

Special points of interest:

- October General Meeting: Wednesday, October 19, The Holiday Inn
- Next Board Meeting is Tuesday, November 1, 8:30 AM at The Cupcake Lab
- Next General Meeting Wednesday, Nov. 16, "Holiday Party" TBA

DBA General Meeting at the Holiday Inn

Subject--25th Annual Victorian Streetwalk!!

It is the "Silver" Anniversary of the Victorian Streetwalk this year on Thursday, December 1, 2011 from 6 p.m.-10 p.m.! Come to the general meeting Oct. 19 to hear what special ideas we have come up with so you can participate and help us get the word out about this signature event. The theme is "Silver." Decorate your windows in silver, wear a silver top hat, silver clothing, anything to tie in to the theme the night of the Victorian Streetwalk. Bring your fresh ideas to share at the meeting. For those new in business, we attract about 20,000 people to this event.

The General Meeting is at the Holiday Inn, corner of Circular St. & So. Broadway, 6:30 p.m., Wednesday, October 19. Call Susan Farnsworth at 587-8635, Victorian Streetwalk coordinator if you have any questions. SEE YOU THERE!

General Meeting

Wed., October 19, 2011

6:30 PM

The Holiday Inn

Special Meeting for
Victorian Streetwalk's
25th Anniversary



Silver Anniversary

Victorian Streetwalk



Inside this Issue:

Notes from President	2
Skidmore Celebration Weekend	2
High School fundraiser	3
Fall Festival	3
Christmas Tree Lighting	4
Important Dates	4
In the News	5

Notes from the President

Steve Jobs has been rightfully eulogized upon his passing. Not only was he an extraordinary innovator, and digital pioneer, he gave people what they wanted before they could think to ask for his vision of what the world could use and appreciate. He changed the way we look at movies through Pixar's animations. He changed the way we listen to music with his itunes. He changed the way we communicate with the iphone, and changed the way we interact with the world with his ipad. His leadership and vision created a company (which subsequently fired him and hired him back ten years later) and moved it from a \$5 stock to an organization with a \$350 billion market cap. He left a legacy of wealth creation, enriching Apple shareholders many times over and in the process creating thousands of jobs.

We may not act with the scale of Steve Jobs, but every day members of our business community act as entrepreneurs, hiring others, producing goods and services and creating value for our customers. Let us honor his memory by taking daily steps to make our world a better place. His message to a graduating class at Stamford, "Your work is going to fill a large part of your life and the only way to be truly satisfied is to do what you believe is great work."

On another note:

At our general membership meeting this September, several comments were made regarding the shoplifting experienced and members cited their appreciation for Susan's timely notices about bad checks written. I've subsequently met with Public Safety Commissioner Wirth and we've agreed on ways to facilitate coordination between the DBA and Police Department. Not only will they respond to our messages about shoplifters and bad checks, they will begin to contact us with notices about counterfeit money being passed and shoplifter experienced by local businesses. We will also be exploring an enhanced communication via phone services to members.

Cheers,

Jeff

Skidmore Celebration Weekend

October 14, 15 & 16, 2011

The bag stuffing for the Skidmore Celebration Weekend was this past week and they stuffed approximately 250 bags. The Welcome Packets will be handed out at Skidmore on Friday and Saturday by Skidmore staff & volunteers.

Thanks to Mike Sposili for all his efforts to get this together!

Tenth Annual Fall Festival

October 29, 2011

Tenth Annual Fall
Festival is
October 29, 2011 in
downtown Saratoga
Springs !

Dee Sarno and Mary Ellen O'Loughlin are Co-Chairs of the Tenth Annual Fall Festival in downtown Saratoga Springs!

We would like to encourage everyone to do something in their business, the very *least of which could be to have candy for trick-or-treating children.*

The festivities include:

- Pony Rides, Petting Zoo, Radio Disney
- Magic with Magic Dan, & Alan Edstrom
- Sparkles the Tall Juggler
- "Guess the weight of the Pumpkin" and more fun at the Farmers Market
- Mr. & Mrs. Bill doing balloon sculptures at G. Willikers
- Rosco's Amazing Balloons
- Carnival Games & Prizes
- Elvis Tribute Artist
- Learn the Thriller Dance! 518

- Free Bumper Car Rides
- Haunted Palace at MINE
- Free S'mores, Halloween Tattoos and Crafts at the Holiday Inn
- Kid's Costume Parade & free rides on the carousel at the end
- Pumpkin Rolling Races
- Trick or Treating
- Spooky Trolley Rides
- Cupcake & Cookie decorating
- Pooh, Piglet & Tigger
- Canine Costume Parade & Contest
- "Coats For Kids" coat drive and distribution at Cudney's Cleaners along with Bouncy Bounce Castle
- Betsy & The Byegons
- MaryLeigh & The Fauves
- Racing City Chorus
- Rich Bala of the Barefoot Boys
- Star 101.3 & Twinkle the Bear

We are firming up the details and will have the schedule with locations posted on our web site, www.saratogadowntown.com and on Saratoga.com.



**SARATOGA
FALL
FESTIVAL**



Christmas Tree Lighting Ceremony: Help decorate Sun., Nov. 27, 1 PM



We will be decorating the tree and cleaning the Santa Cottage on Sunday, November 27 at 1:00 PM. **WE NEED**

HELP! Please come and volunteer some of your time that afternoon to make sure everything is in place for the tree lighting and the Victorian Streetwalk.

The Annual Christmas Tree Lighting Ceremony is being held on Wednesday, November 30, 2011 at 7:00 PM in front of Putnam Wine, 435 Broadway.

Santa and Mrs. Claus will arrive by horse drawn carriage and visit with the children. There will be free hot chocolate and cookies with music by Star 101.3 radio.

Special thanks to our President, Jeff Clark at Ameriprise Financial for chairing this committee. Call if you have any questions at 581-7550.

Important Dates

- October 14-16.....Skidmore Celebration Weekend, Skidmore College
- October 15 & 16..... Saratoga Horse & Tack Expo, Saratoga Race Course
- October 15 & 16..... Community Health Care Assoc. of NYS Conference, City Center
- October 17-21.....Northeast Souvenir Salesman Assoc., City Center
- October 19.....DBA General Meeting, Holiday Inn**
- October 22.....NEACA Arms Fair, City Center
- October 27-29NYS Coalition of Nurse Practitioners Annual Convention, City Center
- October 29.....10th Annual Fall Festival, downtown Saratoga Springs
- October 29....."Thrill" the 518, TBD
- October 30.....Rotary of S.S. Foundation Community Service Awards & Brunch, City Center
- November 2-4.....NY Library Association, Conference, City Center
- November 6-7.....NYS Teachers Retirement System Conference City Center
- November 9-10.....NY Public Transit Assoc. Conference & Expo., City Center

Make a NOTE!

- November 16.....DBA General Meeting & Holiday Party, location TBA
- November 30.....Annual Christmas Tree Lighting Ceremony, Broadway
- December 1.....25th Annual Victorian Streetwalk, downtown Saratoga Springs**

New DBA Member “Smile Sanctuary” offers Dental Plan to Members

At Smile Sanctuary we are very well aware that today's economy is challenging us at every front and that people are settling to get by. With this in mind we have designed a supplemental dental benefits plan to support those businesses that are not able to offer a dental benefit plan to their employees.

At the October 19th DBA General Meeting, Dr. Mark Moreau will be present to answer any questions you may have regarding this plan for interested businesses.

Alpine Sport Shop Fund Raiser for High School Ski Team

The Alpine Sport Shop will present the 2011/2012 **Warren Miller ski/snowboard movie "Like There's No Tomorrow."** It will be one of the first showings in the Northeast!

The movie will be shown Saturday November 5, 2011 at 7:00PM, doors open at 6:30, at the Trombley Auditorium, Maple Avenue Middle School, 515 Maple Avenue, Saratoga Springs, N.Y. Ticket price is \$12.00 per person, and are available at the Alpine Sport Shop, 399 Clinton Street, Saratoga Springs, and through the Saratoga Springs High School Ski Team members. All proceeds to benefit the Saratoga Springs High School Alpine Ski Team split with Vermont Hurricane Irene Relief Efforts

For more information, call the Alpine Sport Shop, (518) 584-6290.

NEW YORK HORSE PARK EXPO COMING UP this weekend

Come join the fun at “Saratoga Horse & Tack Expo” on October 15th and 16th, 2011 at Saratoga's Historic Race Course situated on Union Ave, Saratoga Springs, NY. This event is going to be the biggest Fall Horse Expo in NY and will not only be educational and entertaining but a great family fun day for all. Saratoga Horse and Tack Expo is featuring Guy McLean and his four amazing stock horses all the way from Down Under. Guy is considered one of the best horse performers in the industry and will be performing in NY for the first time here in Saratoga. In addition, local talent JD Winslow, a former Circus Horse Trainer will be showing off his amazing Draft horses! The Fall Horse and Tack Expo includes delicious food booths, bouncy castles for the kids, pony rides, fun games for the youngsters and great shopping for all your tack and horse needs.

Inside the Carousel area of the Grand stand will feature New York's LARGEST Tack Swap meet held, unmatched in this region. A perfect opportunity for both bargain hunters to swap their unwanted tack for cash!

Hours are 10am - 6 pm on Sat, and 10am - 5 pm on Sun. Free parking! Only \$5 for adults and kids 12 and under enters free! This will be a great fun day for all, with all proceeds to benefit the NY Horse Park. The NY Horse Park Inc.'s mission is to secure a 600 +acre property (situated btw exit 15 & 16) for the foundation of New York's “FIRST” Horse Park and make it a reality by the 150 anniversary of our Historic Saratoga Race Course (less than two years away). Help build the dream by supporting this event. For more information, contact Mick Rodgers on 518-338-8358 cell mick@saratogasaddlery.com or Dot Christensen 518-885-7817 dchristiansen3@nycap.rr.com.