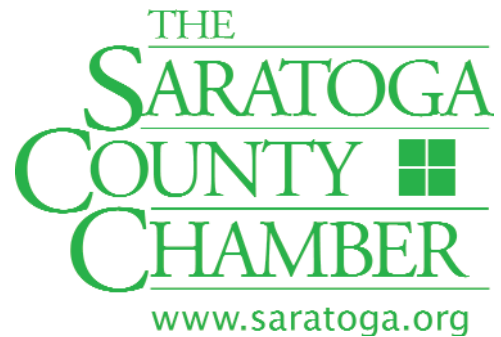


July 2006

Forward to:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## SARATOGA'S HOSPITALITY

### Our Hospitality Pays Off...

Giving a smile and saying hello to a visitor on the street or providing directions to the local attractions for a family may seem just a common courtesy, but it is also the key to a major economic force in Saratoga County - tourism.

Conservative estimates show overnight visitors alone will spend over \$90 million in our county during 2006. That figure does not include money spent at the tracks, SPAC, by motorcoach tour groups, by those on day trips or by individuals staying with family or friends.

Our visitors have a significant economic impact on all of us; from the part-time job for area retirees, school teachers and youth, to the many full-time positions created by the tourism industry. Tourism is the second-largest industry in Saratoga County, employing over 3,500 people, according to the Department of Labor, with wages in excess of 69 million dollars paid to tourism employees. Those employees in turn are able to spend money at our retail stores, restaurants and other businesses throughout the county.

Add in sales tax revenue, admission taxes, and real property taxes paid by the hospitality industry and you can see the direct impact on all our real property tax bills... all as a result of our visitors.

Saratoga County has wonderful communities that are safe, beautiful, diverse and economically strong in part because of our visitors. They come because this county is special and has something they cannot find at home.

So when a visitor asks you a silly question or for directions, give them a smile and a taste of Saratoga's world-renowned hospitality. They'll remember how well they were treated and come back again and again.

### Behind the Scenes

July 19  
8 - 9:30 a.m.  
Saratoga Performing Arts Center

### Women's Business Luncheon

July 19  
11:30 a.m. - 1 p.m.  
"Fitting Fitness Into Your Day"

### Third Thursday Breakfast

July 20  
7:30 - 8:45 a.m.  
"Leadership Styles"

### Mixer

July 27  
5 - 6:30 p.m.  
Gaffney's

### Other Upcoming Events

#### NO EVENTS IN AUGUST

- September 8  
Fall Golf Day
- September 12  
Women's Business Roundtable
- September 15  
Networking Luncheon
- September 20  
Employee Retention Seminar
- September 21  
Third Thursday Breakfast
- September 26  
Non-Profit Seminar
- September 28  
Orientation & Mixer

**SEE PAGE 3  
FOR DETAILS.**

# BUSINESS SHOWCASE 2006

Presented by Premier Sponsor **Time Warner Cable Business Class**.

Major Sponsors to date: **Adirondack Trust Company, Courtyard by Marriott - Saratoga Springs, CEI Computer Services, ImageCare Saratoga, The Saratoga Business Journal, Anastos Media Group / STAR 101.3, Saratoga Imaging and Mannix Marketing.**

**Thursday, October 5, 2006  
3 to 4 p.m. Vendor only show  
4 to 7 p.m. Open to the public  
Saratoga Springs City Center**

## **First chance to register!**

This is a premium opportunity as a member to rent a booth and display your company's products and services to hundreds of people for only \$190! Fill out the application that appears on page 5 of this newsletter and return it to the Chamber with payment. The show is limited to 150 spaces and was sold out last year. Reserve your booth today. It's open to the public, so invite customers, prospects, employees and co-workers to attend. Two cash bars provided by **The Saratoga Hotel and Conference Center** will be 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.

# BENEFIT OF THE MONTH

**LINK TO THE CHAMBER'S WEBSITE** and get connected to the over one and a half million users who will visit our site this year. For a nominal \$25 one-time fee to list and link your website and/or e-mail on your directory listing, you can promote your product or service to these potential clients at the click of a mouse. Let the Internet work for you 24 hours a day, 7 days a week. If you would like to link, please e-mail your company name and website and/or e-mail address to [adalton@saratoga.org](mailto:adalton@saratoga.org). We will link you within 48 hours and invoice you for \$25 one-time charge. You may also mail us the information along with your payment to the Chamber offices. As a bonus, you will get your website and e-mail listed in our annual Membership Directory and Community Guide. You will also receive brief e-mails from the Chamber from time to time on events, benefits and money saving programs. Your electronic and mailing addresses are never sold or shared with other organizations so you don't need to worry about receiving additional junk mail or spam.

**WEB STARTUP** If you don't have a website yet, consider the Chamber's startup package. It includes design of a one-page website, storage of your site and link to your listing on the Chamber's online Business Directory for just \$125. Contact Annamaria Dalton at the Chamber at [adalton@saratoga.org](mailto:adalton@saratoga.org) or 584-3255.

# LARGEST CHAMBER IN THE AREA

## **SARATOGA COUNTY CHAMBER LISTED AS THE AREA'S LARGEST CHAMBER**

Your Saratoga County Chamber is ranked as the largest chamber in the ten-county Capital Region area based on "The List" in the June 16, 2006 issue of the Business Review. The membership total of 3,003 members reflects a 1% increase in membership over June 2005. Vice President Jeff Shinaman attributes the increase to a solid Membership Committee, the enthusiastic efforts of the Blitz recruiting campaign volunteers in May, the Ambassadors, a committed Board of Directors, personalized member services, and a responsive staff.

# CONGRATULATIONS

Congratulations to the Leadership Saratoga Class of 2006 who graduated recently. The group participated in a six-month program that provides motivated individuals who have leadership potential with a variety of volunteer leadership skills and an in-depth look at current issues facing Saratoga County.

Members of the Class of 2006 are: Joseph Bulmer, Jr. (United Airlines); Elizabeth Byrne-Chartrand (Nixon Peabody), Heather Capasso (NYS Environmental Facilities Corp.), Melissa Clement (HSBC), Kim Copenhaver (Copeland Environmental), Katherine Culbert (CDM); Karen D'Andrea (Law Offices of Karen D'Andrea), Gary Ferguson (Saratoga National Bank), Lee Ecker (Clough Harbour & Associates), Jennifer Joseph Perry (Saratoga County Chamber of Commerce), Tracey Lenz (Redspring Communications), Roscoe Lilly (NorthStar Church), Raymond Liuzzo (C.T. Male Associates), Lynn Martin (National Association of Pupil Transportation ), Ian McGaughey (Cerasun Video Production), Tara Pleat (Jones & Wilcenski), Paul Schwartz (State Farm Insurance), Theresa Skaine (Lemery Greisler), Ann Sullivan-Dormin (Ann Sullivan Attorney at Law), Jason Tommell (Tommell & Associates), Deborah Tomaso (Saratoga Center for the Family), Teri Ulrich (Town of Malta Historian), and Michael Wallner (Saratoga Hospital).

## JULY EVENTS

- 19 BEHIND THE SCENES. Saratoga Performing Arts Center, 108 Avenue of the Pines, Saratoga Springs**  
**Tour of facilities, limited space, reservations required**  
**Time:** 8 - 9:30 a.m.  
**Cost:** Free program, Chamber members only      **Reservation Deadline:** July 17 at 5 p.m.
- 19 WOMEN'S BUSINESS LUNCHEON. Lillian's Restaurant, 408 Broadway, Saratoga Springs**  
**Topic:** Women's Health Issues - "Fitting Fitness Into Your Day"  
**Speaker:** Sue Malinowski, MS, Director of Education, Saratoga Care, Inc.  
**Time:** 11:30 a.m. - 1 p.m.  
**Cost:** Reservations \$20.00; Without Reservations \$25.00      **Reservation Deadline:** July 17 at 5 p.m.
- 20 THIRD THURSDAY BREAKFAST. Holiday Inn - Saratoga Springs, 232 Broadway, Saratoga Springs**  
**Topic:** "Leadership Styles"  
**Featured Speakers:** Bob Allen, President, C.T. Male Associates; Cindy Hollowood, General Manager, Holiday Inn - Saratoga Springs; Matt Jones, Partner, Jones Ferradino, Attorneys at Law  
**Time:** 7:30 - 8:45 a.m.  
**Cost:** Reservations \$7.00; Without Reservations \$10.00      **Reservation Deadline:** July 18 at 5 p.m.
- 27 MIXER. Gaffney's, 16 Caroline St., Saratoga Springs**  
**Time:** 5 - 6:30 p.m.  
**Cost:** Reservations \$5.00; Without Reservations \$10.00      **Reservation Deadline:** July 25 at 5 p.m.

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

*If you have been honored at an industry event, celebrated a business milestone, developed a new product, or have earned special awards, share your good news with other Chamber members in "Members In The News" by e-mailing it to [jshinaman@saratoga.org](mailto:jshinaman@saratoga.org).*

**THE WESLEY COMMUNITY** was named "Best Retirement Center" by *The Saratogian* 2006 (and 2005) Readers' Choice Award. [www.wesleyhealth.com](http://www.wesleyhealth.com)

**RYAN-BIGGS ASSOCIATES, P.C.** was named winner of the 2006 Outstanding Engineering Achievement Award from the New York State Society of Professional Engineers for its work on the Cathedral of the Immaculate Conception, a national historical landmark, in Albany, New York. [www.ryanbiggs.com](http://www.ryanbiggs.com)

**CALIFORNIA CLOSETS** recently opened a new showroom in Latham at 952 Troy-Schenectady Rd in the Peter Harris Plaza. [www.calclosets.com](http://www.calclosets.com).

**MERCURY WEB SOLUTIONS** recently captured their first NORI Award at the 33rd Annual NORI Awards competition from the American Advertising Federation. [www.mercurywebsolutions.com](http://www.mercurywebsolutions.com)

**SARATOGA BUILDERS, LLC** recently received final approval for their first development - The Burgoyne Estates, a 12 lot subdivision on Burgoyne Road south of Bryant's Bridge. Lots will be from 2 to 6 acres and all homes except the 4 bedroom model, will be custom. More information is available on [www.saratogabuilders.com](http://www.saratogabuilders.com)

**STRATEGIC FINANCIAL SERVICES, LLC**, with an office located at 480 Broadway in Saratoga Springs, has been recognized by *Barrons Magazine* as one of "The Top 100 Financial Advisors" for the third consecutive year. [www.investstrategic.com](http://www.investstrategic.com)

**SUNDAES BEST HOT FUDGE SAUCE** is highlighted in the June/July issue of Rachael Ray's new magazine *Everyday with Rachael Ray* in an article on ice cream. [www.sundaesbest.com](http://www.sundaesbest.com).

**WURTMANN ADVERTISING** won the NORI award for best Bound Consumer Product Brochure, at the Albany Ad Club's annual award dinner. [www.landing.net](http://www.landing.net)

## SPOTLIGHTS

**SCHUYLER FARMS** 1124 Route 29, Schuylerville 12871, 695-5308, [www.schuylerfarms.com](http://www.schuylerfarms.com)

Schuyler Farms is open for the season offering greenhouse plants and supplies, corn maze, hayrides, petting zoo, farm grown local products and much more. The Macica brothers, Ken, Tom and Jerry take great pride in their products. Come and visit them - just one mile west of the village of Schuylerville on Route 29.

**MULLEN MAYFLOWER MOVING, STORAGE & LOGISTICS COMPANY**, Corporate Technology Park, 4 McCrea Hill Road, Ballston Spa 12020, 885-7676, [www.mullenco.com](http://www.mullenco.com)

Since 1880 Mullen has been providing local, nationwide and international moving services for corporations, government agencies, military personnel and private individuals. From their new facility in the Corporate Tech Park, Mullen also offers Mobile Storage services and is a dealer for Penske Truck Rentals. For home or office, local or long distance moving, storage and distribution needs.

**WELL BEING** 42 Saratoga Road, Scotia 12302, 399-0062.

Kate Palmer, LMT (licensed massage therapist) combines myofascial release with traditional massage. Fascia refers to the tough connective tissue system beneath the skin that surrounds muscle fibers. Traditional massage addresses symptoms alleviating aches and pains while myofascial release engages the whole body to help discover the root cause of those symptoms.

*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.*

# SARATOGA COUNTY CHAMBER OF COMMERCE

## BUSINESS SHOWCASE

### BUSINESS SHOWCASE 2006 APPLICATION

We are applying for exhibit space at Business Showcase 2006, to be held at the Saratoga Springs City Center on October 5, 3 to 7 p.m. This application becomes binding upon receipt.

**EXHIBIT SPACE RENTAL FEE:** \$190.00 for one (1) 8 foot skirted table, 2 chairs and a sign in an 8'x10' draped booth. No extra charge for electricity. Booths will be assigned as payment is received. Payment must be received with this application in order to reserve booth space. Space will sell out. Reserve early.

**PRODUCTS OR SERVICES TO BE EXHIBITED** \_\_\_\_\_

**COMPANIES YOU DO NOT WISH TO BE NEAR** \_\_\_\_\_

If your display is over eight foot tall, it might obscure displays behind it. Please check here \_\_\_\_\_. We will find space against a wall for you.

If you do NOT need an eight foot table in your booth, please check here \_\_\_\_\_.

Will your display require **electricity**? Yes \_\_\_ / \_\_\_5Amp, \_\_\_10Amp, \_\_\_20Amp. If you require electricity, you must indicate it on this form. Unreserved electrical hookups may not be available the day of the Show.

#### EXHIBITOR INFORMATION

**Company (as it is to appear on sign)** \_\_\_\_\_

**Street** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Name (please print)** \_\_\_\_\_ **e-mail** \_\_\_\_\_

**Please list up to 2 additional names for name tags** \_\_\_\_\_

**Credit card #** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **Sec. Code(3# on back)** \_\_\_\_\_

**Amount to be charged:** \_\_\_\_\_ **Phone** \_\_\_\_\_ **ext.** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Billing Address/Zip:** \_\_\_\_\_

Please contact Jeff Shinaman at the Chamber with any questions: 584.3255/jshinaman@saratoga.org.

**Return WITH PAYMENT to: Business Showcase 2006 or fax with credit card info to 587.0318.**  
Saratoga County Chamber of Commerce, 28 Clinton St. Saratoga Springs, NY 12866

Please indicate # of booths needed: \_\_\_1@ \$190; \_\_\_2@ \$380

Will you be donating a **DOOR PRIZE** (door prize must be valued at \$50 or more)? \_\_\_\_\_

**Describe door prize** \_\_\_\_\_

Door prizes will be given away by Chamber staff during the show. The winner will be sent to your booth. Keep prize at your booth.

**Thank you for your participation in this year's show!**

# MEMBER NOTES

**GROWING** After the initial success of a start up business, most owners face the daunting challenge of growing or remaining small. Your Chamber now provides the personal assistance of seasoned and successful business executives in helping members make that decision. One-on-one personal consultations will be arranged locally during day or evening. Call 584-3255 to set an initial consultation with counselors to America's Small Business (formerly SCORE). The service is free.

**CONTERFEIT MONEY** The Adirondack Trust Co. has taken in a few counterfeit \$100 bills and explains they are "very good" fakes. There are three distinguishing characteristics: 1) the watermark over Franklin is visible without holding the bill to the light. 2) In the bottom corner, the "\$100" should go from green to black, as you move the bill one way and another. In these bills, it is just blue. 3) All the bills are marked with the year 2001.

**MAY MIXERS** Special thanks to Gotchya's Trattoria for hosting the New Member Mixer. It was the perfect place to welcome our new members. Thank you also to Chameleon on the Lake for hosting the regular May Mixer. They certainly know how to throw a party!

**WAGE/BENEFIT SURVEY** The Human Resources Council will conduct a Wage/Benefit Survey again this year with a target completion date of October. Chamber members are eligible to receive salary information on three job descriptions free of charge by contacting Greg Dixon at 584-3255 or [gdixon@saratoga.org](mailto:gdixon@saratoga.org).

**TOURISM** If inquiries are any indication, this summer will be strong for Saratoga County tourism. Mail and phone inquiries to date are up by 2% in comparison with last year, a strong trend given the continuing increases in internet usage.

**WEB USAGE** Your Chamber's web site, [www.saratoga.org](http://www.saratoga.org), continues to grow as an information portal for tourism, Chamber members and the community. Through the end of May, the web site has had over 780,000 visits, a 51% increase over the same period in 2005.

**TROLLEY** Thanks to CDTA and advertisers with displays on the trolley, the Saratoga Trolleys are running again this summer from June 22 through Labor Day weekend. The trolleys run Tuesday through Sunday from Skidmore College to Spa State Park from 10 a.m. to 6 p.m. The cost is \$.50 for a one-way ride and \$1 round-trip. Riders can board the trolley at several stops along the route or stand on a street corner and flag it down.

**INFORMATION BOOTH** The Chamber's Information Booth opened June 22 and will continue through Labor Day. The booth hours are from 8:30 a.m. to 4:30 p.m. until July 26 and from 8:30 a.m. to 5:30 p.m. during the racing season.

**HUDSON RIVER** Your Chamber has initiated meetings with Town Supervisors and Mayors along the Hudson River to help develop a list of improvements along the river. Those suggestions will be used in developing a master plan we hope will be incorporated into the multi-year dredging operation of EPA and GE.

**RACING** The nine points to protect quality racing in Saratoga have been communicated to all members of the Ad Hoc Committee on the Future of Racing. The points have also been translated into legislative language to hopefully be included in the Request for Proposal on the Future of Racing in the State, or in their criteria for selection of an entity to operate the tracks.

**IRAQ** Any member with DVD movies that they would like to donate them to troops serving in Iraq is asked to drop the DVD's off at the Chamber or at any Chamber event. They will be forwarded on to 2005 Chamber Chair and Lieutenant Colonel US Army Jim Pabis, who just began a year-long tour in Iraq. He will assure the DVDs get to troops at the front.

**SOUTH BROADWAY** The Chamber coordinated two recent meetings with the city engineer and a representative of Barton & Loguidice Engineering. The meeting familiarized members with the construction plans and time schedules for the Route 9 South improvements to begin in the fall of 2006.

**TRACK PARKING** Increased control of private parking lots near Saratoga Race Course by the City was the subject of recent meetings with City Public Safety officials. The meetings led to modifications of initial regulations.

**GRAFFITI** Not only does it damage your building but it is a way for delinquents to communicate or "one-up" each other. 72 hours is the window of time that graffiti can be removed with the most success. After that, it becomes much more difficult and often requires painting over the graffiti. Another reason for the 72-hour time frame is that graffiti is often "answered" with more graffiti so getting rid of it stops the chain reaction. There are two household cleaners that you can stock at your business to help remove graffiti. For masonry and brick material, use Easy Off or generic oven cleaner - spray on and let soak for a few minutes and then use a scrub brush to remove. On wood surfaces, use Oxy-Clean. Mix Oxy-Clean with water to form a paste, brush on to the affected area, let soak for a few minutes then wipe clean. Many thanks to the Broome County Chamber for this information.

**CONFERENCE** on Strategies for Overcoming Regulatory Barriers to Affordable Housing will be held at Longfellow's on July 10 and 11. It is sponsored by the U.S. Dept. of Housing & Urban Development. Cost is \$75 per person. For more information go to [www.housingbarriers.com](http://www.housingbarriers.com)

# JULY ANNIVERSARIES

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

## OVER ONE YEAR

All Pro Cleaning Services  
Autumn Moon Campground  
Pamela M. Babson, Esq.  
Bobcat of Saratoga, LLC  
Bombay Development Co.  
Colony Liquor & Wine Distributors  
Cornerstone Telephone Company  
CrestHill Suites  
Rosann Curran, AFLAC  
Denny's Restaurant  
Chuck Eafrato, Citizens Bank  
Exit 9 Wine & Liquor Warehouse  
Fine Interiors  
Fischer Woodwork  
Fort Bink Campground  
Hagelin Consulting Group, LLC  
Hampton Inn of Clifton Park  
The Healing Springs Journal  
Hilton Lake Placid Resort  
ImageCare Saratoga  
Intelligent Process  
Improvement Methods®  
Law Office of James F. Hughes  
National Planning Associates, Inc.  
Northwood Designs - Custom  
Wood Furniture  
PCD Construction  
Putman Enterprises, Inc.  
Racing City Chorus  
Raize Staffing Solutions  
RLTP & Associates, Inc.  
Saratoga Technology Accelerator, LLC

Saratoga West End  
Development Corporation  
Schenectady Museum & Planetarium  
Seasoned Gourmet Firewood  
Seasons Bed and Breakfast  
70 Beekman St Fine Art Gallery  
Siena Fence Co., Inc.  
Specialty Box & Packaging Co., Inc.  
Tweeter Etc.  
Village of Corinth  
Law Office of Christopher J. Watt  
Web Sights & More  
Welcome Home, Valkommen Hem, LLC  
Whiteman Osterman & Hanna LLP

## OVER FIVE YEARS

A Perfect Placement  
Alta Planning + Design  
AMTEK Human Resource Consultants  
Aromatic Refreshment Services  
Jack Byrne Ford & Mercury, Inc.  
Castle Creek, LLC  
Clark Properties  
CTM Consulting Co., Inc.  
Freedom Career Development, Inc.  
Headwaters Guide Service, Inc.  
Hilton Garden Inn-Saratoga Springs  
Hudson River Rafting Co.  
Irving Tissue, Inc.  
Jeffrey LaPorte "The Candy Man"  
John C. Mannix, Attorney at Law  
Town of Moreau  
PaeTec Communications, Inc.

Painted Pony Championship Rodeo  
Parenteau Builders, Inc.  
Pediatric Associates of Saratoga  
Pepsi Bottling Group  
Saratoga Outdoor Center  
Starbucks  
Sunnyview Rehabilitation Hospital  
Univ. at Albany Graduate  
Business Programs  
United Parcel Service  
The Winner's Circle Gift Shop

## OVER TEN YEARS

A Beautiful Appearance  
ACO Property Advisors  
Broadway Banner & Flag Co.  
Budget Blinds of Saratoga  
Centerplate  
Crafters Gallery  
Friendly's Restaurant  
Lake George R.V. Park, Inc.  
Northeast Career Planning  
Otek Corp.  
Pachter Photography  
Prestige Services, Inc.  
Saratoga Emergency Corp.  
Saratoga Lake Golf Club  
Saratoga Surgical Specialists  
Judy Schrade  
Shadow Products  
Templin Management Associates, Inc.

## OVER FIFTEEN YEARS

AAA Northway  
CAPTAIN Youth & Family Services  
Chestnut Tree Inn  
CRS Refrigeration Service Inc.  
Galway Central Schools  
Harren Brook Inn & Lodge  
Home of the Good Shepherd  
Liberty Builders  
Manpower, Inc.  
Printing Services Of New York, Inc.  
Saratoga County Arts Council  
Spataro Insurance Agency, Inc.  
State Farm Insurance  
Wayside Inn

## OVER TWENTY YEARS

Brunswick Bed & Breakfast  
Citizens Bank  
Paul De Lima Co., Inc.  
Jeff Durstewitz, Writer  
Gates Enterprises  
Marcel's Corvette Shop, Inc.  
National Museum of Racing  
Saratoga Back Pain Sports Injury

## OVER TWENTY-FIVE YEARS

Lake George Dinner Theatre  
Republican County Committee

## OVER THIRTY YEARS

Springs Motel

# BUSINESS TIP

## NETWORKING MAGIC: MAKING THE MOST OF YOUR CONTACTS.

Build rapport with people by asking them some key questions such as, "What do you do?", "What do you like most and least about your work/industry?", "What is the perfect client for you?". As you talk with the other person, listen to what he or she is saying and offer solutions to their challenges whenever you can.

When people ask you what you do for a living, answer with your 15-second commercial. A great example of a 15-second response is: "Do you know how companies and individuals have sales that are lagging? What I do is show companies how to create explosive growth in their business". Your response prompts the other person to ask, "How do you do that?". Now you can begin a conversation.

Ask those you are networking with, "How can I help you and your business?". While you may not be able to personally offer the service or product they need, you may be able to refer them to others who can help. When you direct people to others who can help, you become a valuable information source and someone with whom others will want to network.

Your goal is for your contacts to keep you at the top of their list so they can refer you to others. A good way to stay in touch with people is to produce a monthly e-mail newsletter filled with tips related to your industry or to business in general. This will give your contacts a constant reminder of who you are.

When you nurture your network correctly, you will build alliances with other professionals who will gladly promote your product or service to their customers. And that's a network worth telling others about.

*Dan Kuschell, author of A Champion in the Making, 800 211-4580.*

# FALL GOLF DAY

## THE SARATOGA COUNTY CHAMBER OF COMMERCE FALL GOLF OUTING

**Date:** Friday, September 8, 2006

**Time Warner Cable**

**Place:** Van Patten Golf Club



**Format:** Four person scramble

**Time:** 11 a.m. Registration  
11:30 - 12:45 p.m. Lunch  
1:00 p.m. Shotgun start  
6 - 7 p.m. Cash bar  
7 p.m. Buffet dinner & prizes

**Saratoga Chrysler**  
3- Hole in one prizes

**Dinner** Buffet Style

**Roohan Realty**  
\$1000 Hole in one prize

**Price:** \$135.00 per person  
Includes green fees, cart, lunch,  
dinner & prizes

### Registration Form

**SPACE IS LIMITED TO 128 CHAMBER MEMBER PLAYERS**

**First Come (And Paid!), First Served**

#### *My information:*

**Name:** \_\_\_\_\_ **Hdcp** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Type of Card: **MC** **VISA** **AMEX** **DISCOVER**

Credit card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code(3# on back) \_\_\_\_\_

Amount to be charged: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

#### *Members of my foursome include:*

**Name:** \_\_\_\_\_ **Hdcp** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Hdcp** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Hdcp** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Donating a prize helps gain exposure for your business.  
We will donate the following prizes for the outing from our firms.

And/Or

Goody Bag Inserts (will supply 135)

**Your payment (in the form of check or credit card) must accompany this form to confirm reservation.**

**Return this form and payment by September 1, 2006 to:**

Saratoga County Chamber of Commerce  
28 Clinton Street, Saratoga Springs, NY 12866  
or fax to Greg at 587-0318

**Questions? Call Greg Dixon at 584.3255**