



# REDUCING YOUR BUSINESS ENERGY EXPENSES

There are two ways to get control of how much you spend on energy to run your business: cut the amount of energy you use, or cut the price you pay. In this article we hope to convince you that there are ways to do both. In doing so, you will not only save money but reduce your carbon footprint.

There are several entities that can help reduce your business expenses by lowering your energy costs:

The **Saratoga County Chamber's Energy Savings Program**, managed by EnergyNext, Inc.

**National Grid** and **NYSEG** that deliver gas and electricity to you, and offer energy initiative programs to cut costs.

The **NYS Energy Research and Development Authority (NYSERDA)** that is primarily funded by state ratepayers, offers financial incentives to reduce energy consumption.

The Chamber's Energy Savings program offers members the best prices for electricity and natural gas supplies. You can be sure that no matter how much energy you use, or how little, you will spend less with the Chamber program than from any other

source. The Chamber initiated the savings plan over ten years ago, and since then hundreds of members have participated.

*"The Chamber program works because group buying forces suppliers to cut prices. With hundreds of Saratoga County businesses involved, and twenty Chambers working together across upstate New York, we are able to get real savings,"* said Gordon Boyd, President of EnergyNext, Inc., the Saratoga Springs consulting firm that helps manage the Chamber's program.

Chamber members can easily get a detailed offer (no cost or obligation)

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## AT A GLANCE

- October 5 Young Professionals Network
- October 6 Business Showcase
- October 11 Office Closed
- October 12 Women's Business Group
- October 13 New Member Breakfast
- October 21 Third Thursday Breakfast
- October 28 Orientation and Member Mixer

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through the Chamber program by hitting the link on the Chamber's web site,

<http://www.saratoga.org/chamber/saratoga-county-chamber-energy-saving-programs>.

There are no administration fees to participate.

*"Local businesses have saved millions of dollars since the Chamber pioneered this program," Boyd added. "All that money stayed in the community, helping everyone's bottom lines. We continually check Chamber pricing against the competitors out there. Nobody beats the Chamber program."*

National Grid's programs provide financial incentives and technical assistance to replace inefficient equipment or systems. Their programs integrate gas and electric energy for existing buildings. Participants who install high efficiency measures may cut energy delivery costs by up to 30%. National Grid's Small Business program is available to businesses who contribute to the Systems Benefits Charge (SBC) including retail stores, offices, non-profits, health care facilities, schools and government customers. To determine if your organization qualifies, check your bill and look for the SBC charge. Assuming you qualify, National Grid offers a free on-site energy audit for small businesses. Based on the audit, a proposal is developed with estimated annual savings, project costs and payback on recommended energy efficiency measures. If you decide to install the effi-

ciency measures, National Grid will pay up to 70% of the installation and equipment costs. National Grid offers "on bill" financing where your contribution to the project is repaid interest free, over 12 to 24 months, on your monthly electric bill. Or, you can pay in one lump sum, and National Grid will discount your amount due by 15%. Either National Grid's contractor or yours can install the equipment you select, and can remove and dispose of fluorescent lights and ballasts in an environmentally friendly manner. Energy savings can be greater for retail, restaurant-type operations or any organization that runs more than one shift per day, five days per week. For more information, contact National Grid Commercial Energy Consultant Dan Merrill at 433-3741.

NYSEG delivers gas and electricity to 45,000 customers in southern Saratoga, Washington, Columbia and Rensselaer Counties. In Saratoga County, their service area includes all or parts of Clifton Park, Halfmoon, Malta, Mechanicville, Round Lake and Stillwater. Their small business energy efficiency program focuses on the needs of business customers with demand of less than 100 kilowatts. They provide free energy assessments and 70% of the cost of recommended lighting upgrades will be covered. Lighting upgrades could include replacement of existing fluorescent lights (CFL's) and upgrading exit signs to light emitting diode (LED) technology. NYSEG customers interested in finding out more about the Small Business Energy

Efficiency Program, can call EnerPath at 1-877-359-9814. As with National Grid and NYSERDA, their program is funded by the System Benefits Charge (SBC) on electricity customers' bills.

NYSERDA funding for energy efficiency and renewable energy projects can help small business owners, local governments, existing buildings, and new construction projects reduce their energy costs and environmental impact through comprehensive energy initiatives. To qualify for incentives, customers must pay into the System Benefits Charge (SBC). For small business owners and small facilities, NYSERDA provides low-cost energy audits (\$100 to \$400) to commercial customers whose annual utility bill is less than \$75,000 and up to \$30,000 in incentives to businesses, health care facilities, schools and municipalities for pre-qualified energy conservation measures. For new construction projects, NYSERDA's New Construction Program provides technical assistance and financial incentives to design teams and building owners to affect a permanent transformation in the way buildings are designed and constructed to meet high standards of energy efficiency and environmental sustainability. Additional incentives also are available for projects pursuing LEED® (Leadership in Energy and Environmental Design) certification from the U.S. Green Buildings Council. For more information about NYSERDA programs, visit [www.nyserdera.org](http://www.nyserdera.org) or call 1-866-NYSERDA.

"We have realized tremendous savings through the Chamber's Energy Plan. We know we can trust the Chamber to find the best rates and help us reduce our business expenses, which is especially important in today's down economy."

Cynthia D. Hollowood, CHA  
General Manager, Holiday Inn  
Saratoga Springs

"I save 7% on multiple accounts with the Chamber's Energy Plan. Gordon and Gene at EnergyNext, the Chamber's consulting firm, who run the program are energy experts and do all the dirty work so I can be confident I'm getting the best deal without having to spend a lot of time on it. In fact, when I had a discrepancy in my bill, the guys at EnergyNext fixed it for me and I received a \$4000 credit. Any Chamber member with a commercial meter should get a savings estimate and get on this plan."

John Baker,  
Owner, Gaffney's

The Chamber's Energy Plan allows us to save money on a monthly basis for our electricity and natural gas while working with a local organization that we trust.

George Hathaway  
Vice President, Facilities,  
The Adirondack Trust Company

EnergyNext consultants can be reached to answer questions at 518-580-9244.

## ECONOMIC UPDATE



After a nine-year struggle, it appears now that New York has finally approved the selection of a VLT operator at Aqueduct. This long sought after decision will help provide NYRA with a sustainable funding

source to enhance the Saratoga Race meeting for years to come. The Chamber worked diligently this summer with local, state and federal elected officials as well as chamber of commerce leaders in Brooklyn, Queens and the Capital District to push for the final selection of a VLT operator. Earlier this year, the financial challenges resulting from the lack of a VLT operator at Aqueduct called into question whether or not we'd even have a meet in Saratoga this year. While NYRA successfully tested a Friday-start and a 40-day meet in 2010, there is no doubt that the uncertainty facing the start of the 2010 season impacted the advance marketing of this

early start and overall attendance. That is why the Chamber is supporting NYRA's plans for a second 40-day meet set to start on Friday, July 22, 2011. With a VLT operator in place, the Chamber anticipates a significant marketing effort will begin well in advance of the new start date so that our entire region can take advantage of an extra-weekend of racing in Saratoga in 2011. In fact, the Chamber is already meeting with officials from a wide range of destinations and local organizations to review what worked and what can be improved from this year's meet so that next year's 40-day meet is the engine for economic growth we all want it to be.

## TOURISM UPDATE

### SUMMER SEASON MEETS EXPECTATIONS

Thinking back to earlier this year when headlines screamed that the Saratoga racing meet would be canceled, it's hard to truly imagine what this article would look like if those headlines had come true.

Thankfully, for our entire community, that never came to pass and world-class racing continued to draw hundreds of thousands of people to Saratoga. As we enter fall, it's clear that the leisure tourism industry displayed remarkable resiliency this summer and despite all of the doubt and a persistent drag on the broader economy, Saratoga still captured the attention of tourists as a great place to visit.

Visitor inquiry numbers to the Chamber's offices were down from 2009 numbers by approximately 6.5% (1,993 leads). Much of this drop can be directly attributed to the loss of the I Love New York funds from the State for this year, most of which goes toward inquiry-generating advertising. As a tourism promotional organization, we had

to do more with less (amidst some major uncertainty) and accomplished that goal. In addition to the drop off in visitor inquiry numbers, we saw traffic counts at the Chamber's Information Booth drop by 7% to 11,498 families, which translates to 161 families on average per day seeking information. Fortunately, through our efforts and those of our partners, the media coverage for Saratoga from a travel perspective was quite good. Major stories appeared in/on: NBC New York, AAA Car and Travel, Golf Digest, The Atlanta Journal-Constitution, Boston.com, The New York Times, Amtrak Arrive Magazine, Women's World, and The Philadelphia Inquirer to name just a few.

While we won't know until mid-October what the actual third quarter occupancy tax receipts are, they are projected to be on par or up slightly from 2009, due to a strong June and July and a mixed August for lodging properties.

As reports come in on the summer season, many of our attractions (both large and small), saw increases in attendance. The track's well publicized attendance numbers were down, but when those numbers are compared across the racing industry, Saratoga is the shining star. Other major attractions saw impressive gains as recently publicized locally, including the Saratoga Performing Arts Center, Saratoga Polo and some of our area museums.

The numbers were not spectacular everywhere, but given the circumstances, we were quite fortunate this summer. As we look forward to the remainder of this year and into 2011, there is reason for optimism as the doubts disappear and we can focus our collective efforts on remaining a world-class destination.

### ADVERTISE IN THE 2011 MEMBERSHIP DIRECTORY AND BUYER'S GUIDE

Reach thousands of businesses through the printed directory and hundreds of thousands online! Each ad purchased gets a free banner ad and an enhanced listing in both the printed and online directories. The enhanced listing online displays your company information at the top of your category and appears highlighted and bold. Contact Greg Dixon to purchase an ad or for more information, [gdixon@saratoga.org](mailto:gdixon@saratoga.org) or 584-3255.

## NEW MEMBERS

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Blue Smoke & Shake Shack at  
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# HEALTH AND DENTAL INSURANCE OPEN ENROLLMENT

Open Enrollment will be held during November for January 1, 2011 coverage. Plan benefits and rates should be available by November 1. Contact Susan Rowland at srowland@saratoga.org or 584-3255, Ext. 211.

Dependents under age 26 not currently covered under their parents health insurance policy, or an employer's plan, are eligible under the new Health Care Reform to apply as dependents at this time.

## OCTOBER ANNIVERSARIES

### OVER FORTY YEARS

Sondra Silverhart, Roohan Realty

### OVER TWENTY-FIVE YEARS

KAPL

Robin Hood Motel

### OVER TWENTY YEARS

Energy Guard Insulation LLC

EnergyNext, Inc.

Esthetiques, Inc.

Jerome Roofing Siding & Insul, Inc.

Phillips Associates

Prudential Manor Homes

Roback, Kumlander & Pehl CPA's, LLP

Rodriguez & Doern, PLLC

Saratoga Center For The Family

Saratoga National Bank & Trust Co.

Wilton Floorcovering, Inc.

Witt Construction, Inc.

### OVER FIFTEEN YEARS

A.J. Arpey, Inc.

Belmonte Builders

Blue Chip Financial Group

The Bread Basket Bakery

Capital Growth & Shelter, Inc.

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Eagle Crest Golf Club

Flynn Walker Diggins CPA, PC

Stephen R. Foley, D.C.

Georgia Mills Direct, Ltd.

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Michael Hagen, Inc.

Hildreth Restaurant

Hinman Construction

Larmon House Movers, Inc.

Liberty Canine Care Center

Jennifer Mirling

New York Life, Barry Bruno, CLU

The Precopia Agency, Inc.

Promotions Plus, Inc.

Riberdy Diesel Service

Ryan-Biggs Associates, P.C.

Saratoga County Agricultural Soc.

Saratoga Sod Farm, Inc.

St. John Architects

T & T Excavating & Paving Corp.

Uncommon Grounds Coffee & Bagels

### OVER TEN YEARS

Airway Meadows Golf Club

Kristina Almquist Design

Ameriprise Financial Services, Inc.

Bayshore's Tropic Hut Restaurant

Bonacio Landscaping

Capital Financial Group, Inc.

Chestwood Remodeling

Chianti il Ristorante

Cleveland Brothers Landscaping, Inc.

Colley Asset Management, Inc.

Cornell Cooperative Extension of Saratoga County

Creative Pension Consultants

Galusha & Sons, LLC

C. Gerard Marketing / You Name It

H&R Block

Katie's Kitchen

Malcolm Pirnie Inc.

Malta Development Co.

Joseph P. Mangione, Inc.

The Masie Center, Inc.

Miles Ahead Communications

Miranda Realty

Morgan Linen Service

Opt Art Sports Photography

Prestwick Chase at Saratoga

Pyrofax Energy, Inc.

Ravenous

Saratoga Hair Transplant Center

Saratoga Source

Schindler Elevator Corporation

Sergio's

Team Howard

Valerie H. Thompson, Associate Broker

Towne, Ryan & Partners, P.C.

Verizon Wireless

Vermont Pure Springs, Inc.

Wells Communication Service, Inc.

Winslow's Restaurant

Companies of J.J. Young

### OVER FIVE YEARS

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Albany Pool Rebuilders

Allstate Insurance

Amtrade Consulting Group/C9 Corp.

architecture+

Barkeater Chocolates

Big Tyme Tees, LLC

Centurion Private Investigators, LLC

Country Comfort Heating & Cooling

Creighton Manning Engineering, LLP

D&R Contracting

Empress Travel & Cruises

Fogg's Automotive & Suzuki

Frye Companies, Inc.

GTM Payroll Services, Inc.

Home Instead Senior Care

Jez Flooring Company, Inc.

Susan Kiley

L & P Media

The Maids

Malta Animal Hospital

Malta Health and Fitness, Inc.

Mama Mia's Pizza and Cafe

Medbery Inn and Day Spa, LLC

National Museum of Dance & Hall of Fame

Nigro Companies

Northeast Awning & Blind

Pattison, Sampson, Ginsberg & Griffin, P.C.

Phinney Design Group

I. Paul Rappaport, M.D.

Saratoga Chem Dry

Saratoga Living Magazine

Securitas Security Services USA, Inc.

Simple Space Interiors

SMRT Architects and Engineers PC

Standard Commercial Interiors

State Farm Insurance

Tiznow Restaurant

Torkelson & Associates, Inc.

### OVER ONE YEAR

A & D Equity Corp.

AccuStaff

ADT Clinical Research, Inc.

Aloha Energy

Arbonne International - Erin Smith

Arclay, LLC

Audio-Video Corporation

Bay State Elevator Company

Boat N R.V. Condos

Bigler Productions

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Brand Strategy Consulting (BSC)

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Dragonflies Florist

Dragon Tales Farm, Inc.

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Ecofinishes

8 Tables

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Foster Landscape Construction

Freedom Manufacturing LLC

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Infinigy Engineering & Surveying, PLLC

Innovative Control Systems

Life Stages Financial Group

Lily ~ Saratoga

LLV Office Concepts

Lucia

Luther Forest Real Estate, LLC

NESCO Accounting & Finance

Newkey Media Solutions, LLC

NewYorkATM.com, Inc.

New York Soap Co.

Northeast Landscaping and Tree Service

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## CHAMBER BENEFITS

### DID YOU KNOW THAT...

Over **7000** people on average search the **online membership directory** to find products and services every month?  
[www.saratoga.org/directory/](http://www.saratoga.org/directory/).

Your Chamber continues to **meet with legislators** to ensure the future of Saratoga's thoroughbred industry?

As a member, you can **post job openings for free** on the Chamber's website? [www.saratoga.org/jobs/index.asp](http://www.saratoga.org/jobs/index.asp)

Your Chamber created **www.SaratogaWelcomesYou.com** to connect new GLOBALFOUNDRIES employees with you, our members, and Saratoga County communities?

We had **2.9 million hits and 110,000 visits** to [www.saratoga.org](http://www.saratoga.org) in August?

The Chamber and SEDC has organized a trip to **China in October 2011** for members for just \$2200?  
 E-mail Kathleen at [klucey@saratoga.org](mailto:klucey@saratoga.org).

The Chamber now has a **blog at [www.saratogachamber.wordpress.com](http://www.saratogachamber.wordpress.com)**?

**THANK YOU TO THE SPONSORS OF THE  
SARATOGA COUNTY CHAMBER'S 2010  
HATS OFF AND FINAL STRETCH MUSIC FESTIVALS**



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*A special thank you to **Susan Farnsworth**, who coordinates the festivals for the Chamber.*



**BUSINESS SHOWCASE SPONSORSHIP THANK YOU!**

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Call us for an appointment today at **(518) 587-5252**.

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Saratoga County Chamber of Commerce  
28 Clinton Street  
Saratoga Springs, NY 12866  
www.saratoga.org  
Return Service Requested

## BUSINESS SHOWCASE

Will you be attending the Annual Business Show on Wednesday, October 6? Following is a list of participating members as of September 22nd:

1st National Bank of Scotia  
AAA Northway  
Adirondack Audio and Video  
Adirondack Mobile Shredding  
Adirondack Phantoms  
Adirondack Trust Company  
AFSCO Fence  
AJ Sign Company  
Alcove  
Anastos Media Group/STAR 101.3  
Arbonne International  
Ballston Spa National Bank  
BeeBie Printing & Art Agency  
BEST Cleaners  
Beverly's  
Bill O'Donnell's Wilton Report - Geysers/Milton Rep  
Black Diamond Caterers  
Bookmakers Restaurant at The Holiday Inn  
Brigar Xpress Solutions  
Capital District Physicians' Health Plan, Inc.  
Chauvin Family Dentistry  
Checkit Web Design.com  
Chiantii Ristorante  
Children's Academy of Malta  
Coffee News of the Capital Region  
Cool Insuring Agency, Inc.  
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Courtyard by Marriott Saratoga Springs  
Cudney's Launderers & Dry Cleaners  
deJonghe Original Jewelry  
DLG Weath Management  
Domestic Violence and Rape Crisis Services  
Double H Ranch  
drb Business Interiors  
Ellms Family Farm  
Empire Appraisal Network  
EnergyNext, Inc.  
8 Excelsior College

Family & Children's Service of Capital Region  
Fifty South  
First Investors Corporation  
First New York Federal Credit Union  
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Hudson River Community Credit Union  
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Queensbury Hotel  
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Saratoga Living Magazine  
Saratoga Modular Homes  
Saratoga Publishing  
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Saratoga.com  
Saratoga's Community F.C.U.  
Saratogian  
Sausations Gift Baskets  
Scherff Insurance Agency  
Seeley Office Systems  
SEFCU  
Skidmore Apartments  
Southern Adirondack Tobacco-Free Coalition  
SPA.NET  
Standard Insulating Company  
State Farm Insurance, Dan Wagner Agency  
Stewart Title Insurance  
Stock Studios Photography  
Sundaes Best Hot Fudge Sauce  
SUNY Adirondack  
Team Howard  
Tech II Business Services Inc.  
Tech Valley Connect  
Time Warner Cable Business Class  
To Life!  
Triple B Cleaning, Inc.  
T-Shirt Graphics  
United Building Maintenance Inc.  
Univ. at Albany School of Bus. Graduate Programs  
Unlimited Potential  
Upstate Transit of Saratoga, LLC  
Usherwood Office Technology  
V & H Construction Inc.  
Verizon Wireless  
Waldorf School of Saratoga Springs  
Web Instinct  
Wesley Community  
Wheatfields Restaurant & Bar  
Wolberg Lighting Design & Electrical Supply