

Special points of interest:

- DBA Mixer, Wednesday, February 15, 2012, City Center, 6:30 PM
- Next Board Meeting is Wednesday, March 7, 2012 Colton House, 8:30 AM
- Next General Meeting is **Wednesday, March 21, 2012, Saratoga Casino & Raceway, 6:30 PM**

DBA February General Meeting

The **February General Meeting** is **Wednesday, Feb. 15, 6:30 p.m.** at the **City Center**.

Subject:

Branding Your Business

This presentation will illustrate an easy method for creating brand stories for DBA members and encourage us to shift our focus from “what we sell” to “why we do it,” to create emotional messages with impact.

Don't miss this exciting opportunity to hear Theresa's advice.

Theresa Agresta

Partner & Brand Strategist

Theresa Agresta is a gifted communications professional who has led the marketing and public relations activities of nationally recognized organizations for 27 years. She began her career at Windows on the World in NYC's World Trade Center, and spent nine years as PR Manager at Einhorn Yaffee Prescott, a top-20 Architecture & Engineering Firm in Albany. In 1998 she co-founded Allegory Studios, a Saratoga Springs brand development firm that pioneered the use of archetypes in creating brand stories.



General Meeting

Wed., February 15, 2012

6:30 p.m.

City Center

522 Broadway

Special Guest Speaker

Theresa Agresta

“Branding Your Business”

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Message from the President

Save the Date!
Feb. 15

Special Guest
Theresa Agresta
on Branding
Your Business

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ear DBA Members,

First, a well deserved congratulations to our Convention and Tourism Bureau and all the restaurants which contributed to a great success in getting people downtown. The balmy weather surely helped, but a lot of forethought and hard work was evident.

If you were not able to attend our January meeting, we congratulated Susan Farnsworth on twenty five years of service to you, our DBA members. Naturally, among other gifts, she was presented with a DBA gift card. Please give Susan your thanks and congratulations.

Also at the meeting, we had a panel discussion of business cycles in Saratoga's

downtown, with over one hundred fifty years of business experience in Saratoga represented on the panel. Linda Ambrosino, John Baker, Marianne Barker, Harvey Fox and Cindy Hollowood gave thoughtful perspectives on doing business here and prevailing over challenges in a down economic climate.

I'm looking forward to Theresa's tips for us all on branding your business at this February's meeting. An engaging presenter, she will share thoughts on developing brands and marketing programs.

Cheers,

Jeff

Elections March 21, 2012

The Board members that are up for re-election at the March 2012 meeting are Paul O'Donnell, Celtic Treasures and Fran Dingenman, Star 101.3.

Two new board members were appointed to take the place of outgoing board member Joel Reed, Saratoga Arts and one additional new board member, and those are Matt McCabe of Saratoga Guitar and Richard Mullaney, Att. At law, Mullaney Law Firm.

We owe a HUGE debt of gratitude to

Christel MacLean, Circus Café/Sperry's who served on the board for 7 years and Matt D'Abate, Adirondack Trust Insurance, who served for (we think) 14 years, for their numerous and invaluable contributions to the DBA board and membership in general. THANK YOU!

The Downtown Business Association Officers and remaining board members have one more year until their two year terms are up.

Balloonatics Changes Phone Number

Balloonatics, full service balloon delivery and design (located inside Creative Sparks Ceramics at 42 Phila Street) has a new phone number.

Please call us at **518 583-2030** or e-mail at annemgv@verizon.net for all of your ballooning needs.



and



Don't forget to sign up to participate in this year's SaratogaArtsFest 2012 when you are called! We want to break records for DBA participation.

The Sixth Annual SaratogaArtsFest is June 7-10, 2012. Join us again and celebrate this great event and reap the benefits of the increased traffic.

We are asking you to get involved! Here are some ways to participate:

1. Provide a discount, i.e. 10% off with the *ARTSPASS*.
2. Become a sponsor of a large performance OR DBA Music Showcase. These performances will be supported by great publicity for you with radio, banners, etc.
3. Self produce an event in your venue (i.e., DBA featured dinner performance).
4. Purchase an ad to be placed in the Festival Book & Events Guide.
5. Plan a give away at your business.
6. Name a dessert/appetizer, product or promotion that celebrates the arts.
7. Sign up as a volunteer.
8. Decorate your store window in a way that celebrates the arts.

We thank you for your support!

The SaratogaArtsFest DBA committee is Christel & Colin MacLean, co-chairs, & Melissa Fantasia, all at Circus Café/Sperry's, 583-1106; Fran Dingeman, Star 101.3 at 899-3000, Tina Mendez at G. Willikers, 587-2143 & Susan Farnsworth, DBA, 587-8635.

Or e-mail circus@circuscafe.com, fran@star1013.com or slfdesign@aol.com.

Business Planning 101 Seminar, Wednesday, February 29, 9:15–10:30 a.m.

Saratoga Springs Public Library is partnering with New York State's Small Business Development Center (SBDC) to bring emerging entrepreneurs and existing small business owners together for a "Business Planning 101" seminar led by John Skrobela, Business Advisor at SBDC.

In this seminar, Skrobela, will discuss the foundations for developing a solid business plan including: identifying the appropriate audience and application for your plan; structuring a plan to request financing; analyzing market opportunities and competitive landscape; outlining prospects for success; and translating plans into budgets and projections.

The NYS Small Business Development Center is based at the University at Albany's School of Business and has been named among the top ten centers in the nation by the U. S. Small Business Administration. Their goal is to provide start-up and existing small businesses with the best information possible to make educated decisions which leads to the stability and growth of the small business sector and economy. The SBDC offers professional business advisement, education, network resources, and to advocate for small business and entrepreneurs.

This seminar will be offered free of charge and is open to anyone with an interest to either start-up or further develop a small business. The seminar will be held at Saratoga Springs Public Library in the Glasby Room from 9:15 to 10:30 a.m. Wednesday, February 29. Registration is required, to register call Julie Moore, Community Relations Coordinator at 518-584-7860 ext. 250 or e-mail at jmoore@sals.edu. Registration can also be done online beginning Wednesday, February 8 by going to www.sspl.org and navigating to February 29 in the events calendar and clicking on "Business Planning 101."

Membership Renewal Time—Reasons to re-join the DBA!

- Web site and social media
- DBA Gift Cards
- Member to member discount cards for employees
- Victorian Streetwalk
- Fall Festival
- Christmas Tree Lighting Ceremony and Santa Cottage
- Cross marketing Opportunities
- Skidmore Celebration
- Santa Cottage
- DBA Map & Directory
- Monthly Newsletter, list of upcoming events
- Monthly Meetings & Networking opportunities
- There is strength in numbers! Help keep our downtown Saratoga Springs strong and vibrant.

Important Dates

- February 7-9.....Affordable Comfort Inc./NYSERDA Solutions for Success, City Center
- February 11.....15th Annual Bartenders Ball, City Center
- February 15.....DBA General meeting, City Center**
- February 17-19.....Dance Flurry, City Center
- February 19-20.....Empire State Baptist Congress Annual Conference, City Center
- February 23, 24-25.....Saratoga Festivals LLC, Saratoga Beer Week Events, City Center
& throughout Saratoga Springs
- February 26.....Bridal Affair, 2012 Enchanted Wedding Expo, City Center
- March 2-4.....Saratoga Rotary Home & Garden Show, City Center
- March 7.....DBA Board meeting, Colton House, Skidmore College**
- March 7.....Adirondack North Country Association, City Center
- March 9-11.....Adirondack Sports & Fitness, City Center
- March 13-15.....John Deere Landscaping NYS Athletic Administrators, City Center
- March 19-20.....College Stores Association, City Center
- March 21.....DBA Annual Meeting, Saratoga Casino & Raceway**

Bar Closing Times

As you know, our newly elected Commissioner of Public Safety wants to mandate earlier closing times for bars, notably Caroline Street establishments. There are both pros and cons to this decision.

Please email Jeff Clark, DBA President, with your opinion and note if you would like him to call you in reply at jeffbulldog33@aol.com or 581-7550.

Dear DBA Members,

Thank you from the bottom of my heart for the HUGE surprise at the last DBA meeting celebrating my 25 years working with you. The flowers lasted more than a week, the Ardis Hughes print with the plaque is proudly hanging on my “gallery” wall, I am having the proclamation and thank you card framed to hang as well, I spent the DBA gift card on some beautiful jewelry that will always remind me of the DBA anniversary, the wine was delicious and the Dilbert book is hilarious. Mostly the warm, kind words of appreciation will never be forgotten and friendships forged during my tenure will last a lifetime. It has been an absolute pleasure to work with all of you these past 25 years, here is looking forward to many more.

Sincerely,
—Susan