

September 2006

Forward to:



www.saratoga.org

NEW CHAMBER SERVICES OFFERED

We are happy to announce new free services available to member businesses and professional firms.

For years, your Chamber has been providing business advice to startups as well as existing small businesses. Offerings include seminars, a "Starting a Business" class, information, and personal consultations with our staff and representatives of the Small Business Development Center of the State University.

Effective immediately, member accountants and attorneys have agreed to provide a free half-hour of advice to small member firms on a one-to-one basis. A simple call or email to your Chamber will start the ball rolling.

The second new service is one-on-one consultations with experienced business executives who have been or are operating as CFO's, VP's, CEO's or COO's of their own companies or major corporations.

This new service is provided by the Advisors to America's Small Business (a restructured SCORE) at the Chamber offices during weekday, evening, or weekend hours of your choice.

We will continue to host representatives of the Small Business Development Center of the State University at our offices a minimum of twice a month.

To take advantage of any the consultations, call 584-3255 or email jdalton@saratoga.org.

Saratoga's Under 40 Network

September 5
5 - 6:30 p.m.
Hattie's Restaurant

Fall Golf Outing

September 8
11 a.m. Registration/Lunch
1 p.m. Tee Off
Van Patten Golf Club

Women's Business Roundtable

September 12
8 - 9 a.m.
"Working with the IRS"

Networking Luncheon

September 15
11:45 a.m. - 1 p.m.
Holiday Inn - Saratoga Springs

Third Thursday Breakfast

September 21
7:30 - 8:45 a.m.
Longfellow's Inn & Restaurant

Orientation & Mixer

September 28
4 - 5 p.m. Orientation
5 - 6:30 p.m. Mixer
Catherine's in The Park

Seminars

September 13
Starting a Business
September 20
Employee Reward & Recognition
September 26
Legal Issues for Non-Profits
Tuesdays, October 10-24
Business Writing Skills
Details on Page 5

Other Upcoming Events

October 3
Saratoga's Under 40 Network
October 5
Business Showcase
October 19
Third Thursday Breakfast
October 24
Women's Business Luncheon
October 26
Orientation & Mixer
October 31
Sales Seminar

SEE PAGE 3 FOR DETAILS.

www.saratoga.org

BENEFIT OF THE MONTH

HEALTH INSURANCE

For well over two decades your Chamber has been offering numerous health insurance options to our members. Over those years our staff has developed a detailed knowledge of numerous plan options. Through your Chamber you can review health insurance options, get answers to complicated questions and save on health insurance costs. Open enrollment for existing members is in November for a January 1 effective date.

MEMBER NOTES

JULY MIXER Thank you to Gaffney's for once again hosting our July Mixer. The annual event has become a Chamber tradition and the perfect way to jumpstart the track season! Also, thank you to Cold Stone Creamery for providing delicious samples and to Julie Delfs of Arrangements for providing the floral displays.

2007 MEMBERSHIP DIRECTORY AND BUYER'S GUIDE Later this month you will be receiving a Membership Directory Verification Form to review what information will be listed in our upcoming guide which will be published January, 2007. Please look it over carefully and return the form promptly if you have changes you would like to include. Your business information also appears on the Chamber's website at www.saratoga.org (click on Business Directory tab). Contact Annamaria Dalton with any questions about your membership listing, adalton@saratoga.org. If you are interested in advertising opportunities contact Greg Dixon, gdixon@saratoga.org.

WI-FI USAGE Please check the following link to WI-FI locations in the area: www.saratoga.org/documents/Wireless-internet.pdf. If your firm offers free wireless internet access at your site and you do not see your business listed and would like to be included on the list, contact Bianka Krueger at 584-3255, ext. 213.

E-Z PASS ON THE GO Retailers can purchase E-Z passes for \$21 and resell them to customers for \$25, money back guarantee to retailers. For more information call the New York State Thruway Authority at 471-5377.

DOWNTOWN MUSIC FESTIVALS Thank you to the major sponsors of The Hats Off and Final Stretch Downtown Music Festivals which were NYRA, Miller Lite Beer, Budweiser Beer, US Food Service, CDPHP and Saratoga Gaming and Raceway. We would also like to thank other sponsors including The Saratogian, The Adirondack Trust Company, Holiday Inn-Saratoga Springs, The Saratoga Hotel and Conference Center, Hilton Garden Inn, Courtyard by Marriott and the Residence Inn-Saratoga Springs and all the area motels, hotels, bed and breakfasts, restaurants and other local businesses and organizations throughout the area that donated to make these events happen. Thank you to Festival Coordinator Susan Farnsworth for another great year!

ADIRONDACK COMMUNITY COLLEGE Center for Personal and Professional Development is offering non-credit Management & Professional Development Programs this fall at the ACC Wilton Center. Anyone interested in these programs or courses can obtain additional information or register by contacting the ACC Center at 743-2238.

Over 200 motivated students are looking for part-time employment in Saratoga County. They are ready and willing to work after school, weekends and vacations. Office work, computer needs, reception, child care, yard work, errands, pet care, cleaning, etc. Please call JobAssist at **CAPTAIN YOUTH AND FAMILY SERVICES** with your job needs or for more information. 373-8336 or 371-1185.

SPOTLIGHTS

THE SPIRITS OF SARATOGA WINE AND LIQUOR, 6 Lowe's Drive, Wilton, 581-7266

Located adjacent to Wal-Mart, Spirits is open seven days a week and offers an incredible selection of wines and liquors. Let their expert staff assist you with your purchase. Please come by and get spirited.

GOLF WORLD DRIVING RANGE, 6 North Milton Road, Saratoga Springs, 580-1473

Conveniently located just four miles west from Broadway on Route 29. Golf World is a peaceful, attractive practice facility with elevated tees, accurate distance markers and target greens. Private and group lessons are available for all ages and skill levels through the fall by appointment and given by a USGTF instructor affiliated with CV GOLF.

SUNNYVIEW REHABILITATION HOSPITAL, 1270 Belmont Avenue, Schenectady, 382-4500, www.sunnyview.org.

Sunnyview has empty beds. It is a common misconception that Sunnyview is always full. As the top full-service acute rehabilitation center in the region, they stand ready to meet the needs of those who suffer stroke, amputation, brain injury, MS, and other disabling illnesses.

For information on all Chamber members, go to www.saratoga.org, click on "Business Directory" and search by company name, category or key word. 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.

WEBSITE BREAKS RECORD

Your Chamber web site, www.saratoga.org, has broken through the 200,000 visit mark for the first time during the month of July. Total visits to the site this year are in excess of 1.1 million visitors. The most popular pages are the events calendar, online business directory, job zone, accommodations section, play section, and the dine section.

SEPTEMBER EVENTS

- 5 **SARATOGA'S UNDER 40 NETWORK.** Hattie's, 45 Phila Street, Saratoga Springs
No speaker, strictly networking
Time: 5 - 6:30 p.m.
Cost: \$10 per person, Chamber members only **Reservation Deadline:** September 1 at 5 p.m.
- 8 **FALL GOLF OUTING.** Van Patten Golf Club, Clifton Park
Time: 11 a.m. Registration and Lunch; 1 p.m. Tee Off; 6 to 7 p.m. Cash Bar; 7 p.m. Dinner and Prizes
Cost: \$135, includes green fees, cart, lunch, dinner and prizes **Reservation Deadline:** September 1 at 5 p.m.
- 12 **WOMEN'S BUSINESS ROUNDTABLE.** Chamber Offices, 28 Clinton Street, Saratoga Springs
Topic: "Working with the IRS"
Speaker: Susan Marks, IRS, Stakeholder Liaison
Time: 8 - 9 a.m.
Cost: Free, space is limited, reservations required **Reservation Deadline:** September 11 at 5 p.m.
- 15 **NETWORKING LUNCHEON.** Holiday Inn - Saratoga Springs, 232 Broadway, Saratoga Springs
Facilitated networking event with opportunity to give one minute commercial to the entire group.
Time: 11:45 a.m. - 1 p.m.
Cost: Reservations \$10.00; Without Reservations \$15.00 **Reservation Deadline:** September 13 at 5 p.m.
- 21 **THIRD THURSDAY BREAKFAST.** Longfellow's Inn & Restaurant, 500 Union Avenue, Saratoga Springs
Topic: "Hudson River PCB Dredging Update"
Featured Speaker: Supervisor John E. Lawler, Town of Waterford
Time: 7:30 - 8:45 a.m.
Cost: Reservations \$7.00; Without Reservations \$10.00 **Reservation Deadline:** September 19 at 5 p.m.
- 28 **ORIENTATION AND MIXER.** Catherine's In The Park - Saratoga Spa Golf Course, Saratoga Spa State Park, Saratoga Springs
Time: 4 - 5 p.m. Orientation; 5 - 6:30 p.m. Mixer
\$2 drinks and free hors d'oeuvres
Cost: Reservations \$5.00; Without Reservations \$10.00 **Reservation Deadline:** September 26 at 5 p.m.

To make a reservation, call 584-3255 or email info@saratoga.org.

Reservation Policy:

Member firms are allowed to have only one attendee and one guest at an event.

All reservations emailed will be confirmed within 24 hours. Please call if you do not receive an email confirmation.

Reservations will be billed unless cancelled two business days prior to the event.

The reservation policies are in effect to allow our members a comfortable environment for networking and to provide our hosts with accurate information.

MEMBERS IN THE NEWS

Mark Pepin of **TIME WARNER CABLE BUSINESS CLASS** was the Top Producer of new members for July as a volunteer on the Chamber's Membership Committee.

BST ADVISORY NETWORK, LLC, an Albany based Financial and Management Consulting firm, is pleased to announce that Mary Mlock, CPA has been awarded the *ACCREDITED INVESTMENT FIDUCIARY ANALYST®* designation from the Center for Fiduciary Studies.

THE CHAZEN COMPANIES, an Engineering, Planning and Land Surveying firm, recently achieved placement on the 2006 Engineering News Record (ENR) Top 500 Design Firm Listing. This annual listing ranks the top Engineering, Architectural, and Environmental consultants in the United States, according to revenue for design services performed in 2005.

MANNIX MARKETING INC. is celebrating its tenth year in business. The business has grown from 50 clients the first year to 1,500 in ten years with 16 employees. Mannix Marketing Inc. handles all aspects of internet marketing, from website design and development to helping businesses make it easier to be found on the web.

SPECIALTY SILICONE PRODUCTS INC., a Ballston Spa company, has won an award for its SilBlade silicone windshield wipers. The Frost & Sullivan Best Practices Award for Product Differentiation is awarded by the marketing research and analysis firm to the company that demonstrates the ability to develop and advance products.

CHAMPLAIN CANAL TOUR BOATS announces an excursion from Schuylerville to Ft Edward. The paddlewheel, *CALDWELL BELLE* will travel eleven miles, passing through Lock 6 to the Ft Edward Yacht Basin. Upon arrival, passengers will disembark for lunch. After lunch, the vessel will return. For reservations, call 518-695-5496 or on the web: www.champlaincanaltourboats.com.

DECRESCENTE DISTRIBUTING has recently achieved the Safety and Health Achievement Recognition Program Award (SHARP) issued by the United States Department of Labor Occupational Safety and Health Administration (OSHA). The company is one of only 72 in New York State to have this certification.

SYMMETRY GALLERY has been honored with Niche Magazine's 2006 Top 25 Retailer Award. Criteria used in the determining the winners include fair and ethical business practice, promotion of American fine craft, public education and artist mentoring.

DEJONGHE ORIGINAL JEWELRY, located at 470 Broadway, is celebrating its 25th anniversary.

TOUGH TRAVELER LTD., designer and USA manufacturer in Schenectady, has developed an emergency medical backpack called "The Rescue Carrier" to help emergency medical or fire personnel carry important medical supplies in difficult situations.

WILD BIRDS UNLIMITED celebrated their 3rd anniversary on August 15th. The Saratoga Springs Wild Birds Unlimited store is ranked number 4 out of nearly 300 stores in the WBU system in year-to-date increase in sales.

GALLERY 100 has relocated to 468 Broadway to join forces with Mabou Interiors, a home furnishings and design showroom.

SUNRISE MEDIA has expanded service offerings into customer experience design and organization re-engineering through its new affiliation with Starizons, a Keystone, Colorado based national consulting firm.

On September 6th, **MALTA MONTESSORI** is beginning classes for their 1st school year with students ages 3-6.

Richard L. Dennis, D.M.D. will be taking over **SARATOGA SMILES**.

SEMINARS

STARTING A BUSINESS SEMINAR

Wednesday, September 13 5 to 7 p.m.

If you are interested in starting a business and have questions about formation, financing, promotion, business controls and determining market niche, this seminar is for you.

Presented by: Joseph W. Dalton, Jr. President, Saratoga County Chamber of Commerce
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$15 for Chamber members and \$30 for non-members
RSVP: Friday, September 8 at 584-3255 or e-mail info@saratoga.org

CORPORATE KUDOS - HOW TO EFFECTIVELY REWARD & RECOGNIZE EMPLOYEES

Wednesday, September 20 8 to 10 a.m.

Through best (and worst) practice case studies and interactive group activities, participants will explore various strategies and techniques to effectively recognize and reward employees for work well done.

Most of these techniques can be applied equally to both larger corporate environments and small businesses alike.

Presented by: Donald Conn, Uncanned Training Solutions
Location: Chamber Offices, 28 Clinton Street, Saratoga Springs
Cost: \$10 per person
RSVP: Monday, September 18 at 584-3255 or info@saratoga.org

LEGAL ISSUES FOR NON-PROFIT ORGANIZATIONS

Tuesday, September 26 3 to 5 p.m.

A panel of experts will discuss non-profit common pitfalls and best practices for dealing with legal issues and taxes. Open to Chamber member non-profit organizations executive directors, staff, or board members.

Limited to three representatives per organization.

Panelists: Alisa Dalton, Attorney, The Dalton Law Firm; Timothy Lennon, Assistant Attorney General, NYS Office of Attorney General; Trisha Rogers, CPA, West & Company CPA's PC
Location: Longfellow's Inn & Restaurant, 500 Union Ave., Saratoga Springs
Cost: \$10 per person. Payment is due in advance.
RSVP: Friday, September 22 at 584-3255 or info@saratoga.org

POLISHING YOUR BUSINESS WRITING SKILLS

Tuesdays, October 10, 17 and 24 8:30 to 11:30 a.m.

Through a combination of exercises, lectures and discussions, you will relearn the basics of good written communications, grammar and usage, and punctuation and learn how to write in a clear, concise, grammatically correct manner.

Offered in conjunction with Adirondack Community College.

Presented by: Donna Clement, Writing Consultant
Location: Adirondack Community College Wilton Campus, Rt. 9
Cost: \$175 per person
RSVP: Friday, October 6 at 584-3255 or email info@saratoga.org

Registration is limited to 20 participants. Payment is due in advance.
Reservations will be billed unless cancelled 48 hours prior to the event.

WELCOME NEW MEMBERS

Your Chamber is pleased to welcome the following new members.
Please add their names to your Membership Directory and
consider calling on them when you need a product or service they provide.

ABC Restaurant Equipment & Refridge. Co.

Rick Burr
28-30 Elm St.
Glens Falls, NY 12801
793-3456 Fax: 793-3493
Restaurant Equip. & Supplies

Arrangements

Julie Delfs
280 East High St.
Ballston Spa, NY 12020
322-7937 Fax:
www.juliedelfs.com
julie@juliedelfs.com
Floral Artistry w/Service Gallore

Australian Country Outfitters

Sabine Saddemann Rodgers
937 Locust Grove Rd.
Greenfield Center, NY 12833
893-7640
www.outbacksurvivalgear.com
sabine@pdoworld.net

Brookfield Farms

Ami Goldstein
65 Gibbs Rd.
Hartford, NY 12838
632-9101 Fax: 632-5968
www.upstatnyfarmvacationrentals.com
Real Estate Rentals

Clare's Embroidery

Clare Villa
92 West Ave.
Saratoga Springs, NY 12866
583-6557
Commercial Emb. for All Businesses

Denise Correll

Kelleher Realty
68 West Ave.
Saratoga Springs, NY 12866
(888) 426-7735 Fax: (888) 426-7735
www.denisecorrell.com
denise@denisecorrell.com

Essential Touch

Kristin Benson
3098 Route 9N
Greenfield Center, NY 12833
893-2581
Skincare/Facials/Massage/Other Svc.

Gagnon & Associates, LLC

Michael Gagnon
20 Hillcrest Dr.
Ballston Lake, NY 12019
877-7533
Accounting Services

Grant Sales and Marketing

Jeff Grant
327 Kingsley Rd.
Burnt Hills, NY 12027
399-6266 Fax: 399-4866
grantjeffrey@msn.com
Food Broker

Newstone PET Imaging

Patrick McNamara
1020 Raymond Rd.
Malta, NY 12020
(401) 954-6473
Mobile Diagnostic Imaging PET/CT

PaySource

James Plumadore
125 High Rock Ave.
Saratoga Springs, NY 12866
306-3717 Fax: 580-9843
www.paysourceinc.com
Payroll/Benefits/HR Admin.

Peak Performance Golf, LLC

Kent Tarkleson
1 Pine Robin North
Greenfield Center, NY 12833
301-0791 Fax: 893-2957
www.peakperformancegolf.org
tark@pga.com
Golf Performance Services

Pinyon Environmental Engineering Resources, Inc.

Georgeanna Lynch
P.O. Box 363
Saratoga Springs, NY 12866
(720) 333-5391 Fax: (303) 980-5200
www.pinyon-env.com
lynch@pinyon-env.com
Full Service Env. Consulting Co.

Pizza Time

Trevor Carl
636 Maple Ave.
Saratoga Springs, NY 12866
587-6265

RealtyUSA.com Administration

Albert Picchi
P.O. Box 402
Clifton Park, NY 12065
877-4101 Fax: 877-4925
www.realtyusa.com
apicchi@realtyusa.com

Remax Champions

Chad Perkins
191 Church St.
Saratoga Springs, NY 12866
879-9126
www.imchad.com
chad@imchad.com
#1 Remax Realtor in NYS

River's Edge Bed & Breakfast

Roger Casey
90 Wrights Loop
Stillwater, NY 12170
664-3276 Fax: 664-3276
http://www.saratoga.com/riversedge/
rivredgnb@aol.com
B & B on the Hudson River

Roaring Brook Ranch & Tennis Resort

George Greene
Route 9N South
Lake George, NY 12845
668-5767 Fax: 668-4019
www.roaringbrookranch.com
mail@roaringbrookranch.com
Full Service Resort/Conf. Ctr.

Saratoga Statement

Dave Craft
P.O. Box 2446
Wilton, NY 12831
451-0578
Corp./Collegiate Apparel/Promo. Prod.

SEFCU

Jim Alexson
7 Lowes Drive
Wilton, NY 12831
(800) 727-3328
www.sefcu.com
sefcuhelp@sefcu.com
Full Svc. Credit Union

Barbara Spellman

ReMax Champions
191 Church St.
Saratoga Springs, NY 12866
879-2294
barb@imchad.com
Real Estate Professionals

Spire Restoration

Tim Lucey
141 Lincoln Avenue
Saratoga Springs, NY 12866
583-4393 Fax: 583-4393
www.spirerestoration.net
info@spirerestoration.net
New Construction/Renov./Restor.

Squiz Management

Christopher Hardisty
112 Powers Lane
Burnt Hills, NY 12027
(914) 489-0282 Fax: (866) 263-0008
Real Estate Investing/Management

Tech Valley Consultants

Andrew McCarty
10 Brittany Oaks
Clifton Park, NY 12065
365-3886
Assessments Network/Consulting

Technology Intersections

Walter Wilson
513 Broadway
Saratoga Springs, NY 12866
248-0959 Fax: 374-1095
Custom Audio/Video Sales/Installation

TLC Medical Clinic

Frank Nocilla
14 Mountain Ledge Drive
Wilton, NY 12831
226-0755
Internal Med./Urgent Care

Joani Von Ahn, Landscape Architect

Joani Von Ahn
127 George Street
Saratoga Springs, NY 12866
583-4593
Residential Perennial Des./Install.

Wardrobe Rehab

Kristine Gerber
181 Phila Street
Saratoga Springs, NY 12866
421-0902
www.wardroberehab.com
kgerber@wardroberehab.com
Wardrobe Editing/Closet Clean outs

Welcome Wagon

Kimberly Hickok
2 Beverly Place
Ballston Lake, NY 12019
275-9521 Fax: 899-5389

Wingate Inn Lake George

Jason Sherry
4054 State Rte. 9L
Lake George, NY 12845
688-4884 Fax: 668-9038
www.wingateinnlakegeorge.com
jason@wingateinnlakegeorge.com
Guest Rooms & Suites

SEPTEMBER ANNIVERSARIES

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

OVER FORTY YEARS

Spa Brauhaus Restaurant

OVER THIRTY YEARS

HSBC Bank USA

OVER TWENTY-FIVE YEARS

The Pressroom

OVER TWENTY YEARS

Environmental Service Systems, Inc.

Eye Care Specialists, LLP

Saratoga Historic Properties

Spa Cleaners & Laundromat

Vahanian & Assoc. Financial Plan.

OVER FIFTEEN YEARS

Bay Optical Of Saratoga

Randall Burchell, M.D.

Cohoes Commons

Crawford Electric Service

Four Seasons Natural Foods

Store & Cafe

Fredette, Sankowski & Co., CPA's

New York Life, William Galcik, CLU

Passaretti Geolog. & Envirn. Consult.

Surfside On The Lake

OVER TEN YEARS

Casswood Insurance Agency, Ltd.

Easy Book Publishing, Inc.

Ell-Cee Graphic Services, Ltd.

Enterprise Rent-A-Car

Friends Lake Inn

Friends of Ulysses S. Grant Cottage

Joseph Mack

Northern Mechanical Services

Saratoga Apple, Inc.

Saratoga County Economic

Opportunity Council, Inc.

Saratoga Traveler/Empress Travel

Sev Auto

Spa Body Works

Spa Catholic

Spiak's Audio Visual Corp.

Jyl Sullivan, CSW

Teal, Becker & Chiaramonte CPA's PC

U-Stor-It

OVER FIVE YEARS

Adirondack Allergy & Asthma Assoc.

Adirondack e-Payment Solutions

All The Write Stuff

Canty Financial Management

CEI Computer Services, LLC

Molly Colgan, Equestrian Products

Creative Office Systems

Dovegate Inn

Gallery 100

Health Concepts Partners, Inc.

Hoffman Builders LLC

Home Health Care Partners, Inc.

HostRocket.Com, Inc.

Hudson Valley Community College

Kost Tire Muffler

Lee Investment Management LLC

M & R Coulombe Dry Wall

Mailings Made Easy, Inc.

Munter Enterprises, Inc.

Nixon Peabody LLP

Northway Animal Emergency Clinic

Olde Saratoga Brewing Company

Physical Therapy Assoc of Schenectady, PC

PrimePay

Psychological Services, PC

Robert Half Finance & Accounting

Rotary Club of Saratoga Springs

Saratoga Car Rental, Inc.

Saratoga Online, Inc. - SPA.NET

Small Business Development Center

Spa Automotive Supply

Springer Waste Management

Springwater Bistro

Target Distribution Center

Van Raalte Associates

A Video View Production

WEWB TV - WB45

OVER ONE YEAR

Adirondack Security

Advisor Mortgage, LLC

Alton Bay Wood Designs

Banhem Associates Corp.

Bishop's Gate Farm, LLC

BodyEase Massage Therapy

Mark F. Caputo, Consulting - Spec. Services

CareNet Medical Group, P.C.

College Loan Corporation

CV Golf

Executive Success Program

The Faltin Group

Forensic Medical Services, P.C.

Goodkent, Inc.

Nancy E. Griffis Massage Therapy

Harbour Roads

The Hearing Aid Office

Iseman, Cunningham, Riester & Hyde

J & R Carpet & Drapery Cleaners

LaSalle Consulting and Training

Lily of Saratoga

Lis Design

Living Made Easy, LLC

Mary Kay

MINOR Improvements PT

Mortgage Network, LLC

National Speedskating

Museum & Hall of Fame

Naval Fleet & Family Support Center

NS Associates, Ltd.

Michelle Peterson, CFP

Darby A. Salluzzo, CSW

Schmeiser, Olsen & Watts LLP

Senior Care Options Consulting

Starr Electric

Travers O'Keefe

TrimLine Custom Builders, LLC

David Tyburski, Contractor - General

The Williams Inn

Your Tech Source

BUSINESS TIP

WAYS TO BUILD BUSINESS AT TRADE SHOWS

- ◆ Promote your exhibit before the show; i.e. send customers invitations to join you at the show and encourage them to bring a guest that may not already be a customer of yours. Promote the show in your newsletter or on your website.
- ◆ Train the people who will staff your booth so that they are as familiar with your company as you are.
- ◆ Don't expect immediate results from your participation in a trade show. Keep track of contacts made at the show. You will be surprised how many will contact you months after the trade show, especially if you stay in touch with them.
- ◆ It takes less than 5 seconds for someone to walk past your trade show booth. Your display must communicate a benefit and invite people to visit. Your display needs to answer the two questions attendees most often ask: "What does your company do?" and "What are you showing here?"
- ◆ Train your staff to shake hands with visitors at your trade show booth. Staff who greet visitors with a handshake are twice as likely to be remembered than those who don't shake hands. 76% of visitors greeted with a handshake respond by being more open, friendly and honest.
- ◆ If there is a table at your booth, get out from behind it. Try to eliminate barriers between you and your visitors. Continually invite them over to your display with a free pass out gift or with a simple question such as: "Have you seen how our product can help you?". A busy looking booth will always attract more attention than a booth with no action.
- ◆ Instead of hauling piles of brochures to give out at your next trade show, bring a lap top computer. Have prospects type their name and address into your database and identify what information they would like to receive. Make sure you get it in the mail the next day.
- ◆ Set quantifiable objectives for each show.
- ◆ How about sending a prospect half of a gift and invite them to visit your booth to redeem the other half. Or design an envelope stuffer invitation that you can send out with invoices or other correspondence.
- ◆ A recent survey found that 52% of attendees are likely to stop at a booth with giveaways, 20% are likely to remember the businesses that have giveaways.
- ◆ Smile, be polite, and remember, you want to do business with these people.
- ◆ **MOST IMPORTANT - HAVE FUN - IT'S CONTAGIOUS.**

These simple keys to success along with your hard work will make trade shows a big part of growing your business.

Barry Thomsen, *Small Business Idea Letter*, August 2003, 877 700-1322

BUSINESS SHOWCASE 2006

Thursday, October 5
Saratoga Springs City Center, 522 Broadway
4 to 7 p.m.

(Vendors only show 3 to 4 p.m.)

Presented By:



& Time Warner Cable Business Class
YOU'RE INVITED!!!

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

Open to the public. Free admission! No registration.

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.

Premiere Sponsor:

Time Warner Cable Business Class



Major Sponsors:

Courtyard by Marriott - Saratoga Springs, ImageCare Saratoga,
CEI Computer Services, MVP Health Care, Saratoga Online - SPA.NET,
Adirondack Trust Company, Saratoga Imaging Center, Mannix Marketing Inc. - Saratoga.com,
Capital District Physicians' Health Plan, Inc. (CDPHP),
Saratoga Business Journal, Anastos Media Group/STAR 101.3, The Saratogian, and SEFCU.

150 Booths:

Exhibits will include something for everybody: *new technology companies, catering, photography, skin care, an elk farm, pet sitting, financial services, home health care, construction, promotional products, office furniture, frames, closets, optical products, landscaping, golf, a micro brewery, food, cars, travel, and much, much more!*

Food and beverage booths will be offering free samples, 2 cash bars will be serving \$1 beverages and over 50 door prizes will be given away throughout the show.

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

PLEASE POST FOR EMPLOYEES.