



# 7 HABITS OF 7 HIGHLY EFFECTIVE MEMBERS

Stephen Covey's bestseller, "Seven Habits of Highly Effective People" provides a framework for personal and professional effectiveness. Your Chamber asked seven of our highly effective members to share with you their seven "habits." We thank them for taking the time to inspire us.

**David Wickerham,**  
Saratoga County Administrator

1. Always think leadership, not management - People resist being managed but they crave being led, especially by someone who is straightforward and passionate.
2. Surround yourself with creative people and give them the authority to get things done - If you're the smartest person in the room, your organization isn't working to its fullest potential.
3. Don't take yourself too seriously - Spending time on status games and

worrying about who gets on the telephone line first is just a waste of time.

4. If you're scared, buy a dog - Take the time to research your decision, but once you've come to it, don't be afraid to implement it. Second-guessing is never productive.
5. Always tackle the nastiest job first - Once the difficult jobs are done, the rest of the day is a breeze.
6. If it looks like a win-win situation, identify the third party - Somebody always comes out on the short end.
7. If it ain't broke, don't fix it - You'll have plenty of real problems to deal with. Don't create artificial ones by nit-picking successful operations.

**Eddie Hicks,**  
President of Prestige Services

1. Always be ethical! When I set up Prestige Services, we established our

Company's "Basic Values". Integrity is #1 and if I don't practice it 100% of the time, I can't expect associates to do so.

2. Be flexible to try new things, approaches, procedures, ideas, etc.
3. Make a special effort to "Listen Well" especially to employees and customers by practicing "MBWA" or Management by Walking Around. (As explained by Tom Peters in his bestseller "In Search of Excellence" ).
4. Address problems "Head On". They won't just go away, so get it over with and move on.
5. Don't EXPECT what you don't INSPECT. Something I learned from my first boss in the vending industry.
6. Have an "Open Door Policy" making sure everyone knows and believes it.
7. Use "Participative Management" in order to build a team approach.

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## AT A GLANCE

- September 8 Young Professionals Network
- September 9 Networking Luncheon
- September 14 Fall Golf Tournament
- September 15 Women's Business Group
- September 17 Third Thursday Breakfast
- September 22 Time Management Seminar
- September 24 Orientation and Mixer

details on page 7

**Philip A. Glotzbach,**  
President of Skidmore College

1. Always look first to your organization's mission. It is worth taking a calculated risk if it is likely to advance your core agenda.
2. Leadership is about relationships, not transactions. After attending to mission, developing one's people is the leader's highest responsibility.
3. Delegate as much responsibility as possible. Spend your time on those things that only you can do.
4. Be a conceptual leader – i.e., make sure that problems are well framed, that assumptions are articulated and examined, and that alternative courses of action are seriously considered.
5. Always ask how a decision will look from the standpoint of those it will most directly affect.
6. Problems really are opportunities in disguise, and the best solutions to problems are developed collaboratively – collaborative plans have the greatest chance of being implemented.
7. Be prudent, but do not take counsel of your fears.

**Wayne Beale,**  
Owner of Bentley's Tavern and  
The Mill on Round Lake

1. Don't fall victim to paralysis of analysis. Know when it's time to say, "Send it in."
2. Have some fun every day. Seriously! Find something to smile about or find a way to make someone else laugh.
3. My Mom used to say, "Think about how long you're going to be dead" when my siblings or I were struggling with making a decision. You'd be surprised how quickly you can decide when you frame things this way.
4. Keep things in perspective. After we lost my Mother to cancer in 2005, "It's not cancer" became my mantra and barometer when dealing with problems.
5. Be generous, from tipping to praising to forgiving.

6. Hire really good people and then delegate and coach.
7. Don't get complacent. Pay attention. It's surprising how fast some small thing that might be important to your customers can go off track and slip under the radar. So keep your eyes open and constantly look for new ways to enhance the customer's experience. Take every complaint as an opportunity in the rough. Then take that attitude with you to the outside world and grow your business.

**Margaret Roohan,**  
Co-Owner of Granite & Marble Works

1. Do what is best for your customers, your employees, your shareholders and your industry – in that order.
2. Be honest and fair with everyone – it is the best long-term strategy.
3. Hire the best people – employees, vendors, professional partners. Let them do what they do best.
4. Expect excellence, not perfection. Hold yourself and others to a high but reasonable standard of performance.
5. Be grateful – thank your customers, your employees, and your vendors for helping you achieve your goals. In the current environment, recognizing and acknowledging the value of each of these groups is more important than ever.
6. Learn something new every day. It can be business or personal – but keep yourself fresh by seeking new ideas and information about the world around you.
7. Be enthusiastic. "People who never get carried away should be." (attributed to Malcolm Forbes)

**Marcia J. White,**  
President & Executive Director of the  
Saratoga Performing Arts Center

1. The only light in the future is faith; sometimes you have to let go and let God.
2. Live your life. It is better to live your own destiny imperfectly than to live an imitation of somebody else's life with perfection.

3. Be observant of those who come into your life. Teachers appear before you in many curious forms.
4. Problems almost always create opportunities – to learn, grow, and improve.
5. Personal growth is like investing. It's not your timing it's your time in.
6. You can accomplish anything in life provided that you do not mind who gets the credit.
7. It's not about you. Leaders channel their ego needs away from themselves and into the larger goal (my personal favorite).

**Mike O'Sullivan,**  
President & Publisher of The Saratogian

1. Try to turn problems into opportunities.
2. Learn from one's failures and mistakes.
3. Admit faults, if you make a mistake fix it as best you can and move on.
4. Accept Change.
5. Surround yourself with good people and listen to them.
6. Use the KISS method (Keep it simple stupid)
7. Don't Burn your Bridges (my Father always told me the people I meet on the way up are the same ones I'll meet on the way down).

*If you would like to share your "habits" on the Chamber's website, please forward to Greg Dixon at [gdixon@saratoga.org](mailto:gdixon@saratoga.org)*

## OPPORTUNITIES

### LOAN PROGRAM

If your small business is facing a cash crunch during the recession, the Small Business Administration (SBA) may be able to provide some assistance. In one of its recent newsletters, Chamber member **The Bonadio Group** reminds us that the SBA operates America's Recovery Capital Loan Program (ARC), which makes up to

\$35,000 available to "viable small businesses facing immediate financial hardship to ride out the current uncertain economic times and return to profitability." The interest-free loan proceeds can be used to make payments of principal and interest, on one or more existing business loans you have taken out for a period of up to six months. Payments are deferred for 12 months. After the deferral period, bor-

rowers can pay back the loan principal over five years. This offer expires when funding runs out, or September 30th, 2010, whichever comes first. To apply, first contact your current lender. The loans are made by participating commercial lenders and guaranteed by the SBA. For more information, you can go to the SBA website at [www.sba.gov](http://www.sba.gov).

## IMPROVING EFFECTIVENESS

### TIPS FOR PREPARING NEWS RELEASES

There are some basic elements that every press release should have in terms of content and how it appears:

**For Immediate Release:** These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

**Contact Information:** Skip a line or two after the release statement and list the name, title, telephone, e-mail and fax numbers of your company spokesperson (the person with the most information). It is

important to give both your business and home or cell number since reporters often work on deadlines and may not be available until after hours.

**Headline:** Skip two lines after your Contact Information and use a boldface type.

**Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's - who, what, when, where, why.

**Text:** This is the main body of your press release where your message should fully develop.

**Sending your Release:** Although you may want to check with each media you are using, the more recent preferred method of sending a release is by e-mail. That way, the newspaper, radio or television station will be able to download or copy your release. A list of media contacts is on the Chamber's website at [www.saratoga.org](http://www.saratoga.org) under the Members Only section. After logging in, click on Media List in the left column.

## F.Y.I.

### HOW LEADERS & BUSINESSES COPE WITH UNCERTAIN TIMES

**Elliott Masie**, co-owner and founder of **The Masie Center** spoke to Chamber members at a recent breakfast about how during these uncertain times, patterns of business are changing. With thanks to Elliott, we are sharing his views and suggestions.

According to Elliott, leaders and businesses have to look forward and reset their sights on the new realities. We need to think less about economic recovery and more about resetting our thoughts and goals on the new economic landscape.

Models of leadership have shifted from the old ways: plan, follow and execute to new leaders looking ahead with new ideas, embracing continuous learning, doing things differently, finding new ways to market.

This involves admitting we don't know something and going forward by learning, having conversations with other businesspeople from anywhere, being interested in customers and having dialogues with them to see how we can meet their new needs.

Saratoga County has a history of creating opportunities, stated Elliott. Technology here has only just begun and will continue to metamorphose itself creating even more opportunities. GlobalFoundries will bring new things. Spend some time thinking about what's coming. How should you adjust your plans, your skills, your thinking to be prepared for what might lie ahead?

Elliott argues that economic prosperity depends on continuous learning.

Re-skilling, as he defines it, becomes very important and involves raising the skill levels of the people in your business and our community. We need to develop a culture of skilling, get better at learning, improve connectivity with cross generational mentoring. We should be encouraging elders to teach the next generation and visa versa. We should be training for our next role in life and in business and build a transcript of skills. We all need to get better at authentic networking and getting connected; learn by asking questions, listening and, in the end, resetting our sights on the new realities.

### TIPS

1. Develop a list of things you need to learn, new skills/knowledge set. Learn something and teach something every day.
2. Technology and information come from all over the world. The answers you seek may not come from local sources. Communicate with similar businesses in other parts of the country and other parts of the world.
3. Network with others to learn, not just sell. Have conversations with your employees and fellow entrepreneurs. Set up a support group and meet regularly with them. Learn from them. Gather business information for future decision making and benchmarking.



# UPDATE GLOBALFOUNDRIES

The entire 224 acres for GlobalFoundries is in the process of being cleared with fifty foot berms constructed to provide sound barriers to a residential neighborhood 500 – 1000 feet away. The twelve acre power

substation serviced by both National Grid and NYSEG substructures are cleared with construction beginning on the control buildings and ground work. Over two miles of walking and nature trails have been

roughed in on the site. Chamber President Joe Dalton continues as one of two directors of the land corporation.

## STIMULUS FUNDING IMPACT

The Center for Economic Growth has teamed up with attorneys who are experts

in assisting businesses and municipalities understand how the Stimulus Plan will affect them. A video of a recent seminar entitled Drilling Down – Stimulus Funding:

What It Means to Tech Valley can be viewed at: <http://www.samuelmgoldstein.com/archive/drillingdown.html>

## SAVING MONEY

### TAX-CUTTING MEASURES FOR BUSINESSES

The American Recovery & Reinvestment Act of 2009 includes some possible tax-savings for your organization. It is recommended that you contact your accountant soon, to see if any of these opportunities will work for you.

- First-year 50% bonus depreciation for new business equipment purchases extended through 2009.

- First-year expensing of new and used business equipment purchases extended through '09 at the higher limit of \$250,000.
- Carryback period for 2008 net operating losses extended from two to five years for businesses with average gross receipts of \$15 million or less.
- Work opportunity tax credit available for hires in 2009 and 2010 from two new categories: unemployed veterans and “dis-connected” youth.

- Estimated tax requirements for 2009 lowered for individuals with more than 50% of income from a small business.
- COBRA subsidy provided to unemployed workers is paid by employers and recovered through a tax credit against the employer’s payroll taxes.
- Various energy tax breaks available to business.

*Thanks to **CMJ, LLP** for providing this information.*

## SAVE MONEY

List Full-Time and Part-Time Paid Jobs Free. As you read this, there are between 100 to 200 individuals actively reviewing the JobZone on the Chamber’s website. If you have a job opening in your firm you can list positions and review categorized resumes free of charge. If you know of someone

looking for part time or full time work, refer them to this site. There is no charge for members to list a job and no charge for an individual to post their resume and availability. For simple instructions, go to [www.saratoga.org/jobs](http://www.saratoga.org/jobs). If you have questions, call Bianca Krueger at 584-3255, ext. 213 or [bkrueger@saratoga.org](mailto:bkrueger@saratoga.org).



## ONLINE NEWSLETTERS

Printed newsletters continue to be a preferred way for many people to read information about your organization. Increasingly however, online newsletters are being read and have for many become a preferred method of receipt of news.

**Beth Moeller**, Owner of **Interactive Media Consulting, LLC** ([www.imediaconsult.com](http://www.imediaconsult.com)) presented an Online Newsletter seminar to a sold out room of Chamber members recently. She shared statistics that 44% of e-mail users said e-mail inspired at least one online purchase and 41% said it prompted at least one offline purchase.

Although electronic newsletters can save you paper, printing, postage and mailing expenses, Beth stressed the importance of considering several factors before deciding to try the online version. A brief summary of some of her suggestions follow:

**Consider your audience** – the ages of your readers and their income level (can they purchase your product or service)

**Do you have accurate e-mail addresses for your constituents?**

**Do you have a way to capture potential new customers, clients and donors?**

**Do you understand the CAN-SPAM (Controlling the Assault of Non-Solicited Pornography & Marketing Act) rules that apply to sending online newsletters?** They include policies that prohibit you from purchasing e-mail lists, and require you to allow for opt-out options, among others.

There are companies that offer online newsletter production and mailing services. For more information, contact Beth at [beth@imediaconsult.com](mailto:beth@imediaconsult.com)

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THE SARATOGA PALIO  
Melanie Merola O'Donnell  
Memorial Race

## The Saratoga Palio

Melanie Merola O'Donnell Memorial Race  
Half Marathon & 5K Run/Walk  
Sun., Sept. 20, 2009; 8 AM

Run, walk, pledge, or volunteer  
[www.thesaratogapalio.com](http://www.thesaratogapalio.com)



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## AUGUST ANNIVERSARIES

### OVER FORTY FIVE YEARS

Spa Brauhaus Restaurant

### OVER THIRTY YEARS

HSBC Bank USA

### OVER TWENTY FIVE YEARS

Environmental Service Systems, Inc.  
Eye Care Specialists, LLP  
The Pressroom  
Saratoga Historic Properties

### OVER TWENTY YEARS

Vahanian & Assoc. Financial Plan.

### OVER FIFTEEN YEARS

Crawford Electric Service  
Four Seasons Natural Foods Store and Cafe  
Friends of Ulysses S. Grant Cottage  
New York Life, William Galcik, CLU  
Northern Mechanical Services  
Passaretti Geolog. & Envirn. Consulting  
Saratoga Central Catholic High School  
Saratoga County Economic Opportunity Council, Inc.  
Teal, Becker & Chiamonte CPA's PC  
U-Stor-It Self Storage, LLC

### OVER TEN YEARS

Adirondack Allergy & Asthma Assoc.  
Casswood Insurance Agency, Ltd.  
Creative Office Systems

Easy Book Publishing, Inc.  
Hoffman Builders LLC  
Hudson Valley Community College  
M & R Coulombe Dry Wall  
Joseph Mack  
Munter Enterprises, Inc.  
Olde Saratoga Brewing Company  
Psychological Services, PC  
Robert Half Finance & Accounting  
Saratoga Apple, Inc.  
Sev Auto  
Spa Body Works  
Spiak's Audio Visual Corp.  
Jyl Sullivan, CSW

### OVER 5 YEARS

Adirondack e-Payment Solutions  
BodyEase Massage Therapy  
Canty Financial Management  
Molly Colgan, Weichert Realtors Northeast Group  
Dovegate Inn  
Forensic Medical Services, P.C.  
Gallery 100  
Nancy E. Griffis Massage Therapy  
Harbour Roads  
Home Health Care Partners, Inc.  
Mailings Made Easy, Inc.  
MINOR Improvements PT  
Mortgage Network, LLC  
Naval Fleet & Family Support Center  
Nixon Peabody LLP

Northway Animal Emergency Clinic  
Physical Therapy Assoc of Schenectady, PC  
Rotary Club of Saratoga Springs  
Darby A. Salluzzo, LCSW-R  
Target Distribution Center  
Van Raalte Associates  
A Video View Production  
The Williams Inn

### OVER 1 YEAR

Abele Builders, Inc.  
Abele Limited Partnership  
Adirondack Cedar Chairs, LLC  
Adirondack Security  
Adventure Family Fun Center  
Altamura & Associates, LLC  
Altfeld, Inc.  
Assured Profits  
Banhem Associates Corp.  
Belisama Bodyworks  
Bokland Custom Visuals  
The Computer Guy  
Concord Pools, Ltd  
County Floors  
CV Golf  
Faddegons Interior Landscaping  
Kimberly Fitzpatrick, The Appraisal Company  
Lisa French, CPA  
G & R Impressions I  
Gurka's Original Bar Rooms  
Hot Diggity Dogs

Hunt Income Properties  
HydroVac Resources, Inc.  
Iseman, Cunningham, Riester & Hyde, LLP  
J & R Carpet & Drapery Cleaners  
Jos A Bank  
KB Imaging Solutions, LLC  
Karl Wolf's Pro Shop  
Keehan Fuels, Inc.  
LaQuinta Inn & Suites Latham - Albany Airport  
The Lazy Dog Cookie Co., Inc.  
Lis Design  
M+W Zander US Operations  
Maddalone & Associates  
Moosehead Cedar Log Homes  
Morrell Real Estate  
The Mutual Fund Store  
North Country ENT, PC  
PR Marketing Associates  
Salty's Pub & Bistro  
Saratoga Consignment Studio, LLC  
Schmeiser, Olsen & Watts LLP  
Select Sotheby's International Realty  
Shelters of Saratoga  
A Silver Spoon  
Soul Session Edu-tainment, Inc.  
Starr Electric  
State Farm Insurance, Mike McGilligan  
Traci Transport  
David Tyburski  
Verizon Wireless  
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## AUGUST NEW MEMBERS

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Basloe Levin & Cuccaro  
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Wilton, NY 12831  
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Ballston Spa, NY 12020  
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www.fipdna.com  
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584-1555  
www.saratoga-uu.org  
administrator@saratoga-uu.org

# SEPTEMBER CHAMBER EVENTS

8

## YOUNG PROFESSIONALS NETWORK

5 - 6:30 p.m.  
Irish Times  
14 Phila Street  
Saratoga Springs

**Mike Relyea**  
President  
Luther Forest Technology  
Campus

There is a lot happening in our County today. The construction in the Luther Forest Technology Campus is moving forward and spurring a tremendous amount of growth in our communities. Relyea will discuss what is happening in the park and what is planned there for the future.  
\$10 - reservations appreciated

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## NETWORKING LUNCHEON

11:45 - 1 p.m.  
Hyatt Place  
20 State Farm Place  
Malta

**Networking Event**

In business, so much of making things happen is due to the other business people you know. Luncheons allow you to share your one minute commercial with the people at your table as well as with the whole group after lunch. A great way to meet new contacts and more interesting than leftovers at your desk!  
\$15 with reservations, \$20 without

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## FALL GOLF TOURNAMENT

11:30 a.m. lunch and registration.  
1 p.m. shotgun start  
Van Patten Golf Club  
924 Main Street  
Clifton Park

This 4 person scramble includes lunch, contests, cart, greens fees, bar and post game appetizers. This is a great way to reward employees, treat clients and to network for yourself. Come and join us!  
\$140 per golfer, \$560 for foursome

15

## WOMEN'S BUSINESS GROUP

5 - 6:30 p.m..  
Adelphi Hotel Courtyard  
365 Broadway  
Saratoga Springs

**Marketing**

Last month we had a great seminar on creating your elevator pitch; it's now time to put it to use. This event is a wine and networking reception. All women Chamber members are welcome, regardless of if you have previously attended a Women's Business Group event. Come meet other members.  
\$10 - reservations appreciated

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## THIRD THURSDAY BREAKFAST

7:30 - 9 a.m.  
Skidmore College  
Murray Dining Hall  
2nd Floor  
Saratoga Springs

**David Hess**  
Rensselaer Polytechnic  
Institute  
"Localism"

Buying within our community means our resources and money stay within our community. This is an important initiative, one the Chamber stands behind. We are not alone. Hess is an author, national speaker and authority on this topic. He will discuss this trend nationally, statewide and how it affects and improves our communities.  
\$10 with reservations, \$15 without

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## SEMINAR TIME MANAGEMENT

8 - 10 a.m.  
Chamber Offices  
28 Clinton Street  
Saratoga Springs

**Melissa Cook**  
Dale Carnegie Training

We know that there are only 24 hours in a day and 7 days in a week - how is it that some people seem to get so much more accomplished? It isn't a secret. They simply manage their time more effectively. Couldn't we all use some additional tips on how to get the most out of our days?  
\$30 - please reserve - space is limited.

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## ORIENTATION AND MEMBER MIXER

4 - 5 pm - Orientation  
5 - 6:30 pm - Mixer  
The Parting Glass  
40-42 Lake Avenue  
Saratoga Springs

At orientation, find out what the Chamber can do for you and meet the staff who are there to serve you.  
Network with other members at the mixer - how many new contacts can you make? \$2 beverages and free hors d'oeuvres  
\$5 with reservations, \$10 without

To make a reservation, please contact the Chamber offices, 584-3255 or register online, [www.saratoga.org/events](http://www.saratoga.org/events).

## OCTOBER HEADS UP

Oct. 1, Thursday, 3 - 7 pm  
Business Showcase

Oct. 7, Wednesday, 8 - 9 am  
New Member Breakfast

Oct. 13, Tuesday, 9 - 10 am  
Women's Business Group

Oct. 22, Thursday  
Orientation, 4 pm

Oct. 6, Tuesday, 5 - 6:30 pm  
Young Professionals Network

Oct. 7, Wednesday, 8 - 10:30  
Non Profit Marketing Seminar

Oct. 15, Thursday, 7:30 - 9 am  
Third Thursday Breakfast

Mixer 5 - 6:30 pm

What are *YOU* doing October 1st?

**REGISTER NOW!**

**Chamber Annual Business Showcase  
Thursday, October 1**

**Vendors Only 3:00 - 4:30, Open to the Public 4:30 - 7:00**

**150 VENDOR BOOTHS • NETWORKING OPPORTUNITIES**

**DONATIONS AND GIVEAWAYS • 2000 POTENTIAL CLIENTS •**

**FOOD AND DRINKS AVAILABLE**

This is a premium opportunity as a member to reserve your booth and display your products and services to over 1,000 people for only \$190! The show is limited to 150 spaces on the main floor and 20 spaces in the adjacent rooms. They will sell out soon.

Reserve your booth today. It's open to the public so invite customers, prospects, employees & coworkers 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](mailto: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, ImageCare Saratoga, Saratoga.com, First New York Federal Credit Union, Capital District Physicians Health Plan (CDPHP), SPA.NET, Adirondack Trust Company, Time Warner Cable Business Class and the Wesley Community **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

## WHAT YOUR CHAMBER HAS BEEN DOING LATELY

- Coordinated the Saratoga Race Course Open House to benefit over a dozen local charities.
- Completed an eight-county manufacturer listing and posted on all eight county websites in the region.
- Hosted Chamber Day at the Races.
- Held a mixer at Gaffney's attracting 265 members.
- Coordinated teams of greeters at the gates of Saratoga Race Course.
- Coordinated Hats Off and Final Stretch weekend festivals.
- Met with representatives of the Malta Business & Professional Association regarding the area's business climate.
- Attended Professional Development Courses to better assist our members and community.
- Coordinated FAM trips for travel media.