

ALBANY
SCHENECTADY
TROY
SARATOGA
GLENS FALLS

Volume 37
Number 28
OCTOBER 8-14, 2010
\$2.00
albany.bizjournals.com

THE BUSINESS REVIEW

10 MINUTES WITH: Catherine Hedgeman talks about her commitment to making the Capital Region a haven for the young. **11**

ECONOMIC DEVELOPMENT: Tokyo Electron gets close to GlobalFoundries. **3**

STRATEGIES: Demolition business challenged by the sluggish economy. **10**

OPINION: The campaign trail is filled with pitfalls for the unwary. **31**



Millennium strikes partnership with top Connecticut marketing firm

BY BARBARA PINCKNEY
THE BUSINESS REVIEW

The largest marketing communications firm in Connecticut is establishing a local presence through a partnership with Millennium Business Communications.

Cronin & Co., a 63-year-old firm based near Hartford, will be sharing Millennium's Colonie offices. The two have entered into a contractual agreement to work together, primarily on large regional and national accounts.

Although the shops remain separate, that may not be the case forever.

"You never know what will happen," said Paul Madelone, chief marketing officer for Millennium.



Paul Madelone

FIVE-YEAR FRIENDSHIP

Cronin has revenue of about \$70 million a year, and a client list that includes McDonald's, Amica Insurance and MassMutual. Millennium, which was formed in early 2007, has about \$1 million in annual revenue and works primarily with local clients, including Albany Medical Center, LaSalle Institute and Hill & Markes.

The relationship between the two began about five years ago, when Madelone was with VisComm Group, an Albany agency that closed in 2008.

He was helping Capital District Physicians' Health Plan introduce several new products, and needed a "substantial" partner.

A search turned up Cronin, which



DONNA ABBOTT VLAHOS | THE BUSINESS REVIEW

(From left) Nick Madelone, president of Millennium Business Communications, Henry Nahal, vice president, and Joe Madelone, CEO.

worked with several health plans. It was Cronin that came up with the CDPHP slogans "Evolves around you" and "A plan for life."

When VisComm dissolved, Madelone joined his sons at the year-old Millennium. Joe Madelone is CEO and Nick Madelone is president of the firm. But he maintained his relationship with Cronin.

"We've known Paul for quite a while," said Steve Wolfberg, president of Cronin. "We've been looking for opportunities to work together."

MOVING IN TOGETHER

A few months ago, talk arose of a more formal relationship. Cronin was looking to expand and liked what it saw in this region. Kim Manning, the firm's chief operating officer, said Albany's growth areas, including health care and energy, are "very much in our sweet spot."

At first, Cronin's Albany presence will be limited to frequent visits from Manning and Wolfberg, but eventually some members of Cronin's creative team will be physically located in Millennium's office on New Karner Road.

Manning said the Connecticut firm hopes to build toward having a full-service office here.

Although both firms may continue to seek individual accounts, they also will develop business together and serve those clients as a single unit.

"Millennium is strong with trade shows and video production, which are complementary strengths to ours," Wolfberg said. "They also have a deep knowledge of the market and we hope to piggyback off that."

Paul Madelone said the collaboration should position the firms for the arrival of GlobalFoundries, which is building a \$4.2 billion chip-fabrication plant in Malta, and any companies that may follow it here.

All three Madelones have experience with technology firms, having spent time in Austin, Texas, working for a direct marketing firm whose clients included Advanced Micro Devices Inc., minority owner of GlobalFoundries. What they lacked is Cronin's muscle to run a large campaign.

WEDDING PLANS?

The relationship will remain an open one for the foreseeable future, but both sides see the possibility of a future merger.

"Absolutely," Madelone said. "I am in the later stages of my career. The others are in their late 20s and early 30s. So you never know."

Manning said Cronin "holds Paul and his team in high esteem. We wouldn't rule anything out."