

September 2007

Forward to:



www.saratoga.org

GOOD NEWS FOR CHAMBER MEMBERS

Advocates of chambers of commerce have long believed that when a company or organization is a member of its local chamber, it is doing the right thing, not only for the community, but for its own success.

A national study reveals a number of important findings about how consumers and business owners perceive the local chamber and the businesses that are members:

- When consumers know that a business or practice is a member of a local chamber, they are 44% more likely to think favorably about the business or practice.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a firm that they believe is a member of the local chamber.

The study also has good news for businesses that sell to other businesses:

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation and 59% more likely to buy goods and services from it.

The study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the economy, 82% of respondents believe the local chamber helps create jobs and promotes local economic development.

The results are clear; positive perception increases among consumers and business owners when a firm is identified as a member of the local chamber of commerce.

If you would like a member window decal for your front door, just contact us at 584-3255 or info@saratoga.org.

Saratoga's Under 40 Network

September 4
5 - 6:30 p.m.
Peabody's Sports Bar & Grille

Fall Golf Outing

September 10
11 a.m., Registration
McGregor Links Country Club

Women's Business Roundtable

September 11
8 - 9 a.m.
Saratoga County Chamber Office

Networking Luncheon

September 14
11:45 a.m. - 1 p.m.
Holiday Inn - Saratoga Springs

Third Thursday Breakfast

September 20
7:30 a.m.
Longfellow's Inn & Restaurant

Saratoga Tour

September 27
3:30 p.m.
In Front of Doc's Steakhouse

Orientation and Mixer

September 27
4 - 5 p.m. Orientation
5 - 6:30 p.m. Mixer
Doc's Steakhouse

Seminar

September 18, *Starting a Business*
September 19, *Strategies for Effective Rental Property Management Seminar*
See page 8 for details

SEE PAGE 3 FOR CURRENT EVENT DETAILS AND GUIDELINES.

Other Upcoming Events

October 2, *Saratoga's Under 40 Network*
October 4, *Business Showcase*
October 17, *Women's Business Luncheon*
October 18, *Third Thursday Breakfast*
October 24, *Sales Seminar*
October 25, *Orientation & Mixer*

MEMBER NOTES

JULY MIXER Thank you to Gaffney's for once again hosting our July Mixer. The annual event has become a Chamber tradition and the perfect way to jumpstart the track season! Thank you also to Saratoga Photobooth Company and Southern Wine & Spirits for adding another level of fun to the event. Hollis Palmer of Derby Tours provided members with an informative and fun tour of historic Saratoga Springs prior to the mixer. Thanks Hollis!

DOWNTOWN MUSIC FESTIVALS Thank you to the major sponsors of The Hats Off and Final Stretch Downtown Music Festivals which were: Saratoga Race Course, Miller Lite Beer, Budweiser Beer, CDPHP and Saratoga Gaming and Raceway. We would also like to thank other sponsors including The Saratogian, The Adirondack Trust Company, Saratoga Springs City Center, Holiday Inn - Saratoga Springs, The Saratoga Hotel and Conference Center, 1st National Bank of Scotia, Hilton Garden Inn, Courtyard by Marriott - Saratoga Springs and the Residence Inn - Saratoga Springs along with all the area motels, hotels, bed and breakfasts, restaurants, retailers and other businesses throughout the area that donated to make the events happen. A special thank you to Susan Farnsworth for her coordination efforts and another great year!

2007 MEMBERSHIP DIRECTORY AND BUYER'S GUIDE Later this month you will be receiving a Membership Directory Verification Form to review what information will be listed in our upcoming guide which will be published January, 2008. Please look it over carefully and return the form promptly if you have changes you would like to include. Your business information also appears on the Chamber's website at www.saratoga.org (click on Member Directory tab). Contact Annamaria Dalton with any questions about your membership listing at adalton@saratoga.org. If you are interested in advertising opportunities in the directory, contact Greg Dixon, gdixon@saratoga.org.

ONLINE BUSINESS NETWORK In an effort to further enhance your networking opportunities, your Chamber is researching companies that offer online business networks. If your company specializes in that field, please contact Jen Joseph Perry at 548-3255 or jperry@saratoga.org.

EDUCATIONAL OPPORTUNITY! The Business Development Program offers members an in-depth business training taught over the course of 10 months by leading professionals and experts. Plans for the third year of the Chamber's Business Development Program are underway. The program has sold out every year. For more information on the curriculum and to reserve your spot, please contact Jennifer Joseph Perry at jperry@saratoga.org or 584-3255.

MEMBERS IN THE NEWS

If you have been honored at an industry event, celebrated a business milestone, developed a new product, or have some other good news about your company, e-mail it to us at jshinaman@saratoga.org. Share your good news with other Chamber members in "Members In The News."

Mark Pepin of **Time Warner Cable Business Class** was the Top Producer of new members for July as a volunteer on the Chamber's Membership Committee.

Vaugh Woodworth's membership in the Chamber correctly dates back to 1965, when he was at Stiles Agency. Today he is with **Realty USA** and has been one of the top producers on your Chamber's Membership Committee for over 30 years.

The Hill Family Agency has been recognized by **Allstate Insurance Company** with the prestigious Chairman's Inner Circle. Only 2% of all state agencies in the nation received the award for 2007.

Dr. Maria Valli, AV.D, Audiologist for Saratoga Hearing Center was recently awarded her Doctrate from Arizona School of Health and Sciences.

Jeffrey C. Vahanian, CFP™, of **Vahanian & Associates Financial Planning Inc.**, was recently introduced as a member of the Royal Alliance Associate National Advisory Board. Vahanian is one of 10 independent advisors who comprise the national board.

Mimosa Gallery located in the Arts District on Beekman Street has recently expanded - more than doubling its space! The new area will feature artist-made furniture and fine art.

Mike DeAnzeris of **Strategic Media Sales Group** was the recipient of the Hanley Wood Sales Executive of the Year Award. This is the third consecutive year in which Mike has won the award.

Jesse Boucher of **Kodiak Constructin, Inc.** recently completed the requirements for the National Association of Home Builder's Certified Graduate Builder program. Jesse is one of only five builders in Saratoga County to have earned the designation.

Gilda's Club Worldwide, the leading organization dedicated to providing social and emotional support throughout North America for people living with cancer was recently highlighted in USA TODAY.

Rebuilding Together Saratoga County, finished their Spring Workday Blitz by working on 30 projects. More than 517 volunteers came out and donated over 3375 volunteer hours on rehab projects to help their neighbors in need. Members of the Saratoga Under 40 Network participated on a worksite. For further info, go to www.rebuildingtogethersaratoga.com.

The Scott Varley Group at **Realty USA** announces the opening of their new office at 28 Division St. in Saratoga Springs.

Christian E. Mathiesen, DMD, recently received the Mastership Award from the Academy of General Dentistry.

Pyramid Brokerage Company is now the exclusive alliance partner for all of Upstate New York with Cushman & Wakefield, the world's largest privately held real estate services firm.

The Academy for Lifelong Learning (A.L.L.) is celebrating its fifteenth anniversary with the theme Celebrate Diversity! A.L.L. will be offering three free events, each focusing on the music, dance, arts, and food of a culture represented in our community. Visit the A.L.L. web site: www.esc.edu/all.

SEPTEMBER EVENTS

- 4** **Saratoga's Under 40 Network.** Peabody's Sports Bar & Grille, 39 Phila Street, Saratoga Springs
Provides the County's young business people with a forum for personal and career development.
Time: 5 to 6:30 p.m.
Strictly networking, no speaker
Cost: \$10 per person, members only **Reservation Deadline:** August 31 at 5 p.m.
- 10** **Fall Golf Outing.** McGregor Links Country Club, Northern Pines Road
Time: 11 a.m. Registration/Lunch, 1 p.m. Tee Off
Cost: \$150 **Reservation Deadline:** September 3 at 5 p.m.
- 11** **Women's Business Roundtable.** Saratoga County Chamber Offices, 28 Clinton St., Saratoga Springs
Roundtables provide small, informal group settings to exchange experiences and ideas on career-related and professional development issues.
Time: 8 to 9 a.m.
Topic: "The War for Talent: Battle Lines between the Sexes and across Generations"
Come learn the techniques for hiring the right talent while creating a diverse staff. Employment branding, networking/sourcing for candidates, interviewing and on-boarding will be covered.
Speaker: Geoffrey Dubiski, Sumner Grace & Associates LLC
Cost: Free, space is limited, reservations required. **Reservation Deadline:** September 10 at 5 p.m.
- 14** **Networking Luncheon.** Holiday Inn - Saratoga Springs, 232 Broadway, Saratoga Springs
Facilitated networking event with the opportunity to give your one minute commercial to the entire audience.
Time: 11:45 a.m. to 1 p.m.
Cost: Reservations \$10; Without \$15 **Reservation Deadline:** September 12 at 5 p.m.
- 20** **Thursday Breakfast.** Longfellow's Inn & Restaurant, 500 Union Ave., Saratoga Springs
Monthly breakfasts keep you informed of current issues affecting the County while providing a great opportunity to meet other business and professional people.
Time: 7:30 - 8:45 a.m.
Topic: Adirondack Community College Plans for the Future
Speaker: Dr. Ronald C. Heacock, President, Adirondack Community College
Cost: Reservations \$7; Without \$10 **Reservation Deadline:** September 18 at 5 p.m.
- 27** **Saratoga Tour.** Meet in front of Doc's Steakhouse, 63 Putnam Street, Saratoga Springs
By popular demand, Hollis Palmer of Derby Tours will offer another tour historic Saratoga Springs prior to the September Mixer. This tour, entitled "The Near East Side," will feature the stories behind many homes and their owners on the east side.
Time: 3:30 to 5:00 p.m.
Cost: Free program, members only, reservations required **Reservation Deadline:** September 25 at 5 p.m.
- 27** **Orientation and Mixer.** Doc's Steakhouse, 63 Putnam Street, Saratoga Springs
Orientations are an ideal opportunity to learn more about your Chamber's programs and benefits and how to best utilize those services. Mixers provide excellent networking opportunities with over 200 attendees in a relaxed environment.
Time: 4 to 5 p.m. Orientation; 5 to 6:30 p.m. Mixer
Cost: Reservations \$5; Without \$10 **Reservation Deadline:** September 25 at 5 p.m.

*To make a reservation, call 584-3255 or email info@saratoga.org.
All reservations emailed will be confirmed within 24 hours. Please call if you do not receive an email confirmation.
Reservations will be billed unless cancelled two business days prior to the event.*

BUSINESS SHOWCASE 2007

Thursday, October 4, 2007
(3 to 4pm Vendor only show)
4 to 7pm Open to the public
Saratoga Springs City Center



Premier Sponsor: Time Warner Cable Business Class.

Major Sponsors: First New York Federal Credit Union, Saratoga Imaging/Saratoga Vein Centers, MVP Health Care/MVP Gold, CEI Computer Services, ImageCare Saratoga, Mannix Marketing Inc., Adirondack Trust Company, Champion Buick Pontiac GMC, Courtyard by Marriott-Saratoga Springs and Saratoga Online SPA.NET.

Junior Sponsors: SEFCU, Capital District Physicians' Health Plan, Inc.(CDPHP) and Interactive Media Consulting, LLC

Media Sponsors: The Saratogian, Saratoga Today, The Saratoga Business Journal and Anastos Media Group/STAR 101.3.

Attendance is free and open to the public so invite customers, prospects, employees & coworkers to attend. Great prizes will be given away throughout the show. Food & beverage providers will be offering samples at their booths and cash bars will be offering beverages.

WELCOME NEW MEMBERS

Your Chamber is pleased to welcome the following new members.
Please add their names to your Membership Directory and
consider calling on them when you need a product or service they provide.

As the Crow Flies Studio

Katie Shugert
P.O. Box 732
Saratoga Springs, NY 12866
584-1197
Graphic Design & Fine Art

Breezy Baby Travel Co.

Shane Oaufrock
10807 Hampton Mill Terrace, #100
Rockville, MD 20852
(301) 807-2358
www.breezybaby.com
info@breezybaby.com
Baby Equip. Rental for Traveling Families

Edinburg Evangelical Wesleyan Church

Rev. George McCleery
225 Fox Hill Rd.
Northville, NY 12134
863-6478
Bible Teaching Conservative Church

Flores Studio, Fine Art Gallery

Frankie Flores
462 Broadway
Saratoga Springs, NY 12866
232-1017
www.floresartnewyork.com
flores@floresartnewyork.com
Saratoga Racing/Jazz/Landscape

Four Seasons in Lake George and the Adirondacks

Linda Duffy
320 Canada St.
Lake George, NY 12845
361-2559
Events and Advertisement Guide

Hannacroix Designs, Inc.

Mary Alyce Evans
59 Railroad Place, Apt. 303
Saratoga Springs, NY 12866
495-2103
Kitchen & Bath Design

IJ & L Services

Ladean Warner
2373 Route 9
Malta, NY 12020
899-3105 Fax: 899-3135
http://j-lservices.com
info@j-lservices.com
Accounting/Bookkeeping/Payroll

Lake Lonely Boat Livery

William Parry
378 Crescent Ave.
Saratoga Springs, NY 12866
587-1731
Bait/Tackle/Boat Rentals/Storage

The Lodge

Ron Farber
1 Nelson Ave.
Saratoga Springs, NY 12866
584-7988
Fine Dining/Open During Thoroughbred Season

Luxbrush Painting Co., Inc.

Harry Lux III / Amy Meade-Snyder
P.O. Box 2521
Manchester Ctr., VT 05255
(800) 724-6846 Fax: (802) 366-9110
www.luxbrush.com
amy@luxbrush.com
Painting Contractor

Timothy R. Rutt

6 Mallard Dr.
Rexford, NY 12148
383-2070
Individual Computer Consultant

Saratoga Lifestyles

Meg Kelly/ Mary Laskey
8 Lakewood Dr.
Saratoga Springs, NY 12866
580-1782
www.saratogalifestyles.com
Leisure/Rec. for Active Adults

Souders Promotions

Annette Krebs
1510 Central Ave.
Albany, NY 12205
452-3000
www.souders1918.com
annettek@souders1918.com
Promotional Products

Spa City Duo

Demetria Koninis / Tania Susi
40 Bayberry Dr.
Malta, NY 12020
587-7138
www.spacityduo.com
demetria@spacityduo.com
Classical Musicians for Weddings/Party's

Vapor Night Club

Tori Madagucci
342 Jefferson St.
Saratoga Springs, NY 12866
581-5780 Fax: 580-0126
Nightclub at Saratoga Gaming & Raceway

Virgil's House

Kathleen Quarataro
86 Henry St.
Saratoga Springs, NY 12866
587-2949
Unplugged/Eating/Drinking/Games

SPOTLIGHTS

LAS MARIPOSAS LANGUAGE CENTER, 2124A Doubleday Ave. (Rt. 50), Ballston Spa 12020, 884-HOLA, lasmariposas@mangotreeimports.com
Formerly Las Mariposas Spanish School, recently celebrated its fourth anniversary in Ballston Spa. The School has more than quadrupled in size since its inception and now language classes for adults and children in Spanish, French, Chinese, Arabic, ESL and Sign Language are being offered both on and off-site.

DIGITAL IMAGING TECHNOLOGIES, 27 Kent Street, Ballston Spa 12020 885-4400, kiley@digimtech.com
Digital Imaging Technologies is your one-stop source for digital printing, large format printing, graphic design, digital photography and artistic reproductions. They've created an on-demand world of convenience in which projects can be completed in a fraction of the time and on budget. They want to be your printing partner! Call or email Kiley for a quote request today!

DR. PATRICK J. SZUREK, 195 Church Street, Saratoga Springs 12866, 581-9100
Voted Best Chiropractor (Saratogian 2007). Dr. Szurek treats patients with a plan of care that is based upon age, condition and lifestyle; focusing on unique spinal problems. Specializing in disorders that involve the musculoskeletal system and treating conditions that arise from muscle and joint dysfunction and their side affect on the nervous system.

For information on all Chamber members, go to www.saratoga.org, click on "Business Directory" and search by company name, category or key word. If you'd like your business spotlighted in the newsletter, please e-mail your 50-word profile to jshinaman@saratoga.org, fax to 587.0318 or send to:

*Saratoga County Chamber of Commerce, 28 Clinton St., Saratoga Springs, NY 12866.
Featured members are selected at random from all received.*

SEMINARS

STARTING A BUSINESS SEMINAR

Tuesday, September 18 5 to 7 p.m.

If you are interested in starting a business and have questions about formation, financing, promotion, business controls and determining market niche, this seminar is for you.

Presented by: Joseph W. Dalton, Jr., President, Saratoga County Chamber of Commerce
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$15 for Chamber members and \$30 for non-members
RSVP: Friday, September 14 at 584-3255 or e-mail info@saratoga.org

LANDLORDS, LEASES, AND THE LAW: STRATEGIES FOR EFFECTIVE RENTAL PROPERTY MANAGEMENT

Wednesday, September 19 8-10 a.m.

The seminar will examine such topics as the screening of prospective tenants, pro-active lease enforcement, objectionable tenancies, collection of past-due rent, the eviction process, and abandoned tenant property. A question and answer period will conclude the presentation.

Presented by: Scott Perkins, Perkins and Perkins, Attorneys at Law
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$10, Chamber members only
RSVP: Monday, September 17 at 584-3255 or info@saratoga.org

MEET YOUR DIRECTORS

Every month, your Chamber will highlight a few of your Board of Directors in the newsletter. Your Board works hard to fulfill the Chamber's mission by initiating new strategies to make Saratoga County a better place to work, live and play.

JAMES COX

Jim joined the board in 2004 and is currently serving as secretary of the board. He is a partner with the Saratoga Springs based law firm Snyder, Kiley, Toohey, Corbett & Cox. Jim serves on the Saratoga County Bar Association's Executive Board as vice president. Previously, he has served as chairman of the Greenwich Zoning Board and a trustee for the Greenwich Free Library.

TIMOTHY PEHL

Tim joined the board in 2005. He is a partner with Roback, Kumlander & Pehl, CPA's, LL, a Malta based firm. Tim is a member of the Saratoga Lions Club, and serves as treasurer for the Gore Ski Club and the Saratoga High School Alpine Race Team Booster Club. Previously, he served as president for the Transitional Services Assoc. (TSA), board member for Benedict Health Care, and he is the past treasurer for the Chamber and the Saratoga Center for the Family.

SUSAN SLOVIC

Sue joined the board in 2007. She is vice president and marketing director of Ballston Spa National Bank. Sue is a volunteer for Junior Achievement. She served as president of Brookside Museum/Saratoga County Historical Society for two years and as a board member for four years.

BENEFIT OF THE MONTH

HEALTH INSURANCE

For well over two decades your Chamber has been offering numerous health insurance options to our members. Over those years our staff has developed a detailed knowledge of numerous plan options. Through your Chamber you can review health insurance options, get answers to complicated questions and save on health insurance costs. Open enrollment for existing members is in November for a January 1 effective date.

SEPTEMBER ANNIVERSARIES

Please support your fellow members, who believe in your Chamber's goals.

OVER THIRTY-FIVE YEARS

HSBC Bank USA

OVER TWENTY-FIVE YEARS

Environmental Service Systems, Inc.
The Pressroom
Spa Cleaners & Laundromat

OVER TWENTY YEARS

Eye Care Specialists, LLP
Saratoga Historic Properties
Vahanian & Assoc. Financial Plan.

OVER FIFTEEN YEARS

Bay Optical Of Saratoga
Randall Burchell, M.D.
Crawford Electric Service
Four Seasons Natural Foods Store and Cafe
Fredette, Sankowski & Co., CPA's
Friends of Ulysses S. Grant Cottage
New York Life, William Galcik, CLU
Northern Mechanical Services
Passaretti Geolog. & Environ. Consult.
Saratoga County Economic
Opportunity Council, Inc.
Teal, Becker & Chiaramonte CPA's PC

OVER TEN YEARS

Adirondack Allergy & Asthma Assoc.
Casswood Insurance Agency, Ltd.
Creative Office Systems

Easy Book Publishing, Inc.
Enterprise Rent-A-Car
Friends Lake Inn
Hoffman Builders LLC
Hudson Valley Community College
Joseph Mack
Psychological Services, PC
Saratoga Apple, Inc.
Saratoga Central Catholic High School
Saratoga Traveler
Sev Auto
Small Business Development Center
Spa Body Works
Spiak's Audio Visual Corp.
Jyl Sullivan, CSW
U-Stor-It Self Storage, LLC

OVER FIVE YEARS

All The Write Stuff
Bishop's Gate Farm, LLC
Canty Financial Management
CEI Computer Services, LLC
Molly Colgan
College Loan Corporation
Dovegate Inn
Harbour Roads
Home Health Care Partners, Inc.
HostRocket.Com, Inc.
Kost Tire Muffler
Lee Investment Management LLC
M & R Coulombe Dry Wall

Mailings Made Easy, Inc.
Mary Kay
MINOR Improvements PT
Munter Enterprises, Inc.
Naval Fleet & Family Support Center
Nixon Peabody LLP
Northway Animal Emergency Clinic
Olde Saratoga Brewing Company
Physical Therapy Assoc of Schenectady, PC
PrimePay
Robert Half Finance & Accounting
Rotary Club of Saratoga Springs
Darby A. Salluzzo, LCSW-R
Saratoga Online, Inc. - SPA.NET
Spa Automotive Supply
Springer Waste Management
Springwater Bistro
Target Distribution Center
Travers, O'Keefe & Associates
Van Raalte Associates
A Video View Production
WCWN - TV - CW
The Williams Inn
Your Tech Source

OVER ONE YEAR

Adirondack Cedar Chairs, LLC
Adirondack Security
Assured Profits
B-Squared Integrated Marketing
Banham Associates Corp.
Best Buy

Blue Financial Corp.
BodyEase Massage Therapy
Christopher Collins Decorative Painting
The Computer Guy
Concord Pools, Ltd
CV Golf
Forensic Medical Services, P.C.
Fred Stay Contracting
Geyser Vacuum Center
Goodkent, Inc.
Nancy E. Griffis Massage Therapy
The Hearing Aid Office
Hughes Interior Design
Internet Business Consultants - IBC
Iseman, Cunningham, Riestler & Hyde, LLP
J & R Carpet & Drapery Cleaners
Kernel Computer Services
Lis Design
Mimosa
Mortgage Network, LLC
Northern Realty Group, LLC
NS Associates, Ltd.
PR Marketing Associates
RKO Systems, LLC
Dr. Cecilia Ruelos
Fred Santiago
Saratoga Gaming & Raceway
Schmeiser, Olsen & Watts LLP
Starr Electric
Tri-Tech, Inc.
David Tyburski

BUSINESS TIPS

TRADE SHOW AND SMALL BUSINESSES

- Promote your exhibit before the show; i.e. send customers invitations to join you at the show and encourage them to bring a guest that may not already be a customer of yours. Promote the show in your newsletter or on your website.
- Train the people who will staff your booth so that they are as familiar with your company as you are.
- Don't expect immediate results from your participation in a trade show. Keep track of contacts made at the show. You will be surprised how many will contact you months after the trade show, especially if you stay in touch with them.
- It takes less than 5 seconds for someone to walk past your trade show booth. Your display must communicate a benefit and invite people to visit. Your display needs to answer the two questions attendees most often ask: "What does your company do?" "What are you showing here?"
- Train your staff to shake hands with visitors at your trade show booth. Staff who greet visitors with a handshake are twice as likely to be remembered than those who don't shake hands. 76% of visitors greeted with a handshake respond by being more open, friendly and honest.
- If there is a table at your booth, get out from behind it. Try to eliminate barriers between you and your visitors. Continually invite them over to your display with a free pass out gift or with a simple question such as: "Have you seen how our product can help you?", A busy looking booth will always attract more attention than a booth with no action.
- Instead of hauling piles of brochures to give out at your next trade show, bring a lap top computer. Have prospects type their name and address into your database and identify what information they would like to receive. Make sure you get it in the mail the next day.
- Set quantifiable objectives for each show.
- How about sending a prospect half of a gift and invite them to visit your booth to redeem the other half. Or design an envelope stuffer invitation that you can send out with invoices or other correspondence.
- A recent survey found that 52% of attendees are likely to stop at a booth with giveaways, 20% are likely to remember the businesses that have giveaways.
- Smile, be polite, and remember, you want to do business with these people.
- **MOST IMPORTANT-HAVE FUN - IT'S CONTAGIOUS.**
These simple keys to success along with your hard work will make trade shows a big part of growing your business.

GIVEAWAYS

Using promotional items to encourage new business and repeat customers has been around for a long time. But it still works today if you use items that relate to your business. Giving things that last a long time such as magnets, pens and other frequently used articles will keep your name and phone number in front of prospects and customers longer. Giveaways that are very cheap or fall apart will reflect negatively on your company. When you select an item, buy the best quality you can afford and give them to your best prospects.

Barry Thomsen, *Small Business Idea Letter*, August 2003, 877 700-1322