

April 2008

Forward to:



SAVE TIME BY NETWORKING

No time for networking? ...It can actually save you time.

Networking is nothing more than having a conversation with someone. It can take place at any Chamber function - even an educational seminar - anywhere there's an opportunity to talk with someone. These exchanges, no matter how brief, can actually save you time.

By exchanging information, the other person gets to know a little bit more about you - who you are and what you do. Maybe they need what you provide or know someone who does. Maybe you're interested in what they provide. You've just saved time looking for a new client or tracking down something you need.

Save time by having a concise introduction ready. "Hi, I'm (name) with (company/organization)." Hand them a business card and ask a question to initiate the conversation such as "What do you do?". Get their card, listen, jot notes on the back of their card. When they're done, tell them what you do in terms of the value you offer customers. "We help businesses like yours by providing (your solution to a problem)." Have an exit line ready. "It was nice meeting you. Enjoy the rest of the function."

You're branding yourself and what you offer by becoming more familiar to more people. You're starting and developing relationships that could help you in the future. You're increasing your points of contact. More contacts move you closer to your goals.

You can also save research time. During conversation you may pick up some helpful information that assists you in running your business more efficiently and effectively. It could be a shortcut to something or a better accounting procedure or new software. It could be a marketing tip or information about the needs of a new business in town that you could fill or it could be helpful information about what your competitor is up to.

Information gathered during conversation can lead to new business and save you time and money. So, the next time you find yourself thinking about sleeping in or heading straight home after work, steer your car to a Saratoga County Chamber function. The next person you meet might just help you save some time.

Saratoga's Young Professional Network

April 1
5 - 6:30 p.m.
The Parting Glass

Women's Business Roundtable

April 8
8 to 9 a.m.
Saratoga County Chamber Office

Networking Luncheon

April 11
11:45 a.m. - 1 p.m.
Longfellow's Inn & Restaurant

Third Thursday Breakfast

April 17
7:30 - 8:45 a.m.
Holiday Inn - Saratoga Springs

Orientation

April 24
4 - 5 p.m.
Holiday Inn - Saratoga Springs

Mixer

April 24
5 - 6:30 p.m.
Holiday Inn - Saratoga Springs

Seminars

April 9 New Media Seminar
April 23 Talent Management Across the Generations and Sexes

SEE PAGE 2 FOR CURRENT EVENT DETAILS AND GUIDELINES.

Other Upcoming Events

May 6 Saratoga's Young Professionals Network
May 15 Thursday Breakfast
May 22 New Member Orientation & Mixer
May 29 Orientation & Mixer
June 2 Spring Golf Day
See page 3 for details

APRIL EVENTS

- 1 Saratoga's Young Professionals Network.** The Parting Glass, 40-42 Lake Avenue, Saratoga Springs
Provides the County's young business people with a forum for personal and career development.
Time: 5 to 6:30 p.m.
Speaker: Angelo Calbone, President, Saratoga Hospital
Cost: \$10 per person, space is limited. **Reservation Deadline:** March 28 at 5 p.m.
- 8 Women's Business Roundtable.** Saratoga County Chamber Offices, 28 Clinton Street, Saratoga Springs
Time: 8 to 9 a.m.
Topic: "Love in an Elevator: Getting it Said in 30 Seconds." You find yourself face-to-face with the CEO of a company with whom you have always wanted to meet. You are on the 36th floor of an elevator and accidentally left on your conference nametag. She reads your name and company, smiles and says, "So, tell me what your company does." You have 36 floors to get your message out. This is your chance.
Speaker: Lorraine Ferguson, President, Direct Impact Associates, LLC
Cost: Free, space is limited **Reservation Deadline:** April 4 at 5 p.m.
- 11 Networking Luncheon.** Longfellows Inn and Restaurant, 500 Union Avenue, Saratoga Springs
Facilitated networking event with the opportunity to give you one minute commercial to the entire audience.
Time: 11:45 a.m. - 1 p.m.
Cost: Reservations \$10; Without \$15 **Reservation Deadline:** April 9 at 5 p.m.
- 17 Thursday Breakfast.** Holiday Inn - Saratoga Springs, 232 Broadway, 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: "An Update From SEDC"
Speaker: Dennis Brobston, President, Saratoga Economic Development Corporation
Cost: Reservations \$7; Without \$10 **Reservation Deadline:** April 15 at 5 p.m.
- 24 Orientation and Mixer.** Holiday Inn - Saratoga Springs
Sponsored by Bonacio Construction and featuring the newly relocated Chianti il Ristorante.
During and after the Mixer, walk around the corner to Frank Adams Jewelers for a glass of wine and to visit their new location.
PLEASE NOTE CHIANTI IL RISTORANTE'S NEW LOCATION
Time: Orientation 4 to 5 p.m.
Mixer 5 to 6:30 p.m.
Cost: Reservations \$5; Without \$10 **Reservation Deadline:** April 22 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.

SEMINARS

NEW MEDIA SEMINAR

Wednesday, April 9 8 to 10 a.m.

The wave of the future is here! New media is online and mobile video/audio such as webcasting, podcasting, blogs, vlogs, and social media outlets like Facebook. It is redefining our communication behaviors. Learn how it will affect how you do business and communicate with customers through integrative marketing.

Presented by: David Levesque, Owner, Word of Mobile
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$10 for Chamber members only
RSVP: Monday, April 7 at 584-3255 or e-mail info@saratoga.org

TALENT MANAGEMENT ACROSS THE GENERATIONS AND SEXES

Wednesday, April 23 8 to 10 a.m.

This seminar will teach you how to leverage networking and recruiting for talent attraction, techniques successful for performance management and retention, and workforce development and succession planning.

Presented by: Geoffrey Dubiski, Principal & Managing Director, Sumner Grace & Associates
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$10 for Chamber members only
RSVP: Monday, April 21 at 584-3255 or e-mail info@saratoga.org

MEMBER NOTES

ECONOMIC SURVEY The 22nd annual Marvin and Company survey produced some interesting results in Saratoga County. The three most challenging economic factors are: Health care costs, taxes, and the national economy in that order.

53% of survey respondents said business increased in '07 while 31% said it was stable in '07.

91% of Saratoga respondents said business would increase or remain stable in '08.

29% of county respondents said the increase in technology based businesses has impacted their business.

MIXER THANKS Thank you to Saratoga Golf and Polo Club for opening their doors to us for the February mixer. The elegant and historic atmosphere, delicious food, and courteous staff made for a wonderful event. Please think of them for your next meeting or event.

MEMBERS ONLY SECTION The Chamber recently launched a section exclusively for you on www.saratoga.org. Simply go to the Chamber section of the site, click on Members Only and then sign up for access. In this section, you can listen to educational podcasts, post and read member news and more. Access the benefits of membership at any time, from any place.

OUTREACH To further educate the community on the need for and accomplishments of your Chamber, Chamber President Dalton will be available to speak to local clubs, organizations, or associations. Presentations began in February. If you or your group would like to have Joe speak, just call him at 584-3255.

SEDC Dennis Brobston has assumed the duties of President of the Saratoga Economic Development Corporation which is located at the same suite of offices as the Chamber. Brobston served on the SEDC staff up until three years ago when he accepted the position of Director of the Wesley Community Foundation. Chamber staff is working with SEDC staff in upgrading SEDC's website and its building and site inventory.

HOSPITALITY TEAM The ten person team organized by your Chamber to greet visitors at Saratoga Race Course has been so successful, it has been asked by NYRA to provide their services to the crowds arriving at the June 7 Belmont Stakes downstate.

FREE BUSINESS ADVICE If you are looking at expanding or experiencing growing pains we can provide you with free mentoring advice and direction by seasoned private sector CFO's, CEO's and COO's. Local meetings are arranged at your convenience at the Chamber, by calling Bill Edwards at 893-7364.

SPONSORSHIP OPPORTUNITY The Hats Off and Final Stretch Music Festivals are looking for sponsors. If you are interested, contact Greg Dixon at gdixon@saratoga.org for more information.

BLITZ PRIZES NEEDED Each year nearly 100 volunteers participate in the Chamber's Membership Blitz in April and May. This year, it will begin on March 21 and wrap up on May 8th. Please consider donating a prize from your business. You will be thanked at the Top of the Stretch Breakfast on May 6th and the Finish Line Prize Party on May 8th and will be listed in the Chamber's newsletter in June. Please mail your certificates to the Chamber or contact Jeff Shinaman at jshinaman@saratoga.org or 584-3255. Thank you.

SPRING GOLF DAY

THE SARATOGA COUNTY CHAMBER OF COMMERCE SPRING GOLF OUTING

Join us for a casual afternoon of golf, networking, and fun.

It's the perfect opportunity to treat your clients or relax with colleagues and friends!

Date: Monday, June 2, 2008
Place: Brookhaven Golf Club
333 Alpine Meadows Road, Porter Corners
Format: Four person scramble
Time: 11:30 a.m. Lunch and putting contest
1:00 p.m. Shot gun start
Price: \$60.00 per person. Foursomes welcome.
Includes green fees, cart and lunch

To make a reservation, call 584-3255 or email info@saratoga.org. Payment is required with reservation.

Please provide us with the names, companies, and handicaps of the golfers.

All reservations emailed will be confirmed within 24 hours. Please call if you do not receive an email confirmation.

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.

Burnt Hills Oratorio Society
Keith McCauley
P.O. Box 76
Burnt Hills, NY 12027
885-5472
timesunion.com/communities
70 Member Choral Ensemble

Sheila Conolly
12 Perry St.
Saratoga Springs, NY 12866
369-6553
Freelance Television Producer

Focus Softnet, LLC
Abbas Moosavi
58 Clifton Country Rd., Ste. 106
Clifton Park, NY 12065
348-1033 Fax: 348-1132
www.focusssoftnet.com
Accounting Software

Orson B. Klender
Pro Realty of NY
10 Licardo Lane
Saratoga Springs, NY 12866
588-2319
Albany through the Adirondacks

Midland Paper Company
Jim O'Toole
63 Putnam St., Ste. 103
Saratoga Springs, NY 12866
573-2323
Paper Distribution Firm

Premier Planning Associates
Robert Finnegan
16 Lefferts St.
Saratoga Springs, NY 12866
693-6921
Estate & Insurance Planning

Reed Asset Management
Verner Reed
P.O. Box 359
Greenfield Center, NY 12833
320-5515 Fax: 893-3371
Financial Planning

Stat Staff Professionals Inc.
Ted Bayer
331 Ushers Rd.
Ballston Lake, NY 12019
261-1720 Fax: 877-8352
www.statstaffpro.com
Medical Staff Relief

Subsidium Technologies, Inc.
John Bova
100 Saratoga Village Blvd., Ste. 7
Malta, NY 12020
899-1010 Fax: (877) 523-5058
www.subsidiumtech.com
Vendor Neutral Tele. Recomm. & Support

Truck & AutoWares, Inc.
Casey Gilligan
474 Maple Ave.
Saratoga Springs, NY 12866
580-9000 Fax: 587-0443
www.truckandautowares.com
tawinfo@yahoo.com
Aftermarket Autoparts Retailer

Werksman Marketing, Inc.
Lisa Boyle
73 Court St., Apt. 3
Saratoga Springs, NY 12866
858-9589 Fax: 587-1521
www.jackwerksmanmarketing.com
Commercial/Healthcare/Educational Furniture

Wings Over Saratoga
Neil & Carole Nielson
105 West Ave.
West Hill Plaza
Saratoga Springs, NY 12866
584-8200 Fax: 584-8828
Wings/Ribs/Sandwiches/Wraps

SPOTLIGHTS

TANGO FUSION DANCE COMPANY - 42 White Street, Saratoga Springs 12866, www.tangofusiondance.com, 306-4173
Tango Fusion Dance Company's movement synthesizes Latin dance, Argentine tango, swing, ballet, jazz, modern dance and theater. These various styles are performed and taught in dance and choreography workshops, for events and private parties, dance lessons and educational programming. The company's fun, innovative, theatrical shows will be performed again in May.

ROCKABELLA BOUTIQUE - 441B Broadway, Saratoga Springs 12866, www.rockabella-ny.com, Jackie Szurek, 581-8386
Rockabella Boutique is Broadway's newest fashion hot spot. Featuring unique and funky styles by Ed Hardy, David Kahn, Alexia Admor and many more, Rockabella has something fun for women of all ages. Rockabella should be your destination for the perfect dress for homecoming, formals and prom.

THE HUMOR PROJECT, INC. - 480 Broadway, Suite 210, Saratoga Springs 12866, www.HumorProject.com, 587-8770
Dr. Joel Goodman announces THP's 52nd international conference on June 20-22 (discounts for Chamber members). This world-renowned program features Lucie Arnaz, who will accept the Laughtime Achievement Award for her parents, Lucille Ball & Desi Arnaz. THP also provides a Speakers Bureau (presentations for 3,000,000+ people), HUMOResources on-line bookstore, and life coaching with Margie Ingram.

*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.*

BENEFIT OF THE MONTH

BROCHURES

Tens of thousands of brochures are produced each spring and distributed to visitors' centers, hotels/motels, Bed & Breakfasts and mailed to those requesting information. May 8, 2008 is the deadline to be included in the Dine, Saratoga Lake, Shopping, Golf and Wedding brochures. Contact Annamaria Dalton at adalton@saratoga.org or 584-3255, ext. 203.

MEMBERSHIP BLITZ 2008

People like to buy products and services from people they know and trust. That's why it's so important to build relationships. One way to do that is by getting involved in this year's Chamber membership campaign.

VOLUNTEERS NEEDED: Over 100 Chamber volunteers on six teams will be participating in the 2008 Membership Blitz by recruiting new members between March 21 and May 8. You can help by recruiting a new member using the application below. You can also refer them to the Chamber's online application at www.saratoga.org. To be recognized as their sponsor, list your name on the sponsor line of the application. When you recruit new members during this drive, you will be invited to the Top of the Stretch Breakfast on May 6th and the Finish Line Prize Party on May 8th at the Holiday Inn and be eligible to win great prizes including 2 round-trip tickets on Southwest Airlines. If you would like to join an official Blitz team, it's not too late. Contact Jeff Shinaman at jshinaman@saratoga.org or 584-3255 ext. 202.

MEMBERSHIP If you know someone whose business or organization would benefit by joining the Chamber, please give them this application and offer to be their sponsor. A stronger and more diverse Chamber benefits all of us.

**Saratoga County Chamber of Commerce
28 Clinton Street, Saratoga Springs, NY 12866
MEMBERSHIP APPLICATION**

Firm Name _____

Member Contact Name _____

Firm Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

e-mail _____ Website _____
(additional one-time fee of \$25 to list and link your website)

Directory Category _____

4 to 5 word description of your services _____

Number of Employees in Saratoga County _____ * Annual dues _____

Signature _____ Date _____

Visa/MC#/Amex/Disc _____ Expiration _____

CC Billing Address _____ 3 digit security# _____

Sponsor _____

*** ANNUAL INVESTMENT SCHEDULE 2008**

\$320 for businesses with 1 to 5 people. Add \$7 per employee over 5.

Hotels, Motels & B&B's: \$436 base + \$10 per room over 20

Restaurants/Taverns: \$320 plus 50 cents per chair or stool

Banks: based on deposits

Out of County Business: \$320, Hotels/Motels/B&B's is \$436

Associate Membership: \$180 (Firm must be a member at regular rate)

For more information or to join online, go to www.saratoga.org

MEMBER BENEFITS

Networking: Mixers, breakfasts, luncheons, trainings and seminars.

Special Events: Golf days, business showcase, annual dinner.

Group Discounts: Health & dental insurance, energy, internet, eye care, free HR consulting, car rental discounts, cafeteria plan...

Website Exposure: www.saratoga.org. Online directory, links, members-only section, post job openings, post news, events.

Small Business Assistance: Free counseling, publications and other resources.

Information: The Chamber is here to help you be successful.

Advocacy: Voice of the business community on important issues.

For more information, go to www.saratoga.org, email jshinaman@saratoga.org or call 584-3255.

APRIL ANNIVERSARIES

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

OVER TWENTY-FIVE YEARS

Alpine Sport Shop
General Dynamics
Impressions of Saratoga
Kletter, DMD & Levine, DDS PC
Mexican Connection
Paul Okosky, M.D.

OVER TWENTY YEARS

Advantage Press, Inc.
Anderson Group, LLC.
Beagle School
Samuel S. Caldwell, M.D.
Capitol District Supply Co.
J.N. Corsale, Jr., Realty
Delucia's Grocery-Deli
Graylyn Motel
Kubricky Construction Corp.
Pine North
Saratoga County Board of Supervisors
Saratoga Farmers Market Assoc, Inc.
Saratoga's Community Federal Credit Union
Story Mavericks LLC
Thomas Poultry Farms
Upstate Auto Body

OVER FIFTEEN YEARS

Bakers Auto Service Center, Inc.
Country Corner Cafe
Draggin Enterprises
Friends of Saratoga Battlefield
Grove Associates
J. Franco Siding
Larkin Commercial Properties, Inc.
Malta Business & Professional Assn.
New York Thoroughbred Breeders Inc.
Realty USA
Schuylerville Central School Dist.

OVER TEN YEARS

B.I.C. Bowl, Inc.
CheckMate Management, Inc.
Cruise Holidays of Saratoga
Engineering Science & Subsurface Exp.
Envisioneering, Inc.
Forty Caroline St. Antiques
Foundation for Education Reform & Accountability
The Lily & The Rose
Resort Maps
Rose Design
Scott Ventures
Stacey's
Suburban Energy Services

OVER FIVE YEARS

Adirondack Adventure Resorts
Adirondack Pools & Service, Inc.
Adirondack Sports & Fitness
Advantage Tractor Service
Janet Besheer, Associate Broker
Boston Scientific
Burch Bottle and Packaging, Inc.
Caffe' Lena, Inc.
Cascades Tissue Group of New York Inc., Mechanicville
Chair Massage Associates
Coffee Planet, Inc.
Cultivare

Conley Associates
CoreSense
Criterium, Inc.
Cutie Pharma-Care, Inc.
D'Andrea's Pizza
Pamela L. Daly, D.P.M.
Days Inn Lake George
The Desmond Hotel & Conference Center
Dixie Contracting
Downtown Business Association
DT Productions, Inc.
J.J. Dziark, Ltd.
Eagle Mills Cider Mill & Family Fun Park
Empire-Appraisal Network, Inc.
Excel Engineering, P.C.
FedEx Kinko's
Finally Free Electrolysis
Fire Control Systems, Inc.
First Data Merchant Services
Fort William Henry Resort
G.A. Bove Fuels
The Glen at Hiland Meadows
David A. Harper, Esq.
Jones, Wilcenski & Pleat, PLLC
Keena Staffing
Drs. Kline & Boyd Optometrists, PLLC
Living Resources Corp.
Loftus Ross LLP
M.V.P. Construction Co., Inc.
MacAlister Realty
MicroKnowledge, Inc.
New School University
Northeast Furniture Systems
Paragon Prime Funding
Pennell's Restaurant
Quad Graphics, Inc.
Saratoga Farmstead Bed & Breakfast
Saratoga Gift Basket Company
Saratoga Horse and Carriage Co., Inc.
Saratoga Independent School
Saratoga National Historical Park
Saratoga Salsa & Spice Company
The Saratoga Special
Saratoga Veterinary Hospital, P.C.
J.E. Sawyer & Co., Inc.
Schuyler Companies
Security Integrations
Senior Citizen Center of Saratoga Springs, Inc.
Laurie A. Stillwell, CPA, PC
Sushi Thai Garden
TenEyck Septic Service, Inc.
Tile Center of Saratoga, Inc.
Tropical Tann
World Parts and Services
Zangrilli Engineering

OVER ONE YEAR

Adirondack Capital Mgt., Inc.
Aird Dorrance, Inc.
Alonso Studio, Inc.
Jennifer Armstrong, Inc.
AssistedFishing.com
Balzer, Hodge, Tuck Architecture PLLC
Bell Energy System Team
Bio-Fusion Designs
BPA - Harbridge
Matt Burghard
Capital District Contractors & Deck, Inc.

Carlson Wagonlit Travel
Carter, Conboy, Case, Blackmore, Maloney & Laird P.C.
Cast Stone Design
Charlton Septic Service, LLC
Ariella Chezar Design
Christian Brothers Academy
CLE Imaging
Coldbrook RV Resort & Campground
Collaborations
Colonie Appliance Service Center
Cook Realty
Country Corner Cafe
Cricket Hill Farm, LLC
Cutting Edge Tae Kwon Do
The Daily Gazette Co.
Eastern Heating and Cooling
For the Love of Children
Gordon's Window Decor
Ritch Gregory
Grey Gelding Bistro & Bar
The Grotto
John J. Guarracino, DDS, PC
Hampton Inn & Suites
Hayfield Quality Tours
Heather Bohm-Tallman Photography
Horseshoe Inn Bar & Grill
Hound Dog Graphics
Hyman, Hayes Associates
Interiors By Rene
JBS Business Solutions
Lakeshore Remodeling
Brian Lee Law Firm, PLLC
Marico
Merrill Lynch
Modern Conventions in Compliance, Inc.
Monast Plumbing Heating & Cooling
Mr. Handyman of Saratoga & the Northern Capital Region
Kate Naughton, Roohan Realty
Online Saratoga
Orthopedic & Spine Physical Therapy, PC
Panera Bread
Pietrosanto Insurance Agency
Plumbers and Pipefitters U.A. Local 773
Primo Pizzeria & Italian Specialties
Redbud Development, Inc.
Linda Reese, Speech Pathologist
Ronald McDonald House Charities of the Capital Region
Saratoga City Ballet
Saratoga Design-Build
Saratoga Springs Knights of Columbus
Seymour - Smith Group
6N Systems, Inc.
Sonitrol of Albany
Sound Concepts
Starfield Exhibitions
Starfire Systems, Inc.
3t Architects
F. Earl Toleman's LTD
Total Events
Tri-County Search, LLC
United Funding Services
Ursula of Switzerland, Inc.
Valet Park of America
Vanguard Water Associates, LLC
Wheatfields Restaurant
Wolberg Electrical Supply
Wrobel & Lewis