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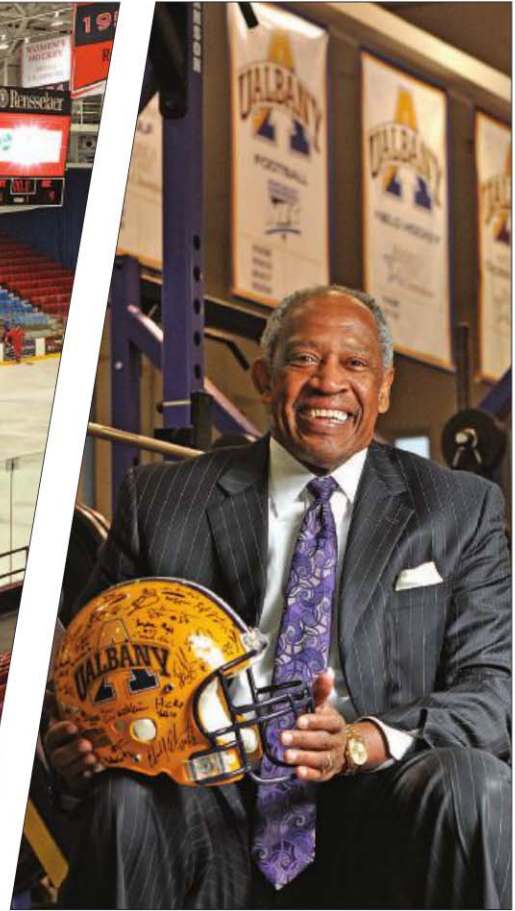
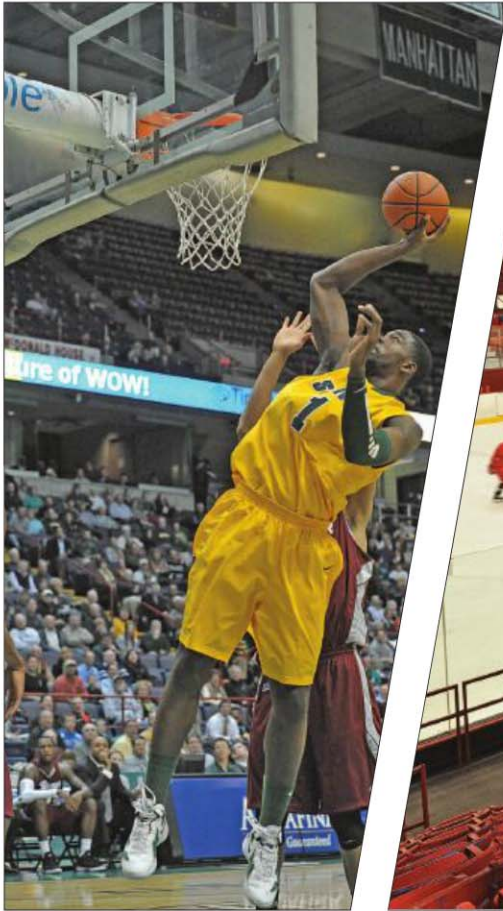
THE BUSINESS REVIEW



10 MINUTES WITH: Annmarie Lanesey, president of Greane Tree Technology, on science and math, yoga and Troy's red-light past. **7**

DINER DEAL: Wolff's Biergarten partners buy their next-door neighbor, the Miss Albany Diner. **3**

GAME FACE: Founder of Agora Games leaves company for New Zealand. **6**



DOMINIA ABBOTT VLAHOS | THE BUSINESS REVIEW

(From left) Siena forward OD Anosike goes up for a shot against Rider University; Rensselaer Polytechnic Institute athletic director Jim Knowlton; and University at Albany's director of intercollegiate athletics Lee McElroy. The three play different roles, but each is tied to the business of sports in the region.

Got game? College sports and business

Colleges have a lot riding on their sports programs. Even in a smaller market, success can generate buzz, corporate support and a surge in applications. And multi-million dollar facilities? They can be the tipping point when it comes to recruiting. We look at college sports in the region—and what's driving the bottom line. **Coverage begins on page 13**



IN THE SPOTLIGHT: Mark Woroby is the first director of philanthropy at the Make-A-Wish Foundation of Northeast New York. **10**

Breaking business news throughout the day: albanybusinessreview.com

10 minutes with ...

ANNMARIE LANESEY

Tech driven

Annamarie Lanese considers herself a "major nerd" with a goal of inspiring more women to work in technology.

The person she'd most like to meet: Sheryl Sandberg. The chief operating officer of Facebook frequently speaks about the lack of women in leadership roles.

Says Lanese: "People think we've made a ton of progress. We have a long way to go."

INTERVIEW BY PAM ALLEN

A temporary consulting position kick-started your career.

I was hired in 2003 by Morse Zehnter Associates in Troy to work for a couple of weeks on a job that involved the collapse of the World Trade Center towers.

When the towers fell, they were directly across from Deutsche Bank headquarters. Deutsche Bank was suing its insurance carrier to get money to take down the building. It got covered by the dust, which we know now was pretty contaminated.

What did you do there?

I was hired to make electronic exhibits, basically visuals that attorneys and lay people could understand.

We collected all the TV footage and determined things like the science behind the speed of the attacks, and the magnitude and volume of the dust.

Roger Morse, who is also an RPI alum, hired me for two weeks. Then it was like, by the way, we need you for three weeks. Then I was building a team. Three weeks turned into a year.

We produced 40 or so animations. I was 23 and dealing with vice presidents of Deutsche Bank and attorneys from high-powered firms. The case was embroiled in litigation for a long time. I was under a nondisclosure agreement for six years.

And that work earned you a job at Morse Zehnter?

Roger Morse hired me. Their main business is building forensics. I was a multimedia producer there for several years, until we started Greene Tree in 2008. Roger has been a great mentor, and a terrific friend and boss.

What's the story behind Greene Tree?

Joe [Payette, now her husband] and I were dating, and we were both heavily involved in our work.

We decided we were going to do a project together. Joe came up with the idea of re-doing a coffee table, maybe tiling it or something. It was that, or a software project. We decided to do the software.

I was preparing exhibits for trials for pretty high-profile lawyers and was seeing how antiquated their software was. I thought, somebody needs to do a better job at this. We started working on an enterprise piece of software for law firms.

We realized we worked pretty well together. We also share in the equality of work and home. I think that's important.

Greene Tree had work from Day 1. We continue to grow slowly over time. We've gone from two people to six in a few years. It's not Google-size, but it employs six people. I feel really good about that.

What pushes your buttons?

I've gotten a lot more mellow about it, but I have a tough time thinking about how few women there are in tech. It bothers me, makes me sad. It's kind of lonely, actually.

I don't think it's gotten any better over the years. I can point to a few—Beth Coco [founder of MicroKnowledge] is a great role model. Dawn Abuhl [principal of Repeat Business Systems] is another one. Dawn's become a great mentor to me.



Quick info

Annamarie Lanesey

Title: President, Greene Tree Technology**Founded:** 2008 with Joseph Payette**Age:** 32**Educated:** Rensselaer Polytechnic Institute, bachelor's in electronic media, art and communication, 2001; master's in integrated electronic arts, 2004**Grew up:** Wynantskill**Resides:** Troy**Personal:** Married to Joseph Payette

since 2010

Why do you think there are so few women who work in tech?

I think because women early-on are still taught Barbies and pink, and not Legos and robots.

I noticed it when I was at RPI. There would be maybe 50 to 100 people in the class, and only a handful were women. It was very obvious that you're different when there's so much of one and so little of the other.

I think we need to do a better job of STEM (science, technology, engineering, math) education for women. I'm in the process of starting an organization for women in technology.

There's really no professional organization for women in tech in the area. My hope is to get something off the ground this year.

What do you do to de-stress?

I started doing yoga 12 years ago. At the 10 year-mark, I'd wanted to do teacher training, but I got real busy with the business. Plus, I do a lot of meditation now and am getting so much out of it that I'm not doing as much yoga.

Do you have a life motto?

Anything is possible.

I was always a go-getter. And I've always had a lot of luck.

When I was an undergrad, I was the first, and I think, only student in my degree program to get a full tuition scholarship for my master's program.

Before I got my undergrad degree, I got a two-week artist's residency in Spain.

I'm not saying things have been handed to me. I've worked hard. But I have sort of these lucky stars.

When I was still in school, I started showing my work. I was getting recognized internationally. My focus was video art.

I wasn't Jackson Pollock or Andy Warhol, but my work was being shown in galleries around the world. I won the grand prize at a new media festival in Poland.

You look on that as luck?

Yes. I really think it is.

What was your most recent art project?

Someone told me Troy had a thriving red light district at the turn of century. I grew up in Troy and I was just floored.

I set out to do some research, and learned that this woman, Mame Faye, ran a house of prostitution in Troy for 40 years. We put an ad in the *Troy Record* asking for people who had memories of her. No one called.

We put an ad in the *Pennysaver* and got over 50 calls from people in their 70s and 80s telling stories.

There were no books, no documented stories, no pictures. So we produced a 30-minute oral history documentary in 2008 called "Sittin' on a Million." It cost about \$30,000 to produce, but we got some grants. I worked on it with another person, Penny Lane.

There are no photos of Mame Faye?

Oh, we have them. People are disclaiming whether or not it's her, but it's her. We've got them.

DONNA ABBOTT VLAHOS | THE BUSINESS REVIEW

Lanesey strikes a yoga pose. Yoga is one thing she does for stress relief. "Plus, I do a lot of meditation now."