

Special points of interest:

- **September General Meeting: Tuesday, September 20, Gaffney's, 6:30 PM**
- Next Board Meeting is Tuesday, October 4, 8:30 AM at Saratoga Arts Center
- Next General Meeting Wednesday, Oct. 19, 2011, location TBA

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To contact us, call 587-8635

September General Meeting at Gaffney's

The DBA General Meeting is being held at Gaffney's, 16 Caroline St., 6:30 PM on Tuesday, September 20, 2011.

The subject of the meeting will be "The Good, the Bad and the Solutions VII."

This is the time of year when we need to share information, brainstorm and develop marketing ideas. Please try to make the meeting or send someone from your business to speak for you.

Each DBA Member in attendance will have 3 minutes (no more!) to speak. There will be someone timing each individual so we can give everyone an opportunity to share their experience and opinion.

Letter from the President

During the last days of summer many of us have some regrets that it went by so quickly, especially as this summer business downtown did improve for a seeming majority of us. For those whose business was not quite as good as last year, it seems that it was down by a small percentage. Some experienced retailers worked extra hard to bring in business with clever marketing outside their stores. Many were affected by the blockbuster rainstorms. At least we are still fortunate to be in Saratoga, compared to Schoharie County, Binghamton, or Vermont.

This coming December first marks the twenty-fifth anniversary of our Victorian Streetwalk. We hope to have a very successful event, as Susan outdoes herself each year. Please mark your calendars, and work on some silver display in your windows to highlight the occasion. Volunteers are needed, please contact Susan.

Susan, several of our members and I attended a debrief on Sep 13th regarding the track season. NYRA's Charlie Hayward announced a successful meet, although the Traver's turnstiles marked 43,000 guests compared to 45,000 in 2010. Lots of people left town early due to weather. Compared to national figures for racing, Saratoga did very, very well. While the industry as a whole was down by 12%, Saratoga was down by 2%. That brings up my recurring theme "It's a privilege to live and work in Saratoga!"

—Jeff Clark, DBA President

General Meeting

Gaffney's
Tuesday, Sept 20, 2011
6:30 PM

Topic:

**"The Good, The Bad &
The Solutions VII:
*Evaluating Business over
the Summer in Saratoga*"**

*Please come and share your opinion
and facts on this summer's business
environment, along with suggestions
and solutions*

Christmas Tree Lighting Ceremony & 25th Annual Victorian Streetwalk Dates

Thursday, December 1, 2011 is the 25th Annual Victorian Streetwalk!

The theme is "SILVER".

The Christmas Tree Lighting Ceremony is Wednesday, November 30, 2011 at 7:00 PM. Chairman of the event is Jeff Clark, Ameriprise Financial, 581-7550. Santa & Mrs. Claus, caroling, hot chocolate & cookies, fun for children of all ages.

It is the *25th Annual Victorian Streetwalk* on Thursday, December 1, 2011 from 6:00 PM to 10:00 PM. Chair is Susan Farnsworth, Director of Promotion & Marketing, DBA, 587-8635. (her 25th year with this event).

Our theme this year is "SILVER" since that is the color of a 25th wedding anniversary (for those of you who haven't reached that milestone yet). We are asking you to incorporate this theme in your window decoration, clothing, hats, whatever you can that evening. We traditionally have music, magic, gingerbread house display, Festival of Trees, choral groups, Victorian Costumes, Santa & Mrs. Claus, live reindeer, lots of venues with entertainment, all free and open to the public.

The purpose of these holiday events is to say "Thank You" to our customers that support downtown all year round.

Special Fund Raising Events downtown

The sixth annual **Saratoga Palio: Melanie Merola O'Donnell Memorial Race** is quickly approaching and will take place on September 18, 2011. Over the past few years, this race has grown to attract participants and spectators from around Saratoga, the Capital Region, and across the nation. The event features an inspiring course through scenic Saratoga Springs, including Saratoga Spa State Park, Skidmore College, and many parts of downtown. Our goal is to continue to make this a premier running event, and encourage all levels of participants to challenge themselves the way Melanie did on a daily basis.

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Out of the Darkness Walk for RITA holds a community walk in Saratoga the 3rd Sunday of September each year...and this year's walk is set for 9/18/11. Last year 1000 people walked down Broadway! The walk starts and ends at the Flat Track entrance...but the route takes walkers down Union into Congress Park, onto Broadway, to Lake Ave, onto East Ave and then back to the Track entrance. The walk starts at 10:15 a.m. with registration starting at 8:30. Most are done walking by 11:30.

Suicide continues to be a public health issue...one that does not discriminate.

Congratulations to the Farmer's Market for taking second place nationally as the best Farmers Market in their class! Best in New York State! Thanks to everyone who voted.

Skidmore Celebration Weekend—Sign Up!

October 14, 15 & 16, 2011

We are once again doing the Skidmore Freshman welcome package promotion on Skidmore Parent’s weekend, now known as “Celebration Weekend.”

You may decide what to put into the Welcome package (you will need approximately 250 pieces). We encourage gifts like mugs, Frisbees, kazoo’s, perfume samples, etc. Otherwise, coupons with a long expiration date (keeping in mind that the weekend is packed full of plans for the families). Participants are asked to bring their promotional items to Colton Alumni Welcome Center on North Broadway by **Tuesday, October 4**. Mike’s interns will put the packages together for us!

To sign up, please fill out the form below and fax it to the Event Chair, Mike Sposili, (Skidmore College Alumni Affairs) at 580-5669 by October 1. Mike’s direct Skidmore phone line is 580-5612 if you have any questions.

YES, I would like to participate in the Skidmore Celebration Weekend!

Business Name _____

Contact Name: _____

Phone Number _____

Fax this form to: Mike Sposili, Skidmore College, 580-5669 by October 1, 2011.

Sign up to welcome back the Skidmore community!

—Mike Sposili,
Skidmore College

Tenth Annual Fall Festival

Saturday Oct. 29, 2011

The 10th Annual Fall Festival has been changed to being one day only, Saturday. We are in the planning stages and include ideas such as:

- Face Painting, Children’s Costume Parade
- Rides on Carousel, Pumpkin Races
- Music performances, Radio Disney
- Magic Shows, Trick or Treating
- Petting Zoo, Cupcake Decorating
- Pony rides, Spooky trolley rides
- Craft and Fun and refreshments eat the Adult and Senior Center of Saratoga Senior on Williams Street

- Bouncy Bounce House at Cudney’s and more.

Please participate in some fashion, we would love to have more games in front of stores! Please let us know what you are doing so we can get you into the publicity.

When the locations of these events are finalized, we will do an e-mail enclosing the schedule of events. If you have any questions, want to sponsor something or participate, please call Dee Sarno at 339-0636 or Susan Farnsworth at 587-8635.

Internship Opportunities from Skidmore

Career Services at Skidmore College would like to reach out to the Downtown Business Association to make you aware of Skidmore College's Internship Program. Listing an internship or job with Career Services at Skidmore is free using Skidmore's CareerLink online

(<http://cms.skidmore.edu/career/employers/emprecruit.cfm>). The benefits of having a college intern are numerous given the talent, knowledge, and skills that our students possess. We find that the decision to host an intern for one or more semesters or over the course of the summer, is a win-win situation for both our local businesses and our students.

Our students participate in a wide-range of internships in order to build on their professional experience and to be able to include relevant experi-

ence on their resumes. They execute tasks ranging from administrative (filing, answering phones, marketing, sales, etc.) to becoming active participants in all aspects of the business. Students may choose to receive academic credit for their internship or they may elect to complete an internship just for the over-all experience they can receive by working in a real business situation. Given the liberal arts education that Skidmore provides, we have students that possess knowledge and skills in many disciplines, including (but not limited to): business, education, communications, art studies, government, human services, the environment, computer science and much, much, more

Working with students early in

their professional career gives you, as a local business owner, the opportunity to contribute to the development of new professionals while being in a position to help mold and communicate the importance of a strong work ethic, professionalism, and the strong communication and interpersonal skills it takes to be successful in the workplace. It also provides companies with an opportunity to groom potential candidates for future full-time positions if they should so arise.

Those seeking more information about Skidmore's Internship Program can contact Penny Loretto, Career Services, Skidmore College, 518-580-5790, [plo-
retto@skidmore.edu](mailto:ploretto@skidmore.edu).

Important Dates

Sept. 15-16.....NYS Society of Physicians Assistants Annual Conference, City Center
 Sept. 17.....FW Webb Annual Trade Expo, City Center
 Sept. 18.....Saratoga Jewelry, Bead and Mineral Show, City Center
 Sept. 18.....Out of the Darkness Walk for Rita, downtown Saratoga Springs
 Sept. 18.....Saratoga Palio: Melanie Merola O'Donnell Memorial Race, Saratoga Springs
Sept. 20.....DBA General Meeting, Gaffney's
 Sept. 23-24...Automotive Recyclers Assoc. of NYS 50th Anniversary & Conference, City Center
 Sept. 25-26.....NYS Council of School Superintendents 2011 Fall Conference, City Center
 Sept. 26-28.....HB Davis Steel Annual Trade Expo, City Center
 Oct. 2-3...School Facilities Management Institute Annual Conference & Exhibition, City Center
 Oct. 4.....Saratoga Co. Veteran's Agency Veteran's Expo, City Center
Oct. 4.....DBA Board Meeting, Saratoga Arts
 Oct. 5.....Saratoga's Job Fair, City Center