

Special points of interest:

- September General Meeting: Wednesday, September 16, Courtyard by Marriott, 6:30 PM
- Next Board Meeting is Tuesday, October 6, 8:30 AM at Saratoga Arts Center
- Next General Meeting Wednesday, Oct. 21, 2009, Union Grille

September General Meeting at Courtyard by Marriott

The DBA General Meeting is being held at the Courtyard by Marriott, 11 Excelsior Ave., 6:30 PM on Wednesday, September 16, 2009.

The subject of the meeting will be “The Good, the Bad and the Solutions V.”

“We are asking all the member businesses to show up to the September meeting,” says Andy Brindisi, DBA President. “If you can not make it, please send a manager or someone else from your business. This is the time of year when we need to brainstorm and share marketing ideas. We need hotel, restaurants and retail on the same page to move our downtown forward.”

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.

Andy Brindisi, our president, will also be sharing the list of what was good and what was bad from the September 2008 meeting. He will share what positive steps we have taken toward solving some of the problems and concerns listed last year.

We can talk about traffic lights not working, messages from DOT and SPAC telling folks to avoid downtown, etc. at the meeting.

General Meeting

*Courtyard by Marriott
Wed., September 16, 2009
6:30 PM*

Topic:

**“The Good, The Bad &
The Solutions V:
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*

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DBA Newsletters

Does anyone else in your business want to receive the DBA Newsletter? Send us their e-mail address! slfdesign@aol.com

Are there any more members of your business that should be getting this newsletter in their e-mail?

It is a great idea to have more than just the business owner receiving these notifications, so if you are unable to attend,

others are informed and can come to represent your business.

Just e-mail the additional addresses to Susan Farnsworth at slfdesign@aol.com.

Travers Festival Children's Parade

A big "Thank You" goes out to Chris Bushee (Saratoga Today) and Dawn Oesch (The Candy Company) for co-chairing their final Travers Children's Parade.

The August 27 event was a success thanks in part to the City Center staff, Fran Dingeman, Dave, Kathy & Mrs. Bedard with Twinkle the Bear from Star 101.3 Radio, McDonalds, Rick Marchant from Mannix Marketing and Susan Farnsworth, DBA. The event wouldn't have been possible without our

entertainers: Creative Sparks, Daryl the balloon man, PJ the face painter and Jeff Walton...the singer!

The parade is a way of including children in the Travers Festivities and is free to all that attend.

Thanks to all that came, big and small!

Christmas Tree Lighting Ceremony & 23rd Annual Victorian Streetwalk Dates

The Christmas Tree Lighting Ceremony is Wednesday, December 2, 2009 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.

The Victorian Streetwalk is Thursday, December 3, 2009 from 6:00 PM to 10:00 PM. Chair is Susan Farnsworth, Director of Promotion & Marketing, DBA, 587-8635. (her 23rd year with this event). Music, magic, gingerbread house display, Festival of Trees, choral groups, Victorian Costumes, Santa & Mrs. Claus, live reindeer, over 47 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.

Skidmore Celebration Weekend—Sign Up!

Sign up to welcome
back the Skidmore
community!

—Roger Goldsmith

October 16, 17 & 18, 2009

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 575 pieces). We encourage gifts like mugs, Frisbees, kazoos, 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 Circus Café on Tuesday, October 7, at 6:00 PM for the bag stuffing.

To sign up, please fill out the form below and fax it to the Event Chair, Roger Goldsmith (Crafters Gallery), at 583-0945 by October 1.

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

Business Name _____

Contact Name: _____

Phone Number _____

Fax this form to: Roger Goldsmith, Crafters Gallery at 583-0945 by October 1.

Eighth Annual Fall Festival

Saturday & Sunday,

Oct. 31 & Nov. 1, 2009

The 8th Annual Fall Festival is in the planning stages and include ideas such as:

Face Painting

Children's Costume Parade, Rides on Carousel

Pumpkin Races, Music performances

Howl at the Moon Costume Party

Thriller Dance

Magic Shows, Stilt walkers

Petting Zoo, Haunted House

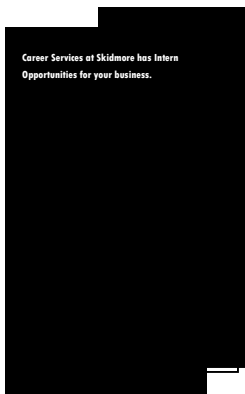
Bouncy Bounce & Pony rides

Character Education projects from Saratoga Springs school children of all ages

and more.

Please participate in some fashion, we would love to have more games in front of stores! 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 Rick Marchant at 322-7711 (or e-mail him at rick.marchant@gmail.com).

Internship opportunities from Skidmore



My name is Penny Loretto, and I work in the Career Services office at Skidmore College. I wanted to reach out to see if you were interested in listing internships with Skidmore College. Listing an internship is free using our program, Skidmore Career Link, and the benefits of having an intern can be just as tremendous for your company as for our students.

Our students participate in internships to build up their professional experience on their resume. They execute tasks ranging from adminis-

trative tasks (filing, answering phones, etc.) to becoming an active participant in all aspects of the business. Students may receive academic credit, which is received by the employer verifying that the intern is indeed participating at a specific business.

Working with students early in their professional career also gives you the opportunity to give the first impression and mold students' work ethic, professionalism, and interpersonal skills. It also allows companies the opportunity to groom potential

candidates for permanent positions later in time.

If you have any questions or would like to talk about this further, feel free to email me, or call at 518-580-5790. Thanks for your time and consideration!

Penny Loretto
Career Services
Skidmore College
815 N. Broadway
Saratoga Springs, NY
12866
518-580-5790
ploretto@skidmore.edu

Important Dates

- September 7-12.....Trans World Entertainment Fall National Meeting, City Center
September 15-18.....NYS Assoc. of Counties Fall Seminar Annual Meeting, City Center
September 16..... DBA General Meeting, Courtyard by Marriott
September 19.....Albany Vegetarian Expo, City Center
September 24-26.....NYS Society of Physician Assistants Annual Conference, City Center
September 28-30.....HB Davis Seed Annual Trade Expo, City Center
October 21.....Chamber of Commerce Business Showcase, City Center
October 2.....US Foodservice Sales meeting, City Center
October 3.....Albany Broadcasting NE Women's Expo, City Center
October 4-5.....School Facilities Management Institute Annual Convention, City Center
October 6.....DBA Board Meeting, SCAC Dee Sarno Theater
October 6.....Saratoga Job Fair, City Center
October 7-8.....NYS Dept. of Education Annual Conference, City Center
October 9-10.....NYS Nurses Association Annual Conference, City Center
October 21.....DBA General Meeting, Union Grille
Oct. 31-Nov 1.....8th Annual Fall Fest, downtown Saratoga Springs & Beekman St.

DBA Gift Certificate Program

The Downtown Business Association Gift Certificate Program will begin a transition from PAPER CERTIFICATES to PLASTIC GIFT CARDS in September 2009!

IMPORTANT: The paper gift certificates should be honored until further notice! The redemption rate is extremely high, so we are expecting to be receiving paper gift certificates for another year at least..

These new cards will act just like VISA debit cards, but they will ONLY be redeemable at DBA Member businesses. **Here's how:**

- You will receive a welcome packet hand delivered to you or your staff by a board member. This packet will have a sample card and an agreement that needs to be read, signed and returned to the DBA.
- The sample card will be swiped in every terminal in your store with a transaction of \$1.00. This \$1.00 transaction will not give you a donar, but it will upload all of your information so that you can accept the new cards.

- **Fill out the paperwork and Fax it back as soon as possible.**
- **Merchants cannot participate without completion of this paperwork.**

Additional info about the cards:

- Merchants and customer will not be able to see the value of the card and the value will not print out on your terminal. The customer is responsible for knowing the value of the card. If they should forget the value, the customer with the gift card can call the 800 number on the back of the card to find the remaining value.
- The plastic gift cards will have an expiration date. This is unlike the paper gift certificates, but unavoidable with a plastic card.
- This is processed just like a debit card with the fees that that incurs.
- On your statement, it will appear as a VISA debit card.
- They are not re-loadable. When they are done, they will be thrown away.
- Matt D'Abate and Susan Farnsworth will be walking you through this process in person as the time approaches.

Print out this page for reference.