



Newsletter

January 18, 2024

Meeting: Walter Guiles, Vice President

Greeter: Will Berglund

mycdbl.com

MISSION STATEMENT

Capital District Business Leaders enhance the growth of members' businesses by providing a forum for the exchange of business leads, products, and services. Our name represents excellence and respect for our clients, community and professions. We are committed to contributing back to the community.

VISITORS/ALTERNATES

Todd Greive, Alternate for Terry Freeman
1st National Bank of Scotia

ANNOUNCEMENTS

Walter Guiles of TechBridge reminded members that this is the 3rd meeting of the month and there will be no meeting next week, being the 4th week of the month. Our next meeting will be on February 1.

Frank Paladino of RightComm LLC announced the Colonie Chamber annual dinner to be held on Feb. 1 at the Century House. This is their first annual dinner in four years. Tickets can be purchased on their website. Also the Albany Firewolves will be hosting a Margaritaville night Jan. 20th.

Mike Corey of LeChase Construction announced that there is a 4 day minimum ticket for a Belmont table.

Matt Clarke of DigitalOne announced that Unity House is accepting donations of men's and women's business attire. They can be dropped off at their 6th St. Troy location, or you can contact Matt to coordinate a dropoff.

GOOD NEWS

Walter Guiles has been onboarding a new client in Lake Placid and having lots of fun doing so.

WISH LIST

Jordan Modiano of Express Employment Professionals is looking for companies that want to hire administrative employees.

Mike Corey is looking for a contact person with Atlas Copco in Voorheesville.

Frank Paladino is looking for new and expanding businesses.

THANK YOU'S

Walter Guiles to Will Berglund for greeting, Jordan Modiano

Mike Corey to Jeff Dorrance

Matt Clarke to Jordan Modiano

Dan Fisk to Chuck Shank

Nick Marchese to Dawn Morrison

Jordan Modiano to Nick Marchese

COMMITTEE REPORTS

Treasurer's Report – Nick Marchese

Please pay your first quarter dues promptly so Nick doesn't need to send out past due notices.

Leads – Frank Paladino

Lead of the Week - **Nick Marchese**

Special Events –Will Berglund

Will is looking for suggestions for a first quarter event, possibly doing charitable work during the 4th week of the month, when we have no Thursday morning meeting. Please email or call Will with your ideas.

Membership – Josh Jennings

Nancy McKiernan announced that we have received a membership application from David Piscitella of Paylocity. Dave is a former member of CDBL and would fill the open payroll services category. The application will be sent out to the members with the newsletter for review.

Speakers/Greeters – Alan Baker

Contact Alan to sign up for open speaking and greeting dates for 2024.

1st Quarter:

February 1st – Need Speaker & Greeter

February 8th – Need Speaker & Greeter

February 15th – Need Speaker & Greeter

February 22nd – NO MEETING

February 29th - NO MEETING

March 7th – Need Speaker & Greeter

March 14th – Need Speaker & Greeter

March 21st – Need Speaker & Greeter

March 28th – NO MEETING

Social Media – Nancy McKiernan

If you are active on social media, please like, share and comment on the weekly LinkedIn and Facebook posts featuring the week's presenter. Also check the CDBL website calendar for updates on networking events.

<https://www.facebook.com/CapitalDistrictBusinessLeaders?mibextid=ZbWKwL>

<https://www.linkedin.com/company/cdbl---capital-district-business-leaders/>

CDBL OPEN CATEGORIES

Architect
Caterer
Chiropractor
Document Destruction
Event Planner
Florist
Hotel/Hospitality
Interior Designer
Jeweler
Limousine Service
Long Term Care
Public Relations
Sign Company
Title Insurance Company
Travel Agency
Water or Coffee Vendor
Web Designer

TODAY'S SPEAKER

Matt Clarke
One Digital

Matt opened with a discussion of the difference between an entrepreneur and a business owner. Owners typically find a market for a product or service and use their skills to fill a need. Entrepreneurs see an idea, find funding, build a business and then move on to the next idea. Matt Clarke was an owner of Bouchey & Clarke Benefits, which was acquired by OneDigital. Matt had been thinking about an exit strategy for his business and started to get calls from companies requesting to buy Bouchey & Clarke. When OneDigital called it was good timing. Matt wanted to stay on with OneDigital until his teenage daughter has finished college. Since the acquisition Matt has been working to manage the office, a role that he admits is not his strength. His priority this year is to move back into sales, but he still needs to oversee the day to day office activity. Currently he is working on deciding where to move their office to in the next 3 to 4 months.

He's had some turnover in personnel and staffing challenges to deal with, including generational challenges and a lack of dedication to the job. He noted that his current staff has less expertise than would be desired, and there's a big learning curve in the health insurance business. He finds that time is his biggest challenge as he trains employees.

OneDigital is not publicly traded and is equity funded. They offer more resources for groups than Bouchey & Clarke did, providing systems, benchmarking capabilities and expertise.

They use Seismic, a tool to create content for social media marketing.

They have a pharmacy carve out unit for self insuring pharmaceutical products.

Their Medicare unit is called Healthworks.

They provide wellness calendars and work with clients to create wellness programs to help keep their employee population healthier.

Inflation is driving health insurance costs up.

Conditions that were neglected and treatments postponed during the pandemic are also driving up claims costs.

Providers are demanding to be paid more to continue participating in programs.

Don't go to the E.R. for conditions that are not emergencies.

Telemedicine is a good solution for care.

End-of-life ethics are also huge drivers of costs due to prolonged and unnecessary treatments.

Matt lobbies against the single-payer model because it's not financially doable.

Matt's wish list includes companies that have employees who need insurance plans, and groups that he can talk to about employee benefits.

For more information contact Matt:

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50-50 – Walter Guiles - No Joker

Collected: \$15 Jackpot = \$

ATTENDANCE (21 Members)

Members (12), Alternates (1), Guests (-)

Total Attendance (13)