

October 2008

Forward to:



TOURISM WRAP-UP

Despite a convergence of continuing bad news on the economy, the subsequent tightening of purse strings as a result of that bad news and poor weather, fears of a potentially poor tourism season did not materialize completely. In fact it worked in Saratoga's favor on some occasions. For example, the silver lining in the torrential rain clouds during the race meet was that some of our attractions, restaurants and retailers benefited from the rain as it drove visitors inside their establishments.

By the numbers, it was clear Saratoga was a destination considered as a getaway, as many looked to travel closer to home. Visitor inquiries reflected this interest, seeing mail and phone requests increase over 15%, with unique web visits increasing 4%. The Chamber's Information Booth helped over 10,600 families, averaging 149 families served per day. Major attraction attendance was only off in the single digits in most instances. Retailers and restaurants report that business was in line with 2006 numbers, rather than the record breaking 2007 numbers from last summer.

Why our resiliency? While gas prices certainly hurt the overall spending and travel plans of visitors, it benefited Saratoga as visitors chose to stay closer to home. Our proximity to major metropolitan areas, all just a tank of gas away, contributed greatly to the relative stability of our tourism season. In addition, advertising efforts for overnight visitors targeted customers with more discretionary income to pay for travel.

Tens of thousands of dollars in free publicity were also generated by your Chamber through efforts that targeted major Northeastern news publications and magazines. The coordinated efforts of your Chamber and the County Board of Supervisors, through the County Tourism program, helped Saratoga avoid a major dip in tourism in contrast to many other resort areas across the country.

NOVEMBER EVENTS

November 4	Saratoga's Young Professionals Network	November 18	Starting a Business Seminar
November 12	Women's Business Group	November 20	Thursday Breakfast
November 14	Networking Luncheon	November 20	Orientation and Mixer

OCTOBER EVENTS

Business Showcase

October 2
3 - 4:30 p.m., vendors only
4:30 - 7 p.m., open to public
Saratoga Springs City Center

Saratoga's Young Professionals Network

October 6
5 - 6:30 p.m.
The Local Pub & Teahouse

Women's Business Group

October 14
9 - 10 a.m.
Saratoga County Chamber Office

Third Thursday Breakfast

October 16
7:30 - 8:45 a.m.
Longfellow's Restaurant and Inn

Orientation and Mixer

October 23
Orientation 4 - 5 p.m.
Mixer 5 - 6:30 p.m.
Longfellow's Restaurant and Inn

Seminars

October 15
The Power of Positive Coaching –
Managing Through Encouragement

**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.

MEMBER NOTES

SEPTEMBER MIXER Thank you to The Vista at Van Patten Golf Club for hosting our September Mixer. Thanks also to the Southern Saratoga Chamber of Commerce for co-sponsoring the event.

WEBSITE ENHANCEMENTS Registering to attend an event is even easier now. There is now a form online you can use to sign up for any event. Although you can always call, this allows you easy registration, 24 hours a day, 7 days a week. Click on the Chamber Events page and register there.

MEMBERSHIP Valerie Oropallo of Javao Consulting Services and Christine Cunningham of the WILLIAMS INN were Top Producers of new members in August on the Chamber's Membership Committee.

VOTER REGISTRATION Election Day, November 4th, is just around the corner. If you are new to the area, recently moved or aren't sure if you are registered visit our website, www.saratoga.org, to download the voter registration form. Any mailed in registration forms MUST be postmarked by October 10th or you will not be eligible to vote.

SOCIAL NETWORKING Are you utilizing the web to promote your business? Not just with your website, but with other free outlets available to you? The Chamber has presence on both LinkedIn and Facebook. Add your company to our Chamber Member Groups on those sites for increased exposure. All of this sound unfamiliar to you? Don't worry, we will be offering seminars soon on new technologies to help you make sense of any of these unfamiliar resources. www.linkedin.com, www.facebook.com

INTERNS Anyone interested in hiring a college intern to assist with projects or daily business activities may contact Penny Loretto, Assistant Director/Internship Coordinator at Skidmore College, 580-5790, ploretto@skidmore.edu, www.skidmore.edu/administration/career.

LEADERSHIP CLASS OF 2009 The Chamber's Leadership Saratoga program announces its twenty-third class of participants. Members of the Class of 2009 are: **William Bergan (Bill)**, Account Executive, Marshall & Sterling Insurance; **Jesse Boucher**, President, Kodiak Construction, Inc.; **Kathy Cifrino**, Assistant Treasurer & Trust Officer, The Adirondack Trust Company; **M. Elizabeth Coreno (Libby)**, Associate Attorney, Jones Ferradino, Attorneys at Law; **Jared Dinsmore**, Usability Specialist, Delphia Consulting, LLC; **Rae-Lyn Dussault**, Assistant Assessor, Town of Malta; **Dan Fariello**, Commercial Loan Officer, First Niagara Bank; **Pom Fine**, Navy Housing Counselor, Dept. of Defense, Navy Housing Office; **John P. Franck**, CPA and Saratoga Springs Commissioner of Accounts; **Mark Heggen**, Comptroller, Town of Clifton Park; **Casey Irving**, Assistant Director of Donor Relations, Skidmore College Office of Advancement; **Linda Jones**, Director of Membership Services, Saratoga Economic Development Corp.; **Kara Lais**, Associate Attorney, FitzGerald Morris Baker Firth PC; **Paul Laskey**, Salesman, Neenah Foundry; **Kathleen Lucey**, Vice President of Community Affairs & Development, Saratoga County Chamber of Commerce; **Adam McNeill**, Financial Planner, NPA Financial, Inc.; **Jeffrey Methven (Jeff)**, Vice President, Chief HR Officer, Saratoga Hospital; **Meg O'Leary**, Associate Attorney, Cahill/Wink LLP; **Michael Piccirillo (Mike)**, Asst. Superintendent for Secondary Education, Saratoga Springs City School District; **Steven Salzman**, Licensed Real Estate Professional/Training Manager, Pinnacle Realty; **Philip Schloss**, Mechanical Engineer, Knolls Atomic Power Laboratory; **Richard Sellers**, Founder, Demand Management; **Joseph Szpak (Joe)**, Manager, Advanced Engineering Applications, Lockheed Martin-Knolls Atomic Power Laboratory; and **David Zunker (Dave)**, President, Saratoga Convention & Tourism Bureau. Members of the Leadership Saratoga Class of 2009 will be participating in a six-month program that provides motivated individuals with leadership potential with a variety of volunteer leadership skills and orientation into current issues facing Saratoga County. They will also be working on group projects to benefit four non-profit organizations in the county.

GET EXPOSURE FOR YOUR BUSINESS Advertisements for the 2009 Membership Directory are currently being accepted. The Membership Directory is sent out to every member firm, area purchasing agents, and to all relocation inquiries we receive at the Chamber. Advertising opportunities on www.saratoga.org also exist. If you are interested, please contact Greg Dixon at gdixon@saratoga.org.

PODCASTS Are you a new member that hasn't had time to get to an orientation? You can learn all about the Chamber and how it can help you by listening to our new member orientation and benefit podcasts in the members only section of www.saratoga.org.

NYSERDA offers funding opportunities for installing and operating fuel cells, anaerobic digester technologies, power and energy storage, data centers, emerging technologies for residential buildings, controlled environment agriculture and more. If you would like to be notified of available funding opportunities, visit <http://www.nyserda.org/funding> and request to be added to their distribution list.

CORRECTION Edward J. Martone, CPA was incorrectly listed in the directory. The correct category is Accounting-CPA. Ned Martone can be reached at 584-1105.

BULK EMAIL TIPS Emails sent on Monday had the highest open rates; emails sent on Tuesdays had the highest click rates. Friday emails received the lowest percentages of opens and clickthroughs. Emails with short subject lines (less than 35 characters) outperformed those with longer subject lines. *Associations Now* July 2008

NEW MEMBERS

Arbonne International
Angela Stone
11 Nadler Rd.
Clifton Park, NY 12065
461-1527
www.angiestone.nyarbonne.com
Health/Skin Care/Beauty

Belisama Bodyworks
Suzanne McCauley
58 Church St.
Saratoga Springs, NY 12866
248-0090
www.belisamabodyworks.com
Remember to take a deep breath

Dr. Gerald Benjamin
Dr. Gerald Benjamin
18 Division Street
Saratoga Springs, NY 12866
279-1116 Fax: 279-1380
www.benjamin smile.com
Restorative Dentist

Bruce Borrourghs
11 Stonehedge Drive
Wilton, NY 12831
306-4454
Real Estate Investment, Sales

Matt Greenwood
First Investors Corp.
5 Elizabeth Street
Glens Falls, NY 12801
792-5031
Financial Services

Karl Wolf's Pro Shop
Karen Higgins
32 Ballston Ave
Saratoga Springs, NY 12866
584-4644
Bowl. Balls/Shoes/GC/Expert Drilling/Proshop

Kassal Transportation Group, LLC
Keith Londrigan
206 Glen Street
Suite 46
Glens Falls, NY 12804
793-7601 Fax: 793-1613
Truckload Transportation Brokerage

New York Horse Park, Inc.
Pat Phillips
P.O. Box 3402
Saratoga Springs, NY 12866
573-0534 Fax: 583-9361
www.nyhorsepark.org
Horse Park

Pizza on Broadway
Janet or Tony Calvi
384 Broadway
Saratoga Springs, NY 12866
306-6911
www.pizzaonbroadway.com
Gourmet Pizza slices/panini/fresh & Nat. Ingrid.

John & Bernice Pluta Family Foundation
Gary Pluta
22 Moonglow Rd.
Gansevoort, NY 12831
583-4306
Charitable Foundation

Saratoga Expeditions
Michael Hare
73 Court Street, #6
Saratoga Springs, NY 12866
587-9208
Saratoga Area Tour Provider

Saratoga Sponsor-A-Scholar
Pat Titterton
P.O. Box 107
Saratoga Springs, NY 12866
581-0979 Fax: 581-0979
Assisting Disadvantaged Students

Saratoga Walking Tours
Dave Patterson / Charlie Kuenzel
127 Division St.
Saratoga Springs, NY 12866
584-8737
www.saratogawalkingtours.com
Walking Tours/Presentations on Saratoga Springs History

Stratton Mountain Resort
Robert Barry
5 Village Lodge Rd.
Stratton Mountain, VT 05155
(802) 297-4128 Fax: (802) 297-4125
www.stratton.com
Four Season Resort

The United Group
Corey Aldrich
300 Jordan Road
Troy, NY 12180
687-7300 Fax: 687-7330
www.ugoc.com
The Whole Real Estate Story

Jean M. Varley
32 Tunch Rd.
Mechanicville, NY 12118
886-8458

Visual Planet
Douglas Harrington
731 Bobby Ct.
Niskayuna, NY 12309
424-1842
Marketing and Corporate Communications

WD Design, LLC
William DeVito
112 Congress Street
Ste. 202
Saratoga Springs, NY 12866
221-3041 Fax: 587-4202
Des./Prod. Devel. Spec. in Fashion/Inter.

Catherine Willis
39 Mill Rd.
Greenfield Center, NY 12833
(802) 238-9313
Gov't Relation & Fundraising

BENEFIT OF THE MONTH

BEING A MEMBER MEANS MORE BUSINESS

Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber. 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. Regarding the chamber's impact on the economy, 82% of respondents believe the local chamber helps create jobs and promotes local economic development. (Information taken from a national study commissioned by the American Chamber of Commerce Executives study). If you need a new member window sticker call Bridget at 584-3255.

SPOTLIGHTS

COST CONTROL ASSOCIATES, INC., 310 Bay Road, Queensbury, 12804. 798-4437, www.costcontrolassociates.com
CCA assists clients in recovering and reducing energy, telecom and wireless costs. Our programs include rate analysis, billing error identification, and cost optimizations. We have recovered millions of dollars for our clients and have negotiated thousands of rate reductions and cost saving changes for our customers as well.

EDWARD J. MARTONE, CPA, 106 Spring Street, #6, Saratoga Springs, 584-1105
This is a small CPA firm in business since 1983 dedicated to the family-owned business owner, or individual, who seeks personal attention from a dedicated tax and business advisor. Ned believes in developing long-term relationships with clients, built on foundation and trust, and works feverishly to help them become successful.

DESIGNER INTERIORS OF BALLSTON, 711 Saratoga Road, Burnt Hills, 12027, 399-6240, designinter@aol.com
"A complete interior design firm from concept to completion, your dreams are our creations." Nicole M. Skinner has owned and operated this company for over 12 years. Designer Interiors is a complete interior design firm specializing in custom window treatments, wall coverings, accessories, space planning, perspective layout drawings, new construction selections and interior design consultations. It is equipped to fulfill the smallest design job from one room to a complete interior design project of an entire home or office.

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.

OCTOBER ANNIVERSARIES

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

OVER THIRTY-FIVE YEARS

Sondra Silverhart, Roohan Realty

OVER TWENTY-FIVE YEARS

Lockheed Martin
Robin Hood Motel

OVER TWENTY YEARS

Energy Guard Insulation LLC
Esthetiques, Inc.
John Grady Incorporated
Jerome Roofing Siding & Insul, Inc.
MVP Health Care
Phillips Associates
Prudential Manor Homes, Joanne White
Roback, Kumlander & Pehl CPA's, LLP
Rodriguez & Doern, PLLC
Wilton Floorcovering, Inc.

OVER FIFTEEN YEARS

A.J. Arpey, Inc.
Always Cleaning Service
Belmonte Builders
Blue Chip Financial Group
The Bread Basket Bakery
Capital Growth & Shelter, Inc.
Collins Meadowbrook Dairy
Mark A. Coulombe
D.C. Dental Supply Co.
Fred D. Dreher, D.D.S.
Eagle Crest Golf Club
EnergyNext, Inc.
Flynn Walker Diggins CPA, PC
Stephen R. Foley, D.C.
Nichol J. Forsht, Consultant to Museums
Georgia Mills Direct, Ltd.
The Guardian
Michael Hagen, Inc.
Hildreth Restaurant
Hinman Construction
Larmon House Movers, Inc.
Liberty Canine Care Center
Metropolitan Property & Casualty Ins
Jennifer Mirling, Prudential Manor Homes
New York Life, Barry Bruno, CLU
The Precopia Agency, Inc.
Promotions Plus, Inc.
Riberdy Diesel Service
Ryan-Biggs Associates, P.C.
Saratoga Center For The Family
Saratoga County Agricultural Soc.
Saratoga National Bank & Trust Co.
Saratoga Sod Farm, Inc.
C.J. Sass, Inc.
St. John Architects
T & T Excavating & Paving Corp.
Uncommon Grounds Coffee & Bagels
Wever Petroleum, Inc.
Witt Construction, Inc.

OVER TEN YEARS

Ameriprise Financial Services, Inc.
Bayshore's Tropic Hut Restaurant
Colley Asset Management, Inc.
Katie's Kitchen
Joseph P. Mangione, Inc.
The Masie Center, Inc.
Miranda Realty
Molloy Partners
"On-Hold" International
Opt Art Sports Photography
Saratoga Hair Transplant Center
Saratoga Mobile Vet
Team Howard
Wells Communication Service, Inc.
Companies of J.J. Young

OVER FIVE YEARS

Airway Meadows Golf Club
Albany International Airport
Albany Pool Rebuilders
Allstar Chevrolet Oldsmobile Cadillac
Kristina Almquist Design
Apartment Renters Guide
Architecture+
Bacon Hill Inn
Bonacio Landscaping
Brown Printing
Capital Financial Group, Inc.
Centurion Private Investigators, LLC
Chestwood Remodeling
Chianti il Ristorante
Cleveland Brothers Landscaping, Inc.
Cornell Cooperative Extension of
Saratoga County
Creative Pension Consultants
D&R Contracting
East Side Towing & Recovery, Inc.
Empress Travel & Cruises
Fairfield Inn & Suites by Marriott
Frye Companies, Inc.
Galusha & Sons, LLC
C. Gerard Marketing / You Name It
GHI HMO, Inc.
H&R Block
HMA Contracting
Home Instead Senior Care
The Ice Cream Man
iPress2000
Jez Flooring Company, Inc.
The Maids
Malcolm Pirnie Inc.
Malta Development Co.
Manifest Station
Miles Ahead Communications
Mohawk Office Products, Inc.
Morgan Linen Service
Nigro Companies
Prestwick Chase at Saratoga
Ravenous
Reliable Brothers, Inc.
Saratoga Living Magazine
Saratoga Source
Schindler Elevator Corporation
Securitas Security Services USA, Inc.
Sergio's
Standard Commercial Interiors
Sunflowers
TAG Solutions
Valerie H. Thompson, Associate Broker
Towne, Bartkowski & DeFio Kean, P.C.
Ultramar Energy, Inc.
Verizon Wireless
Vermont Pure Springs, Inc.
Winslow's Restaurant

OVER ONE YEAR

ADT Clinical Research, Inc.
All The Right Angles, LLC
Allstate Insurance, Thomas Simek
Amtrade Consulting Group/C9 Corp.
Mark Andrew Images
Apple-A-Day Nursery School
Arclay, LLC
AT & T Mobility
Tab Beauregard
The Big Apple Restaurant & Lounge
Big Tyme Tees, LLC
Blue Coast Financial Group
Lee K. Bohlen
Brothers Two Electric and Home Services
City & Country Real Estate
Classic Home Real Estate Group
Cole Broderick Recordings
Country Comfort Heating & Cooling
Creighton Manning Engineering, LLP
The Curtain Exchange
Dataflow
Dehn's Flowers and Gifts, Clifton Park location
Diamond Data Intl. Inc.
Distinctive Apron Designs
Dragon Tales Farm, Inc.
Dwyer Electric
Eden Design
Edinburg Marina and Powersports, Inc.
EmbroidMe
Enve Hair Loft
Flowerchild Floral Design
Fogg's Automotive & Suzuki
Golden Goal Park, LLC
Hagaman Barber Shop
Haute Mama Maternity
Sandra Hawkins, Speech-Language Pathologist
Hawthorn Alley
Heavenscent
Scott W. Hicks
High Pointe Wellness & Slender Wrap Spa
Linda Hosmer
imMEDIate Productions, LLC
Innovative Control Systems
I Payment of New York, Inc.
Junior Achievement of Northeastern
New York, Inc.
Kathryn B. Professional Hair Removal &
Skin Care Center
Susan Kiley, Roohan Realty
L & P Media
Living Well Healing Arts Center and Spa
Malta Animal Hospital
Malta Health and Fitness, Inc.
Mama Mia's Pizza and Cafe
Medbery Inn and Spa, LLC
The Mud Shack
National Museum of Dance &
Hall of Fame
NESCO Accounting & Finance
Newkey Media Solutions, LLC
Norstar Development USA, L.P.
Northeast Awnings
NYtech Supply Company
On2 Technologies, Inc.
1.888.CHUCKIT
Pattison, Sampson, Ginsberg & Griffin, P.C.
Peabody's, Inc.
Phinney Design Group
Hillary Raimo
Paul Rappaport, M.D.
Performance Physical Therapy
of Saratoga, PLLC
Raven Net Systems, LLC
Rem Printing
Joseph Sacco, Jr. Attorney at Law
Saratoga Chem Dry
The Saratoga Life
Schoolhouse Graphics, Inc.
Seven Rays Corp.
Simple Space Interiors
Six Flags Great Escape Lodge &
Indoor Water Park
Paula Jo Smith Design
SMRT Architects and Engineers PC
Saratoga Schenectady Schoharie
Association of Realtors
Siena College
Southern Wine & Spirits of Upstate NY, Inc.
Toni Stark DeSarbo
State Farm Insurance, Nicole Della Porta
State Farm Insurance, Sherry Hoffman
State Farm Insurance, Dione Ramsdill
Tech Electric, Inc.
Tech Valley Electrical Construction &
Maintenance, LLC
Tech Valley Payroll / Powered by GTM
Tech Valley Technologies, Inc.
Thoroughbred Retirement Foundation
Tiznow Restaurant
Torkelson & Associates, Inc.
Tru Arc Fabrication, Inc.
Douglas G. Underhill, Real Estate Prop. Mgmt.
The UPS Store #152 of Saratoga
Jon Weibaker & Associates, Inc.

TIPS FOR BUSINESS

Forget status quo and set new goals
Start a new marketing campaign
Look for future products and services
Stop wasting money on bad advertising
Plan one of two big promotions per year
Sell more to existing customers
Give key employees more responsibility
Look for new services to provide customers at no cost

Make goals challenging but not impossible
Introduce new products and services
Increase your website exposure
Assess your employees for raises or termination
Look for new customer markets
Find a new affordable benefit for employees
Set aside two separate times this year to spend with family

BUSINESS SHOWCASE 2008

EVERYONE IS INVITED TO: BUSINESS SHOWCASE 2008

Thursday, October 2, 2008

(3 to 4:30 p.m. Vendor Only Show)

4:30 to 7 p.m. Open to the Public

Saratoga Springs City Center
Presented by The Saratoga County Chamber

YOU'RE INVITED!!!



It's time to mix it up, network & have some fun.

Open to the Public.

Admission is free with an admission pass. Passes were sent in the September newsletter. If you need additional passes, please stop by the Chamber office. Admission is \$5 without a pass.

The show is fun for everyone interested in networking and learning more about the products and services being offered in and around Saratoga County and the companies that provide them.

Wilber National Bank \$500 CD Giveaway Contest

Food & Beverage booths will be offering complimentary samples
2 Cash Bars will be serving \$2 beverages and
Over 50 door prizes will be given away throughout the show.

170 booths: Exhibits will include something for everybody: new technology companies, catering, photography, skin care, sportswear, financial services, home health care, office furniture, sports, a micro brewery, food, cars, travel, and much, much more!

MAJOR SPONSORS:

Saratoga Imaging/Saratoga Vein Centers
Capital District Physicians' Health Plan, Inc. (CDPHP)
Adirondack Trust Company
Time Warner Cable Business Class
Mannix Marketing Inc.

Topix.com
The Hill Agency
First New York FCU
Wesley Community

ImageCare Saratoga
AT & T Mobility
Courtyard by Marriott-Saratoga Springs
SPA.NET.

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

For more information, contact Jeff Shinaman at jshinaman@saratoga.org or 584-3255