

August 2008

Forward to:



SURVEY RESULTS

The recent member survey was a great success with almost triple the return of normal surveys.

While the survey overwhelmingly gave good to excellent marks in: meeting initial member expectations, performance of staff, and value for the dollar; there was an indication that many members did not realize all the services and programs the Chamber provides.

Proof of the point was obvious when members were asked what new programs they would like to see offered. Four existing programs (low cost health insurance, energy savings, non-profit programs, and green programs) were all mentioned. We will continue to provide and improve these offerings and promote them to the membership.

The greatest reasons for joining the Chamber were - making business contacts, improving the business climate and savings opportunities.

There was a close split on whether members scanned or read the newsletter cover to cover, as well as whether members wanted it delivered by mail or email. We will be e-mailing all members who have registered their e-mail with us to determine future delivery preferences.

Almost all respondents stated our website was easy to navigate, and half have scrolled through the entire site. The most popular reasons for going to the site were: to view the calendar, use the job zone and check the member directory.

As expected, the two top concerns of members were: growth/development and taxes. Housing costs, the economy, AMD and a quality workforce also scored highly.

Members requesting additional information on programs and services were sent specifics and unique member requests were given personal responses.

Keith Plummer of Unifirst Corporation was the winner of a box at the flat track for a day and \$100 in betting money at a drawing of all those who responded to the survey.

We thank everyone for the time taken in responding, and assure the respondents that suggestions and requests are taken seriously.

Saratoga's Young Professionals Network

August 13
7:30 - 9 a.m., Breakfast
Saratoga Race Course

Women's Business Group

August 27
7:30 - 9 a.m., Breakfast
Saratoga Race Course

**SEE PAGE 2
FOR CURRENT
EVENT DETAILS AND
GUIDELINES.**

Upcoming Events

- September 2 Saratoga's Young Professionals Network
- September 8 Fall Golf Outing
- September 9 Women's Business Roundtable
- September 12 Networking Luncheon
- September 16 Starting a Business Seminar
- September 17 Non Profit Seminar
- September 17 Mixer with the Chamber of Southern Saratoga County
- September 18 Third Thursday Breakfast
- September 24 401K Seminar

All events listed are open to any member. We just need a call or email letting us know you will be attending.

AUGUST EVENTS

13 **Saratoga's Young Professionals Network.** 267 Saratoga Race Course, Union Avenue, Saratoga Springs
Breakfast at the track, an opportunity to network and hear about what is developing in our community.
Time: 7:30 to 9 a.m.
Topic: "Eggs and the Economy – The Future of Saratoga County"
Speaker: Dennis Brobston, President of Saratoga Economic Development Corporation
Cost: \$15 per person plus tax and tip paid directly to the track at the breakfast, no checks or credit cards
Reservation Deadline: August 11 at 5 p.m.

27 **Women's Business Group.** Saratoga Race Course, 267 Union Avenue, Saratoga Springs
Join us for breakfast at the track and an opportunity to meet and network with other women professionals in our community. Open to all professional women Chamber members.
Time: 7:30 to 9 a.m.
Cost: \$15 per person tax and tip paid directly to the track at the breakfast, no checks or credit cards
Reservation Deadline: August 25 at 5 p.m.

EARLY SEPTEMBER EVENT

2 **Saratoga's Young Professionals Network.** Saratoga National Golf Club, 458 Union Avenue, Saratoga Springs
Mixer and Roundtable Discussion.
Time: 5 to 6:30 p.m.
Topic: "Communication through generational differences." Snail Mail, blogs, email, text messages, land lines, podcasts and cell phones; technology has afforded us many wonderful methods of communicating, but, when do we and should we use what? How is it perceived by other generations and which mode is really the most effective?
Speaker: Geoff Dubiski, Principal & Managing Director, Sumner Grace and Associates
Cost: \$10 per person **Reservation Deadline:** August 29 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 2008

Major Sponsors to date: **Saratoga Imaging/Saratoga Vein Centers, Topix.com, The Hill Agency, AT & T Mobility, Capital District Physicians' Health Plan, Inc. (CDPHP), ImageCare Saratoga, Mannix Marketing Inc., Adirondack Trust Company, Courtyard by Marriott-Saratoga Springs and First New York FCU.**
Media Sponsors to date: **The Saratogian, Saratoga Today, The Saratoga Business Journal and Anastos Media Group/STAR 101.3.**

Thursday, October 2, 2008
3 to 4:30pm Vendor only show
4:30 to 7pm Open to the public
Saratoga Springs City Center

This is a premium opportunity as a member to rent a booth and display your company's products and services to hundreds of people for \$190! Fill out the application that appears in this newsletter and return it to the Chamber with payment. The show is limited to 150 spaces and will sell out very soon. Reserve your booth today. Attendance is open to the public so invite customers, prospects, employees & coworkers to attend. Great prizes will be given away throughout the show. (Food & beverage providers: please contact Jeff Shinaman at the Chamber at jshinaman@saratoga.org or 584-3255, for a special rate and application.)

SPOTLIGHTS

EAST ELM INTERIORS 71 Lawrence Street, Glens Falls, 793-0515 www.EastElmInteriors.com
East Elm is a full service interior design and home staging firm that offers creative ideas and fresh approaches to each space. Whether you are building a new house, renovating a space or selling your home, they can walk you through the design process with the comfort of knowing that you are in knowledgeable hands.

TOPIX.COM, www.topix.com, 542-4158, (877) 98-TOPIX
Topix.com is the only site to offer news to all 32,500 U.S. zip codes. It populates news from 50,000+ sources to over 360,000 different news pages all with forums. Ranked as the 4th largest news website, Topix offers local businesses city sponsorships, featured business listings & guaranteed search engine marketing campaigns. Contact Andrew Chapman at achapman@topixsales.com.

O'KEEFE ELECTRIC, LLC, 2 Frances Dr, Colonie 12205, 928-0303 www.OkeefeElectric.com
O'Keefe Electric serves all your electrical needs in Saratoga and throughout the Capital Region. They are committed to customer service, quality workmanship and prompt response to customer needs. O'Keefe offers superior electrical work for your home or commercial buildings.

For information on all Chamber members, go to www.saratoga.org, click on "Business Directory" and search by company name, category or keyword. 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.

MEMBER NOTES

JUNE MIXER A big thank you goes out to Vapor Nightclub who hosted an outstanding mixer in June. Not only did they jump in and offer to hold the event at the last minute, they created a great atmosphere for the more than 300 members in attendance.

SPONSORSHIP OPPORTUNITIES Your Chamber's Annual Fall Golf Tournament will be held on Monday, September 8th at the Ballston Spa Country Club. There are still some Premiere sponsorship opportunities available at \$2000, as well as opportunities to promote your business through item donations. Contact Kathleen Lucey at klucey@saratoga.org or 584-3255 for more information.

MEMBERSHIP Jessica Petraccione of 1st National Bank of Scotia was the Top Producer for June on the Membership Committee.

CONFERENCE Jeff Shinaman, VP for Membership & Marketing at the Chamber will be attending the American Chamber of Commerce Executives' Conference in Pittsburg, PA, July 30-August 2. The annual conference is attended by over 1000 Chamber executives from all over the country and is the premier educational and networking opportunity for Chamber professionals.

SPECIAL THANKS The Chamber would like to thank Stephanie Heber of Heber Associates, Inc., a staffing services company in Saratoga Springs, for recruiting two new members to the Chamber recently.

OPEN HOUSE Over a dozen county non-profit groups raised an average of over \$1000 each during the July 20 event at Saratoga Race Course thanks to the generosity of NYRA. Your Chamber coordinates the event and Kim White of Stewart's chairs the event.

THEY'RE BACK After a successful one day hosting at the Belmont Stakes, the Saratoga Greeters are back at the flat track. Coordinated by the Chamber, the greeters can be spotted at all paid entry gates with straw hats and red vests. They distribute maps, answer questions and provide a list of things to do for first timers.

GOING GREEN If you have an interest in supporting green power, take a look at your Chamber's energy plan options. You will be able to secure a portion of your electricity by purchasing non-fossil fuel credits which provide wind, solar and hydro energy sources.

NEWS RACKS The Saratogian, Times Union, Daily Gazette and Post Star have all agreed to continue using uniform green news racks provided by the Chamber in the downtown Saratoga Springs Historic District. Prior to the two decade old agreement, each newspaper scattered different sized and colored boxes throughout the District.

A DOUBLE CHECK One of your fellow members who thought he was saving money on a supposed discount electrical/natural gas program used our free consultant for a second opinion. Our member learned he could save \$1200 per year through the Chamber as compared to the \$600 he was saving through the other program. Call the Chamber at 584-3255 for your double check.

LOCAL MANUFACTURER If you manufacture a product in the area and individual consumers can purchase the product directly or through a distributor we want to promote it. Simply contact Greg Dixon at gdixon@saratoga.org or at 584-3255 and we'll explain how we may help move your product.

SMALL BUSINESS DEVELOPMENT CENTER The Center reports that the six most commonly requested market research items are:
Demographics for a specific market and/or a specific product or service
Financial norms and ratios
Permits, licenses, and regulatory requirements for a given industry
Articles showing trends in marketing & product development
Trade association & publication contacts
Names of manufacturers/sales representatives within given industries

The SBDC Research Network will entertain all inquiries at 485-7647, regardless of how specific or strange the request may be.

VISITOR SERVICES Your Chamber continues to make visitors comfortable and feel welcome while visiting Saratoga. Knowledgeable Information Booth staff assist hundreds of families each week, providing information on member businesses to travelers. Your Chamber produces and distributes thousands of brochures featuring members throughout the area and the Chamber works with CDTA to ensure a quality visitor trolley service.

PROMOTION The County Tourism advertising campaign continues throughout July and August to attract visitors to Saratoga from major metro markets, including New York, Boston and Montreal among others. In addition, your Chamber continues to reach out to travel media to pitch Saratoga as a destination worthy of feature articles.

ROUNDTABLE DISCUSSION FEEDBACK

Some of our women members met in June to discuss the Women's Business Group, how it should be structured and what it should offer in the future. Changing to thematic series that would be discussed over the course of 3 to 4 months was suggested. The topics would be covered in a variety of methods including; workshops, panel discussions, seminars, speaker luncheons and round table discussions. This will allow for a more thorough discussion and review of each topic and the opportunity to hear from several experts.

Topics suggested include:

- *Professional Advice* – a series with tax information, legal issues, insurance needs, and strategic planning for you and your company.
- *Marketing* – a series covering media ads, networking tips, web site design, placement and strategies for the most return, self-marketing and how to stay prepared in a fast changing marketplace.
- *Communication* – a series focusing on effective communication, meeting and agenda structure, communication based on personality, and tactful communication in adverse situations.

To offer any additional suggestions or feedback or to add your name to the Women's Business Group distribution list, contact Kathleen Lucey at klucey@saratoga.org or 584-3255

BENEFIT OF THE MONTH

HUMAN RESOURCE HELP

HR One offers members a complimentary and confidential human resource hotline for up to four calls per calendar year. The toll-free line is staffed Monday through Friday, from 8:30 a.m. to 5 p.m. to provide answers to your HR questions. When you call, simply identify yourself as a Saratoga County Chamber member. 1-800-457-8829.

NEW MEMBERS

A Touch of Class Limos

Maria Lanides
482-1982 Fax: 482-0709
www.atouchofclasslimos.com
Sedans/Vans/SUV's/Buses/Limo

Allegory Studios

Theresa Marshall
17 Anyhow Lane
Gansevoort, NY 12831
580-1987 Fax: 580-1988
www.allegorystudios.com
Branding/Messaging/Marketing

Cabria Tents & Events, LLC

Cari Lawrence
155 Goldfinch Lane
Ballston Spa, NY 12020
490-1047
Tent Rentals for All Occasions

Carpe Diem Electrolysis & Skin Care, LLC

Sarah Carpenter
526 Maple Ave., Ste. 3
Saratoga Springs, NY 12866
321-4898
www.carpediems skincare.com
Electrolysis & Skin Care

CJC Consulting, LLC

Christopher Coyle
19 Longwood Dr.
Saratoga Springs, NY 12866
330-0826
Oracle Dtbse./PC Consulting

Crandall Square Luxury Condominium

Chuck Cefalu
93 Maple St.
Glens Falls, NY 12801
615-0310

The Dorsey Law Firm

Matthew Dorsey
One Court Street
Saratoga Springs, NY 12866
584-5205 Fax: 584-5441
General Practice Law Firm

Faith Communications

Ronald VanAlstine, Jr.
19 Terrel Way
Gansevoort, NY 12831
695-5138
CATV/Phone and Internet Intall.

Kimberly Harbour, Weichert Realtors, Northeast Group

3 Franklin Square
Saratoga Springs, NY 12866
727-2622
Residential Sales/Referrals Welcome

Hillcrest Foods, Inc.

Chris Barkyoumb
217 Edie Rd.
Saratoga Springs, NY 12866
(800) 287-6586
www.hillcrestfoodsvt.com
Wholesale Food Distribution

Idearc Media

Douglas Baumgarten
16 Corporate Woods Blvd.
Albany, NY 12211
471-9800 Fax: 427-1606

McGreivey's

Art Riley, Sr.
91 Broad St.
Waterford, NY 12188
238-2020 Fax: 238-2040
www.mcgreiveys.com
Fine Dining/Rest./Catering/Enclosed Patio

Milltowne Plaza, Inc.

George Haseotes
673 Main Street
Norwell, MA 02061
(781) 659-2471 Fax: (781) 659-2478
Real Estate Development

Craig Daniel Ogburn

290 Nelson Ave.
Saratoga Springs, NY 12866
(917) 783-6747
<http://omstfrms.com/publink/default.asp?GUID=98b34f42-323-4a5b-a07a-a35fe546f15&Report=Yes>
3 Bedroom Victorian, Stroll to Track

Janina Paszkowski

326 Sheridan Ave.
Albany, NY 12206
505-4849
Residential Cleaning

Prime at Saratoga National

Bob Jenkins
458 Union Ave.
Saratoga Springs, NY 12866
583-4653 Fax: 226-0764
www.primeatsngc.com
Great American Steakhouse

Reflections

Elizabeth Conklin
23 Bog Meadow Run
Saratoga Springs, NY 12866
584-3379
Freelance Photography

Reserve America

Gary Evans
40 South St.
Ballston Spa, NY 12020
885-4282 Fax: 884-9576
Campsite Reservations in 48 States

Richard A. Serian

Richard A. Serian
14 Madison Ave., 2nd Floor
Saratoga Springs, NY 12866
376-7054 Fax: 602-0236
Business/Home/Auto & Life Ins.

Shelly Park

Chris Laing
335 Brownville Rd
Gansevoort, NY 12831
793-8097
Adult Community Single Story Homes

Southern Adirondack Lake House Rentals

Aimee Hart
350 North Main St.
Gloversville, NY 12078
835-3500 Fax: 725-1272
southernadironacklakehouse rentals.com
Lake/Cottage/Caroga YR Rentals

Upstate Property Management, Inc.

Michael Sollohub
P.O. Box 1119
Saratoga Springs, NY 12866
321-3921 Fax: 691-9797

ValueWise Corporation

Dean Iacovetti
662 Plank Rd.
Clifton Park, NY 12065
383-0162
Talent Placement Agency

Vasiliou Homes

Christine Vasiliou
14 Stone Pine Lane
Queensbury, NY 12804
798-9273 Fax: 798-9272
www.vasiliouhomes.com
Custom Home Builder!

Nicholas P. Zito Racing Stables, Inc.

Nick Zito
P.O. Box 588
Elmont, NY 11003

AUGUST ANNIVERSARIES

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

OVER FORTY YEARS

McNeary Realty, Inc.
New York State Dept. of Labor
Vaughn Woodworth, Realty USA

OVER TWENTY-FIVE YEARS

Glens Falls Hospital
Wayne S. Harrison D.D.S.
Marino's Pizza
Sano-Rubin Construction Co., Inc.
Saratoga Hearing Center
Saratoga Pizza House, Inc.

OVER TWENTY YEARS

The Apple Tree Bed and Breakfast
Myriad Productions
R.J. Taylor Builders, Inc.
Saratoga Convention & Tourism Bureau

OVER FIFTEEN YEARS

Bond, Schoeneck & King, PLLC
James P. Burr Enterprises, Inc.
Chamber Lane Motel
Complete Corporate Planning, Ltd.
Heber Associates, Inc.
Lone Feather Studio
Luzerne Court
Marshall & Sterling Upstate, Inc.

Orthopaedic Associates of Saratoga
Queensbury Hotel
Residence Inn By Marriott
Saratoga Imaging Center
Siro's Restaurant
SPA.NET
Target Marketing Advertising Svc.

OVER TEN YEARS

B & B Wines & Liquors, Inc.
Brause Realty, Inc.
Carriage House Contracting
Cerone Construction
The Chazen Companies-Engineers & Env. Prof.
Culligan Water Conditioning
Fort Plain Industries
Freihofer Baking (Distributor)
Howard Johnson Tiki Resort
Land Trust Accreditation Commission
Rainer's Gourmet Inspirations
The Salvation Army
Sandin's Beerline Service
Saratoga Family Practice, P.C.
School Interiors Corp.
Tahoe Beach Club Resort
Wildwood Programs, Inc.

OVER FIVE YEARS

American Hazard Control Group, Inc.
Flow Management Technologies, Inc.
J & J Enterprise Auto Sales
McLellan Wyatt Digital
Joseph & Alfred Nastasi
Pop's Lake Campground
Saratoga RV Park
The Saratoga Savoy - Center of Dance
Scallions Restaurant
Sprint Nextel
Sunmark Federal Credit Union
Wendy's Old Fashioned Hamburgers
Wynndbourne, LLC

OVER ONE YEAR

A. Johnson's Plumbing, Heating & Air, Inc.
A & D Equity Corp.
The AdWorks
Advantage Building Inspections
As the Crow Flies Studio
Manuel Astruc, M.D.
Australian Country Outfitters/
Saratoga Saddlery
Bacardi USA, Inc.
BDI
Richard H. Beasley, Excavating
Better Bookkeeping Service
Brookfield Power New York
Computer Professionals International
Christofer Conte

Dion's Remodeling
DSG Remodeling
Edward Feinstein, M.D.
Floormaster Carpet One & Dream House Furniture
Fusion, The Salon, LLC.
Glens Falls Civic Center
George N. Habeeb, D.D.S
Impressive Interiors by Covell's Upholstery
The Inn at Round Lake
IntelliSites
KC Security Solutions, LLC
Loughberry Mfg. Corp.
The Meadow View
Miller Design, Print, Mail, Fulfillment
National Kidney Foundation
The New York State Military Museum
The Paddocks of Saratoga
Peterson & Hoggan, LLP
Progressive Mode Hair Studio
Quandt's Foodservice Distributors, Inc.
RealtyUSA.com Administration
Samaritan Counseling Center of the Capital Region
Saratoga Human Resources Solutions SEFCU
Spa City Duo
Spire Inspections
WAM Commercial Associates, LLC
Wilton Contract Postal Unit

SARATOGA COUNTY CHAMBER OF COMMERCE BUSINESS SHOWCASE APPLICATION

Vendors only 3 to 4:30 PM, Open to public 4:30 to 7 PM

We apply for exhibit space at Business Showcase 2008, to be held at the Saratoga Springs City Center on October 2, 2008, 3 to 7 PM. This application becomes binding upon receipt.

EXHIBIT SPACE RENTAL FEE: \$190.00 for one (1) 8 foot skirted table, 2 chairs and a sign in an 8'x10' skirted booth. No extra charge for electricity. Booths will be assigned as payment is received. Payment must be received with this application in order to reserve booth space. Space will sell out. Reserve early.

PLEASE INDICATE # OF BOOTHS NEEDED ___1@ \$190 ___2@ \$380

PRODUCTS OR SERVICES TO BE EXHIBITED _____

COMPANIES YOU DO NOT WISH TO BE NEAR _____

If your display is so high (over 8' tall) that it might obscure displays behind it, please check here_____.

If you do NOT need an eight-foot table in your booth, please check here_____.

Will your display require electricity? Yes___ / ___5Amp,___10Amp,___20Amp. If you require electricity, you must indicate it on this form. Unreserved electrical hookups may not be available the day of the Show.

Will you be donating one DOOR PRIZE (door prizes must be valued at \$50 or more)?_____

Describe door prize_____

These door prizes will be given away by the Chamber during the show. The winner will be sent to your booth to pick up their prize.

Allerdice Rent-All is providing booths this year. For other needs, please call Debbie Strom at 584-1412.

EXHIBITOR INFORMATION

Company (as it is to appear on sign) _____

Name (please print)_____

Street_____

City_____ State_____ Zip_____

e-mail_____ Phone_____

Please list up to 2 additional names for name tags

Please contact Jeff Shinaman at the Chamber with any questions: 584-3255/jshinaman@saratoga.org. You will receive confirmation of receipt within a week. If you do not receive confirmation, please call Jeff.

Return WITH PAYMENT to: Business Showcase 2008 or fax with credit card info to 587-0318. Saratoga County Chamber of Commerce, 28 Clinton Street, Saratoga Springs, NY 12866

Billing Information:

Credit Card # _____ Exp date _____ Security # (3 digit # on back) _____

Billing Address _____

Signature _____ Phone _____ ext. _____

Thank you for your participation in this year's show!

FALL GOLF DAY

THE SARATOGA COUNTY CHAMBER OF COMMERCE FALL GOLF OUTING

Date: Monday, September 8, 2008

Place: Ballston Spa Country Club

Format: Four person scramble

Time: 11 a.m. Registration
11:30 - 12:45 p.m. Lunch
12:15 - 1 p.m. Clinic by golf pro, free of charge
1:00 p.m. Shotgun start
6 - 7 p.m. Cocktail hour
7 p.m. Buffet dinner & prizes

Price: \$150.00 per person
Includes green fees, cart, lunch,
dinner, prizes and several contests

**WE ARE CURRENTLY ACCEPTING SPONSORS
FOR OUR EVENT.**

Contact Kathleen Lucey to learn more about
the opportunities, klucey@saratoga.org



Registration Form

SPACE IS LIMITED TO 128 CHAMBER MEMBER PLAYERS

First Come (And Paid!), First Served

My information:

Name: _____ Hdcp _____

Firm: _____

Phone: _____

Name: _____ Hdcp _____

Firm: _____

Phone: _____

Name: _____ Hdcp _____

Firm: _____

Phone: _____

Name: _____ Hdcp _____

Firm: _____

Phone: _____

Payment Information:

Type of Card: MC VISA AMEX DISCOVER

Credit card #

Exp. Date: _____ Sec. Code(3# on back) _____

Amount to be charged:

Name on Card: _____

Billing Address/Zip: _____

Phone: _____

Signature: _____

Donating a prize helps gain exposure for your business.

We will donate the following prizes and/or Goody
Bag Inserts (will supply 135) for the outing:

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE, CONTACT KATHLEEN LUCEY AT 584-3255

Your payment (in the form of check or credit card) must accompany this form to confirm reservation.

Return this form and payment by September 3, 2008 to:

Saratoga County Chamber of Commerce
28 Clinton Street, Saratoga Springs, NY 12866
or fax to Kathleen at 587-0318

Questions? Call Kathleen Lucey at 584.3255

ANY CANCELLATIONS AFTER SEPTEMBER 3, 2008 ARE NON-REFUNDABLE.

RESERVE YOUR FOURSOME TODAY!!