



REPRESENTING YOU

Advocacy, as used in Chamber of Commerce work, means representing the voice of business, especially small businesses, to all levels of government, their agencies and departments.

Small and medium sized businesses like you, do not have lobbyists, and normally do not have the time or the expertise to represent your views to elected officials on numerous proposed bills. Often you do not know where to start when you encounter a government bureaucracy.

That is one of the major reasons individually owned business and professional firms joined together to form your Chamber of Commerce over 85 years ago.

There are always groups ready to place new business regulations and costs on you, and in some cases state and national businesses groups that take a position on an issue that is in opposition to your view.

So how does your voice get heard — through your Chamber? The following are some examples.

- The movement to create national association health care plans and movements to sell wines in grocery stores are types of proposals that would impact small business. The first would have increased premiums paid by small businesses on health care, while the second would have closed hundreds of independent liquor stores and put thousands out of work. Luckily, local Chambers of Commerce were, and will continue to be there to oppose those proposals.

- One of our members brought proposed legislation to our attention in June that would place a major financial hardship on upstate firms that install sprinkler systems. After research, the Chamber Board communicated to our State representatives, its opposition to the bill which was considered unnecessary and discriminated against upstate installers.

- Recently your Chamber began an effort to oppose proposed state legislation that would grant twelve weeks of paid family leave for employees with varied family needs. Pay would come from your disability insurance coverage.

- And on a federal level, legislation was proposed to eliminate the secret ballot for employees during union organizing efforts. Our elected officials on state and federal levels have been informed of our opposition on both issues.

Rather than starting from scratch, look to your Chamber staff for guidance when dealing with government, whether it be with your Village or the United States Trade Commission. We've helped members with U. S. Customs, State Department of Transportation as well as Town rules and regulations. We won't break or bend the laws, but may be able to speed up the process or reduce the aggravation.

The indirect benefits of membership in your Chamber, including advocacy, often deliver results that will save you hundreds or even thousands of dollars each year. In our continuing advocacy effort, Congressman Scott Murphy will be our luncheon guest on Friday, August 14 for a short presentation and almost an hour of questions and answers. You are encouraged to attend.

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AT A GLANCE

- August 6 Member Day at the Track
- August 12 Women's Business Group Track Breakfast
- August 14 Luncheon with Congressman Scott Murphy
- August 19 Young Professionals Track Breakfast

details on page 7

MARKETING

UnConventionally

Traditional forms of media advertising have been working for years for many of our members. With competition for business growing in every sector, we asked some of our members to share the unconventional marketing they have been successfully utilizing.

Chip Ellms, owner of **Ellms Family Farm** is finding that their target audience is progressively going to the Internet for information. "We have put more emphasis on Internet marketing. This has involved: improving our website, figuring ways to get more traffic to it, advertising on the Internet, and using social networking including Facebook, MySpace, YouTube, a blog and Twitter". *Amy Smith*, Co-Proprietor of **Saratoga Arms** is emphasizing social networking as well. "We have realized that the normal e-mail marketing campaigns that we have sent in the past are not working", states Smith. "Guests are being inundated with special offer e-mails from a multitude of companies and many are just hitting delete. So we have decided to use more of the social networking tools.

Saratoga Arms is on Twitter and Facebook. We are able to announce last minute availability, disclose Saratoga Springs' calendar of events, and link stories and quotes from articles pertaining to the hotel." You can take a look at what they are doing on their Facebook page by typing **Saratoga Arms** in the search field.

Impressions makes sure that everything they do drives people to their website. Co-Owner *Marianne Barker* says that she has several of her employees set up to be administrators on their Facebook page and Twitter, so that they can post regularly. "We schedule our in store events and our promotions in our Facebook calendar and send out notices and reminders to keep them top of mind. Marianne stresses that all of these things are only effective if you keep them current. **Putnam Market** knows that their customers are educated, well-traveled, and technologically savvy." If we

can reach them directly about our new products and events, we can inspire them to visit, taste and purchase, states Co-Owner *Catherine Hamilton*. "That's where Web 2.0 comes in. At a fraction of the cost of conventional advertising, we have redirected our communications to a weekly newsletter through iContact.com, Facebook, and Twitter. The communication is timely, and in color. We don't reach as large an audience as conventional advertising, but we do reach one much more motivated to respond to our offers."

Impressions and **Longfellows** and the **Olde Bryan Inn** have made gathering names for their e-mail lists a priority. **Impressions** has a sign-up at the checkout where they offer each person who has made a purchase of \$25 or more the opportunity to be put in a drawing for a bi-monthly gift certificate giveaway. According to Marianne, this takes a person who is already a customer and gives us a way to keep in touch and reward/encourage them to remain loyal". Their website also has many areas that ask people to join their e-mail list. Every person who orders on line is put on this list. Steve Sullivan (Sully) Co-Owner of **Longfellows** and the **Olde Bryan Inn**, places comment cards on every table and in every room and encourages customers to share the good and the bad. If they list their name, address and e-mail they are entered into a drawing for dinner for two. The names are then put into a database, and monthly newsletters are e-mailed promoting special events and new offerings.

Susan Halstead, Owner of **Family Vision Care Center** subscribes to the theory that "people like to go to who they know". "I seek out as many opportunities as possible to reach people with my services and products and to interact with them. Trade shows are one such example. When I do a show, I encourage staff to look great, smile widely and approach the potential customer. I am not a fan of 'the-behind-the-table-

sitting-on-a-chair' approach to trade shows. A display that is open and welcoming and with a sleek professional look can be accomplished very inexpensively with some planning and creativity."

Lorraine Ferguson of **Sandler Training** suggests companies are looking for ways to build a stronger bond and trusted advisor relationships with their clients. "One approach is to leverage people in your network that you value, and who you could help strengthen their business. For example, **Sandler Training** has been invited in to present to our clients 'clients' on the topic of selling at a Customer Appreciation Breakfast event. While unrelated to the core service of the hosting company - the proactive approach to helping their clients solve a "Business Challenge" differentiates them."

In addition to promoting its services through the usual media vehicles, *Mark Pepin*, Indirect Channel Manager of the Northeast Region of **Time Warner Cable Business Class** tells us that his firm finds partners with local complimentary businesses that can refer or sell Time Warner's business services. "We find partners that are experts in our business sector and bring to us those customers that were not reachable by all other means."

Crafters Gallery spends 93% of its advertising budget on radio, states owner *Roger Goldsmith*. The radio spots are 30 seconds versus the more popular 60 second spots, which enables them to double the frequency of exposure. "We randomly rotate our spots within the 24 hours per day 7 days per week instead of the more traditional fixed time slots on certain days.

Sully has also found that going back to the basics to market what you offer has been highly successful. One of his most rewarding efforts was during a slower month when he and his staff from **Longfellows** knocked on the doors of 680 homes surrounding the Inn and Restaurant and gave

each household a bag that included cookies, a gift certificate and a handout on what's new and different at the restaurant and hotel. They were able to track the results when the gift certificates were redeemed, and found the results significant. They will try the same promotion again with other businesses in the area.

Sully also believes that "what goes around comes around" and that community service is key to his business. He donates a great deal, but finds that people are so

appreciative that they tend to return to dine on other occasions. That belief is shared by Roger Goldsmith of **Crafters Gallery** and *Gretchen and Jim Squires* Co-Owners of the **Posie Peddler**. Gretchen and Jim have found the best way to market is to get their product (flowers) into the community. They have worked with, as well as donated, arrangements to many groups so that people can see how flowers can make a difference in the overall ambiance of an event. Roger says that "we, like many

other businesses, do a great deal of donations to fundraising events. With each donated item we include a short note reminding the organization that we are a locally owned business that is supporting the community. We ask them to remind their members to support **Crafters Gallery** and other businesses that have donated to their event

THINKING **OUT&ID** THE BOX

- Use social networking such as Twitter, Facebook and LinkedIn – and keep them updated.
- Resell your product or services through another business
- Go above and beyond for your clients and customers by offering them additional services, education or discounts.
- Improve your website and figure out ways to drive more traffic to it.
- Be "out front" at trade shows.
- Donate some of your products or services.
- Try short radio spots.
- Consider door-to-door marketing.



GLOBALFOUNDRIES

UPDATE

Their top management team from across the world was recently in Saratoga County working on the development plan for the \$4.5 billion facility. Norm Armour has been chosen as Vice President and General Manager of Fab 2 with Eric Choh as Vice President of Operations. Fab 2 is expected to be the world's most advanced semicon-

ductor foundry with over 1,200 employees. Site clearing work began in June on the 220 acre site at Luther Forest. The plant is scheduled to be open for production in 2012. In the meantime up to 2,000 construction workers will be on site for at least two years.

Firms interested in providing products or services to Global Foundries or M+W Zander should register at gfpurchase@mw-zander.com

AUGUST ANNIVERSARIES

OVER FORTY YEARS

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

OVER TWENTY FIVE

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

OVER TWENTY YEARS

The Apple Tree Bed and Breakfast
Bond, Schoeneck & King, PLLC
Chamber Lane Motel
Luzerne Court
Myriad Productions
R.J. Taylor Builders, Inc.
Saratoga Convention & Tourism Bureau
Siro's Restaurant
SPA.NET

OVER FIFTEEN YEARS

Brause Realty, Inc.
James P. Burr Enterprises, Inc.
Cerone Construction
Complete Corporate Planning, Ltd.
Heber Associates, Inc.
Lone Feather Studio

Marshall & Sterling Upstate, Inc.
Orthopaedic Associates of Saratoga
Queensbury Hotel
Rainer's Gourmet Inspirations
Residence Inn By Marriott
Saratoga Imaging Center
Target Marketing Advertising Svc.

OVER TEN YEARS

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

OVER 5 YEARS

American Hazard Control Group, Inc.
Brookfield Power New York
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
Sunmark Federal Credit Union
WAM Commercial Associates, LLC
Wyndbourne, LLC

OVER 1 YEAR

A. Johnson's Plumbing, Heating & Air, Inc.
Advantage Building Inspections
The AdWorks
Arbonne International
As the Crow Flies Studio
Manuel Astruc, M.D.
Bacardi USA, Inc.
Dr. Gerald Benjamin
BDI
Bruce Borroughs, Real Estate
Computer Professionals International
Dion's Remodeling
DSG & Von Lienen Construction and Remodeling
Floormaster Carpet One & Dream House Furniture
Fusion, The Salon, LLC.
Glens Falls Civic Center
George N. Habeeb, D.D.S
Matt Greenwood, First Investors Corp.

The Inn at Round Lake
Kassal Transportation Group, LLC
KC Security Solutions, LLC
Miller Design, Print, Mail, Fulfillment
New York Horse Park, Inc.
New York State Military Museum
The Paddocks of Saratoga
Pizza on Broadway
John & Bernice Pluta Family Foundation
Progressive Mode Hair Studio
Quandt's Foodservice Distributors, Inc.
RealtyUSA.com Administration
Rowland Street Garage
Samaritan Counseling Center of the Capital Region
Saratoga Expeditions
Saratoga Human Resources Solutions
Saratoga Saddlery / Australian Country Outfitters
Saratoga Sponsor-A-Scholar
Saratoga Walking Tours
SEFCU
Spire Inspections
Strategic Access Consulting
Stratton Mountain Resort
The United Group
Jean M. Varley, Real Estate
Visual Planet
WD Design, LLC
Wilton Contract Postal Unit

SAVING MONEY

VETS AND JOBS



Any veteran discharged in the last five years who has been unemployed for at least four weeks brings a tax credit to his/her new employer. The tax credit, not deduction, will be 40% federal tax credit on the first \$6,000 of salary. Contact Tom Harris or Tony Scavone at 884-4170. Thanks to Senator Gillibrand for the heads up.

CONFIDENTIAL BUSINESS ADVICE

There has been almost a 50% increase in the number of clients coming to see SCORE counselors in your Chamber office. Individuals are seeking business advice on business expansions, problems, and planning from experienced business executives at absolutely no charge. The semi-retired senior executives can help existing firms better manage their business and plan for stable growth. You are encouraged to make an appointment to see how to improve your business. Appointments can be scheduled at night, during the day, or if necessary, on weekends. Call Bridget at 584-3255 to get more information.

DENTAL INSURANCE

Your Chamber offers two dental plans to its sole proprietors and small business members providing significant savings for employee benefits. Quarterly rates for the two options are:

Individual:

Low Option - \$88.03; High Option - \$104.02

Family:

Low Option - \$247.63; High Option - \$296.29

For more information, go www.saratoga.org or call the Chamber office at 584-3255, ext. 211.



AUGUST NEW MEMBERS

A M MacCormick, LLC
A Malcolm MacCormick
110 White St.
Saratoga Springs, NY 12866
587-2062
Bus. Consulting-International Activities

Abele Tractor & Equipment Co., Inc.
Jeffrey Abele
72 Everett Rd.
Albany, NY 12205
438-4444 Fax: 438-5751
www.abeletractor.com
Rent/Sell Heavy Construc./Farm & Lawn Equip.

Aries Chemical
Bruce Graveley
21 Hyde Court
Queensbury, NY 12804
745-4340 Fax: 761-2554
www.arieschem.com
Chemicals/Equip.& Srv. for Water Clarification

Auto Haus Motors
Jeff Miller
768 Saratoga Rd.
Burnt Hills, NY 12027
399-6353 Fax: 399-6376
www.autohausmotors.com
European Used Car Sales

Candy Factory Productions, LLC
Jason Ward
114 Middle Ave.
Saratoga Springs, NY 12866
857-8468
Film Production Company

Capital District Human Resources Professionals
Ann Reis
188 Bittig Rd.
Averill Park, NY 12018
506-7354
Organizational & Ldshp. Development

Crockett Enterprises
Mark Crockett
27 Joseph Lane
Gansevoort, NY 12831
(888) 284-3055
Fax: (888) 284-3055
Gifts & Incentive Prog. for Your Co.

Joseph DeMatteo
7 DeMatteo Dr.
Corinth, NY 12822
669-2274
www.jjestatesales.com
Estate Sales/Cleanouts/Auctions

Easyhome US Ltd.
Mark Cannito
3021 Doubleday Ave.
Rte. 50
Ballston Spa, NY 12020
885-0081 Fax: 885-0085
www.easyhome.us
Household Furniture/Electronics-Retail & Leased

Field View Development, Inc.
Shane Newell
103 Main St.
Cooperstown, NY 13326
(607) 490-1768
Fax: (607) 623-0745
Commercial Real Estate Investments

Foot Care of Clifton Park
Mindy Lam
4 Emma Lane, Ste. 403
Clifton Park, NY 12065
371-7133 Fax: 371-7135
www.footcareofcliftonpark.com
Podiatric Medicine/Surgery

Gillespie Commercial Furnishings
Don Gillespie
20 Corporate Circle
Albany, NY 12203
862-0700 Fax: 862-0949
Comm. Office Furn. Dealer w/Plan Des.

Global Health Economic Projects, LLC
Ronald Shannon
56 Via Da Vinci
Clifton Park, NY 12065
280-6243 Fax: 383-0649
Research & Health Economic Srv.

Integrated Staffing Corporation
Dhianna Yezi
120 West Ave.
Saratoga Springs, NY 12866
583-7823 Fax: 584-2523
Temporary Employment Agency

ITT Technical Institute
Lisa Scaccia
13 Airline Drive
Albany, NY 12205
452-9300 Fax: 452-9393
www.itt-tech.edu
2-Year Post Secondary Edu. Facility

Kenyon Title
Michele Kenyon
14 Winkel Way
Ballston Lake, NY 12019
441-4393 Fax: 406-5484
Title Searching

Kitchens by Christina, KBC Design Studio
Christina Feldman
2090 Central Ave.
Colonie, NY 12304
388-8685 Fax: 688-0497
www.kbcdesignstudio.com
Des. & Sell Kitc./Bath Cabinetry/Countertops

M&T Bank
Philip Engborg
327 Great Oaks Blvd.
Albany, NY 12203
464-6123 Fax: 464-6115
www.mtb.com
Comm./Bus. & Personal Banking Srv.

Metro Lacrosse
Mary-Lynne McKee
70 Railroad Place
Saratoga Springs, NY 12866
465-0858 Fax: 465-0438
Lacrosse Club - Instruct./Clinics/Travel Teams

T.L. Metzger & Associate, LLC.
Tracy Metzger
418 Broadway
Albany, NY 12207
426-5211 Fax: 626-0123
www.tlmetzger.com
Commercial Real Estate

The Old Daley Inn Catering Co.
Janice Keary
2 Northern Dr.
Troy, NY 12182
235-2656
www.olddaleyinn.com
Full Service-Off Premise Caterer

Stephen Perrino
P.O. Box 4697
Saratoga Springs, NY 12866
581-2812

Piedmont Law Firm
Alice Breeding, Esq. / Richard Piedmont, Esq.
376 Broadway, Ste. 18
Saratoga Springs, NY 12866
690-4200 Fax: 690-4207
Main Prac. Residential Real Estate

Rebath of Albany
Frank Rafalik
43 Round Lake Rd.
Ballston Lake, NY 12019
1-800-BATHTUB
One Day Bathtub or Shower Installation Remodel

Richmor Aviation
James Valachovic
19 Airport Rd.
Scotia, NY 12302
399-8171 Fax: 399-8192
www.richmor.com
Aircraft Charter & Training

Roland J. Down, LLC, Service Experts
Doris Vogt
13 Airport Rd.
Scotia, NY 12302
399-9126
www.rolandjdown.com
Duct Cleaning, Furnaces, AC, HW Heaters

Sanders Fire & Safety
Marty Dalton/William Morris
26 Viall Ave.
Mechanicville, NY 12118
665-0400 Fax: 665-0637
Fire Alarms/Sec./Clean Agent Suppress.

Saratoga Associates
Brenda Marci
443 Broadway
Saratoga Springs, NY 12866
587-2550 Fax: 587-2564
www.saratogaassociates.com
Landscape Arch./Eng. & Planners

Saratoga Specialties Company
Dan Jameson
P.O. Box 800
Saratoga Springs, NY 12866
328-9175
www.originalsarotogachips.com
Moon Brand Original Saratoga Chips

The Shaker Group
Kendal McGillycuddy
862 Albany Shaker Rd.
Latham, NY 12110
786-9286 Fax: 782-7226
www.theshakergroup.com
Full Range of Shipping Services

Shannon-Rose Design
Richard Kline
65 Clinton Street
Saratoga Springs, NY 12866
587-7572 Fax: 584-4627
www.shannonrose.com
Creative/Graph. Des./Web Dev.

United Rentals North America, Inc.
Jamie Finkle
1401 Vischer Ferry Rd.
Clifton Park, NY 12065
459-6174 Fax: 459-6178
Aerial Equipment Rental

Williams Scotsman Inc. - Albany NY Branch
Adam Rogowski
2900 Campbell Rd.
Rotterdam, NY 12306
382-0912 Fax: 382-0918
www.willscot.com
Mobile Offices/Stor./Modulars/Sec. Bldgs.

Ryan E. Wolpert, DDS, LLC
121 Lake Ave.
Saratoga Springs, NY 12866
587-8225 Fax: 587-8244
Family Dental Practice

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 2009, to be held at the Saratoga Springs City Center on October 1, 2009, 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 a 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.

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 2009 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!

Sponsors to Date: Black Diamond Caterers/Adirondack BBQ, Saratoga Imaging and Saratoga Vein Centers, Saratoga.com, First New York Federal Credit Union, Capital District Physicians Health Plan (CDPHP), ImageCare Saratoga, The Wesley Community, SPA.NET, Adirondack Trust Company, Time Warner Cable Business Class **Media Sponsors:** Saratoga Today, Saratoga Business Journal, The Saratogian, Anastos Media Group STAR 101.3, Wilton/Geyser Reports

Major Prize Sponsor: Adirondack Audio & Video, LLC

AUGUST CHAMBER EVENTS

**Thursday
August 6
CHAMBER DAY AT THE TRACK**

**Starting at noon.
Saratoga Race Course
267 Union Avenue
Saratoga Springs
\$45 - limited to the first paid 150
reservations
RSVP by July 27**

Make your reservations today and join fellow Chamber members for a fun-filled afternoon at the track in the Paddock Tent! Come at 12:00 noon for a handicapping lesson from Trodder Furlong, professional handicapper, who will go over the past performances of the horses in the racing program and help you highlight key statistics which are important for success in horse racing. Trodder will also have insight on horses running that day. Find out what all those numbers mean on your program and beat the rush. Racing starts at 1:00 pm.

Pass includes Paddock Tent seating, handicapping lesson, clubhouse admission, program and a buffet lunch. Tickets are \$45 and limited to the first 150 paid reservations. This is a networking opportunity you don't want to miss! To make reservations, call the Chamber at 584-3255, e-mail info@saratoga.org or register online at www.saratoga.org

To make a reservation, please contact the Chamber offices, 584-3255 or register online, www.saratoga.org/events.

**Wednesday
August 12
WOMEN'S BUSINESS GROUP**

**7:30 - 9 a.m.
Saratoga Race Course
267 Union Avenue
Saratoga Springs
\$20 - cash only to be paid directly
to the restaurant**

A wonderful Saratoga tradition. Join other professional women Chamber members for networking and a great way to start the day.

This event is open to all women Chamber members.

Please make sure you reserve your space by making a reservation with the Chamber. Seats will need to be called in prior to the day of breakfast.

**Friday
August 14
CONGRESSIONAL LUNCHEON**

**12 - 1:30 pm
Holiday Inn
232 Broadway
Saratoga Springs
\$20 - reservations required**

**Scott Murphy
20th District Congressional
Representative**

Congressman Murphy will speak to our membership about current issues facing our County. Ample time will then be given for questions. Take the opportunity to hear the Congressman's plans and voice your own to our representative. This event is for Chamber members only.

Reservations are required for this event. Please make yours no later than Wednesday, August 12th.

**Wednesday
August 19
YOUNG PROFESSIONALS NETWORK**

**7:30 - 9 a.m.
Saratoga Race Course
267 Union Avenue
Saratoga Springs
\$20 - cash only to be paid directly
to the restaurant**

Our second annual Young Professionals Network breakfast at the track. Come and network with this great group in a once a year setting.

Bring a colleague, client or friend with you to meet others in this dynamic group.

Please make sure you reserve your space by making a reservation with the Chamber. Seats will need to be called in prior to the day of breakfast.

SEPT. HEADS UP

**Sept. 8, Tuesday, 5 - 6:30 pm
Young Professionals Network**

**Sept. 9, Wednesday,
11:30 - 1 pm
Networking Luncheon**

**Sept. 14, Monday, 11:30 am
Fall Golf Tournament**

**Sept. 15, Tuesday, 5 - 6:30 pm
Women's Business Group Mixer**

**Sept. 17, Thursday, 7:30 - 9 am
Third Thursday Breakfast**

**Sept. 24, Thursday
Orientation, 4 pm
Mixer 5 - 6:30 pm**

REGISTER NOW! REGISTER NOW! BUSINESS SHOWCASE

This is a premium opportunity as a member to reserve a booth and display your company's products and services to over 1,000 people for only \$190! Fill out the application that appears to the left and return it to the Chamber with payment. The show is limited to 150 spaces and sells out every year. Reserve your booth today.

It's open to the public so invite customers, prospects, employees & co-workers to attend. The Saratoga Hilton will have two cash bars open and door 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. Sponsorships for this event are still available.

Contact Jeff.

Sponsors to Date: Black Diamond Caterers/Adirondack BBQ, Saratoga Imaging and Saratoga Vein Centers, Saratoga.com, First New York Federal Credit Union, Capital District Physicians Health Plan (CDPHP), ImageCare Saratoga, Time Warner Cable Business Class, The Wesley Community, Spa.net, Adirondack Trust Company
Media Sponsors: Saratoga Today, Saratoga Business Journal, The Saratogian, Anastos Media Group STAR 101.3, Wilton/Geyser Reports
Major Prize Sponsor: Adirondack Audio & Video, LLC

If you haven't already returned your Fall Golf Tournament form, now is the time to do so! The tournament is **Monday, September 14th.**

The form is online at www.saratoga.org

Space is limited to the first registered and paid 108 golfers.

Grab your colleagues, clients and friends and join us for a day on the links!



WHAT YOUR CHAMBER HAS BEEN DOING LATELY

- Coordinated eight county Chambers in production of first regional manufacturers list
- Sponsored a briefing by M+W Zander on Luther Forest Tech Park, attracting over 400 members
- Hosted two inaugural new member orientations and continental breakfasts at the Chamber
- Co-sponsored a front line personnel customer service seminar at the City Center
- Exhibited at the North American Travel Journalist Association annual meeting
- Created the first ever museum pass for visitors
- Coordinated the 9th annual Caroline Street Arts and Blues Festival
- Opened the summer (July & August) information booth in front of Congress Park
- Recognized by the Capital District Business Review as the largest Chamber in the region
- Attracted eighty members to the spring Golf Day at Pioneer Hills Golf Course
- Hosted and upgraded the Champlain Canal website promoting use of the Hudson River
- Assisted Skidmore and the community in event planning for the 3rd annual Saratoga ArtsFest
- Hosted a "core values" luncheon featuring nationally recognized speaker Jay Rifenburg
- Sponsored mixers at Signature Kitchens and Gaffney's, each attracting over 200 members
- Assisted with organization of the Greenfield Business Association's Car Show and Pig Roast
- Sponsored a breakfast to hear news about this year's Saratoga Race meet, and Fasig Tipton's new ownership and plans
- Selected the twenty-fourth Leadership Saratoga class and honored outstanding Leadership Saratoga alumni
- Sponsored a breakfast with Elliott Masie to hear about how businesses can cope during uncertain economic times
- Held a seminar for businesswomen on perfecting their elevator speech