



# Shelby Schneider

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economic decline since my childhood. I believe in what we do and I'm proud to be involved in an effort to build a supportive business environment.

## **SM: Who has been most helpful to you on your own path to success?**

SS: Who hasn't been helpful? Saratoga County is growing but it hasn't lost its sense of "community." There are so many supportive people willing to mentor—I have a tough time identifying one person along my path. What makes Saratoga County special is that when someone reaches a certain stature in their field, they take the time to mentor and groom leaders to one day follow in their footsteps. Whether its business or public service, I have found that mentorship is the dominant culture here.

I must say that my boss Dennis Brobston has been incredibly supportive of me and it has been an honor and pleasure to work with him since he came back as president of SEDC. He's incredibly open to new ideas and is willing to take some risks to reap rewards. And he's just fun to work with.

## **SM: What is the SEDC's relationship with GLOBALFOUNDRIES?**

SS: We've had a great relationship with GLOBALFOUNDRIES. SEDC led the site selection team that attracted AMD, which became GLOBALFOUNDRIES, so we have been involved with all of the key players from day one. They know what we do and how we provide value to the community and have been very supportive of our business retention and development efforts. We recently produced a marketing video to raise global awareness of Saratoga County and our assets. When we asked GLOBALFOUNDRIES to participate, not only were they receptive, CEO Doug Grose came in and personally spoke about the benefits of locating in Saratoga County. They continue to be supportive in that respect and it means the world to us.

## **SM: What is the SEDC hoping to accomplish by working with GLOBALFOUNDRIES?**

SS: Right now, there is a lot of global attention surrounding the GLOBALFOUNDRIES Fab 8 project in Saratoga County. It's important for us to capitalize on that to grow our high tech economy. Like any business in our community it is important for us to understand our employers, who their customers are and

who supplies them with equipment, raw materials, and services. We want to maximize that business to business activity while also spurring entrepreneurial growth.

We were just out in Silicon Valley meeting with high tech startups and entrepreneurs. Most of the people we met worked at a large tech company before venturing out on their own to bring their idea or product to market. Having a large "economic engine" such as GLOBALFOUNDRIES draws in talented people, just like the College of Nanoscale Science, Engineering, Sematech or GE R&D does. We can complement this business environment by having a strong network of likeminded creative people, a good university system to provide the talented workforce, access to capital and a culture that accepts high tech risk and reward. We have all of the ingredients for entrepreneurial growth; we need to keep promoting our assets.

## **SM: In light of the current economy, do you believe the GLOBALFOUNDRIES project will rejuvenate the financial state as well as the morale of the Capital Region community?**

SS: It will be a big help but we have to keep working to build out and diversify our economy. We won't pull ourselves out of this unless we keep working to create a supportive business environment. We are lucky to have the assets we have and opportunities coming our way. Saratoga County, the Capital Region, and New York State made strategic investments over the past 15+ years to accomplish some big goals. Let's keep building on those investments.

## **SM: How do you achieve balance in your busy work schedule?**

SS: I try not to overcommit my time and with that, I have to pass up a lot of great opportunities to volunteer. I have two young children and my family comes first. I'm lucky to work for an organization that supports my commitment to them. Outside of work, I am a board member at the Children's Museum of Saratoga. It's a fun organization and my kids can reap the rewards of our efforts.

## **SM: You have achieved success for yourself and SEDC. What future plans do you have in your life?**

SS: I'm enjoying what we are doing so much; for the time being, I wouldn't want to be anywhere else. Call me in a year or so.

## **Success Magazine: How did you begin working with the SEDC?**

Shelby Schneider: I started at SEDC as an intern, right around the same time that SEDC was preparing Saratoga County's application for the New York State Empire Zones Program. When NYS designated Saratoga County Empire Zone status in 2001, the position opened up to coordinate the program. The program recently came to a close, but we have plenty of work to do here and my role has transitioned to support our marketing and business development efforts.

## **SM: Why do you feel it is important for businesses to receive assistance through the SEDC?**

SS: I think it's important to have a single point of contact for business development in any community. Businesses need to know that they have an advocate, and if they have a problem or need, we're here to help. That is SEDC's role in Saratoga County. Our mission is to create jobs and diversify the tax base while improving the quality of life for the residents of Saratoga County.

## **SM: How has helping businesses on their paths to success been a rewarding experience for you?**

SS: I truly love the field of economic development. I am one of the biggest cheerleaders for Upstate New York business development. Helping businesses prosper, create jobs, and invest in our community means that someone has job security or that someone who moved away from the area to find a good job in their field has the opportunity to return. I grew up in Upstate New York and watched some serious