




2006 Annual Report

THE
SARATOGA
COUNTY 
CHAMBER
www.saratoga.org

2006 Board of Directors

Bill Canty (Chair) – Canty Financial Management, Inc
William C. Martin (Chair Elect) – The Initiatives Group, LLC
Brian Nealon (Secretary) – The Wesley Community
Timothy Pehl (Treasurer) – Roback, Kumlander & Pehl CPA's, LLP
Gordon Boyd (Vice Chair, Membership) – EnergyNext, Inc.
Mark Suprunowicz (Vice Chair, Communications) – Carriage House Inn
James M. Pabis (Immediate Past Chair) – Saratoga Source
John F. Baker – Gaffney's Restaurant
Bruce Boghosian – Boghosian Bros. Inc.
Ray Colucciello – Ballston Spa Central School District
James S. Cox – Snyder, Kiley, Toohey, Corbett & Cox, LLP
Carlton "Chip" Ellms III – Ellms Family Farm
Linda C. Ferrara – Adirondack Cardiology
John Huff – Live Nation
Alan F. Justin, DMD, PLLC
Joanne Kirkpatrick – Holiday Inn, Saratoga Springs
James Letts – YMCA of Saratoga
Cathy Masie – The Masie Center
Howard Pinsley – Espey Mfg. & Electronics Corp.
Patrick A. Pipino – Ben & Jerry's of Saratoga
Lorraine Power Tharp – Whiteman Osterman & Hanna LLP
Daren Robarge – Quad Graphics, Inc.
Eugene G. Quirk – Adirondack Trust Insurance Agency
William Wilmot – Stepwise Farm

Chamber Staff

Joseph W. Dalton, Jr. – President
Jeffrey L. Shinaman – Vice President, Membership & Marketing
Jennifer Joseph Perry – Vice President, Community Development
Gregory D. Dixon – Vice President, Tourism
Linda G. Toohey – Vice President, Leadership Saratoga
Terri Tommell – Controller
Annamaria M. Dalton – Communications Director
Jane E. Kreski – Office Manager
Susan Rowland – Health Insurance Coordinator
Bridget DeVaney – Receptionist
Linda Page – Administrative Assistant
Bianka Krueger – Computer Specialist
Ann O'Brien – Tourism Assistant
Sheila Whinnery – Health Insurance Assistant

www.saratoga.org
info@saratoga.org
28 Clinton Street
Saratoga Springs, NY 12866
Phone: (518) 584-3255
Fax: (518) 587-0318

“The energy level of this Chamber is contagious. There are endless opportunities to meet new people, expand your business, and help the community prosper. The membership's involvement is the key to this Chamber's unparalleled success.”



Bill Canty, CPA, CFP

- **Ranked #1** on the Capital District Business Review's list of Chambers of Commerce for the third year in a row.
- Developed the **Women's Business Programs** featuring bi-monthly luncheons and bi-monthly roundtables.
- Surpassed **1.8 million visits** to the Chamber's website, www.saratoga.org.
- Launched the sold-out **Business Development Program**, a year-long seminar series taught by industry experts.
- Coordinated the creation of a regional sales piece for a redevelopment plan for the municipalities affected by the **EPA's dredging project** along the Hudson River.
- Created a program to increase **volunteerism** throughout the County by producing a video highlighting the benefits of volunteering, holding receptions to encourage new residents to get involved in the community, and developing a "Volunteer Opportunities" booklet.
- Held luncheons featuring **Senator Bruno and Congressman Sweeney** to provide members with updates on state and federal legislative issues.
- Assisted the Saratoga County Industrial Development Agency in preparing an economic impact study on **Thoroughbred racing** in the County and the region.
- Established **free business consultation programs** with retired executives, member accountants and attorneys to assist member businesses.
- Improved customer service at **Saratoga Race Course** by developing and implementing a plan to welcome attendees. Greeters were hired to work all entry gates and distribute maps and informational flyers produced by the Chamber.
- Met with leaders of **Advanced Micro Devices (AMD)** about their plans to move to Saratoga County.
- Strengthened the **Leadership Saratoga** Alumni Association by instituting advanced leadership seminars and developing the Leadership Saratoga Fellows designation.
- Distributed **window decals** to members to identify their investment in the Chamber and their business.
- Assisted in securing **\$12 million** of state funds from Senate Majority Leader Joseph Bruno for the expansion of the Saratoga Springs City Center.
- Collected and mailed DVDs to **troops in Iraq**.
- Updated the www.saratoga.org **Jobzone** to include a more expansive and easier to navigate volunteer opportunities section.
- Coordinated the **Concerned Citizens for Saratoga Racing** to protect the future of racing and to stress the importance of maintaining the Saratoga tradition.
- Met with Senate Majority Leader **Joseph Bruno** to solicit his support of state loans to assure uninterrupted Thoroughbred racing in the state.

2006 New Initiatives and Accomplishments

Serving Members - 2006 Highlights

- Conducted the annual **Business Showcase** with 170 exhibitors displaying their products and services to 1,200 attendees.
- Offered a variety of **educational programs** on topics such as sales, work/life balance, improving websites, and supervisory skills.
- Coordinated meetings of member firms on South Broadway in Saratoga Springs to communicate **road and pedestrian changes** scheduled by the City.
- Coordinated the **Saratoga's Under 40 Network** to provide the County's young professionals with a forum for personal and career development.
- Enabled members to save close to **\$300,000 on their energy bills**.
- Offered monthly **Third Thursday Breakfasts** to provide members with updates on county-wide issues.
- Sponsored facilitated **Networking Luncheons** to provide members with the opportunity to promote their business or profession.
- Increased **JobZone** participation of member firms that submit job openings and search resumes at no cost on www.saratoga.org/jobs.
- Offered a **Cafeteria Plan** that allows for use of pre-tax dollars for health, dental, optical, childcare costs and more.
- Held monthly **Mixers** at local venues with an average of 260 members in attendance.
- Scheduled **free consultations** on human resources issues to members at no charge.
- Sponsored **Fall and Spring Golf** outings to increase membership networking in relaxed environments.
- Distributed information to employers to help employees search for **child care, housing, and transportation**.
- Coordinated bi-monthly educational programs and networking meetings of persons responsible for the **health and safety** of employees in their firms.
- Organized bi-monthly meetings of human resource managers from major employers and conducted an annual **wage/benefit survey**.
- Coordinated monthly **educational meetings** for the office managers of medical firms in the county.
- Provided free, **confidential counseling** to small businesses.



Setting Records...

Chamber membership increased, resulting in 3,003 members.

"Through its national and international contacts the Chamber, in 24 hours, assisted me on a customs issue that had been holding me up for weeks."

George Kirshe
C.H.G. Industries, Inc.

A record setting 1.8 million visitors went to the Chamber's website, www.saratoga.org – a 41% increase over 2005.

In 2006, the Chamber assisted close to 11,000 families, an average of 145 families per day, at the Chamber's information booth.

Did you know...

the Chamber answered over 30,300 incoming telephone calls requesting information in 2006.

- Served on the EPA's Citizens Advisory Group to address concerns relating to the **dredging of the Hudson River** and to encourage hiring local crew and equipment.
- Encouraged **filmmakers** to hire local talent, crew, and services and scouted locations for major motion pictures, independent films, and commercials to be produced in the area.
- Coordinated the **2006 Bartender's Ball**, raising over \$30,000 for Saratoga Hospital.
- Supported Chamber member **non-profit organizations** by sponsoring roundtables and a seminar on legal issues.
- Coordinated **Leadership Saratoga**. Graduates hold positions on 135 community non-profit boards of directors in Saratoga County and 50 graduates serve on educational or government boards.
- Worked with the **Salvation Army** to improve living conditions for backstretch workers at Saratoga Race Course.
- Facilitated community input during a planning session for the **Town of Malta**.
- Sponsored an **anonymous cash reward program** for reporting information on drug dealers.
- Served as a clearinghouse for **donated products** from businesses to non-profits.
- Continued administrative and leadership responsibilities for the **Malta Business & Professional Association** and the **Burnt Hills/Ballston Lake Business and Professional Association**.
- Coordinated the **NYRA Open House** to benefit 15 area non-profits.
- Provided **volunteer service** to Big Brothers Big Sisters of the Capital Region, Skidmore College, Saratoga Hospital, Saratoga Hospital Foundation, Yaddo, Domestic Violence and Rape Crisis Services, Community Hospice of Saratoga, YMCA of Saratoga, Saratoga Rowing Association, Universal Preservation Hall, Saratoga City Ballet Company, Saratoga Reads! and many other area business, non-profit, and religious organizations.

Serving the Community - 2006 Highlights

"The Chamber events have been a great source of contacts, both for personal and business relationships."

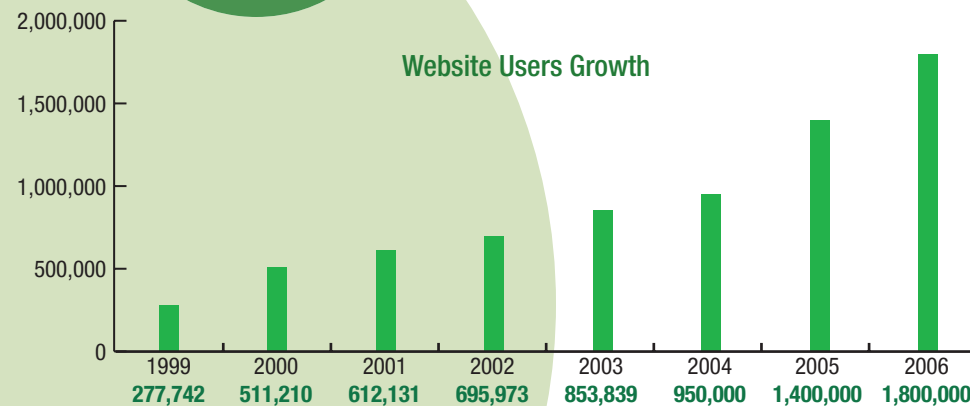
James Hutson,
The Saratoga Life

- Managed the \$430,000 **Saratoga County Tourism** Program, which included placing over \$300,000 in ads promoting Saratoga as a visitor destination in publications and on the Internet.
- Produced **quarterly electronic newsletters** to market the County to prospective visitors.
- Coordinated the **Hats Off to Saratoga and Final Stretch International Music Festivals**, attracting over 60,000 people to downtown Saratoga Springs.
- Promoted the **Capital/Saratoga Film Commission** in advertisements and trade publications.
- Organized a cooperative advertising campaign with **SPAC** and **NYRA**.
- Met with over 40 travel writers and editors to promote **Saratoga** as a destination worthy of feature articles.
- Provided brochures and information for the **seven visitor centers** located throughout Saratoga County.
- Initiated the **“Ultimate Experience Packages”** program in conjunction with the Saratoga Convention and Visitors Bureau, which includes high-end customizable packages for racing, ballet, orchestra and golf.
- Added a **“Tours and Itineraries”** section to www.saratoga.org highlighting self-guided movie, art, and historic tours.

Did you know...
Every 29 seconds,
365 days a year,
www.saratoga.org is
visited for an average
of 10 minutes

“The diversity of
business owners I have
done business with due to my
membership is outstanding. The
Chamber website has put me a couple
clicks away from tourists and national
companies with employees and clients
who live in the area.”

David Stern,
A Little Help Computer
Services, LLC



2006 Ambassadors

- Dewey Walling** (Committee Chair) – C. Gerard Marketing / You Name It
- Dominic Barber** – BCP Distributing
- Rod Bacon** – Saratoga Business Journal
- Colleen Braim** – All The Write Stuff
- Melinda Bucknam, CPA**
- Jeff Clark** – Ameriprise Financial Services, Inc.
- Dick Ellis** – Repeat Business Systems
- Susan Farnsworth** – Media Consultant
- Gary Ferguson** – Saratoga National Bank & Trust Co.
- Linda C. Ferrara** – Adirondack Cardiology
- Thomas Kilinski** – Saratoga Art and National Grid
- Judy LeCain** – Saratoga Springs City Center
- Eileen Long** – Citizens Bank
- Lynn Pohl** – Adirondack Trust Company
- Nancy Messercola** – Cascades Tissue Group of New York, Inc.
- Jay Singh** – Sunmark Federal Credit Union
- Nan Sullivan** – Sparkle, Glisten & Shine, Inc.
- Judy Wentworth Welles** – Capital District Physicians' Health Plan, Inc. (CDPHP)

“We are very happy with
the results of advertising with
the Saratoga County Chamber Newsletter.
We will soon cover the costs involved
and continue to reap the rewards.”

April Weygard, April Fresh Cleaning

2006 Membership Committee

- Jeff Schermerhorn** (Committee Chair) – Blue Financial Corp.
- Peg Bacon** – Saratoga Business Journal
- Jamie Beale** – Grey Gelding Bistro & Bar
- Lisa Boyle** – Accent Commercial Furniture, Inc.
- Andy Brindisi** – Brindisi's Restaurant & Bar
- Christine Cunningham** – The Williams Inn
- Gillian Hirsch** – Attorney
- Bill Kurtzner** – Blue Financial Corp.
- 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

“The Chamber offers quality of
programs which have surpassed my
expectations. I have been amazed at
the level of knowledge of the speakers
and presenters in all of the programs.”

Kristine Reynolds,
One Roof Holistic Health Center

Ongoing Programs And Services

- Networking Breakfasts, Lunches & Mixers
- Monthly Newsletter/Inserts
- Electricity Discounts
- Membership Directory
- Internet Starter Package
- Website Links
- Saratoga JobZone
- Online Membership Directory
- Portal Website for Saratoga
- Newcomer Lists
- Referrals
- Women's Business Programs
- Leads Group
- Health & Dental Insurance Plans
- Cafeteria Plan
- Business Showcase
- Golf Outings
- Small Business Assistance
- Behind the Scenes Tours
- Leadership Saratoga
- Saratoga's Under 40 Network
- Medical Office Managers
- Safety Council
- Human Resources Council
- Seminars
- Tourist Mailers
- Visitor Information
- Working with Elected Officials
- Sponsorship Opportunities