and Reinvestment Act (ARRA).

“These awards recognize the important work being done in New York State to develop a more sustainable energy infrastructure that will create jobs, reduce greenhouse gas emissions, and strengthen New York’s energy security,” Governor Paterson said. “The funding announced builds on the commitment President Obama made during his recent visit

to Hudson Valley to support community colleges. As we expand the use of clean-energy technologies to establish our State as the global leader in the clean-energy economy, we will create thousands of jobs for New Yorkers.”

HVCC will establish a network of instructors that will earn Institute of Sustainable Power (ISP) certification, and develop a solar photovoltaic (PV) training facility that will support future instructor training in the region. This program, to be located at HVCC’s TEC-SMART building at STEP® in Malta, addresses the need for local, high-quality solar installers by offering expert instruction at a first-class training facility. The program builds upon New York’s successful efforts to establish a sustainable clean-energy jobs market, which is a key component of Governor Paterson’s New Economy Jobs Plan.

NYSERDA is funding several HVCC clean-energy training projects, including a contract

for \$150,000 that started HVCC's PV training program in 2005, eventually leading to HVCC's ISP accreditation for its PV program and ISP certification for some of its instructors. More recently, HVCC was awarded \$1.25 million through a competitive solicitation to lead a team of seven colleges in establishing PV and geothermal training programs at their schools.

"Hudson Valley Community College is pleased to be recognized as an unparalleled institution for providing high-quality technical education and training. This funding further establishes Hudson Valley as a national leader for delivering first-class photovoltaic training programs and allows us to continue our mission of training a green workforce for the 21st century," said Hudson Valley Community College President Andrew J. Matonak.

The Smart Solar City Project will address solar technology adaptation barriers in urban areas and support innovative approaches to implement solar projects that can be widely replicated. The New York City Solar American City initiative (NYCSAC) is a partnership of the City University of New York, the Mayor's Office of Long-term Planning and Sustainability, and the New York City Economic Development Corporation. NYSERDA will support the

project through a \$175,000 cost-share agreement. These funds will support the widespread development of solar electric generation in New York City and advance clean-energy investments across the State.

Governor Paterson announced that \$10 million in ARRA funding is available through the NYSERDA State Energy Program (SEP) to fund the installation of PV systems across the State. The Governor also announced that the New York Power Authority (NYPA) is expected to make a formal request for proposals for a 100-mW solar initiative that would increase the State's current installed solar capacity five-fold.

These awards, combined with broader solar initiatives, will contribute to the Governor's '45 by 15' initiative, a goal of meeting 45 percent of the State's electricity needs through improved energy efficiency and renewable energy by 2015. It is estimated that the expanded use of clean energy technologies will create some 50,000 new jobs in New York. Additionally, the push to increase New York's renewable energy production is a critical step to help the State achieve the Governor's 2050 goal of reducing current greenhouse gas emissions from all sources within the State by 80 percent below levels emitted in 1990.

ENERGY EXPERTS CALL FOR GOVERNMENT AND INDUSTRY PARTNERSHIP TO ADDRESS GROWING NEEDS OF DATA CENTER INDUSTRY IN NEW YORK

New York State Performance Computing Seminar at STEP®
NYSERDA and AMD outline challenges for reducing costs and increasing efficiency

While New York State has expanded programs over the last year to address the energy needs of the growing data center industry, further steps are underway to ensure that the State can support the economic development of the data center industry while achieving Governor David A. Paterson's energy and environmental goals, State and industry energy officials said today.

At a conference hosted at the Saratoga Technology and Energy Park® STEP® by the New York State Energy Research and Development Authority (NYSERDA) and Advanced Micro Devices (AMD), energy experts noted that the State is working in concert with private business to improve the efficiency of Information Technology infrastructure to support the growth of the industry and to address the impact this critical market segment will have on New York's energy needs.

"Improving energy efficient measures in data centers is absolutely essential for both the environmental benefits of reducing energy



"Hudson Valley Community College is pleased to be recognized as an unparalleled institution for providing high-quality technical education and training."

Drew Matonak
President of Hudson Valley
Community College



"Improving energy efficiency measures in data centers is absolutely essential for both the environmental benefits of reducing energy demands and for the economic benefits of reducing operating costs and improving companies' competitive position in this growing industry. Gathering our industry partners together was an important step forward in reducing our energy consumption and minimizing our carbon footprint."

Robert Callendar
NYSERDA Vice President for Programs



“ We were thrilled to be a part of the NYS Computing Seminar at STEP. This type of collaborative program is a valuable tool in addressing the importance of improving energy efficient measures in Data Centers. As we accelerate into 2010, our initiative known as ‘Annese Green Computing’ can help all NYS businesses streamline their Data Center operations to become more energy efficient. This effort aligns perfectly with NYSERDA’s funding initiatives, and is helping our customers drive down operational costs, and increase capacity and productivity.”

Tony Annese
VP of Sales

demands and for the economic benefits of reducing operating costs and improving companies’ competitive position in this growing industry,” said Francis J. Murray Jr., President and CEO of NYSERDA. “Under the leadership of Governor Paterson, government and business leaders—such as AMD and GLOBALFOUNDRIES—will continue to work collaboratively in partnership to promote energy efficiency to achieve energy independence, reduced carbon emissions, a cleaner environment, and a stronger economy for New York’s future.”

Murray said that with the financial incentives that have been provided to spur new product development, and programs to promote best practices for improving energy efficiency in data centers, the State has laid the groundwork for providing future growth of the data center sector in New York State.

NYSERDA’s partners in the conference, AMD and GLOBALFOUNDRIES, have been instrumental in driving sustainable computing and business practices in New York. AMD has been a leader in developing and deploying products that improve the efficiency of personal computers and IT hardware. Improvements in operating practices, coupled with installation of energy efficient systems, will result in significant energy savings and reduce the strain information technology and data centers place on the electric grid while ensuring a reliable and affordable supply of electricity.

“AMD and NYSERDA have the common goal to reduce energy consumption for consumers, businesses and public organizations,” said Rick Indyke, Director of Public Sector, AMD. “New York State is widely recognized as a leader in developing and driving new technology innovations through both public and private sector organizations. AMD is committed to working with NYSERDA, New York State, HP and GLOBALFOUNDRIES to deliver technology solutions that are energy efficient, helping save taxpayer dollars and reducing environmental impacts, without sacrificing computing performance.”

AMD’s microprocessors are manufactured by GLOBALFOUNDRIES, which is building a \$4.4 billion semiconductor manufacturing

facility in Saratoga County at the Luther Forest Technology Campus adjacent to STEP®. In addition, GLOBALFOUNDRIES is committed to pursuing energy efficient technologies in Fab 2.

From the financial engines that fuel Wall Street to the telecommunications infrastructure that powers cell phones and cable TV, nearly every customer sector depends on data centers. A study conducted by Lawrence Berkley National Laboratory in 2007 found that New York data centers consume an estimated 4.5 billion kilowatt hours of electricity per year—the equivalent of supplying nearly 700,000 single family homes with a year’s supply of electricity—at a cost to industry of \$594 million per year. By improving the energy efficiency of data centers and working synergistically with AMD and GLOBALFOUNDRIES to improve the efficiency of IT infrastructure, the State can support economic development and make considerable strides toward achieving the energy and environmental goals advanced by Governor Paterson.

In March 2009, NYSERDA expanded its Industrial and Process Efficiency program that will invest more than \$100 million in incentives over the next three years in new and existing manufacturing and data center facilities that reduce energy consumption. These funds will encourage sustainable load growth and significantly reduce the use of electricity and natural gas.

Governor Paterson has set goals of meeting 45 percent of the State’s electricity needs through improved energy efficiency and renewable energy by 2015 and to reduce current greenhouse gas emissions from all sources within the State; 80 percent below levels emitted in 1990 by the year 2050.

Event participants enjoyed a personal tour of STEP and the new GLOBALFOUNDRIES Fab 2 construction site. NYSERDA intends to schedule a similar event in the spring of 2010.



INDUSTRY AND ACADEMIA PARTNER AT STEP®

Coxsackie Athens High School Teacher, Tony Loughran, was thrilled for an opportunity to get some hands-on experience working for a high-tech company. As a Biology and Environmental Science Teacher for 21 years, the chance to work for Auterra, Inc, an inorganic materials development company located at the Saratoga Technology + Energy Park® (STEP®), was a welcome prospect.

Tony is one of many teachers chosen to participate in the Albany-Colonie Regional Chamber's Teacher Externship Program. The program provides middle- and high-school teachers with applicable work experience in high-tech environments throughout Tech Valley, providing teachers with the chance to work side by side with leaders in cutting-edge technology companies from throughout the region. "Including teachers into our internal activities was seamless and productive and we hope will make a difference in how they relate technology into their classrooms", said Eric Burnett, President and CEO of Auterra. The program, which runs from four to eight weeks over the summer, exposes teachers to advancement in their fields of study, gives them valuable insights into the demands and challenges of the modern workplace, offers tangible examples to bring back to their classrooms,

and gives teachers an understanding of the skills necessary for our present and future tech innovators.

The program benefits small start-ups as well as large established companies by allowing them to give back to the education community or a chance to complete that vital, back-burner project with front-burner people. As an added bonus to the employer, companies are reimbursed for the employee's salary at the completion of the program.

Tony's first summer with the company was so successful that Auterra hired him directly for a second. "I am fortunate to have been selected by the Chamber and have learned a great deal over the past two summers. I've worked with some very creative, bright people at Auterra, which has allowed me to go back to the classroom and show my students the true meaning of science, not just canned experiments. In the classroom, the outcome is always expected; this is not the case in the real world, many times we get unintended outcomes or results that can lead down new paths."

For more information on either hosting a teacher or applying for an externship position, please contact Karen Fox at 518-431-1435 or visit education.techvalley.org.



Tony Loughran, Biology and Environmental Science Teacher, Coxsackie-Athens High School



“Based on my experience at the seminar, STEP is all about identifying, cultivating, and supporting today's talent in order to build a better tomorrow. STEP companies want and need quality student talent, and students want and need opportunities to develop their skills in cutting edge firms. The seminar allowed us to discuss the many issues related to developing a vibrant internship program and brainstorm ideas for moving forward.”

Tracy Handler
Zicklin School of Business
City University of New York

INTERNSHIP SEMINAR PROMOTES COLLABORATION BETWEEN STEP TENANTS AND UNIVERSITIES

On October 29th, STEP tenants and representatives from Union Graduate College, College of St. Rose, Siena College, City University of New York, Hudson Valley Community College, and Skidmore College attended the STEP Internship Informational Seminar. The event, facilitated by David Hochman, President of The Business Incubator Association of New York State, Inc., promoted networking and information sharing between STEP tenant companies and partnering institutions. "This was the start of a process of building bridges between STEP and these

colleges, said Hochman, "As students at these colleges get to know what's going on at STEP, I predict they are going to be very enthusiastic about wanting to intern for STEP's tenants. In turn, STEP tenants are going to find that one of the most attractive things about being here is ready access to so many high-quality students at all levels, across a wide range of excellent college programs."

As part of NYSERDA's comprehensive mission to support STEP companies, the Internship Program aids in the hiring of qualified and



enthusiastic college interns, exposes students to the diverse careers in New York’s technology and energy industry, establishes positive relationships between the students and STEP

tenant companies, and provides opportunities for students to expand their experiences and skills and to apply concepts and philosophies learned in the classroom to on-the-job situations in preparation for the possibility of future employment at a STEP tenant company.

The STEP team thanks all who were in attendance. If you have questions regarding the Internship program or would like to learn more about participating, please contact Tricia King at 518.892.1090ext. 3479 or tek@nyserdera.org.

LEADERS FOCUS ON CRITICAL EDUCATION/TECHNOLOGY PARTNERSHIP

This fall, education leaders from Capital Region BOCES and area school districts met with leaders from Hudson Valley Community College, GLOBALFOUNDRIES and The New York State Energy Research and Development Authority (NYSERDA), setting the groundwork for working together to prepare today’s students for 21st century jobs.

More than 75 superintendents and other school leaders from school districts around the Capital Region were in attendance on September 24. The morning meeting gave education leaders the opportunity to meet business leaders and become better informed about the happenings at Luther Forest Technology Campus.

The meeting was hosted by NYSERDA at the Saratoga Technology + Energy Park (STEP) and included comments from Hudson Valley Community College President, Andrew Matonak; GLOBALFOUNDRIES US Government Relations and Regulatory Affairs Director, Mike Russo; Training and Education Center for Semi-Conductor Manufacturing and Alternative and Renewable Technologies (TEC-SMART) Executive Director, Joseph Sarubbi;

NYSERDA Residential Efficiency and Affordability Program Manager, Adele Ferranti; and NYSERDA STEP Program Manager, Mitchell Khosrova.

“We thank NYSERDA for hosting us in September and for introducing all the superintendents to the exciting possibilities for our students,” said Capital Region BOCES District Superintendent Charles Dedrick. “We look forward to creating a lasting partnership that will be a win-win for everyone in the community.”

Russo talked about the massive workforce GLOBALFOUNDRIES will be seeking to hire for its new semi-conductor manufacturing facility, including the need for workers with analytical and problem-solving skills, and in many cases, two-year college degrees.

Khosrova gave attendees an introduction to STEP and its relationship with NYSERDA, while Ferranti discussed NYSERDA’s Energy Smart Students Program and its resources for school districts. Sarubbi talked about the TEC-SMART initiative, sharing architectural renderings of the facility.



“ NYSERDA is working collaboratively with our partners in government, academia, and industry to retool education and training facilities to meet the demand for a new generation of highly-skilled green collar workers for New York’s New Economy. ”

Robert Callendar
NYSERDA Vice President for Programs

NYSERDA ANNOUNCES NEW DIRECTOR OF COMMUNICATIONS

Jeffrey Gordon has been named NYSERDA's Director of Communications. Jeffrey comes to NYSERDA with 15 years of high-profile media relations experience for New York State government. Since January, 2007, he has been the Director of Communications for the New York State Budget Division. In this position, Jeffrey has coordinated the administration's efforts to present complex information to the press and public regarding the State's operations and finances during a time of economic and fiscal

upheaval. Prior to this position, he served as press secretary for State Comptrollers Alan Hevesi and Carl McCall, and as a press officer for the Budget Division during the Cuomo and Pataki administrations. He began his career as a reporter and editor for three Ohio newspapers and entered State service with the Budget Division as a Budget Examiner for child welfare programs after earning a master's degree in public administration from Syracuse University.



“As someone who is deeply committed to helping our region receive the recognition it deserves for its unique character and abundant resources, I am thrilled to join the NYSERDA team and the STEP community. STEP to me represents the great potential our region holds for attracting and sustaining businesses that are good for our economy and for our environment. I'm proud to be associated with STEP and look forward to helping STEP grow and develop into the future.”

Jeffrey Gordon

NYSERDA ANNOUNCES NEW OFFICE ADMINISTRATOR SUPPORTING STEP®

New York State Energy Research and Development Authority (NYSERDA) welcomes Pamela Denison as Office Administrator supporting STEP. Pamela has many years of experience in various roles in both the military and private sectors. Pamela has an Associate's degree in Business Accounting from Hudson Valley Community

College (HVCC) and a Bachelor of Arts degree in Public Policy and Business from SUNY Albany. “I feel privileged to be part of such a positive organization as NYSERDA. I believe in what we do and am excited about the future of STEP and all the potential it has to enrich the lives of New Yorkers.”



Pam Denison
NYSERDA Office Administrator
supporting STEP

HUDSON VALLEY COMMUNITY COLLEGE'S TEC-SMART FACILITY CONSTRUCTION UPDATE

The construction on Hudson Valley Community College's TEC-SMART facility is on track for completion in time for the start of the spring 2010 semester on January 25; a great accomplishment considering construction manager LeChase first broke ground on March 11, 2009.

The parking lot has been paved, and the Hudson Valley Community College logos that mark the placement of a geothermal well in the pavement have also been completed. The foundation for the ground-mounted PV system is in place and ready for the system to be installed. Approximately 80 percent of the

sheet rock is in place and the majority of the mechanical, electrical and plumbing infrastructure has been installed. The exterior of the building is in the process of being sided and finished, and the building's utilities have been completed and it is now operating under its own power.

This spring, the 43,000 sq. ft. building is set to begin training in photovoltaic installation, geothermal, alternative fuels and semiconductor manufacturing. The facility also will serve as an extension center for the college, and house general education classes.



NYSERDA FUNDING OPPORTUNITIES

Lifestyles Center Development at the Saratoga Technology + Energy Park (STEP)- PON 6

The New York State Energy Research and Development Authority (NYSERDA) invites proposals from qualified developers (applicant) to design, construct, finance, lease, and maintain a lifestyles center of mixed use building and related improvements at the Saratoga Technology + Energy Park (STEP) in the town of Malta, Saratoga County, New York. It is expected that the building will contain a variety of services, such as a deli, coffee shop, gym, daycare, bank branch, copy center, dry cleaner and other such businesses that will support companies located at STEP.

Development at the Saratoga Technology + Energy Park® (STEP®) – PON 1116

NYSERDA invites proposals from business entities or developers (Company, Developer, or collectively, applicant) seeking to construct a building and related improvement at STEP in Town of Malta, Saratoga County, New York.

Clean Energy Business Growth & Development – PON 1260

This program supports the growth and development of clean energy companies in New York State by supporting business activities that enable their expansion.

Industrial Process & Product Innovation – PON 1276

NYSERDA seeks proposals for projects that develop, demonstrate, or commercialize innovative technologies that provide an energy benefit for an industrial process in New York state in the manufacturing or agricultural sectors.

Clean Energy Technology Manufacturing Incentive Program – PON 1176

NYSERDA invites proposals to expand the level of manufacturing of clean energy technology products in New York.

For more information, visit www.nyserda.org/funding

NYSERDA AND SMALL BUSINESS DEVELOPMENT CENTER ANNOUNCE COST-FREE BUSINESS SERVICES AT STEP®

The New York State Energy Research and Development Authority (NYSERDA) and the New York State Small Business Development Center (SBDC) have partnered to offer business-assistance services for existing and start-up companies at the Saratoga Technology + Energy Park® (STEP®). This cost-free service, being offered the second Wednesday of every month, will help lay the groundwork for optimal business development related services for start-up and emerging companies to maximize job creation and retention and allow companies to compete in state, national and global marketplaces.

“Small businesses and emerging clean energy and environmental technology companies are the backbone of our economic recovery,” said Francis J. Murray Jr., President and CEO of NYSERDA. “As a national leader in the development and promotion of energy-efficient and clean technologies, NYSERDA and our partners are committed to providing companies the services they need to undertake new ventures, expand into new markets, and create jobs. Under the leadership of Governor David A. Paterson, developing and supporting clean energy and environmental technology companies, as well as other small businesses, will not only help meet our energy and environmental challenges, it will continue to position New York as a leader in the clean energy economy.”

A business advisor with the SBDC at the University at Albany will be available from 9:00am-12:00pm at 10 Hermes Road in Malta. SBDC’s services will include assisting start-up and existing businesses in developing strategic business plans, identifying funding sources appropriate to businesses, marketing assistance, market research, preparation of financial statements, export/import assistance, and cash flow analysis.

“Small businesses require accessibility to resources to ensure a successful venture. Collaboration between SBDC and NYSERDA provides a business friendly venue and a strong combination of resources to benefit small business development,” said Bill Brigham, Director of the University at Albany based SBDC. “The SBDC Business Advisors and Technology Entrepreneur in Residences will provide expert onsite technical assistance in business planning, marketing, access to capital, and financial analysis services that will accelerate the development of energy technology companies, as well as small businesses in general. The goal of these efforts is to provide Capital Region entrepreneurs with the facts and business acumen they need to help their organization start or expand.”

This service is free of charge. For more information or to make an appointment, please contact John Skrobela at 518-485-7647.

Earlier this year, separate agreements were signed by NYSERDA with SBDC and the Center for Economic Growth (CEG) allowing each organization to provide business and technology support to established, emerging, or future clean technology or other small businesses throughout the State and for tenants at STEP. Because the economic development missions of each of the organizations include the support for small businesses and emerging clean energy and environmental technology related companies, each party understands the importance of fostering growth within the clean-tech sector and the importance of collaborating to leverage each others’ expertise and resources.

STEP® SPEAKER SERIES

February 17, 2010 / 12:00pm – 1:00pm
Search 3.0 and Social Media: New Opportunities for Branding and Search Marketing

Sean Branagan
CEO and eVangelist
Digital Vertical Marketing



Sean Branagan
CEO and eVangelist
Digital Vertical Marketing

Online business is a serious business. Today, people conduct nearly 83 billion online searches monthly, and Search Marketing is estimated to be a \$14 billion industry. Learn about four powerful forces that are reshaping Search Marketing, creating “Search 3.0”; search technology, traditional media, human behavior & Social Media. New industry leaders will emerge because of Social Media and Search 3.0, creating opportunities for companies to become new industry leaders, especially in

vertical industries. In a Search 3.0 world, it is about credibility, venerability and brand-building. The presentation will end with “8 Things You Can Do Right Now” so Social Media and Search 3.0 can quickly become a part of your formula for marketing success – with special emphasis on search and Social Media actions for companies in green technologies

March 24, 2010 / 12:00pm – 1:00pm
Retirement Planning

Becky Sciortino
SEFCU



It's not your parents' retirement anymore. Today's retirees are more responsible for their own future retirement than ever before. At the same time, retirees face challenges such as “how do I make my retirement income last 20 -30 years, how do I keep up with inflation, and how do I sleep at night?” If you are considering retiring or are concerned about the impact the market is having on current retirement income, please join us for this informative event.

Speaker Series events are free-of-charge, but registration is required. For more information or to register for an event, please contact Tricia King at 862-1090 ext. 3479 or tek@nyserda.org.

HOLIDAY FOOD DRIVE AT STEP®

NYSERDA thanks Cara Tromans and Kerri Sullivan of Lockheed Martin Corporation for organizing the Holiday Food Drive at STEP to benefit the Regional Food Bank of Northeastern NY. With help from the STEP tenants and local businesses, a total of 220 pounds of food was donated. The Regional Food Bank collects large donations of food and

distributes it to charitable agencies serving hungry and disadvantaged people in 23 countries; providing nearly 20 million pounds of food a year to over 1,000 agencies. The Regional Food Bank is a non-profit organization, and all donations are tax-deductible. If you would like to make a donation, please visit www.rfbeny.com.



CONGRESSMAN MURPHY TOURS STEP® (CONT.)

(Cont. from page 1)

At the 107 Hermes Road building, Congressman Murphy was briefed on the myriad of business activities taking place within the clean energy sector. Many of the processes and products being developed and tested at STEP will revolutionize the way New Yorkers consume electricity as well as expand the use of energy-efficient 'Made in New York' products.

NYSERDA officials also took Congressman Murphy on a tour of the 280-acre site. NYSERDA officials explained how the work taking place at STEP is operating synergistically and collaboratively with the private sector and detailed some of the amenities offered to current and future STEP tenants as a means of attracting and retaining jobs, such as the mentoring program for business and NYSERDA's fast-track process to gain access to the University at

Albany College of Nanoscale Science and Engineering & The Energy and Environmental Technology Applications Center (E2TAC).

Congressman Murphy was briefed on the HVCC TEC-SMART building, the advanced technologies that are being integrated into the building, and the role Hudson Valley professors and programs will play in educating New York's green collar workforce. The Congressman applauded the innovative concept of bringing education, job training, and research and development together at STEP. Congressman Murphy was impressed with the fast pace of construction of TEC-SMART, which will open its doors to students in January 2010. Going forward, NYSERDA staff will be working closely with the Congressman's office to identify additional federal resources to advance opportunities at STEP.

COMMUNITY CORNER

Malta Sunrise Rotary Club

The Malta Sunrise Rotary Club invites you to join the members for breakfast every Thursday at 7:15 a.m. at the Malta Diner, Route 9, Malta. For more information, visit <http://maltasunriserotary.googlepages.com/home>

Malta Community Center

The new Malta Community Center expansion has officially opened for business. With the addition of 19,000 square feet, the facility now includes a branch library, gymnasium, and multi-purpose fitness room. Please see below for some of the upcoming events taking place in the new facility.

- AARP Tax Preparation

Tax-Aide, a volunteer income tax preparation program, will be offering free tax preparation and filing of tax returns for low to moderate incomes, with a preference for seniors, from February 1 through April 15. Appointments are required. Please be sure you have received all your income tax documents before calling for

an appointment. Contact the Malta Community Center at 899-4411 for more information.

- Blood Drive

The American Red Cross will be hosting a Blood Drive at the Malta Community Center on Monday, February 8, 2010 from 12:00 p.m. – 6:00 p.m. Please call 1-800-448-3543 to make an appointment to donate.

- Indoor Walking Program

A free indoor walking program for adults of all ages is available at the Malta Community Center gymnasium. The walking program provides adults an indoor setting for regular exercise, as well as opportunities to meet and talk with others. There is no charge, and registration is not required. Please wear clean, dry, soft-soled walking or tennis shoes.

AM Walk 8:00a.m. – 9:00a.m.

November 1 – February 26/ M – F

PM Lunch Walk 12:00p.m.– 1:00p.m.

November 1 – February 26/ M – F



Our STEP team would like to thank our tenant companies who participated in the Town of Malta Holiday Decorating Contest. STEP was honored with the "Best in Business" award from the Town of Malta and a total of \$195.00 was raised to benefit the Ronald McDonald House of the greater Capital Region.

- **Defensive Driving Course**

Are you looking for ways to save money? Would you like to automatically save 10% on your auto insurance for the next three years? When you take this six hour class, state law requires all insurance companies to provide a 10% reduction for three years. You'll also reduce four points on your DMV record. This course is certified by the Empire

Safety Council and is NYS DMV approved. **NO TESTS!** Drivers must have a driver's license or permit to participate. For more information, please contact the Malta Community Center at 899-4411.

To see the full brochure of events for the Malta Community Center, please visit www.malta-town.org.

2010 CONFERENCES OF INTEREST

RETECH 2010

February 3 -5, 2010, Washington D.C.

www.retech2010.com

RETECH 2010 will provide a platform for over 250 industry-leading speakers to share their knowledge and insights with attendees. The Business Conference will consist of several parallel tracks, held over three days, on each of the key technologies (wind, solar, hydro, ocean, geothermal, and biomass/biofuels/waste energy), plus cross-cutting sessions on markets, finance and policy. Discussions of clean technologies will incorporate presentations on hydrogen fuel cells, batteries and other energy storage technologies, transmission, smart grid distributed generation, energy efficiency, green building, and other topics related to renewable energy.

Small Business Conference 2010

February 10, 2010, Arlington, VA

www.iaonline.org

Recognizing the importance of small businesses to the government IT community, ACT-IAC sponsors a conference each spring focused on the unique benefits of small businesses. The conference is intended to provide information to help small businesses succeed in the government marketplace and to promote the value of small businesses to the government and large corporations seeking small business partners. The conference draws approximately 250 attendees from industry and government.

Renewable Energy World Conference & Expo, North America

February 23 – 25, 2010, Austin, TX

www.renewableenergyworld-events.com

For the seventh straight year Renewable Energy World Conference & Expo North America has been the event leading the way for the renewable industry. Renewable Energy World Conference & Expo North America 2009 had nearly 4,000 renewable energy power professionals in attendance, making it another wildly successful year. Featuring insightful discussions and presentations during technical sessions related to technology, markets, business strategies and policy covering the wind, solar, biomass, hydro, geothermal, ocean/tidal/wave, bio-power, bio-fuels hydrogen and energy sectors.

Windpower 2010

May 23 – 26, 2010, Dallas, TX

www.windpowerexpo.org

Windpower 2010 includes over 300 speakers and moderators, 150 poster presentations, and 50 sessions on leading wind energy topics organized into tracks with policy, business, and technical focuses. There is no better place to learn about the latest industry developments and new technology than WINDPOWER 2010. Attendees can also participate in several day-long pre-conference seminars for more in-depth education on various topics.

NEWS AT STEP®

PON 6, Lifestyles Center Development at STEP In early November, NYSERDA issued PON 6, seeking a developer interested in designing, financing, constructing, leasing and managing a retail-oriented building. Such a building could contain amenities such as a coffee shop and deli, fitness center, copy center, day care, etc. Proposals are due January 28, 2010. A listing of interested parties has been posted on the STEP Web site at step.nyserda.org.

Plowing

Brickman, a national plowing and landscaping company, has been awarded the plowing contract for the roads and parking lots of 10 Hermes Rd. and TEC-SMART. Brickman has been mobilizing equipment and staking out the roads and parking areas.

NEXT STEP

Next STEP is a publication of the New York State Energy Research and Development Authority (NYSERDA) intended to inform the Saratoga Technology + Energy Park® (STEP®) community of the rapidly changing environment of New York's energy technology industry and provide information on resources available to STEP tenant companies and their employees.

Please submit comments, suggestions, and story ideas (such as company and employee profiles, recent developments, and news) to tek@nyserdera.org



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