

## December 2008

Forward to:

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### ECONOMIC TIMES

Challenging economic times make your investment in membership even more valuable. Some use economic decline as an excuse. Some see it as an opportunity. You don't have to make major changes to what you do and what you offer. Be positive. The Chamber offers ways to increase sales and reduce the cost of doing business while helping to improve our economy. The Chamber is a place where you're welcomed by fellow members and staff ready to help you build your business and be your voice on the issues.

Here are some edited excerpts from a recent article by Glen Gould about how the Chamber can help you in a tough economy:

- Share your message with as many people as possible for the lowest investment dollar. The Chamber offers multiple ways to communicate what you offer to thousands of people through networking and your listings in Chamber publications and online.
- Build a network of people who are thinking of you FIRST. With continuing connections, you're more likely to be on the tip of their tongues when someone asks who they would recommend to provide what you're selling.
- Keep up on current events and what changes may be coming that could affect future business. The Chamber is the epicenter of business trends and Saratoga County is becoming the hub for microenterprise and small business growth.
- Use the opportunity to demonstrate your skills. The Chamber provides a setting where you can prove your expertise to potential customers and referral sources.
- Hone your skills by attending educational programs at a fraction of the cost available elsewhere. Attend seminars, breakfasts and special programs.
- Be motivated in a supportive atmosphere where you can see others still doing well, knowing you can too. Connect with fellow members that keep a positive attitude.
- Meet people who have experience you can learn from. Keep your ears open for good ideas.
- Build your trusted resource network and reap the benefit of being a part of the best business-building network around. People like to do business with people they know and who are referred by those they trust.
- Reduce the cost of doing business. Take advantage of group discounts including health and dental insurance and electricity, among others.
- Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce. Show the flag.

Your chamber is here to help you succeed by providing services for entrepreneurs, small businesses and community minded companies and organizations in the Capital Region.

**Thank you for being a member!**

### DECEMBER EVENTS

#### Saratoga's Young Professionals Network

December 2  
5 - 6:30 p.m.  
Mare Ristorante

#### Women's Business Group

December 10  
4 - 5:30 p.m.  
Batcheller Mansion Inn

#### Member Benefit Showcase and Holiday Mixer

December 18  
Showcase 4 - 5 p.m.  
Mixer 5 - 6:30 p.m.  
Gideon Putnam Resort and Spa

### Seminars

December 2  
Non Profit Seminar

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

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

### JANUARY EVENTS

January 6  
Non Profit Seminar  
January 6  
Young Professionals Network  
January 13  
Women's Business Group  
January 15  
Third Thursday Breakfast

**January 29  
91st Annual Dinner**

# DECEMBER EVENTS

- 2 Saratoga's Young Professionals Network.** Mare Ristorante, 17 Maple Avenue, Saratoga Springs.  
*Holiday celebraton Mixer - Tomorrow's leaders – our monthly chance to meet, network and hear more about what is happening in our area businesses, and to celebrate the holiday season.*  
**Time:** 5 to 6:30 p.m.  
**Cost:** \$10 **Reservation Deadline:** December 1 at 5 p.m.
- 10 Women's Business Group.** Batcheller Mansion Inn, 20 Circular Street, Saratoga Springs  
The last month focusing on Business and Leadership. An opportunity to discuss some ideas that have been shared about how women approach business and leadership. It will also be a chance to spend some time networking with one another. This is open to all women Chamber members.  
**Time:** 4 to 5:30 p.m.  
**Cost:** \$10 **Reservation Deadline:** December 8 at 5 p.m.  
**\*Please note the different day and time for this event**
- 18 Member Benefit Showcase and Holiday Mixer.** Gideon Putnam Resort and Spa, 24 Gideon Putnam Road, Saratoga Spa State Park, Saratoga Springs  
You know you can meet lots of people at the mixers. You also know that speakers are brought in for monthly breakfasts. But, do you know about ALL the great benefits afforded to you by being a Chamber Member?
- Health Insurance options
  - Free consulting on Human Resources issues
  - Discounts on a myriad of expenses you face every day
  - Energy and gas savings programs that really make a difference
- Learn about these and many more at our Benefits Showcase. The Showcase will start at 4 p.m. at the Gideon Putnam Resort, directly prior to the Holiday Mixer. Come and learn all the other ways your Chamber can help you save money while doing business.  
*It's the end of the year, the holidays are here, come celebrate and network with 350+ other Chamber members. This mixer boasts the largest attendance each year.*  
**Time:** 4 to 5 p.m. **Member Benefit Showcase;** 5 to 6:30 p.m. **Mixer**  
**Cost:** Reservations \$5; Without Reservations \$10 **Reservation Deadline:** December 16 at 5 p.m.

To make a reservation, call 584-3255 or use our online form: [www.saratoga.org/events](http://www.saratoga.org/events).  
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

## NON PROFIT SEMINAR

TUESDAY DECEMBER 2, 8 to 10 a.m.

*Grant Writing Part II – Using logic models to plan your programs and get your grants*

*There is more than simply filling out the correct paperwork to ensure you get the grants you need. Learn how to plan your programs so they better fit the needed criteria and make the application process easier and more effective.*

**Presented by:** Paul Mastrodonato, Non Profit Works  
**Location:** Saratoga County Chamber of Commerce Offices, 28 Clinton Street  
**Cost:** \$10  
**RSVP:** Friday, November 26 at 584-3255 or by using our online form: [www.saratoga.org/events](http://www.saratoga.org/events)

# MARK YOUR CALENDAR

## 91st ANNUAL DINNER

January 29, 2009 at 6 p.m.  
Saratoga Springs City Center

This annual event gives us the opportunity to thank this year's Board Chairman - Brian Nealon and recognize and reward our outstanding committee volunteers who help our Chamber outreach. With a short program and networking before and after the dinner your attendance can be rewarding as well as fun.

**Decide to Sponsor!**  
**To have your company prominently visible at this event, contact Kathleen Lucey to secure a sponsorship.**  
[klucey@saratoga.org](mailto:klucey@saratoga.org)



# AT THIS TIME OF YEAR



May the holiday season be a time of reflection and renewal for you, your employees and your families. Your Chamber staff wishes you much joy and success as we all work as a team to navigate this uncertain economic environment. Please be assured that your staff, more now than ever, is available to you to help in any way possible.



## NOTES FOR MEMBERS

**THE FOUNDRY** These past few months have been productive ones for Luther Forest Technology Campus. Construction of the 5.5 miles of internal roadways made significant progress. The site has paved construction access into the campus from Stone Break Road. Underground duct banks used to house a portion of the electric transmission lines are just about complete and the bulk of the utility work in the Route 9 / Stonebreak Road corridor has been completed. Contractors are currently reviewing specs for the construction of the main sewer line exiting the campus. Bids are due this month with construction expected to begin early in the spring.

**DREDGING THE HUDSON** The Chamber has been represented on the Community Advisory Group (CAG) for the Hudson River Dredging project for the last five years by Julie Stokes. The monthly meetings are the only opportunity for town officials, labor, environmental and business groups to learn from the Environmental Protection Agency and General Electric about the dredging. The dewatering plant and wharf on the Champlain Canal are under construction and will be completed in early 2009. The rail yard and new roads are finished. Dredging will start in May-June of 2009. There are serious reservations in the CAG about the re-suspension of PCB's during dredging. Waterford, Halfmoon, Stillwater, the Mechanicville School System and numerous individuals draw water from the Hudson and/or use wells in close proximity to the river. The EPA is building a water line from Troy to Halfmoon to resolve the problem in Waterford and Halfmoon although they are refusing to turn the water on until such time as there is a spike in the PCB re-suspension. This is unacceptable. Additionally, there is no current long term solution for Stillwater. At the last CAG meeting – the Chamber joined town officials, members of environmental organizations and local residents in walking out. Until the EPA and GE start working productively with the towns and residents – we felt the CAG meetings were becoming just window dressing.

**NON PROFITS & MEMBERSHIP ORGANIZATIONS - TAKE COMFORT** In a recent seminar on fund raising sponsored by the Leadership Saratoga Alumni Association, nationally known expert Jerold Panas gave assurances to the 140 participants that since 1983, the amount of dollars raised by non profits has increased every year. He pointed out that in difficult times people give more, but only to those organizations they really care about. They may drop others. Let donors know how much their friendship and support mean to your organization. Some of the specific suggestions given to increase gifts from individuals and businesses are:

- Make sure donors know, at least four times a year, what dividends their investment in your organization will make.
- Personal phone calls of appreciation should be made to donors who give at least \$100 a year or more. Calls could be made by staff, board or volunteers.
- All first year donors are the easiest to gain or lose when it comes to future years' gifts. Pay extra attention, and make personal calls to these givers regardless of gift size.
- Send short letters or newsletters to donors about how their gift is changing lives, not how you are completing a building for example.
- Research points out that 97% of an organization's gifts will come from 2-3% of the donors. Pay special attention to those philanthropists.
- Research also shows that donors give three times as much electronically as compared to direct mail.

**ARE YOU FAMILIAR WITH OUR LABOR MARKET?** Did you know that 25% of the workforce commutes in to the County, and 50% of the workforce commutes out? There are more than 67,000 people who work in the County, with a median annual salary of just over \$37,000. There has been a 10% growth in jobs in Saratoga County in the past five years. Saratoga County's distribution of jobs breaks out as follows: Trade, Transportation & Utilities - 22%; Government - 17%; Leisure - 12%; Professional & Business - 12%; Health & Social - 10%; Finance and Manufacturing - 7% respectively. These categories are followed by construction, education, other services and information at 6% or less. For more in-depth statistics and demographics, go to [www.labor.state.ny.us](http://www.labor.state.ny.us) and click on labor statistics. Thanks to James Ross of the NYS Department of Labor for this information.

**MATURE WORKERS** With early retirements and longer life spans, our economy has the gift of skilled individuals who know how to show up every day on time and really want to work and serve. If you are looking for a part-time or full-time mature employee, go to the jobs section of our website ([www.saratoga.org](http://www.saratoga.org)) and review the two line resumes of possible employees. There is a special column on the main page of the Jobs page. If you see one more that you like, call their code numbers into the Chamber and their resume will be in the mail that day.

# MORE NOTES FOR MEMBERS

**TAX SAVINGS** If you are going to be purchasing new equipment over the next year, you may want to do it this month. There are some tax advantages under the Economic Stimulus Act that can save you some big dollars. Check with your tax advisor.

**SOLE PROPRIETORS** Many of the problems facing sole proprietors are common to hundreds of our members. And in many cases our member sole proprietors are reinventing the wheel on their own. For this reason we are examining the desire to informally gather those members together to exchange information and experiences. Initially the group or groups would gather at times and days of their choice over a cup of coffee with a set agenda. If you have an interest in such a group, please contact Bridget at 584-3255 or bdevaney@saratoga.org

**WIN A DAY AT THE TRACK** Link your web site to [www.saratoga.org](http://www.saratoga.org) and win a day at the track. You will be entered in a drawing to win a front row table for 4 at Saratoga Race Course Turf Terrace Dining on the third floor overlooking the finish line. This promotion includes reservations for the table and \$200 toward food and beverage. All you have to do is link to [www.saratoga.org](http://www.saratoga.org) from your website. Send your website address with the link to the Chamber's website to [gdixon@saratoga.org](mailto:g Dixon@saratoga.org). If your company already has a link to the Chamber's site, you can still enter by sending along the link to the page on your site. The deadline to submit your information is 12/30/08.

**REGIONAL INVOLVEMENT** Your Chamber recently held a meeting of the leadership from the Burnt Hills/Ballston Lake Business & Professional Association, the Malta Business & Professional Association, the Ballston Spa BPA and the Greenfield Community & Business Association to network, share information and provide mutual support. The Chamber continues to be involved in offering support and initiating feedback from the businesses in those areas.

**TOP VOLUNTEER PRODUCER** Christine Cunningham of The Williams Inn was the Top Producer of new members on the Chamber's Membership Committee for October.

**SALES AND MARKETING TIPS** The Chamber is looking for your best sales and marketing tips. Please e-mail them to Jeff Shinaman at [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org) so we can share them with your fellow members in an upcoming Chamber newsletter and online.

**DID YOU KNOW THAT**, according to a national study, consumers are 63% more likely to buy goods and services in the future from a company that is a member of the local chamber?

**NOVEMBER MIXER** Thank you to Angelo Mazzone and the staff of the Saratoga National Golf Club for hosting a wonderful and well attended Orientation and Mixer.

# WORDS OF ADVICE IN A DOWN ECONOMY

## FINANCES

1. Don't panic. Sounds simple enough, but in these times fear becomes a self fulfilling prophecy.
2. Cash is king. Reduce debt to the extent you are able. If you can't reduce debt, then avoid taking on new obligations.
3. People who try to time their stock purchases are losers statistically. Invest only what you can afford to lose, and spend your thinking on asset allocation. This is statistically the best way to improve the performance of your investments.
4. Find an honest person and do business with him or her. Put another way; know who you are doing business with.
5. Don't sign anything that you haven't read and understood.
6. If you don't understand it, don't invest in it.
7. Above all, don't stop making decisions. Don't be afraid to buy a new home, or a new car, if you need one and can afford it. Prices are pretty good now. And don't be afraid to invest in education, yours or your children's. Education is still the best investment you can make in your lifetime.

*From Charles Wait, President of The Adirondack Trust Company, a member of the board of directors of the Federal Reserve Bank of New York, and past chair of the Saratoga County Chamber.*

## MARKETING

At the Chamber's October Third Thursday Breakfast, Jaime Butler Binley, managing partner with Finger Paint Marketing shared thoughts on how to market smarter, not less. History has shown that marketing is not the place to cut costs.

To maximize your marketing dollars, focus on quality versus quantity. Make sure that the money being spent on marketing is helping to put your company in front of your prospective clients. Remember, it is better to reach 100 people and have 30 of them end in strong leads than to send out 10,000 bits of marketing and end up with 10 strong leads. Binley also reinforced one of the common sense business practices; customer service – it can be the defining difference between you and your competition.

Binley cited several reasons why it is so crucial to stay in front of your clients. The most basic is that although finances may be tighter, people still need to buy goods and services and they won't buy them from you if they don't know you exist. Further, by maintaining a strong presence, companies can gain market share from their competitors who scale back. Companies can also prevent the downward spiral of falling behind and will be positioned for a surge when economic conditions change. By positioning yourself as an industry expert you can set yourself apart from your competition and set yourself up for continued success.

# WHAT HAS YOUR CHAMBER BEEN DOING LATELY

- Printed the first ever directory of members in the 12020 zip code and distributed copies to Malta and Ballston Spa
- Hosted nationally recognized speaker on fundraising attracting 140 attendees
- Welcomed 44 new member firms
- Contacted city officials on need for continued funding for special events security
- Conducted winter getaway promotion
- Began research on new business/school partnership
- Completed analysis of our website to assure top of page list on search engines

## SPOTLIGHTS

**THE FORTUNATE CUP COFFEE CAFÉ, INC.**, 120 West Avenue, Saratoga Springs, 226-0800

The Fortunate Cup offers coffee, espresso-based drinks, blended beverages and fresh-brewed teas. The light menu includes salads, wraps, paninis, gelato and baked goods. Breakfast paninis are served on Belgian waffles. Other features include a conference room that can be rented, ample parking and a drive-thru window.

**SHERMAN TILE ASSOCIATES**, 1118 Middleline Rd., Ballston Spa 12020, 885-5660

With over 50 years in the business, Sherman Tile offers ceramic, porcelain, natural stone, glass, and metal tile sales and professional installation. Visit their complete showroom full of ideas where you'll enjoy personalized attention and expert design assistance. Tile is the perfect way to upgrade and add value to your home or business. Frost-proof porcelain tile is also available for outdoor porches, patios, and kitchens.

*For information on all Chamber members, go to [www.saratoga.org](http://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](mailto: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.*

## DECEMBER ANNIVERSARIES

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

### OVER FORTY YEARS

Mullen MayFlower Moving, Storage & Logistics Company, Inc.

### OVER THIRTY-FIVE YEARS

M & J Construction Co.

### OVER TWENTY-FIVE YEARS

Washington-Saratoga-Warren-Hamilton-Essex BOCES  
Foundation For Baroque Music  
Malta Supply, Inc.  
Myrtle Street Obstetrics & Gynecology, PC

### OVER TWENTY YEARS

Adirondack Balloon Flights  
Ballston Spa Central School District  
Sharon Byrne, Inc.  
Cadmus Interactive Systems, Inc.  
John J. Cromie, Attorney  
The Humor Project, Inc.  
Roma Food Imports  
Saratoga Springs City Center

### OVER FIFTEEN YEARS

Accent Commercial Furniture Inc.  
Adirondack Advanced Chiropractic  
AM&J, LLC  
Bayou Cafe  
Ben & Jerry's Of Saratoga  
The Children's Museum At Saratoga  
Command Security Corp.  
Greater Grace Community Church  
Marvin & Company, P.C.  
9 Maple Avenue  
Olsen Associates  
James P. Reynolds, DDS, PLLC

### OVER TEN YEARS

Aztech Technologies, Inc.  
Behan Planning Associates, LLC  
Capital Construction  
CB Richard Ellis - Albany, NY  
Feigenbaum Cleaners, Inc.  
John P. Franck, Cert. Public Acct.  
Mitch Frasier Entertainment  
Frost Architecture

Paul Garnsey & Son, Inc.  
Girl Scouts of Northeastern NY  
Hudson Valley Resources  
Little India  
The Saratoga Chapel  
Sisson Heating & Cooling Co, Inc.  
Sparkle, Glisten & Shine, Inc.  
Thorn, Gershon, Tyman & Bonanni LLP

### OVER FIVE YEARS

H. Rick Albertson Dressage  
Automated Cash Technologies  
Ballston Area Community Center  
Business Automation Services, Inc.  
Cozy Cottages  
Creating Genius, Inc.  
ES11, LLC  
Farm Family Insurance Company  
HAPPY Software, Inc.  
HSBC Mortgage Corporation (USA)  
Imagine That Marketing & Communications  
Merle Norman Cosmetics  
Micronotics, LLC  
One Communications  
Outer Zone  
Nick Paravalos  
Rose & Kiernan, Inc.  
Phyllis L. Ryan  
Saratoga Green, LLC  
Saratoga P.L.A.N.  
Schuyler Pond  
Spa City Spa  
We Build Pages  
Vicki K. Wolfe

### OVER ONE YEAR

AAA Northway Storage, LLC  
Apricot Lane  
Articulate  
The Ayco Company, L.P.  
B Square Cleaning  
Best Tile Distributors, Inc.  
Bohler Engineering, P.C.  
Eagle Recruiting Services, LLC  
Steven Ellwanger, CPA, PLLC  
Empire Building Products

Julie M. Frances, Esq.  
Getty Gas  
Happy Hound Pet Sitting Service, LLC  
Iparelan Solutions, LLC  
JPR Recruiting & Consulting, Inc.  
K-Y Writer  
The Law Office of Scott Ashby Martin  
Lazer Pix  
Mail USA Direct  
Malika International Gift Shop  
Mary's Haircuts  
Maswick Music  
McFarland - Johnson, Inc.  
The Mendez Team, Keller Williams Realty  
MWH Design  
Northeast Home Enterprises, Inc.  
Northeast Shuttle Service, Inc.  
Northway Tax Services, Inc.  
Oasis Technologies, LLC  
Octech Corporation  
Orkin Pest Control  
Pardon Design, Inc.  
Presents of Mine Jewelry, LLC  
Pristine Limousine  
Saratoga Ear & Sinus Surgery, P.C.  
Saratogarenter.com  
Lee H. Schechter, D.V.M.  
Schmidt Management, L.L.C.  
Select Staffing  
State Farm Insurance  
Stockade Imports  
Sumner Grace & Associates LLC  
T & E Associates, Inc.  
The Talking Phone Book  
Touch Therapies of Saratoga, LLC  
UBS Financial Services  
Karen Weltman, PhD  
Joanne Wheelock  
Wild Birds Unlimited

# NEW MEMBERS

**Aloha Energy**  
Tom Eletto  
10 Mechanic St.  
Ballston Spa, NY 12020  
852-2812 Fax: 430-0084  
*Soy Based Spray Foam Manufacturer*

**Leisha A. Arbogast, Motivational Speaker**  
P.O. Box 69  
Middle Grove, NY 12850  
583-0052  
*Motivational Speaker*

**Atlantic Testing Laboratories**  
Ron Vaughn  
22 Corporate Dr  
Clifton Park, NY 12065  
383-9144 Fax: 371-1113  
*Engineering Support Services*

**Audio-Video Corporation**  
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Albany, NY 12204  
449-7213 Fax: 449-1205  
**www.audiovideocorp.com**  
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Mary Dolman  
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Guilderland, NY 12804  
862-9901 Fax: 862-9907  
**www.bathfitter.com**  
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**Boat N R.V. Condos**  
Michael Giovanone  
1428 Route 9P  
Saratoga Springs, NY 12866  
583-1600  
**www.boatandrcondos.com**  
*Boat/RV Indoor Storage*

**Brand Strategy Consulting**  
Laura Romeu  
70 Railroad Place, Unit 204  
Saratoga Springs, NY 12866  
(215) 896-0550  
*Integrated Brand Plan./Strategic Mktg.*

**Stacie Brunet, Attorney at Law**  
Stacie Brunet  
4 Franklin Square, Ste. G  
Saratoga Springs, NY 12866  
321-0390  
**www.brunetlegal.com**  
*Elder/Family/General Prac.*

**Capital Accountants, LLC**  
Patrick Hackenberg  
19 Buell Ave.  
Ballston Lake, NY 12019  
526-1428  
**hackcpa@earthlink.net**  
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Clifton Park, NY 12065  
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**www.eaton.com**  
*Electrical*

**Entech Services**  
Joe Torres  
42 Sterling Heights Dr.  
Clifton Park, NY 12065  
281-2786 Fax: 630-5705  
*Generators/Pressure Washing/Remodeling*

**James W. Everett Jr., Attorney**  
82 Crescent St., Ste. 33H  
Saratoga Springs, NY 12866  
396-0255  
*Attorney*

**The Fortunate Cup Coffee Cafe, Inc.**  
Doreen Kamen  
120 West Ave.  
Saratoga Springs, NY 12866  
226-0800 Fax: 587-5302  
*Coffee Shop and Drive-thru*

**Gateway House of Peace**  
Joni Hanchett  
P.O. Box 145  
Greenfield Center, NY 12833  
469-7499  
**www.gatewayhouseofpeace.org**  
*A Future Support Home*

**Global Fitness**  
Anthony Parella  
165 High Rock Ave.  
Saratoga Springs, NY 12866  
584-5004 Fax: 584-5282  
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**Gillian A. Hirsch Attorney at Law**  
Gillian Hirsch  
P.O. Box 973  
Saratoga Springs, NY 12866  
526-9657 Fax: 583-0430  
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**Hoffman Architects**  
Charles Hoffman, RA  
6 Franklin Square  
Saratoga Springs, NY 12866  
583-0525  
**www.hoffmanarchitects.com**  
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**Hospitality SalesForce, Inc.**  
Todd Garofano  
7 Foxglove Way  
Ballston Spa, NY 12020  
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**www.hospitalitysalesforce.com**  
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Karen Canty / Maureen Donnally  
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**William Olney**  
112 Phila St.  
Saratoga Springs, NY 12866  
396-7598  
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**christopher.harris@preferredmutual.com**  
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**Sabre Technical Services, LLC**  
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