

February 2007

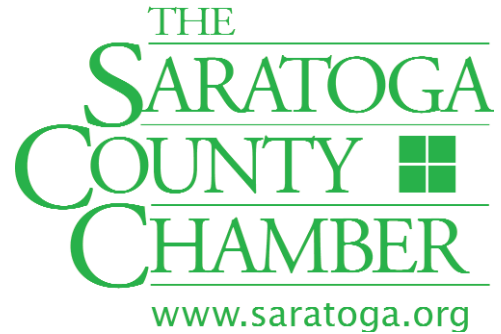
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**LOOKING AHEAD**

The Chamber Board of Directors met on Sunday, January 7 for the annual planning session to map out strategies for 2007.

Each strategy will be the main subject of monthly board meetings, along with regular operating decisions and initiatives.

The top twelve issues include: Racing, AMD, Smart Communities, Legislation, Workforce, SPAC, City Center, Downtowns, Health Insurance, Infrastructure, Technology and Chamber Operations.

The strategies are directly and indirectly important to all our members. Improving member services will be a continuing effort. Many new services will be related to the internet and the Chamber's web site, which had nearly 2 million visits of almost ten minutes each in 2006.

This strategic plan is a work in progress. We have always prided ourselves on turning on a dime to address unforeseen challenges and opportunities. So always look for innovation from your Chamber.

Heading this year's board on the Executive Committee are: Chairman, Bill Martin (**The Initiatives Group**); Chair Elect, J. Brian Nealon (**The Wesley Community**); Vice Chair of Communications, Howard Pinsley (**Espey Manufacturing**); Vice Chair of Membership, Eugene Quirk (**Adirondack Trust Insurance Agency**); Secretary, James Cox, (**Snyder, Kiley, Toohey, Corbett, Cox Esq.**); Treasurer, Mary Passaretti (**Passaretti Geology & Environment Consulting**) and Past Chair, Bill Canty (**Canty Financial Management**).

Stepping down from the board this year are outgoing directors: Joanne Kirkpatrick (**Holiday Inn - Saratoga Springs**); John Huff (**Live Nation**); Alan Justin (**Alan Justin, D.M.D. PLLC.**); Daren Robarge (**Quad Graphics**) and Linda Ferrara (**Adirondack Cardiology**). We thank them for their dedicated service.

While the Board, committees and staff develop plans, it is you, our members, who have brought some of the most innovative ideas and programs to the Chamber. Those suggestions are critical to the community and the Chamber. Please contact us at 584-3255 or info@saratoga.org, and we will respond to you within one business day. And remember, there is no such thing as a dumb idea.

**Saratoga's Under 40 Network**

February 6  
5 - 6:30 p.m.  
Hilton Garden Inn - Saratoga Springs

**Networking Luncheon**

February 9  
11:45 a.m. - 1 p.m.  
Courtyard by Marriott - Saratoga Springs

**Women's Business Roundtable**

February 13  
8 - 9 a.m.  
Saratoga County Chamber Offices

**Third Thursday Breakfast**

February 15  
7:30 - 8:45 a.m.  
Holiday Inn - Saratoga Springs

**Orientation and Mixer**

February 22  
4 - 5 p.m. Orientation  
5 - 6:30 p.m. Mixer  
The Parting Glass

**SEE PAGE 3 FOR CURRENT EVENT DETAILS AND GUIDELINES.**

**Seminars**

February 13  
Starting a Business  
February 14  
Quickbooks

**See page 2 for Seminar details**

**Other Upcoming Events**

- March 6 Saratoga's Under 40 Network
- March 15 Third Thursday Breakfast
- March 20 Women's Business Luncheon
- March 21 Real Estate Costs Seminar
- March 22 Mixer

# 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.

## Apricot Lane

Leanne Brisbin/Pete Hoesel  
327 Broadway  
Saratoga Springs, NY 12866  
583-2555 Fax: 583-2554  
[apricotlaneboutique@gmail.com](mailto:apricotlaneboutique@gmail.com)  
*Women's Clothing and Accessories*

## Berkshire Bank

Tom Baldwin  
15 Park Ave.  
Shoppers World Plaza  
Clifton Park, NY 12065  
348-6523 Fax: 348-6527  
[www.berkshirebank.com](http://www.berkshirebank.com)  
[tbaldwin@berkshirebank.com](mailto:tbaldwin@berkshirebank.com)  
*Trusted Solutions*

## Charlton Heating and Cooling

Wendy Heintz  
2 Florence Avenue  
Charlton, NY 12019  
399-3568 Fax: 399-3320  
[charltonoool@hotmail.com](mailto:charltonoool@hotmail.com)  
*Indoor Air Quality/HVAC*

## Scott Dow Excavating Fine Grade

Scott Dow  
P.O. 2398  
Wilton, NY 12831  
858-7121  
*Fine Grade/Septics/Driveways*

## Empire Building Products

Denny Giantomasi  
7 Pearl St.  
Cambridge, NY 12816  
693-6862 Fax: (866) 700-6373  
[www.empirebuildingproductsinc.com](http://www.empirebuildingproductsinc.com)  
[denny@empirebuildingproductsinc.com](mailto:denny@empirebuildingproductsinc.com)  
*Windows/Door & Hardware Sales*

## Empire Cleaning Services

Gregg Greenwood  
33 F Hollandale Apts.  
Clifton Park, NY 12065  
788-3653 Fax: 383-1561  
[ggreenwo@nycap.rr.com](mailto:ggreenwo@nycap.rr.com)  
*Commercial/Residential Cleaning*

## First Cardinal Corporation

Richard Flaherty  
10 British American Blvd.  
Latham, NY 12110  
213-1900 Fax: 456-6978  
[www.firstcardinal.com](http://www.firstcardinal.com)  
[rflaherty@firstcardinal.com](mailto:rflaherty@firstcardinal.com)  
*Insurance/Workers' Compensation*

## Liebert Law Office

Glenn Liebert  
12 Kristen Dr.  
Ballston Spa, NY 12020  
526-0143  
[liebertlawoffice@gmail.com](mailto:liebertlawoffice@gmail.com)  
*Bus. Law/Cyberlaw/Consumer Protection*

## Maple Tree Funding

Martin Pfeiffenberger  
1202 Troy Schenectady Rd.  
Bldg. 3  
Latham, NY 12110  
782-1202 Fax: 782-1438  
[www.mapletriefunding.com](http://www.mapletriefunding.com)  
[martyp@mapletriefunding.com](mailto:martyp@mapletriefunding.com)  
*Home Loan Solutions*

## McGinn Smith & Co.

Carl Nicolosi  
6 Executive Park Drive  
Clifton Park, NY 12065  
348-0060 Fax: 348-0107  
*Full Svc. Inv. Banking*

## More House

Carol Mannausa  
58 Washington St.  
Saratoga Springs, NY 12866  
692-7705 Fax: 692-3390  
[www.more-house.com](http://www.more-house.com)  
[carol@more-house.com](mailto:carol@more-house.com)  
*Provide Services for Owner/Builders*

## Northway Tax Services, Inc.

Robert Smith  
58 Washington St.  
Saratoga Springs, NY 12866  
587-6499 Fax: 587-6599  
[smithrw@nycap.rr.com](mailto:smithrw@nycap.rr.com)  
*Tax Prep./Bookkeeping/Tax Problems*

## Oasis Technologies

Bryan Whittle  
154 Woodlawn Ave.  
Saratoga Springs, NY 12866  
265-0428  
*Telecom/IT Consult./Education*

## Orkin Pest Control

Steve Martindale  
537 Queensbury Ave.  
Queensbury, NY 12804  
792-6754 Fax: 792-0190  
[www.orkin.com](http://www.orkin.com)  
[smartindale@orkin.com](mailto:smartindale@orkin.com)  
*Commercial & Residential*

## Papa's Bakery & Bagel Cafe, Inc.

Diane Naumowicz  
Carousel Village  
Rte. 50  
Ballston Spa, NY 12020  
885-1003 Fax: 885-1285  
[www.papas-bakery.com](http://www.papas-bakery.com)  
[diane@papas-bakery.com](mailto:diane@papas-bakery.com)  
*Traditional Fresh Baked Goods*

## Paris Artistic Building

Philippe Bevan  
326 Broadway  
Saratoga Springs, NY 12866  
584-1916

## Pizzeria Uno Chicago Bar & Grill

Joe Favata  
3008 Rt. 50  
Saratoga Springs, NY 12866  
587-4270 Fax: 587-1217  
*Casual, Pizza/Italian Cuisine*

## Saratoga Fireplace & Stove, Inc.

Matt Thornton  
437 Maple Ave.  
Saratoga Springs, NY 12866  
580-9276 Fax: 587-6784  
[www.saratogafireplace.com](http://www.saratogafireplace.com)  
[matt@saratogafireplace.com](mailto:matt@saratogafireplace.com)  
*Sales of Stoves & Fireplaces*

## Saratoga Polo Catering & Events

David Britton  
2 Bloomfield Rd.  
Saratoga Springs, NY 12866  
584-8108  
[www.saratogapolo.com](http://www.saratogapolo.com)  
[info@saratogapolo.com](mailto:info@saratogapolo.com)  
*Events, Superb Dining, Catering*

## Saratogarenter.com

Jason Thomas  
510 Broadway, No. 29  
Saratoga Springs, NY 12866  
587-0144  
[www.saratogarenter.com](http://www.saratogarenter.com)  
[jthomas@saratogarenter.com](mailto:jthomas@saratogarenter.com)  
*Find & Rent Apartments Online*

## B Square Cleaning

Kevin Brasser  
28 Greylock Dr.  
Gansevoort, NY 12831  
879-7557  
[kbrasser@nycap.rr.com](mailto:kbrasser@nycap.rr.com)  
*Business Cleaning Service*

## To Life!

Thea Hoeth  
410 Kenwood Ave.  
Delmar, NY 12054  
439-5975 Fax: 475-9141  
[info@tolife.org](mailto:info@tolife.org)  
*Breast Cancer Education*

## Fred Whipple - Fire Extinguisher Sales & Service

Fred Whipple  
P.O. Box 819  
Saratoga Springs, NY 12866  
584-2220  
*Fire Extinguisher Inspec./Mntnce./Sales*

## Wilton Medical Arts

Doug Cushing  
3040 Rt. 50  
Saratoga Springs, NY 12866  
580-2273  
[www.saratogacare.org](http://www.saratogacare.org)  
*Urgent Care Services*

# BENEFIT OF THE MONTH

## CAFETERIA PLAN

No it's not what you are having for lunch. This is a Chamber group buying plan that can put more money into your employees' pockets at little or no cost to you. All you have to be is an LLC, Corporation, or Partnership. Through the plan, your employees can pay dozens of health, dental, optical, and prescription costs, tax free. That means your employees are saving state, federal and FICA taxes on those bills. So, instead of having to earn \$130 to pay \$100 in the above bills, they only have to earn \$100 to pay \$100 in above bills. Another benefit is that you save FICA taxes on every dollar set aside by the employee, and depending on the participation level of your employees, you may be able to participate individually. If you have an interest, contact Joe Dalton at 584-3255 or [jdalton@saratoga.org](mailto:jdalton@saratoga.org).

# FEBRUARY EVENTS

- 6 SARATOGA'S UNDER 40 NETWORK.** Hilton Garden Inn, 125 South Broadway, Saratoga Springs  
*Provides the County's young business people with a forum for personal and career development.*  
**Speaker:** Gavin Landry, President, Saratoga Convention & Tourism Bureau  
**Time:** 5 to 6:30 p.m., presentation begins at 5:15 p.m.  
**Cost:** \$10 per person, space is limited **Reservation Deadline:** February 2 at 5 p.m.
- 9 NETWORKING LUNCHEON.** Courtyard by Marriott - Saratoga Springs, 11 Excelsior Avenue  
*Facilitated networking event with the opportunity to give your one minute commercial to the entire audience.*  
**Time:** 11:45 a.m. to 1 p.m.  
**Cost:** \$10 Reservations; \$15 Without Reservations **Reservation Deadline:** February 7 at 5 p.m.
- 13 WOMEN'S BUSINESS ROUNDTABLE.** Saratoga County Chamber Offices, 28 Clinton Street, Saratoga Springs  
*Roundtables provide small, informal group settings to exchange experiences and ideas on career-related and professional development issues.*  
**Time:** 8 to 9 a.m.  
**Speaker:** Gary E. Winnick CFP®, Ameriprise Financial Services, Inc.  
**Topic:** "Strong Women, Powerful Financial Strategies"  
**Cost:** Free, space is limited, reservations required **Reservation Deadline:** February 9 at 5 p.m.
- 15 THIRD THURSDAY BREAKFAST.** Holiday Inn - Saratoga Springs, 232 Broadway  
*Monthly breakfasts keep you informed of current issues affecting the County while providing a great opportunity to meet other business and professional people.*  
**Speakers:** David Wickerham, County Administrator; Philip Barrett, 2007 Chair of the Board of Supervisors  
**Topic:** "State of the County"  
**Time:** 7:30 to 8:45 a.m.  
**Cost:** \$7 Reservations; \$10 Without Reservations **Reservation Deadline:** February 13 at 5 p.m.
- 22 ORIENTATION & MIXER.** The Parting Glass, 40-42 Lake Avenue, Saratoga Springs  
*Mixers provide an excellent networking opportunity with an average of 260 attendees in a relaxed environment. Orientations inform members of the Chamber's money saving programs and how to best utilize their membership investment.*  
**Time:** 4 to 5 p.m. Orientation;  
5 to 6:30 p.m. Mixer  
**Cost:** Reservations \$5; Without Reservations \$10 **Reservation Deadline:** February 20 at 5 p.m.

*To make a reservation, call 584-3255 or email [info@saratoga.org](mailto:info@saratoga.org).*

*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.*

## SPOTLIGHTS

**GIRLS INCORPORATED OF THE GREATER CAPITAL REGION®** 962 Albany Street, Schenectady 12307, 374-9800  
Girls Inc. is a non profit organization that provides educational and researched based programs for girls ages 5-18. Programs are provided at 2 sites and at Camp Brookledge in eastern Galway. A Professional Outreach team delivers programs off site in Saratoga and surrounding counties. Corporate sponsors for events and programs are needed. Inspiring all girls to be strong, smart and bold.

**WILLIAMS REJUVA CENTER** 18 Congress Street, Saratoga Springs 12866, 581-0003, [www.willamsfacialsurgery.com](http://www.willamsfacialsurgery.com)  
Dr. Edwin Williams, board certified and nationally recognized facial plastic surgeon, has opened a new Rejuva Center medical spa offering non-surgical facial rejuvenation procedures that require little or no downtime, including Botox, Restylane, Radiesse and skin enhancing and hair removal laser treatments. Convenient same day and evening appointments are available.

**CEI COMPUTERS** 82 Congress Street, Saratoga Springs, 12866, 587-4813, [www.ceicomputerservices.com](http://www.ceicomputerservices.com)  
CEI recently celebrated the grand opening of their retail store and service center in Congress Plaza. CEI builds its own line of computers and offers Jet Tech services where most repairs for home or business are complete in 1-2 days.

*For information on all Chamber members, go to [www.saratoga.org](http://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](mailto: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.*

# MEMBER NOTES

**EARN GREAT PRIZES** by participating in this year's Chamber Membership Blitz campaign. The Membership Committee is looking for volunteers to serve on one of seven recruiting teams. It's an opportunity for great fun and great networking. The teams will meet together at Lillian's Restaurant on March 29th at 5 p.m. for an overview of how it all works. The recruiting starts March 30th. This year's official Kick-Off Breakfast is May 1st and the Report Session is May 3rd. To join over eighty fellow members in the festivities, contact Jeff Shinaman at the Chamber today at [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org) or 584-3255.

**SARATOGA PROMOTION CAMPAIGN PLANNED** Ads promoting Saratoga as a tourism destination will begin in February and March in national magazines, on various web sites and in large newspapers in the Northeast. The "Perfect from Start to Finish" theme, which is jointly used by the Saratoga County Chamber and the Saratoga Convention & Tourism Bureau, will be highlighted in ads in *Better Homes and Gardens*, *Family Circle*, *Reader's Digest*, *Ladies Home Journal*, *People Magazine*, *the New York Times*, *New York Daily News*, *Washington Post*, *American Heritage*, *USA Weekend* and more. These advertising efforts are complimented by an aggressive public relations campaign with travel media.

**2007 DIRECTORY UPDATES** Please note these changes in your 2007 directory. **SARATOGA TODAY** is a local community newspaper and should be listed under the "Newspapers" category. **MIMOSA**, a gallery of art for home and wear, was listed under the wrong category in the 2007 publication. They should be under the category of Art. They are located at 70C Beekman Street in Saratoga Springs. Their phone number is 583-1163. Please update your Membership Directory with this information.

**ANNUAL DINNER** Over 400 members and guests attended the annual dinner recognizing 2006 Chamber Chair Bill Canty and special volunteers. All were surprised by a video salute to Canty from 2005 Chair Jim Pabis. The salute was recorded in Iraq where the Lieutenant Colonel is serving. Thank you to Time Warner Cable Business Class and HSBC Bank for their sponsorship of the event.

**FEDERAL AND STATE HOLIDAYS** February 19, President's Day; May 28, Memorial Day; July 4, Independence Day; September 3, Labor Day; October 8, Columbus Day; November 11, Veterans Day; November 22, Thanksgiving; December 25, Christmas.

**ASSOCIATE CHAMBER MEMBERSHIPS** are offered to professional office associates, agents and partners in member businesses. Associate members are doctors, lawyers, real estate agents, financial advisors, insurance agents, CPA's, architects and all independent contractors in member businesses that are interested in having their own autonomous membership for name recognition and client base development. Contact Jeff Shinaman at [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org) or 584-3255 for more information and an application.

**FEDERAL LEGISLATION** Congresswoman Gillibrand and Senators Clinton and Schumer have received notification of our opposition to unrealistic increases in the federal minimum wage and extended family leave policies. All have been invited to speak to the membership at a breakfast or luncheon in 2007.

**DOWNTOWN GARAGE** Staff is coordinating an effort to develop a multifaceted financial plan to create a 450+ car parking garage in the center of downtown Saratoga Springs. The plan would include private and governmental funding. A final report will be delivered to the City Council this month.

**RACING WEEKENDS** The first and last weekends of Thoroughbred racing will feature an unusually large number of quality stakes races, as well as Friday twilight racing cards. The first weekend will feature two hours of national coverage on ABC which will include five to ten minutes segments promoting Saratoga County as a tourism destination.

**BUSINESS PROBLEMS** Our SCORE counselors warn member firms that when you begin to realize a business problem is developing, it is time to call SCORE. SCORE Chair, Bill Edwards recommends that you seek help before it's too late. If you see organizational or financial problems developing, call the Chamber for free executive counseling.

**WWW.SARATOGA.ORG USE CONTINUES TO EXPAND** During 2006, over 1.96 million visits were made to your Chamber's site. This is a 39% increase over the same period last year. The most popular pages on the site are: the Events Calendar, Job Zone, Membership Directory, Battle of Saratoga and Accommodations sections. Are you linked? If not, you are missing the opportunity to have your website seen by thousands of potential customers. Be sure to link your site back to [www.saratoga.org](http://www.saratoga.org). If you don't have a website, contact your Chamber for a list of designers and information on the Internet Starter package.

**SPONSORSHIP OPPORTUNITY!** Mixers are the best attended regularly scheduled events the Chamber offers. If you are interested in co-sponsoring a Mixer to help offset costs such as food, drinks, and tent rentals, please contact Jen Joseph Perry at 584-3255, ext. 201. Sponsorships are only available on an as needed basis, determined by the Chamber.

**SARATOGAARTSFEST** The inaugural community-wide arts festival, scheduled for June 15 to 17, is a celebration of the works of local, national, international, emerging and established artists throughout Saratoga Springs. For more information, visit [www.saratogaartsfest.org](http://www.saratogaartsfest.org).

**STORAGE NEEDED** Saratoga EOC is looking for 500-1000 square feet of donated storage space in or near Saratoga Springs for clothing used by low income individuals entering the local labor market. Entry to the storage area will be limited to one assigned person Monday through Friday during working hours, and the storage does not have to be segregated or secured.

# MEMBER NOTES CONTINUED

**BARTENDER BALL** The organizers of the Ball report that the January 20 event, which drew over 550 attendees, raised over \$25,000 for the new Saratoga YMCA.

**BUSINESS DEVELOPMENT COURSE** 30 members will begin the year-long course for existing business firms that are looking to grow and improve. The course provides the expertise of up to three seasoned professionals and is personalized to attendees.

**BURNT HILLS-BALLSTON LAKE** The members of the Burnt Hills-Ballston Lake Business & Professional Association extend an invitation to join their association. Their mission is to encourage, support and promote business in the towns of Ballston and Glenville as well as in the Burnt Hills school district and to enhance the quality of life in that area. The association's monthly meetings give members an opportunity to network and gain insight into significant events and topics that affect the area. They also sponsor annual and ongoing community events and activities. For more information and an application, go to [www.bhblbpa.com](http://www.bhblbpa.com) or contact Jeff Shinaman at [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org).

**2007 MEMBERSHIP COMMITTEE:** Andy Brindisi (Committee Chair) - **Brindisi's Restaurant & Bar**; Jeff Schermerhorn - **Blue Financial Corporation**; Peg Bacon - **Saratoga Business Journal**; Jamie Beale - **Grey Gelding Bistro & Bar**; Lisa Boyle - **Accent Commercial Furniture, Inc.**; Christine Cunningham - **The Williams Inn**; Gillian Hirsch - **Attorney**; Bill Kurtzner - **Blue Financial Corporation**; Natasha LaFayette - **Charmed Life, LLC**; Jessica Petraccione - **1st National Bank of Scotia**; Mark Pepin - **Time Warner Cable Business Class**; Eric Simonsen - **PrimePay**; Dan Wagner - **State Farm Insurance**; Kiley Wittig - **Digital Imaging Technologies**.

**2007 AMBASSADORS:** Nan Sullivan, **Sparkle, Glisten & Shine, Inc.** (Committee Chair); Rod Bacon, **Saratoga Business Journal**; Jeff Clark, **Ameriprise Financial Services, Inc.**; Susan Farnsworth, **Media Consultant**; Gary Ferguson, **Saratoga National Bank & Trust Co.**; Linda Ferrara, **Adirondack Cardiology Associates PC**; Mary Beth Finnerty, **Mary Kay**; Jim Flanagan, **UBS Financial Services**; Gail Hessney, **Northeastern Association of the Blind At Albany, Inc.**; Judy LeCain, **Saratoga Springs City Center**; Eileen Long, **Citizens Bank**; Suzanne Mangini, **Home Instead Senior Care**; Nancy Messercola, **Cascades Tissue Group of New York, Inc., Waterford**; Lynn Pohl, **Adirondack Trust Company**; Jay Singh, **Sunmark Federal Credit Union**; Dewey Walling, **Gerard Marketing/You Name It**; Judy Wentworth Welles, **CDPHP**.

## SEMINARS

### STARTING A BUSINESS SEMINAR

Tuesday, February 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, February 9 at 584-3255 or e-mail [info@saratoga.org](mailto:info@saratoga.org)

### QUICKBOOKS SEMINAR

Wednesday, February 14 8 to 10 a.m.

*Learn how to get the most out of QuickBooks for managing your small business finances and become better prepared for your accountant. Learn how to customize reports, invoices and inventory. Save time using memorized transactions and classes within QuickBooks.*

**Presented by:** Nancy Gormley, Director of Financial Operations, MicroKnowledge, Inc.,  
**Location:** Saratoga County Chamber Office, 28 Clinton Street, Saratoga Springs  
**Cost:** \$10, members only  
**RSVP:** Monday, February 12 at 584-3255 or e-mail [info@saratoga.org](mailto:info@saratoga.org)

## BUSINESS TIPS

The beginning of the new year can be a time to rejuvenate your business and drive sales and profits to new heights. Here are a few things you can put on your list to keep your business looking upward:

- ◆ Forget status quo and set new goals
- ◆ Start a new marketing campaign
- ◆ Look for future products and services
- ◆ Stop wasting money on bad advertising
- ◆ Plan one or two big promotions for the year
- ◆ Sell more to existing customers
- ◆ Give key employees more responsibility
- ◆ Look for new services to provide to customers at no cost to them
- ◆ Make goals challenging but not impossible
- ◆ Introduce new products or services
- ◆ Increase your website exposure
- ◆ Assess your employees for raises or termination
- ◆ Look for new customer markets
- ◆ Find a new affordable benefit for your employees
- ◆ Set aside two separate times during the year to spend with your family

Barry Thomsen, *Idea-Letter*, 877-700-1322

[www.saratoga.org](http://www.saratoga.org) 5

# MEMBERS IN THE NEWS

*Share your good news with other Chamber members in "Members In The News". If you have been honored at an industry event, celebrated a business milestone, developed a new product, or have some other good news about your company, e-mail it to us at [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org).*

Congratulations to Mark Pepin of **TIME WARNER CABLE BUSINESS CLASS** for being the Top Producer for the Year 2006 on the Chamber's Membership Committee! Mark was also the Top Producer for the fourth quarter. Peg Bacon of the **SARATOGA BUSINESS JOURNAL** was the Top Producer for December.

**THE PREVENTION COUNCIL'S** Southern Adirondack Tobacco Free Coalition recently honored the following Saratoga Chamber members: Dr. Chris Brockett of **SARATOGA VETERINARY HOSPITAL**, who received the Community Education and Media Award for his participation in the Coalition's Secondhand Smoke and Pets Campaign and Jill White of **GLENS FALLS HOSPITAL'S EVERGREEN HEALTH CENTER** for her outstanding work in the field of smoking cessation.

**ALPIN HAUS**, with locations in Amsterdam, Clifton Park, and Saratoga, NY, was named RVDA's 2006 Top Quality Dealer of the Year on Sept, 28, during the association's annual meeting held in conjunction with the RV Dealers International Convention/Expo featuring the RV Learning Center in Las Vegas, NV.

**RYAN-BIGGS ASSOCIATES, P.C.**, a consulting firm specializing in structural engineering, announced today that Paul A. Rouis, III, P.E., Principal, was selected to serve on the Connection Prequalification Review Panel for the American Institute of Steel Construction, Inc. (AISC).

Thomas E. Simone, a local funeral director since 1975 and former owner of **SIMONE FUNERAL HOME**, is now a full time funeral director and associate with the **WILLIAM J. BURKE & SONS** and **BUSSING & CUNIFF FUNERAL HOMES** located at 628 North Broadway. Mr. Simone will now serve as a full time funeral director along with Mark Phillips and Thomas Armer, co-owners of Burke and Bussing Funeral Homes.

**HOME MADE THEATER'S** production of "A Man of No Importance" was named to The Record's list of Top Ten Productions for 2006. It was the only nonprofessional production on the list.

**BIRD OF PARADISE BOUTIQUE** and **IMMORTAL BELOVED BRIDAL** in Saratoga Springs are celebrating their 25th anniversary in business this month. The bridal division's name has changed from Immortal Beloved to **SOMETHING BLEU BRIDAL**.

Bill Losey, CFP®, CSA of **BILL LOSEY RETIREMENT SOLUTIONS, LLC** in Wilton has accepted an offer to participate as a volunteer for the nationally covered CFP Board's 2007 Financial Planning Clinic on Saturday, August 4, 2007 at the Sheraton Boston Hotel.

**UNIVERSAL PRESERVATION HALL** received a \$25,000 matching challenge grant from The Nordlys Foundation intended to encourage philanthropy among new and young donors to the Hall. The grant will match dollar for dollar any donations from new or young (under 40) donors from now until April 9th, 2007. Donations can be made at [www.universalpreservationhall.org](http://www.universalpreservationhall.org).

# FEBRUARY ANNIVERSARIES

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

## OVER TWENTY YEARS

Best Western  
Krystal Motors  
Saratoga Financial Services  
Saratoga Hospital Foundation  
SKS Bottle & Packaging, Inc.

## OVER FIFTEEN YEARS

Cha-Bert Inc.  
The Country Gentleman  
King, Adang and Arpey  
Six Sisters Bed & Breakfast  
Smith Pollard Architects  
Stanski Transportation, Inc.  
Sutton's Marketplace, Inc.  
Waldorf School of Saratoga Springs

## OVER TEN YEARS

Advanced Appraisals  
Alonzo Fireworks  
Amann's Heating  
Bonacio Construction, Inc.  
Sally Bouton Engelhardt  
Chamberlain Fund Raising

Judy's Cards & Gifts  
Keytospa.com  
Otis Elevator Company  
Protection One Alarm Monitoring, Inc.  
Craig E. Roberts, MD  
Saratoga Army & Navy Outfitters  
Willard Mountain Ski Area

## OVER FIVE YEARS

Advanced Heating & Cooling Inc.  
AXA Advisors, LLC  
Bacon Hill Reformed Church  
Mark Bolles, Creative Photography  
C & S Construction Ltd.  
Cool Insuring Agency, Inc.  
Darryl & Leslie's Designs  
Edge Business Financial Services  
Empire Vision Centers  
Fusco Personnel, Inc.  
Geyser Lodge  
Hi-Roc Lanes  
Johns & Lee Real Estate Services LLC  
Lake George Opera at Saratoga  
Linell Lands

Ndakinna Education Center/  
Greenfield Review  
O'Shea & French Insurance Agency  
Providence Remodeling Co.  
S.P.G. Technologies, Inc.  
Saratoga Sleigh - A Victorian B & B  
SimplexGrinnell  
Spring City Realty  
Stepwise Farm  
Van Patten Golf Club

## OVER ONE YEAR

Bob Alberti, Prudential Manor Homes  
Atlantic Energy Services, Inc.  
Bailey's Cafe  
The Baker Girls  
Billington Family Dentistry  
Jeffrey C. Blatnick, Public Relations  
Burdick Sales, Inc.  
Capital Bank & Trust  
Center for Economic Growth  
Condor Consulting, LLC  
Robert Courtney Enterprises, Inc.  
Creek's Edge Elk Farm

FJY Architecture  
Flooring Environment  
GMAC Mortgage Corp.  
T.E. Hanigan Co., Inc.  
Homes for Orphaned Pets Exist (H.O.P.E.)  
Lanci's Ristorante  
Law Offices of Elizabeth L. Fairbanks-  
Fletcher, PLLC  
M.A. Davis  
Ian S. Morton, Prudential Manor Homes  
Muddy Acres Farm  
Tom Mulligan Tree & Stump Removal  
Nextel  
Party 911 of Saratoga  
Preville Technology Services  
Reel Meals, Dinner and A Movie  
Saratoga Builders, LLC  
Trudi Smith  
Tatra Properties, LLC  
Tender Loving Care Pet Sitting Service  
Tough Traveler, Ltd.  
Union Gables Bed & Breakfast  
Nicola Vacchio, Inc.