

The Albany Conundrum- BIG CITY, LITTLE TOWN?

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Albany is a fascinating “town” in lots of ways, but as it pertains to minority businesses, I don’t understand why public relations and marketing efforts are so “limited” here. This IS the capital of New York State? I can only imagine, there must be a talent drain for the art of promotion in this area (if I am incorrect, let me know). In my work life, I have encountered a contingency of superstar talent here; some budding and new, some older and more refined. Albany is a city of secrets. There are so many gems, the glare is blinding. Two of the city’s best kept “secrets” are the subject of my blog this week. People complain that Albany is so small, but I would beg to differ, and state, its just good at masquerading both its size and its talent.

[Kermit Hayes](#) is a gifted photo artist (commercial print, I only say so because I must), with many years of experience, who more people should already know about. His photography exemplifies his gift; understanding and capturing light and form. His photos are magnificent works of art. Right here in Albany, there is a man, whose talent is under-appreciated and under-utilized. So what’s the problem? Marketing – it would seem. His web site is impeccably done . . . museum quality. His prices are well within range of his target audience, but there is no buzz, no great demand, no sizzling sensation. It is incredibly difficult to be both a stellar businessman and good at your trade or craft. Location may be a culprit as well, as his studio is in the nearly vacant Latham Plaza. **So how do you overcome ho-hum appeal, when the product is exceptional?**

By creating a buzz. Especially since high end commodities need “added demand” to garner customers. At the opening of the very chic and beautifully appointed “[Evoke Style](#)” in Stuyvesant Plaza, Sandra Dollard and the Albany-Colonie Chamber pulled off an impressive opening ceremony. Ribbon cuttings can be such a bore, but there was an energy that permeated the very walls of this elegant boutique. There were almost more people there than could fit the space (Congrats to Sandra, we know she will do well). This is buzz.

Read more in Tony Crew’s blog at <http://blog.timesunion.com/microbusiness/1122/1122/>