



**Serving Visitors and  
our Communities  
Since 1952**

# Lake George

Regional Chamber of Commerce

MEN.

*Coming together is a beginning.....Keeping together is progress..... Working together is success*

*~Henry Ford*

**President**  
Janice Bartkowski-Fox  
Lake George Steamboat  
Company

April 14, 2009

**1<sup>st</sup> Vice President**  
Kevin Tuohy  
The Inn at Erlowest

Julie Pacyna, Purchasing Agent  
Warren County Municipal Center  
1340 State Route 9  
Lake George, NY 12845

**2<sup>nd</sup> Vice President**  
Gary Thornquist  
Lake George RV Park

Dear Ms. Pacyna:

**Secretary**  
Sharon Reynolds  
Holiday Inn- Turf Lake George

Enclosed please find our submission in response to a Request for Proposal from Warren County for the contract:

**Treasurer**  
Roberta Daab  
Fort William Henry  
Conference Center & Resort

### **WC 52-09 Sales/Special Event/Convention Coordinator**

**Executive Director**  
Luisa Craige-Sherman

Please note we have included the resume of our Executive Director, Luisa Craige-Sherman, as well as letters of support and collateral samples of media materials for our proposal request to be the contracted agency for the fulfillment of this proposal.

**Directors:**

Michael Consuelo  
The Queensbury Hotel

We would like to additionally note, that our proposal includes our willingness to bring a wide range of tourism promotional resources, event management experience and office support resources that are available from within the Lake George Regional Chamber of Commerce and CVB, Inc. on a pro bono basis, to assist in the optimum success of the proposed Sales/Special Event/Convention Coordinator position.

Jephson Hillary  
Inn on the Hill

Patty Kirkpatrick  
Nina's Sweet Shoppe

Please do not hesitate to contact us should you have any questions or need for additional information.

Mark Martucci  
Northern Lake George Resort

Don McCoy  
Six Flags Great Escape  
Properties

Sincerely yours,

Kevin Rosa  
The Sagamore Resort

Luisa Craige-Sherman  
Executive Director

Scott Wood  
Lobster Pot Restaurant

P.O. Box 272  
2176 State Rt. 9  
Lake George, NY 12845

[www.LakeGeorgeChamber.com](http://www.LakeGeorgeChamber.com)

PH: 518-668-5755

FX: 518-668-4286

Toll Free: 1-800-705-0059

[director@LakeGeorgeChamber.com](mailto:director@LakeGeorgeChamber.com)

WC 52-09 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL  
EVENT/CONVENTION COORDINATOR

DATE: APRIL 14, 2009

TIME: 3:00 PM

PLACE: MUNICIPAL CENTER

PROPOSAL

PROPOSAL OF: The LAKE George Regional Chamber of Commerce & CVB, Inc.  
COMPANY/INDIVIDUAL NAME

TO: Julie A. Pacyna, Purchasing Agent  
Warren County Municipal Center  
1340 State Route 9  
Lake George, NY 12845

The undersigned having carefully examined the specifications and having to their satisfaction ascertained all the facts concerning these specifications, herewith submits the following attached proposal.

Cost to perform all Services as per the requirements of the attached specifications for any and all costs associated with this project for all professional services to be performed as outlined in the proposal and all out-of pocket expenses incurred during the term of the Agreement to be entered into between the parties on a LUMP SUM ANNUAL basis, including listing of any additional associated expenses and other project costs, through completion of this project AS OUTLINED AND ATTACHED TO THESE RFP PROPOSAL DOCUMENTS. There shall be no other amounts due and payable by the County regardless of costs or expenses of the Contractor except for additional services requested by the County which are beyond the Scope of Services or those services customarily performed as part of the scope of services.

LUMP SUM ANNUAL COST \$ 55,000.00

Please attach all other information requested in these specifications.

Date: April 14, 2009 Federal ID# 14-1271072  
Contractor Signature: Luise Craige Sherman  
Contractor name (Printed): LUISE CRAIGE-SHERMAN  
Name of Firm: Lake George Regional Chamber of Commerce  
Business Address: 2176 State RT 9, P.O. Box 272, Lake George, NY 12845  
Phone # (518) 668-5755 Fax # (518) 668-4286

NOTE: The Following Certification and Corporate Resolution, if applicable, must accompany this proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

**WC 52-09 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL  
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**DATE: APRIL 14, 2009**

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**CERTIFICATION**

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 751 of the Laws of 1965, effective September 1, 1965.

By submission of this bid or proposal, the bidder certifies that:

- (a) This bid, or proposal, has been independently arrived at without collusion with any other bidder or with any competitor or potential competitor;
- (b) This bid, or proposal, has not been knowingly disclosed and will not be knowingly disclosed, prior to the opening of bids or proposals for this project, to any other bidder, competitor, or potential competitor;
- (c) No attempt has been or will be made, to induce any person, partnership, or corporation to submit or not to submit a bid or proposal;
- (d) The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing in its behalf;
- (e) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, in behalf of the corporate bidder.

\_\_\_\_\_  
Individual Bidder

\_\_\_\_\_  
Co-Partnership

By \_\_\_\_\_

Partner

Lake George Regional Chamber of Commerce, Inc.

Corporation

By \_\_\_\_\_

President

WC 52-09 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL  
EVENT/CONVENTION COORDINATOR

DATE: APRIL 14, 2009

TIME: 3:00 PM

PLACE: MUNICIPAL CENTER

**CORPORATE RESOLUTION**

RESOLVED that The Lake George Regional Chamber of Commerce, Inc.  
(Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

WC 52-09 Sales/Special Event/Convention Coordinator  
(Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by The Lake George Regional Chamber of Commerce Corporation at a meeting of its Board of Directors held on the 14<sup>th</sup> Day of April, 2009, and is still in force and effective on this 14<sup>th</sup> Day of April, 2009.

(CORPORATE SEAL  
Affixed to original)  
(SEAL OF CORPORATION)

Sharon Reynolds  
SECRETARY  
(Signature)



Lake George Regional Chamber of Commerce & CVB, Inc.  
RFP Response to WC 52-09  
Sales/Special Event/Convention Coordinator (April 14, 2009)

**Section IV:**

Responses to Request for Proposals for WC 52-09 Sales/special Events/Convention Coordinator

**1. Background: Experience and Ongoing Event Coordination & Meeting Planning Services:**

The Lake George Regional Chamber of Commerce has been in existence for over 55 years serving Warren County as well as the eastern Adirondack Region. Our services include, but are not limited to:

**Media Relations:** local, regional, national and international tourism marketing in print, radio, television and online media services. We have successfully been feature writers and quoted as a professional resource for tourism regarding the Lake George Region in; The Boston Globe, The Hartford Courant, NYS Bicycling Coalition, Saratoga Living, Albany Times Union, The Post Star, The Berkshire Eagle, The Schenectady Daily Gazette, The Jewish Press, Capital Region Living, Schenectady Today Television Show, AAA Horizons Magazine, The Business Review, The Adirondack Journal, The Chronicle and The Post Star newspapers to name a few. We conduct television and radio interviews routinely in the Albany, Schenectady and Glens Falls areas. We maintain excellent media relations with over 75 media outlets.

**\*\*Front Line Services:** Our front-line staff has a combined experience of over 40 years of direct responsiveness to visitor inquiries from phone, walk in and online correspondence. This proposal includes providing the Sales/Special Event/Convention Coordinator with office staffing assistance to be provided by two full time chamber office support personnel. Specifically, the LGRCC Office Manager will provide book keeping service assistance has over 30 years experience at our chamber in this capacity. Additionally, supervision of the proposed Coordinator would be provided by our Chamber Executive Director who has been involved in tourism marketing and direct special event management for over 19 years. At our main office location alone we handle an annual average of 30-40K visitors and client inquiries.

**ATTACHMENT A:** Please see resume of Executive Director attached-who would directly supervise the Sales/special Events/Convention Coordinator

**Online Visitor and Local Resource Directories/Guides:**

Our website, [www.LakeGeorgeChamber.com](http://www.LakeGeorgeChamber.com) has long been a main resource for visitors and local residents. In the past several years we have quadrupled our unique views and currently host an average of 35-50K unique viewers each month. Additionally, our Lake George Regional Chamber of Commerce has a professionally-designed email blast newsletter that goes out to over 12K opt in subscribers monthly.

Our annual "Queen of the American Lakes" four season, full color Vacation Guide has a 70,000 pc circulation and serves as our fulfillment piece, travel show collateral and as part of our convention services informational packet. This guide has been in publication for over 50 years. We proactively distribute 20K copies in the NY Metro area, NYS Thruways, I-87 Corridor, Metro Montreal region and Northern NJ areas, AMTRAK Northeast Corridors and at Port Authority Bus Terminal in NYC.

**Special Event and Convention/Conference Planning Assistance:**

The Lake George Regional Chamber of Commerce and its division of the Lake George Regional Convention and Visitor's Bureau (LGRCVB) have online RFP capabilities for servicing the needs of prospective meeting, convention and special event planning inquiries.

Over our history we have serviced hundreds of special event planners/groups and convention planners through providing hospitality services including but not limited to; hospitality bags, informational booths at conventions, RFP fulfillments/referrals, lodging outsourcing, dine-around coordination programs, welcoming/greetings to groups, FAM tour coordination, and itinerary planning assistance.

**Specifically, in the last eighteen months we have contributed services to:**

200-person/5day/3 hotel-- IRS Convention

500 person/3 day/2 hotel—Sixth Annual International ACBS Annual Boat Show (continued)



*Lake George Regional Chamber of Commerce & CVB, Inc.  
RFP Response to WC 52-09  
Sales/Special Event/Convention Coordinator (April 14, 2009)*

150 person/2 day/5+hotel—Lake George Triathlon  
10K+ person/3 day/ 20+ hotel—Adirondack Nationals Car Show  
300 person/4 day/4hotel-- USA Lacrosse U15 Nationals Competition at Golden Goal  
250 person/2 day/1 hotel-- Cornell Cooperative Extension Annual Meeting/Gala

The LGRCC has originated, organized and/or coordinated special events over its history which include:  
Cruisin' Lake George Car Show, The Bud Light Triathlon, NE Marine Trades Boat Show, Queen's Great Boat Race, Lake George Winter Carnival, and more recently we have created and manage The Lake George Area Restaurant Week, Canadian Visitor Promotions, and the North Country Holiday Bed & Breakfast Tour.

To date, have contracted to provide services to the following groups/conventions/special events in 2009:

500 person/4 day/15+hotel—Hudson Valley Volunteer Fireman's Convention  
200 person/6 day/1hotel—Catholic Alumni Association Group  
150 person/4 day/1 hotel—NYS Police Juvenile Officers Association

We consistently maintain databases of over 3000 meeting and convention planners, group tour leaders and special event planners.

We maintain online and printed calendars of special events and distribute copies at our main office and the LG Village Visitor Center as well as provide 24/7 online.

We hold the contract with the Village of Lake George to provide Visitor Services at the Lake George Visitors and Interpretive Center on Beach Road. We have recently signed a five-year contract to continue those services exclusively. We directly service on average 100,000+ visitors at that location and staff it 7 days per week (May-October) and weekends/special event times during the rest of the year.

We have traveled to over 12 different states in the US with our travel show booth to promote the Lake George Region and eastern Adirondacks to consumer and convention groups, logging over 4000 staffing hours of direct travel show/trade show experience just in the past several years- promoting our region's resources.

Trade Association Memberships: We maintain international, national and statewide memberships with:

- NYS Tourism and Hospitality & Tourism Association, Inc. [NYSHTA]
- The NYS Tourism and Vacation Association, Inc. [NYSTVA]
- Hospitality & Service Management Association International, Inc. [HSMIAI]
- Chamber Alliance of NYS [CANYS]
- Religious Conference Management Association, Inc. [RCMA]
- Warren County Council of Chambers [WCCC]

Volunteer Delegates within our LGRCVB division maintain memberships with:  
Meeting Planners International, Inc. [MPI]  
Empire State Society of Association Executives [ESSAE]

*(continued)*



*Lake George Regional Chamber of Commerce & CVB, Inc.*  
*RFP Response to WC 52-09*  
*Sales/Special Event/Convention Coordinator (April 14, 2009)*

**2. Brief overview of proposal to undertake Services for a Sales/Special Event/Convention Coordinator.**

If awarded the contract to provide services; The Lake George Regional Chamber of Commerce will hire an experienced full time sales staff person. We anticipate the workload to be broken down as follows:

- **70% of their time** directly responding to/seeking out and marketing to; special event and conference/convention business for Warren County
  - As well as assisting booked special events/conventions from start to finish-serving as their primary point person for logistics representing Warren County as a destination.
  - This time is expected to be spent both *on the road* on scheduled appointments, coordinating and conducting familiarization tours and with correspondence to/from inquiries, all RFP's and travel show leads as well as through trade association affiliations and networking.
- **20% of his/her time:**
  - *Initially* will be devoted towards doing onsite visits around Warren County to familiarize themselves with current special event and convention facilities (public and private) as well as to introduce themselves to appropriate managements of these facilities so that an increased county-wide awareness is provided with emphasis on increasing new special events and convention business.
  - *Once a phase of orientation is complete* we anticipate that at least 20 % of the Coordinator's time will be spent on prospective cold-calling to geographically targeted special events and convention planners that may yield the best chances of moving to Warren County-- specifically targeting the northeast, NYS and New England markets.
- **10% of the Coordinator's time** will be spent managing reports, statistical information/reports and attending meetings with area tourism professionals and organizations, county meetings/departments and to facilitate appropriate supervision by the LGRCC Executive Director.
- The Coordinator will be responsible to market all businesses and appropriate public and private event/convention facilities as client demand/need dictates.
- The Coordinator will report directly to, and be supervised by, the LGRCC Executive Director. The Coordinator will also have reporting responsibilities to provide ongoing communication and timely reports to the Director of The Warren County Tourism Department, Warren County Occupancy Tax Committee and Lake George Regional Chamber of Commerce Board of Directors and CVB Division and any other committees or commissions as deemed required by contract with Warren County.

\*\*Should The Lake George Regional Chamber of Commerce (LGRCC) be successful in receiving this contract for services, the chamber is prepared to provide up to \$25,000 of in-kind services to assist the Sales/Special Event/Convention Coordinator by providing ancillary office support services, a fully functioning/equipped and private professional office space and access to all existing/future databases, inquiries, RFP's, chamber-published print and online media materials/products to assist them in marketing Warren County as a choice destination for new special events and conference/convention sites. The LGRCC will provide promotional access to their website, travel show booths, guide book and online RFP services to assist in the marketing of Warren County as a premier destination for special events, conferences and conventions.

**3. Lump sum annual fee proposal: \$55,000**

- a. Anticipated breakdown of annual fee of \$55,000
  - i. Base salary, \$35-40K
  - ii. Travel allowance/expenses, \$8-10K
  - iii. Marketing supplies and out of pocket expenses, \$3-5K
  - iv. Administrative support/supervision, \$5K

# LUISA S. CRAIGE-SHERMAN

428 County Rt. 11 ♦ Bolton Landing NY 12814 ♦ 518-644-9530 ♦ lscraige@hotmail.com

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## PROFESSIONAL DEVELOPMENT

**5/2006- Present Lake George Regional Chamber of Commerce Lake George, NY**  
**Executive Director**

- Created new income producing events and programs
- Coordinated all aspects of chamber event management, chamber volunteer committees, conference planning, trade shows, recreational community events.
- Created new tourism promotion programs including: Canadian Discount Card, Restaurant Week, Bed & Breakfast Tour
- Increased overall event attendance and event profitability by 85%
- Created new marketing programs, new volunteer committees, new chamber and tourist publications, FAM tours for trade and group tour leaders
- Represented the chamber at internal/external meetings, social and community functions as well as municipal and county level meetings.
- Served as liaison for all Chamber committees
- Provided consultation to local and regional non profit organizations and event planners
- Originated and implemented new office policies programs including Member Referral program, expanded membership categories, co-operative advertising programs.
- Worked closely with non-profit Board of Directors, volunteer corps and 400+ chamber member businesses of all sizes including national corporate entities.
- Public relations officer, direct work with on line newsletter and web site design and content
- Member recruitment, member programs and retention. Grew membership by 15% annually
- Grant writing, development of member benefits and revenue generating services.
- Developed college internship volunteer programs with ACC and SUNY Plattsburgh

**5/2005-5/2006\* Dr. Thomas J. Eigo, DDS, PC Glens Falls, NY**  
**Treatment Coordinator/Marketing**

- Responsible for all outgoing professional correspondence of practice to patients and medical community
- Initial phone/ in person contact for new patient referrals, explanations of finances/contracts
- Heavy phone contact, use of two line phone system and all office systems
- Initiated the updating of marketing materials, policy manuals, in-house forms, and patient education materials
- Responsible for ongoing quality assurance, auditing of patient files, and establishing efficiency in work practices and increased profitability

*\*interim position when moved from CT to NY*

*(continued)*

# LUISA S. CRAIGE-SHERMAN

(page 2)

- 11/2004-6/2005 Governor Jonathan Trumbull House Museum Lebanon, CT**  
Development Coordinator/Resident Docent-Caretaker
- Assist CT-DAR with fundraising and program development/implementation. During tenure increased visitor-ship by 200%, and wrote grants totaling +\$40K
  - Liaison with overall community and local, regional and statewide entities
  - Establish and coordinate all marketing and publicity for site including creation of web site, marketing brochures, school program material and operational manual.
  - Volunteer management, Coordination of consultants, grant projects, tours and interpretation
- 10/2000-5/2005 Rockville Downtown Association, Inc. Rockville, CT**  
Executive Director
- Responsible for establishing and growth of operations for a non-profit organization, a Certified CT Main Street Program. (250 members in 4 years)
  - Supervision of Volunteer corps, work plan and operational budget
  - Member recruitment, networking with private and corporate owned businesses
  - Increased annual appeal funding/budget from 43K to 125K in four years
  - Relationship building with town departments, local boards and commissions, chambers of commerce, and coordination of state and national consultant visits
  - Project funding, *Main Street* education, marketing, work plan implementation and public relations
  - Highlights: coordinated re-zoning of commercial district, secured over \$25K in grant/donor funds for historic statue project, created and implement \$40K greenspace planter program, achieved National Trust for Historic Preservation Main Street Status within 2<sup>nd</sup> year of operation, Awarded CT Main Street Manager of the Year, Recognized by NTHP at annual convention
  - Maintain all records/statistics as they apply to Connecticut and National Main Street standards. Provide timely reports as requested/required by state/local agencies
  - Responsible for creation and oversight of all written/verbal correspondence from organization. Cultivate and maintain relationships with media contacts
  - During directorship organization has won 8 state and 2 national awards
- 4/2000--10/2000 Jonathan Trumbull, Jr. House Museum Lebanon, CT**  
Executive Director
- 5/1999--3/2000 Norwichtown Rehabilitation & Care Center Norwich, CT**  
Community Liaison/Director of Marketing
- 8/1995- -5/1999 Eastern CT Chamber of Commerce Norwich, CT**  
Event Coordinator/Office Manager
- 5/1990—5/2006 Owner Consulting Company: *Colonial Traditions & Lifestyles***  
Special Event planning, consulting and coordination services to municipalities, historical societies, schools and museums. Contracts have included: City of Norwich, Colchester Historical Society, CT Daughters of The American Revolution, Town of Lebanon, CT, Lebanon Historical Society & Museum, The Jonathan Trumbull Junior House Museum, Town of Plainfield, CT;

\* From 1979-1995 Employed as a Certified Therapeutic Recreation Event Program Director.

# LUISA S. CRAIGE-SHERMAN

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(page 3)

## EDUCATION

- 2000-2004 Downtown Revitalization & Economic Development Training/Main Street© Management
- NJ Downtown Revitalization Institute-State Dept. of Community & Economic Development, Trenton, NJ
  - Connecticut Main Street Center, Hartford, CT
  - National Main Street Center/National Trust for Historic Preservation, Washington DC
- 1990-1999 State of Connecticut Dept. of Health & CT Association of Therapeutic Recreation
- Over 210 clock hours of formal training in field of Long-term Health Care Services, Event management, Business Management and Volunteer Service Management
- 1976-1978 Dean Junior College Franklin, MA
- Associate of Arts Degree in Art Therapy, minor in Psychology
  - Graduated with High Honors, Summa Cum Laude

## COMMUNITY INVOLVEMENT

- Eastern CT Chamber of Commerce: Tourism Committee, 3 years
- Tolland County Chamber of Commerce: Economic Development Cmt., 3 years
- Historic Norwichtown Days Event Weekend (6 years)-Chair for 2 years, Parade Chair 2 years, Secretary 2 years ( special event drew 10-15K spectators annually)
- Held officer positions in several local and state non-profit professional organizations
- Bed & Breakfasts of Mystic Country-owned & operated a Bed & Breakfast (3 years)
- Independent event management and development consultant to historical societies, public and private museums and municipalities since 1990
- Rockville Rotary member, Craft Show Cmt, Golf Committee/Market

## PERSONAL INTERESTS

- Heritage tourism
- Marketing and Product Development
- Program and Event planning and management
- Downtown & Village Economic Development, Small Business development

## AWARDS & HONORS

- Business & Professional Women of CT-Young Careerist Award, 1994
- State of CT-Main Street Program-Main Street Manager of the Year, 2004
- NJ Dept. of Community & Economic Development, Downtown Mgr Certification, 2005
- Tolland County Bar Association, Liberty Bell Award, 2005
- State of Connecticut, CT General Assembly Citation of Excellence, 2005



P.O. Box 272  
Lake George, NY 12845  
PH: 518-668-5755  
FX: 518-668-4286  
[director@lakegeorgechamber.com](mailto:director@lakegeorgechamber.com)

**LETTERS OF SUPPORT**

# LAKE GEORGE FIRE DEPARTMENT

P.O. Box 828  
Lake George, New York  
12845

www.lakegeorgefire.org

To: Lake George Regional Chamber of Commerce  
LGRCVB Committee  
Attn: Luisa Sherman  
PO Box 272  
Lake George, NY 12845

From: Lake George HVVFA Host Convention Committee  
Jim Barber, Chairman of the 120th HVVFA Convention & Parade

Re: Letter of Support  
WC 52-09 Sales/Special Event/Convention Coordinator

Date: April 10, 2009

Please accept this as a letter of support for the Lake George Regional Chamber of Commerce efforts to secure the contract to oversee the position of:

WC 52-09 Sales/Special Events/Convention Coordinator

The following knowledge of our past experience working with the LGRCC allows me to let you know that since 2007 our host committee has been making plans for the Hudson Valley Firemen's Association 120th annual conference and competition full dress parade happenings on June 18-20, 2009 here in Lake George Village and **a large credit of assistance goes to the professional work of the Lake George Chamber for with out a doubt has been a great asset of resource services and information towards our endeavor.**

And as we approach the finalization of our preparation event plans and I look back on the great amounts of our committee work, collaboration, coordination and planning that it has taken to arrange for this mass gathering of potentially 5,000 to 10,000 folks.

Thanks to the full cooperation of the LGRCC staff we have been steered toward a stronger convention that will be bringing another grand and safe "Kick Off" Summer Event to our community for 2009 and with potential for returning in years to come. Luisa Sherman has taken a very strong leadership role in teaching us how and when to move ahead with our decision making. Her communication skills excel and her dedication to a project is professional. Here are just a few of the assistance given to us.

- Attended 2008 HVVFA Convention with Display and Promotional materials
- Website Packaging Suggestions
- Advertising for Lodging Properties Coordination
- Fundraising Ideas and Assistance
- Press Release Assistance
- Welcome Bag to Registrants: 2008 & 2009
- Mailing Labels for Announcements and Solicitation
- Occupancy Tax Procedure Information Requests
- Site Tours for HVVFA State and Local Reps for future conventions
- Coordinating and hosting local committee meeting

Again, we support the LGRCC to contract for the WC—09 Sales/Special Event/Convention Coordinator.

Sincerely,  
Jim Barber  
Chairman HVVFA Host Committee

# Surfside

## On The Lake

*"With the Convenience of a Village Location"*

400 CANADA STREET  
LAKE GEORGE, NY 12845

518 668-2442  
FAX 518 668-3202  
1-800-342-9795

<http://www.surfsideonthelake.com>

Thursday, April 8<sup>th</sup>, 2009

Chairman of Warren County Occupancy Tax Committee  
REF: WC 52-09 Sales/Special Events/Convention Coordinator

Dear Mr. Kenny,

We highly recommend and support the creation of the Sales/Special Events/Convention Coordinator be awarded to the Lake George Regional Chamber of Commerce. We feel that the Chamber of Commerce; under the management of Luisa Craige-Sherman, who is well qualified...has proven her abilities to aggressively market and promote Lake George over the past few years and having all the knowledge, experience and information to work hand in hand with the new LGRCVB staff member would be a very beneficial investment.

Consolidating the CVB department together with the Chamber of Commerce is an intelligent move rather than having an independent CVB, which in turn would have to communicate with the Chamber regardless and would delay the entire process of getting an event off the ground. The decision making, marketing and communication between departments will be efficient and will put the new LGRCC and the LGCVB on the fast track to plan, execute and finalize more special events and/or new conventions/conferences.

After all is said and done, the purpose of this investment is to create more tax revenue that benefits us all. Please feel free to contact me at any time concerning the above matter.

Sincerely Yours,



Salim Amersi  
President





# VILLAGE OF LAKE GEORGE, NEW YORK

P.O. BOX 791  
12845

ROBERT M. BLAIS  
Mayor

DARLENE V. GUNTHER  
Clerk-Treasurer



TRUSTEES  
John Earl  
Marisa Muratori  
Ray Perry  
John Root

ENFORCEMENT OFFICER  
Douglas Frost

518-668-5771  
Fax: 518-668-3735  
E-mail: [lgville@nycap.rr.com](mailto:lgville@nycap.rr.com)

April 8, 2009

RE: WC 52-09 Sales/Special Event/Convention Coordinator

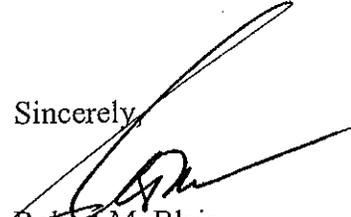
Dear Luisa:

Please accept this letter of support in your efforts to be selected as the coordinator for the above Warren County program.

As a part Executive Director of the Warren County Convention and Visitors Bureau I know first-hand the opportunities that exist in the marketplace for our region. Warren County, with all our valuable physical assets, sincerely needs to be more pro-active in this area.

A group, devoted solely to this task, will provide a valuable asset in boosting tourism and raising the awareness of our region. Your Chamber is perfectly suited to accomplish this task and we wholly support your efforts.

Sincerely,



Robert M. Blais  
Mayor

RMB/das



President  
Mark Martucci

Vice-President  
Greg Beckler

2<sup>nd</sup> Vice-President  
Janice Fox

Secretary/Treasurer  
elaine chiovarou-brown

**MEMBERS**

Bolton Landing  
Chamber of Commerce

Gore Mt. Region  
Chamber of Commerce

Hague  
Chamber of Commerce

Lake George Regional  
Chamber of Commerce

Lake Luzerne Regional  
Chamber of Commerce

North Warren  
Chamber of Commerce

Stony Creek  
Chamber of Commerce

Warrensburg  
Chamber of Commerce

**Affiliate Member**

Warren County Tourism

April 13, 2009

To Whom It May Concern:

On behalf of the Warren County Council of Chambers, I, Mark Martucci, President of the Warren County Council of Chambers, am in favor of the Lake George Regional Chamber of Commerce to be awarded the contract of WC 52-09 Sales/Special Event/Convention Coordinator. Thank you for your consideration.

Sincerely,

Mark Martucci  
President  
Warren County  
Council of Chambers of Commerce



April 13, 2009

Supervisor William Kenny  
Chairman-Warren County Occupancy Tax Committee  
1340 State Rt. 9  
Lake George, NY 12845

RE: WC 52-09 Sales/Special Event/Convention Coordinator

Dear Mr. Kenny:

The Great Escape has been a popular vacation destination and strong business contributor to the Lake George area for over 50 years. I am writing to express our full support in the Chamber's mission to advance their services by adding a valuable new member to their staff.

As our specific properties include a multitude of event and meeting space options, we are confident that this position will help us and our community attract a new range of visitors. Our Chamber already boasts a strong events calendar bringing families and income to the region. With the addition of a special events coordinator, the attraction of larger conventions from prominent businesses and organizations can become a reality.

Our region is brimming with history and beauty. The Great Escape Properties are in full support of a position that would allow for even more exposure to the abundance of offerings this wonderful area provides.

We are proud to be a member of the Lake George Regional Chamber of Commerce and excited about the possibility of them adding another powerful tool to their long list of assets to local businesses.

Sincerely,

Don McCoy, Park President  
Six Flags Great Escape Properties





April 10, 2009

Supervisor William Kenny  
Chairman, Warren County Occupancy Tax Committee  
Warren County Municipal Center  
1340 State Rt. 9  
Lake George, NY 12845

**Re: WC 52-09 Sales/Special Event/Convention Coordinator**

Dear Mr. Kenny,

I am offering this letter of support to have the Lake George Regional Chamber of Commerce/Lake George Regional Convention & Visitors Bureau (LGRCC/LGRCVB) to manage the contract for Sales/Special Event/Convention coordination services that Warren County is currently seeking.

Since coming aboard as Director of the Small Business Development Center, I have been very impressed with the outreach services that are currently performed by the LGRCC/LGRCVB. They have a very active role with the small businesses in the region, a strong knowledge of their needs and they do an excellent job in coordinating events and encouraging participation of their membership.

We have partnered with this organization on a number of training events and we have been working together to provide more in depth services specifically geared to some hospitality businesses. I am very impressed with the LGRCC/LGRCVB in regards to their contacts and coordination with other agencies to maximize outreach effort and encourage cooperative marketing of the whole Adirondack region to increase travel stays and maximize visitor spend while in the region.

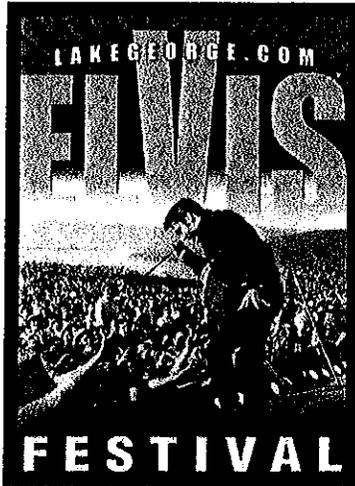
We have used the Chamber offices in Lake George on a number of occasions to provide outreach counseling in that area. I have always appreciated their professionalism, their commitment to the region a whole and their ability to help cross market our organization's business development efforts to their membership.

Again, I express my full support for the LGRCC/LGRCVB to provide these services, as they have a proven track record and this will help foster the development of more coordinated marketing and visitor services in the Adirondack region. Should you need any further references on our interactions with this organization, please feel free to contact me at (518) 564-2042.

Sincerely,

Rick Leibowitz  
Regional Director  
North Country SBDC

Cc: Luisa Craig Sherman, LGRCC



Adirondack Promotions, LLC  
Post Office Box 722  
Lake George, NY 12845  
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The LakeGeorge.com Elvis Festival is produced each spring by Adirondack Promotions, LLC under license from Elvis Presley Enterprises, Inc.

# LakeGeorge.com Elvis Festival

May 28 – May 31, 2009

April 10, 2009

To Whom It May Concern:

Adirondack Promotions, LLC and the Lake George Elvis Festival would like to support the chamber's proposal for WC 52-09 Sales/Special Events/ Convention Coordinator.

With the closing of the Lake George Forum, the Elvis Festival considered many alternatives for our 2009 event, including moving the event to one of the surrounding communities like Saratoga or Lake Placid. It was only through the efforts of the chamber that the Elvis Festival found its new home in Lake Luzerne and was able to remain in Warren County.

Please feel free to contact me with any questions.

Sincerely,

  
Jason L. Sherry  
President  
646-285-2325

# Lake George Arts Project

Old County Courthouse  
1 Amherst Street  
Lake George, NY 12845  
(518) 668-2616  
mail@lakegeorgearts.org  
www.lakegeorgearts.org

April 10, 2009

Warren County Board of Supervisors/  
To Whom It May Concern:

This letter is in support of the Lake George Regional Chamber of Commerce for its quest for a Sales/Special Events/Convention Coordinator-a contracted position to promote and pro-actively seek out new convention/conference and special event business to bring to our region (WC 52-09 Sales/Special Event/Convention Coordinator). Thank you for your consideration.



John Strong  
Director  
Lake George Arts Project



Lake George, NY

April 10, 2009

To Whom It May Concern:

This letter is in support of the Lake George Regional Chamber of Commerce's proposal for WC 52-09 Sales/Special Event/Convention Coordinator. The Wingate has, since the day we opened, worked closely with the Lake George Regional Chamber of Commerce. Over the two years, the chamber's efforts have had a genuine, bottom line impact on our room revenue.

The chamber's efforts to develop disseminate and follow up on group, convention and meeting leads has help us generate business that we would not have been able to attract on our own. Further, the chamber is the best mechanism for multiple accommodation businesses working cooperatively to attract larger events. Its existence gives our community the ability to submit proposals above and beyond what any of us could do individually.

We fully support awarding this contract to the chamber.

Sincerely,

  
Jason L. Sherry  
Sherry Management, LLC  
646-285-2325

Wingate by Wyndham - Lake George  
4054 State Route 9L, Post Office Box 432, Lake George, NY 12845  
Telephone 518.668.4884 Facsimile 518.668.9038

[WingateLakeGeorge.com](http://WingateLakeGeorge.com)



**Adirondack Sunrise  
2736 Route 9  
Lake George NY 12856  
adirondacksunrise.com  
518 668 2153**

11<sup>th</sup> April 2009

WC/52-09 Sales/Special Events Coordinator

Dear Ms Craig-Sherman,

It was with great enthusiasm that I read your email regarding the final steps for the creation of the above position. This position will be so very beneficial to Warren County in securing additional bookings for the area, particularly during our shoulder months and of course our various Winter Carnivals.

It is in my opinion, that the best location for this person would be within the Chamber of Commerce office. This is certainly the most centralized and logical place. The knowledge available for whomever fills this position would be invaluable. The long standing, well established personal contacts within our region through your office is unique and should be used to its full potential. The on the job training of the chosen person would be shortened significantly and given that we are to be in full swing by 23<sup>rd</sup> May an asset without question. Also, the cost savings due to the available infrastructure of the Chamber is certainly on the plus side.

I wish to thank all the various organizations and bodies within Warren County who came to the wise conclusion that we did indeed require such a position.

Yours very sincerely,



Jan M Strachan  
Adirondack Sunrise

# O'Sullivan's on the Lake Motel

410 Canada Street  
Lake George, NY 12845  
1.518.668.5424 1.877.317.5253

---

## WC 52-09 SALES/SPECIAL EVENT/CONVENTION COORDINATOR

Supervisor William Kenny  
Chairman-Warren County Occupancy Tax Committee

Dear Supervisor William Kenny;

My family and I have owned properties in the Lake George area for the past 10 years. We began with a small motel and have grown to four properties, two of which are located directly in Lake George Village. Over the course of 10 years we have been a part of the Lake George Chamber of Commerce and have come to know the staff well. We view the Chamber as an established, well run and efficient team of people who are dedicated to promoting Lake George. They have been reaching potential visitors far and wide and bringing in masses of guests to this region.

By allowing the Chamber to bring about the position of a *Sales/Special Events/ Convention Coordinator* we know that all will be done in order to positively promote and seek new events to bring to our region. We fully support the creation of this position as it will positively impact even the smallest of properties.

We are representing all of our properties which are:

<b><i>Cedarbrook Motel</i></b>	3141 Lake Shore Drive. Lake George, NY 12845
<b><i>Always Sunny Motel</i></b>	3142 Lake Shore Drive. Lake George, NY 12845
<b><i>O'Sullivan's On The Lake Motel</i></b>	410 Canada Street. Lake George, NY 12845
<b><i>The Lake Crest Inn</i></b>	366 Canada Street. Lake George, NY 12845

If you need to speak to anyone please feel free to contact us.

Thank you,



Derek Shepanzyk

Owner/Manager



P.O. Box 272  
Lake George, NY 12845

PH: 518-668-5755

FX: 518-668-4286

[director@lakegeorgechamber.com](mailto:director@lakegeorgechamber.com)

**SAMPLES OF RECENT MEDIA COVERAGE/COORDINATION**

5 AMAZING LAKE VACATIONS



# FamilyFun

Special Issue

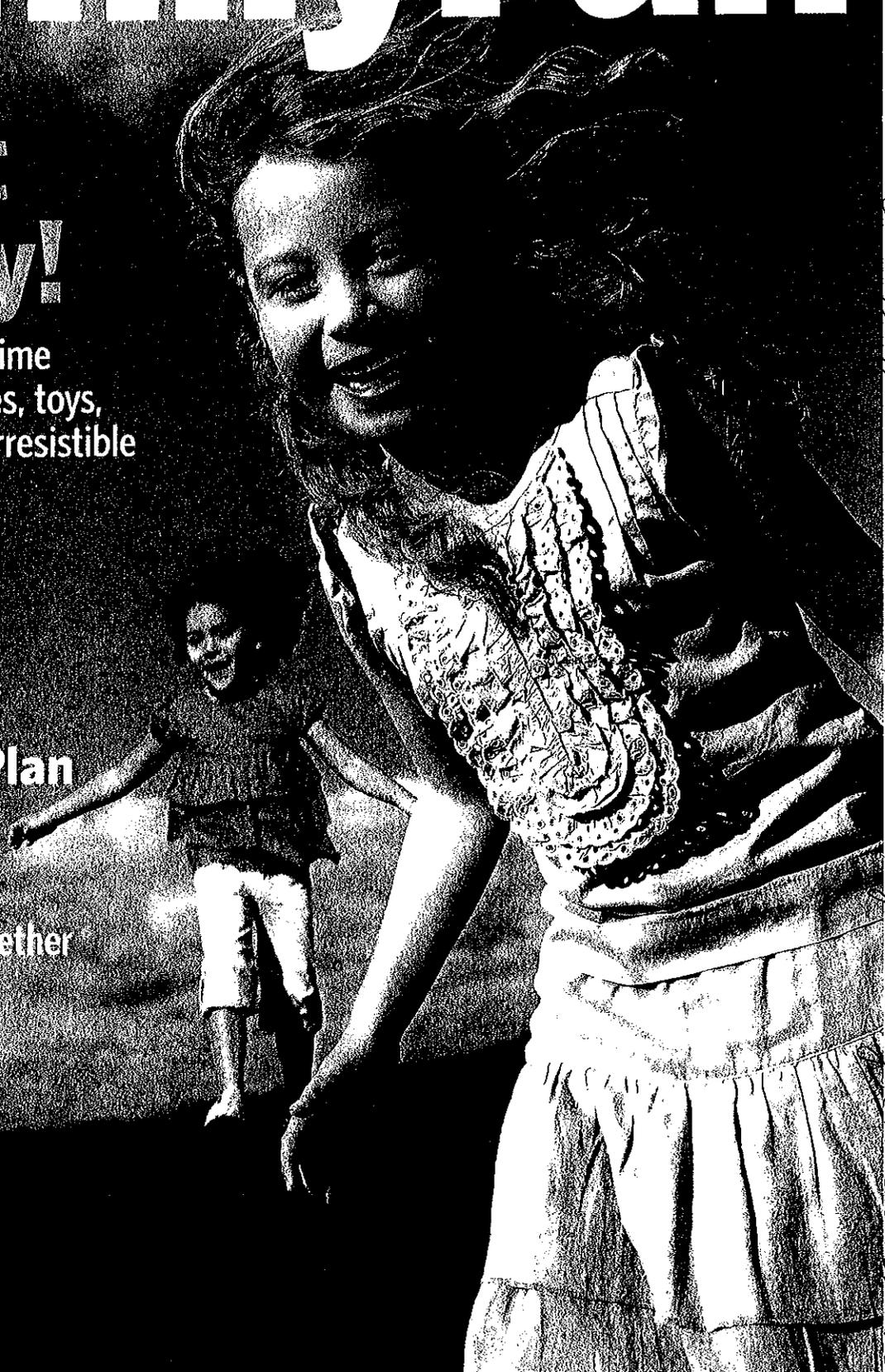
## Get Out and Play!

Why kids need more time outdoors — plus games, toys, and tips that make it irresistible

### Teeny-Tiny Clay Crafts

Come on over!  
**Our No-Fuss Dinner Party Plan**

**Cousin Power**  
9 great traditions that bring families together



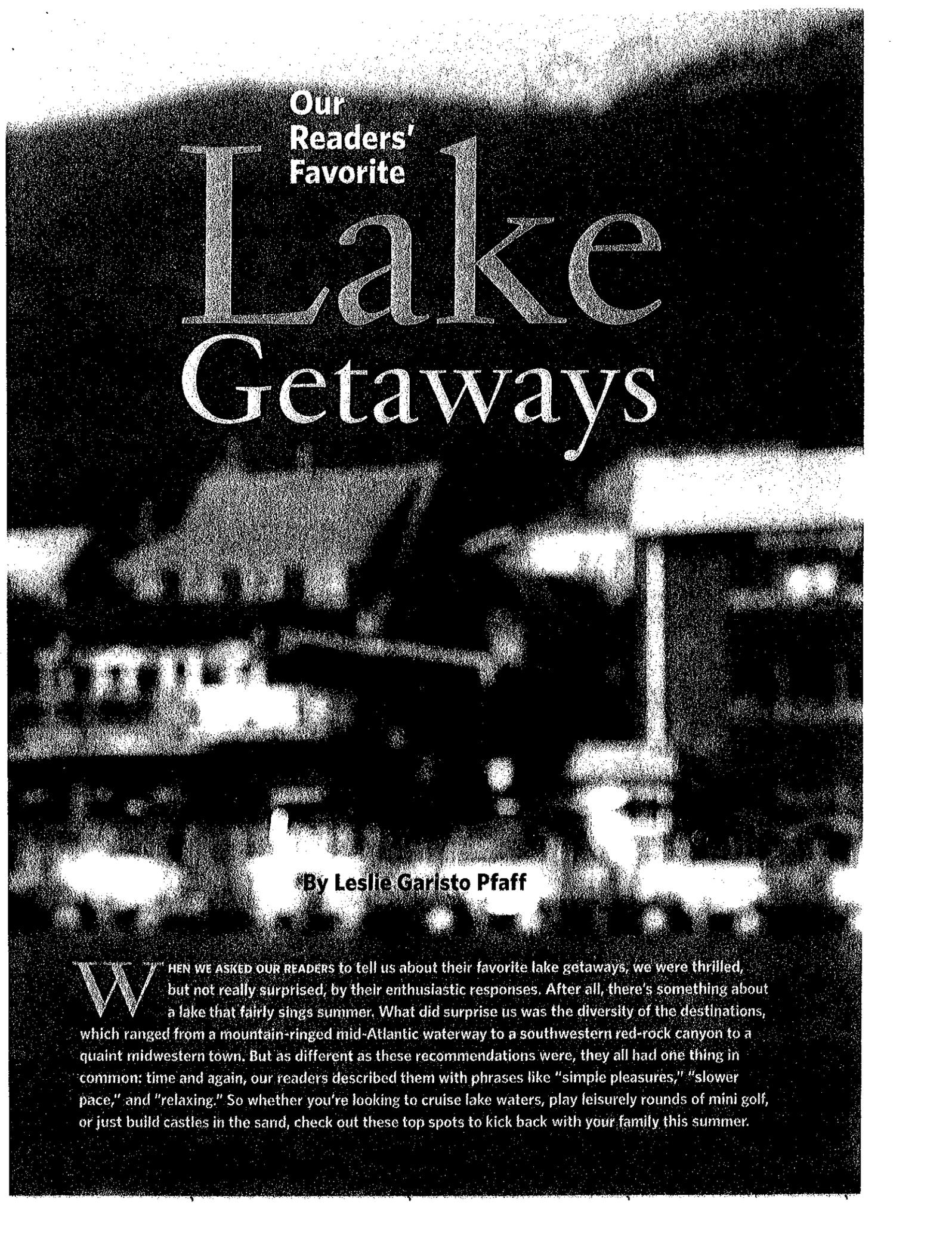
*FREE - covers by your nearest newsstand or subscription service. Includes a complimentary subscription to the new FamilyFun magazine for \$1.99 per issue.*

\$3.95US \$4.95CAN



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Our  
Readers'  
Favorite

# Lake Getaways

By Leslie Garisto Pfaff

**W**HEN WE ASKED OUR READERS to tell us about their favorite lake getaways, we were thrilled, but not really surprised, by their enthusiastic responses. After all, there's something about a lake that fairly sings summer. What did surprise us was the diversity of the destinations, which ranged from a mountain-ringed mid-Atlantic waterway to a southwestern red-rock canyon to a quaint midwestern town. But as different as these recommendations were, they all had one thing in common: time and again, our readers described them with phrases like "simple pleasures," "slower pace," and "relaxing." So whether you're looking to cruise lake waters, play leisurely rounds of mini golf, or just build castles in the sand, check out these top spots to kick back with your family this summer.

100% Adirondack State  
Wildlife Refuges  
E. Lansing, MI  
Fred D. Wilson

# Lake George

NEW YORK

The region's cool, clear water is its most popular attraction. Below: Cruising with the Lake George Steamboat Company; visitors can get their fill — and then some! — at Martha's Dandee Cream.

When our readers told us what they loved about Lake George, the area's gorgeous Adirondack setting topped every list. And while stretches of shoreline do remain undeveloped, the 32-mile lake is home to five family-friendly communities.

"There are great restaurants, theme parks, balloon flights, local festivals, and a rich historical heritage," says longtime visitor Deborah McFadden of Wilton, Connecticut, citing such regional attractions as **Fort Ticonderoga** and **Whitehall**, birthplace of the U.S. Navy. "It seems that we always run out of time before we finish our list of things we want to do." 800-365-1050; visitlakegeorge.com

● **Favorite Lake Town:** In **Lake George Village**, the region's bustling hub (800-705-0059; lakegeorgechamber.com), you can hop a trolley to dozens of kid-friendly hot spots, including arcades and mini-golf courses (the McFaddens like the two Pirate's Cove courses), or simply stroll the lakefront, taking in the view and, in summer, impromptu street performances. After dark, there are free band concerts and weekly fireworks.

● **Great Hiking Destination:** Lake George offers hiking trails

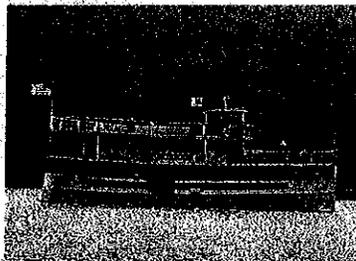
for every age and ability. For Deborah McFadden and her 8-year-old son, Joey, the best hiking is found on **Buck Mountain** (adk.org/outings/index.aspx). The views are spectacular, says Deborah, but it's the trailside blueberries that give Joey the biggest thrill. "One time we filled a whole water bottle with them!" he says.

● **Best Way to See the Lake:** There's plenty of aquatic fun on Lake George, including swimming, waterskiing, snorkeling, and parasailing. But

for the Curcios of Schwenksville, Pennsylvania, nothing beats sightseeing by boat. "It's a perfect way to take in the scenery," says mom Kimberly. Boat rentals are available, or check out the **Lake George**

**Steamboat Company** (800-553-2628; lakegeorgesteamboat.com), which offers everything from a short hop to a full circuit. And if a day on the water should spark your appetite, you can satisfy it on a leisurely dinner cruise.

● **Best Ice Cream:** The McGraths of Climax, New York, can't pass up the giant cones at **Martha's Dandee Cream** (518-793-0372) in nearby Queensbury.



PAGES 76, 77 AND THIS PAGE: PHOTOGRAPHS BY ANDREW GRETO

# FamilyFun

MAY 2007

100 PAGES OF  
FAMILY FUN  
IDEAS  
AND MORE

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Whether it's in an urban or suburban setting, you can make the most of your backyard with the right ideas. We'll show you how to make the most of your backyard with 10 fun ideas to make your backyard a family favorite.

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# What's *blooming* this spring in the Lake George area of the Adirondacks

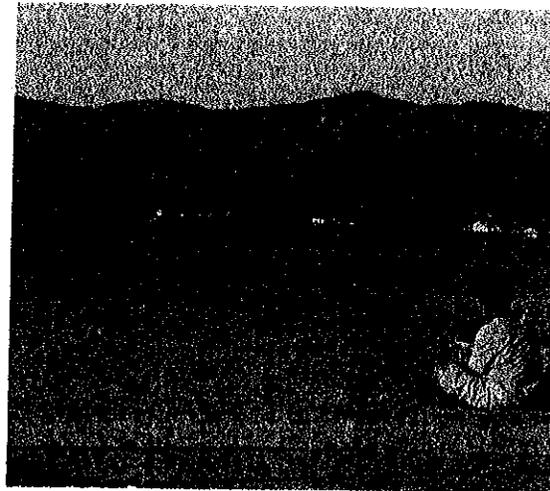
When the snowflakes of winter turn to the raindrops of spring, colors, sights and sounds fill the communities of the Lake George area in the Adirondacks. With the return of annual events and re-opening of seasonal attractions, spring visitors will find an array of activities and adventure in the towns and villages of the Lake George Area.

Springtime is most highlighted in the area by the whitewater! Some of the Northeast's best Class I-V rapids can be found in the scenic waterways of the Hudson, Sacandaga and Moose Rivers. Check out the festivities and thrills at the 50th Annual Whitewater Derby on May 5th & 6th in North Creek; the longest running whitewater derby in the country. As the thunderous waters of early spring's melt-off subside, dam releases provide challenging whitewater throughout the remainder of spring, summer and fall months.

Along the shores of Lake George, residents and visitors of Bolton Landing, Hague and Lake George Village can be found casting fishing lines and launching boats into the cool, clear waters of Lake George in anticipation of the longer and warmer days to come. Place your bets as to when "ice-out" will occur—the day a boat can make the voyage from Lake George Village to the northern shores of the lake. Hint—it's typically during the second or third week in April! Find out about local fishing hot spots along the 32-mile long lake by visiting a local fishing charter service or bait shop. And, don't forget to mark your calendars for the opening of trout season, April 1st. Lake trout thrive in cool water temperatures; Brookies, Brownies and Rainbows can be found in remote ponds and tributaries.

Spring is an exciting time for bird watching in Warren County. Migratory birds journey north and bring with them songs and color to enliven the season. Pristine water, high forested mountains, cliffs, wetlands and islands offer acres of protected land and habitats for endangered species.

Spring brings the return of farmers' markets to the region. Local churches, community centers and outside venues host a variety of farmers' markets



that begin in the spring and run through the fall season. Farmers' markets are a perfect place to catch up on town news, stock up on fresh produce or swap tasty recipes. Find fresh lettuce and other seasonal produce as well as cut flowers and floral arrangements.

A horseback ride is the perfect way to get out and enjoy budding branches, flower blossoms and babbling brooks along the trails of the western corridor of the county. Set out on a guided sunset, dinner or group trail ride or treat yourself to an all-inclusive ranch vacation at one of several riding stables and resorts found around the county.

Experience the Lake George Area in the Adirondacks in full bloom this spring! For more information on lodging, dining, events and activities or to request a free travel guide, please contact the Warren County Tourism Department at 800.365.1050 ext. 5100 or visit [www.visitlakegeorge.com](http://www.visitlakegeorge.com).



# NY Bikes!



# NYBC

new york bicycling coalition

Fall 2006

## NEWSLETTER OF THE NEW YORK BICYCLING COALITION

### USDOT 2005 Traffic Fatality Database Now Available

The National Highway and Traffic Safety Administration, part of USDOT, released calendar year 2005 FARS database during August. FARS is the Fatal Accident Reporting System, an accounting of all fatal accidents in the US. This database, because it contains only fatal accidents, is considered very reliable for comparative safety analysis. That's because the 50 states have differing definitions and thresholds for reportable injury and damage only accidents, but all have the same definition for a fatal accident.

The FARS database allows fair comparisons between the states and from year to year for safety performance. It's a valuable tool in shaping national and state traffic safety policies. New York is doing a good job in keeping highway deaths low with a population based fatality rate half that of the national average. Because the trends for fatal traffic accidents generally hold true for all types of accidents, one can infer that is happening in total. In any case, the total traffic safety toll is far bigger than just deaths: the rule of thumb is for each fatal accident there are fifty injury accidents.

So what does FARS tell us about how New York State is doing in the area of pedestrian and bicycle safety? Well, here New York gets mixed reviews. Such deaths are up

5% nationally while only up 3% in NY. While New York seems to be doing better than most states, the problem is still growing at the state and national levels.

Let's look closer at New York's 3% increase in pedestrian and bicycle fatalities. In 2004 there were 357 such deaths and in 2005 there were 368. While pedestrians account for most of these deaths, they rose by only 1%. This means the smaller subset of bicycle deaths must have risen more

rapidly to give the overall 3%. And indeed, bicycle deaths rose at the rate of nearly 18%. But 2005 wasn't a good year for New York and the nation as a whole for traffic fatalities. Still, the five-year trend for NY pedestrian shows a similar disparity: pedestrian deaths down by 10% while bicycle deaths up by 12%.

Now let's check the trends for bike/ped fatalities versus all fatalities. Nationally, bike/ped deaths account for 13% of all traffic deaths. In New York they are 25%. New York's bike/ped problem is twice as acute as the nation's. New York's 368 bike/ped deaths mean, using the rule of thumb, about 18,000 bicyclists and pedestrians are annually injured in New York due to traffic accidents.

New York, of course, isn't a typical state and this high proportion of bike/ped deaths is explained by the state's relatively heavy reliance on non-automotive travel. In fact, in the realm of bike/ped safety one could argue New York is doing quite well given its comparatively large exposure to this type of safety problem. This is especially true given the portion of highway funds New York allocates to bicycle and pedestrian traffic safety (about 2%), an allocation that more or less mimics federal highway funding policies. But that's the rub: New York's need in the bike/ped area isn't the same as the nation's -- New York's need is twice as much.

--- RD Brustman.

The full set of FARS data for New York can be found at:  
[www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/36\\_NY/2005/36\\_NY\\_2005.htm](http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/36_NY/2005/36_NY_2005.htm)

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Nationally, bike/ped deaths account for 13% of all traffic deaths. In New York they are 25%. New York's bike/ped problem is twice as acute as the nation's.

## Bicycle Touring in the Lake George Region of New York

By Luisa Craigie-Sherman, Executive Director-Lake George Regional Chamber of Commerce

Known for centuries as a premier destination resort far from the urban smog and calamity of vehicular congestion—the Lake George region is a "must see and experience" for hearty cyclists. Admittedly, the region is in its pre-adolescent stages of being "totally bike friendly" but in that lays the exact thing that has brought visitors to the region for centuries. Early visitors who arrived by rail and then stagecoach, as well as the family who booked a cabin via the Internet have considered the Lake George region as a place to escape, unwind, reconnect with family and perhaps stumble on a piece of earth that few if any had ever trodden before. Biking in the Adirondacks is not always easy, but then again this is the mountains so expect some windy roads, some muscle-pumping climbs but also some unforgettable vistas and overlooks.

For bicyclists, the region boasts trails and bikeways to suit every level, touring time and destination preference. The Adirondack Glens Falls Transportation Council ([www.agffc.org](http://www.agffc.org)) has developed three bikeways which offer unique basic easy rides through local towns and villages, the historic Feeder Canal and along the Hudson River. One mapped route, The Warren County Bikeway serves as the route to link the City of Glens Falls to the foot of the Lake George basin. Informational online videos about the bikeways are on their web site as well as mapping info and future bicycle initiative programs to bring the region into a top notch bike destination region.

Nearing the end of the Warren County Bikeway in Lake George you emerge from the woodlands to the rolling pastoral scene of Battlefield State Park and historic Fort William Henry which directly abuts the lake and provides perhaps one of the best vistas of Lake George. Named the "Queen of the American Lakes", Lake George boasts over 30 miles of lake and its surrounding mountains offer an incredible diversity of environments from the shade-loving camper to the sun worshipping enthusiast.

For history lovers the region is unforgettable. Numerous historical markers dot the bikeways and roadsides spanning three historic wars; the French & Indian War, The Revolutionary War and even the War of 1812. There are many historic sites, museums and re-enactments that literally bring history alive.

In fact, to make a trip to Lake George even more enjoyable the Lake George Steamboat Company has a special program on their morning "Discovery Cruise" on the steamship Mohican. The Steamboat dock is located a few hundred yards from the bikeway's northern trailhead. The morning cruise takes you by historic mansions, mountain wilderness and the beautiful remote islands that dot the lake. The Captain's narration fully describes the geological formation of the basin, the early Indian settlements, military history and the lake's present ecological balance. A breakfast buffet is available onboard.

Cyclists who wish to explore the northern most reaches of Lake George and perhaps even further to Fort Ticonderoga can purchase a one-way steamboat ticket, boarding in Lake George village and disembarking at Baldwin Landing-the Ticonderoga stop. Options then include either heading north or following the lakeshore southward through the quaint hamlet of Hague, over the steep Tongue Mountain range and through the village of Bolton Landing, and onto Diamond Point before re-entering Lake George Village. Route 9N which is also known as the Lake Shore Rd. has some challenges due to narrow passages and sharing with motorists. Sand and grit along the roadsides may plague road shoulders and storm grates so be careful they don't grab hold of your bike tires. The road was originally mapped out when horse and carriages and early automobile travel did not require wide roads and many old camps and mansion stone walls dot the road shoulders. However, cyclists who venture it will be rewarded with some beautiful vistas of the lake, niche shops and eateries and a glimpse at Adirondack living from weekend tenting to turn-of-the-century mansions. Cyclists desiring the one-way journey on Lake George will need to contact the Lake George Steamboat Company with a day or two notice so that a special stop can be made just for you at the Ticonderoga boat dock. They can be reached at [www.lakegeorgesteamboat.com](http://www.lakegeorgesteamboat.com).

Cyclists who wish to explore the northern most reaches of Lake George and perhaps even further to Fort Ticonderoga can purchase a one-way steamboat ticket, board in Lake George village and disembark at Baldwin Landing—the Ticonderoga stop.

For the more outward bound seeking and challenging cyclist there are a number of outstanding touring routes which have been well documented in a variety of guide books. Since many take routes through stretches where civilization may not be evident for miles it is recommended that guide books are used and itineraries be well thought out. A great resource for additional guide information is [www.bikeadironclacks.org](http://www.bikeadironclacks.org). There is a wide variety of lodging facilities in Lake George and the immediate surrounding environs. Much of the northern reaches to the west and north of Lake George also have limited cell phone coverage. Bike enthusiasts should plan accordingly by carrying their own bicycle repair kits and know how to fix a flat tire, or repair a broken chain, etc.

For additional information please contact the Lake George Chamber of Commerce at 1-800-705-0059 or 518-668-5755. Their comprehensive web site is [www.LakeGeorgeChamber.com](http://www.LakeGeorgeChamber.com), where a complete visitor guide book can be requested free of charge. The Lake George Regional Chamber office is located at 2146 State Route 9 in Lake George. The LGRCC also operates the Lake George Visitor & Interpretive Center in the heart of the village. This state-of-the-art new facility boasts information, videos, and interactive displays about the region including many niche trail guides and Lake George stewardship program information kiosks.



Fall Foliage, like that in Lake George, enhances any early October ride.

APRIL 9, 2007

# OPINION

## Boos and Bravos

### Luring Canadian tourism



Bravos to the Lake George Chamber of Commerce, which isn't resting on the community's laurels to keep the local economy rolling. Recognizing the potentially tremendous impact of Canadian visitors on the summer tourist trade, the chamber has come up with several new marketing programs designed to attract and retain Canadian business at a time when exchange rates and gas prices are favorable to U.S. travel. Among the offerings is a discount card called, "Bienvenue" (that's French for "Welcome.") that offers discounts at participating local businesses, as well as a bilingual Web site, bilingual signage downtown, and banners and flags that send that same Bienvenue message to our neighbors to the north. The promotion is being marketed in Canada, so the word is getting out. It's tempting for Lake George officials to continue to rely on the lake and amusements to sell themselves. But it's wiser to make sure tourists are made aware of the offerings, are made to feel like their business is wanted.



COURTESY IMAGE

# BUSINESS

Stocks **E2**  
Classifieds **E7**

**EXECUTIVE BUSINESS EDITOR**  
Marlene Kennedy  
454-5492  
mkennedy@timesunion.com

WEDNESDAY, APRIL 11, 2007

## Welcome mat for Canadians



The "loonie" is newly powerful — and Canadians aren't afraid to spend it in New York.

Though its value has ebbed recently, the loonie — as Canadians affectionately call their dollar — had climbed 40 percent in four years, bringing it nearly to parity with its south-of-the-border counterpart.

The trend has affected tourism on both sides of the border.

Canadian hotel and inn

owners are fretting about visitor declines, but at the Lake George Schroon Valley Resort in Warrensburg, Canadians accounted for 11 percent of last summer's visitors, up from less than one percent in 2005. And the Champlain Center mall in Plattsburgh saw 73 percent more Canadian visitors in 2006 than 2005.

For many in upstate New York, it's a return to the good old days.

"Fifteen or 20 years ago, Canadians came to Plattsburgh," said Michele Powers of the North Country Chamber of Commerce. "Last summer was the first year we saw them return."

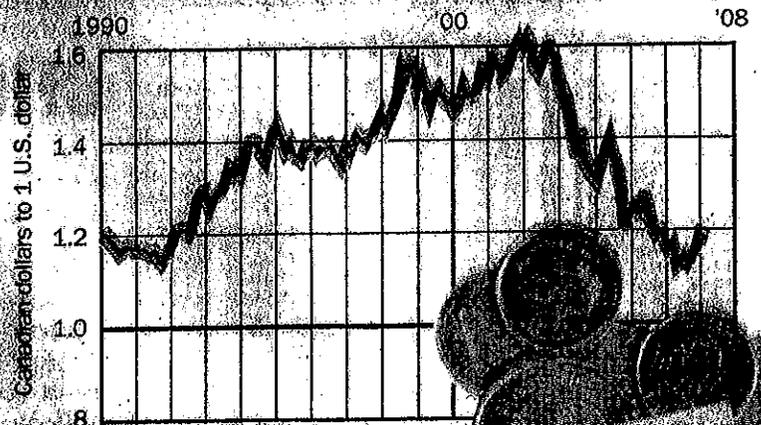
Lake George businesses and their chamber of commerce plan to lure more Canadian visitors this summer. Here's how:

- Advertise the area in Montreal newspapers.
- Offer a "Bienvenue Discount Card" for Canadians only.
- Fly the Canadian flag and emphasize when businesses have French-speaking employees.
- Give north-of-the-border flavor to the weekend of May 19-21, when Canadians celebrate Victoria Day. Events include a Canadian-themed fireworks display.

—Chris Churchill

### Canada/U.S. foreign exchange rate

After a long climb, the value of the U.S. dollar fell sharply after 2002, relative to the "loonie," making it much more affordable for Canadians to travel south of their border.



Luisa Craige-Sherman

See pg 2,3,4

**From:** Lake George Regional Chamber of Commerce (mlakegeo@nycap.nj.com)  
**Sent:** Monday, August 06, 2007 3:08 PM  
**To:** Luisa Craige  
**Subject:** Fw: 8/8 Schdy Today Show NL Wed Ed 6

----- Original Message -----

**From:** Ann Parillo  
**To:** STS Notice  
**Sent:** Monday, August 06, 2007 3:01 PM  
**Subject:** 8/8 Schdy Today Show NL Wed Ed 6

### ***Schenectady Today Show -- The Wednesday Edition***

Seen on Cable Channel 16 (Schenectady County) at  
10 am (LIVE), 6 pm and 1:00 am

[www.annparillo.com](http://www.annparillo.com)

**Wednesday Edition -- Show #470  
August 8, 2007**

#### **Segment One --**

**Chari Jones** -- *Schenectady Community Action Program's Career Readiness Program* will bring along, **Renee Patterson** and **Amanda O'Dell**, two of their recent graduates. Their next classes start on September 17 and run through October 11. Career Readiness provides services such as resume updates to class participants for up to a year after program completion. The Career Readiness Program is located at 913 Albany Street and their phone is 374-9181.

#### **Segment Two --**

**Amy Kaissar**, Producing Director of the *Epiphany Theater Company* 2007-2008 Season. They recently moved from NYC to Saratoga. Epiphany's Broadway Belters and Bidders is their upcoming benefit. Check out the Fundraiser of the Week below.  
Website: [EpiphanyTheater.org/Saratoga](http://EpiphanyTheater.org/Saratoga)

#### **Segment Three --**

**Mark Kaplan**, Director of *Alzheimer's Association of Northeast New York* will join us to tell us about their upcoming *Memory Walk* which will be held on Saturday Sept. 29 at Saratoga Gaming and Raceway. It's a 3 mile walk and you can sign up on their website. Call 1-800-272-3900 for their helpline.  
Website: [ALZ.org/NortheasternNY](http://ALZ.org/NortheasternNY)

#### **Segment Four --**

**Pat Connor** -- Guest Cook will prepare foods with the theme "*Dog Days of August*" which will include fabulous food prepared without a lot of cooking over a hot stove. Some of the dishes include gazpacho, summer pea salad, an entrée and maybe a blueberry dessert. Yum! Pat is the Events and Promotions Manager for the Lake George Forum. The recipes will appear

In future newsletters.

Website: [LakeGeorgeForum.com](http://LakeGeorgeForum.com)

### **Wednesday Edition – Show #471 August 15, 2007**

**Segment One – Lewis Elia** – restoring the *Italian Gardens in Congress Park* in Saratoga will tell us about the Gardens and how they came to be renewed.

**Segment Two – Kim Jess** - *Animal Protective Foundation* with an animal companion that is looking for a good home will join us. Maybe this will be the one that will tug at your heartstrings. We'll also hear more about the Fireplug 500 that is coming up on September 15.

Website: [AnimalProtective.org](http://AnimalProtective.org)

**Segment Three – Rosetta Dukharan** – is a realtor that believes in Schenectady and she will discuss The Electric City and its revitalization.

**Segment Four – Luisa Sherman**, Executive Director of the *Lake George Regional Chamber of Commerce* and is with the *Lake George Encampment Event*. She will bring a few people that will appear in period attire to give you a feel of what the event is all about. This is part of the 250<sup>th</sup> commemorative event of the French and Indian War. There will be a recreation of the siege of 1757 in September. She'll bring some images for last year's event for you to see. Call 1-800-705-0059 for more information.

Website: [LakeGeorgeChamber.com](http://LakeGeorgeChamber.com)

### **Upcoming scheduled guests for August 22nd – Show # 472**

**Macary Marciniak**, Pharm.D., BCPS, Associate Professor – (Award Winning Operation Immunization Outreach)

**Daniel Malone** – Doctor of Pharmacy Candidate (Immunization Efforts)

**Linda Rozell-Shannon** – President/Founder Vascular Birthmarks Foundation

**Bill Bortis** – Author "Coast to Coast in 35 Years" – a motorcycle memoir

**William Peltz** – Labor in the Pulpit – a coalition

### **Non Profit of the Month for August – 2007**

**Hispanic Outreach Services – Agency of Catholic Charities**

**Mission:** **Hispanic Outreach Services** honors the human dignity/culture of the Hispanic/Latino People and promotes their integration and acceptance in society through direct services, advocacy and empowerment.

**Programs:** **Family Assistance Programs** whose basic purpose is to provide those services which will assist our clients in becoming self-sufficient and contributing members of their adopted new environments. **Hispanic Youth Life Enrichment Programs** whose basic purpose is to provide those services which will assist youth to perform well in school in order to avoid potential academic failure and/or eventual school dropout.

**Website:** [HispanicOutreachServices.org](http://HispanicOutreachServices.org)

Contact Information: [coreda.org](http://coreda.org)

### **Update on Last Week's Show**

>> **Carolyn Williams** – Foster Parent Program – If you are interested in becoming a Foster Parent, call Carolyn at 388-4456 and leave a message. An orientation will be held on Sept. 11 with classes starting Sept. 13. Website: [SchenectadyCounty.com](http://SchenectadyCounty.com) – Link to DSS

>> **Elaine Escobales** – Hispanic Outreach Services – is looking for volunteers to help (Spanish would be helpful). Website: [HispanicOutreachServices.org](http://HispanicOutreachServices.org)

>> **Steve Russo** – Schady Museum reminds us that there will be a Perseid Meteor Shower Event on Saturday August 11 between 12:30 and 3:30 pm. Hands on Activities and Planetarium Shows (Museum admission Charge). Also – The Science Behind Baseball with the ValleyCats on Saturday, August 18 from 12 noon to 2 pm (Museum Admission Charge)

>> **Amy Klein** – Capital District Community Gardens – The Veggie Mobile will stop at the following locations in

**Millett**, Technical Director; **Dick Paterek**, Camera and more; **Nina Rindenello**, Floor Manager and **Ann Parillo**, Producer/host. The only reward we get is having fun together! If you would like to be part of this or any other Schenectady Today team, give us a call or email us. Training is available and volunteering opportunities are based on the needs of each team.

Opening song - Wednesday Edition -- "What a Day" by **Linda Sheldon of Sundial Express**. Website:

**SundialExpress.com (Permission Granted)**

Webmaster - **Gregg Millett**, Website: **GreggMillett.com**

### **AnnParillo - Producer/ Host**

Website: **AnnParillo.com**

SACC-TV, 115 North Broadway Schenectady 12305 -- Studio 518-**346-3181** (fax 688-0011)

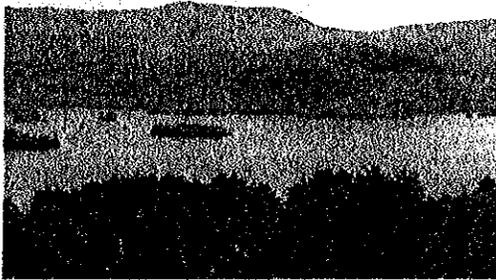
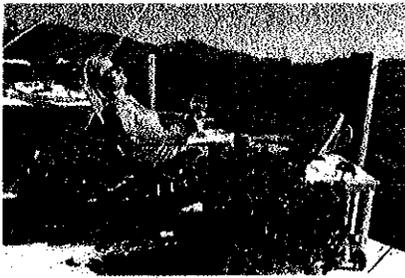
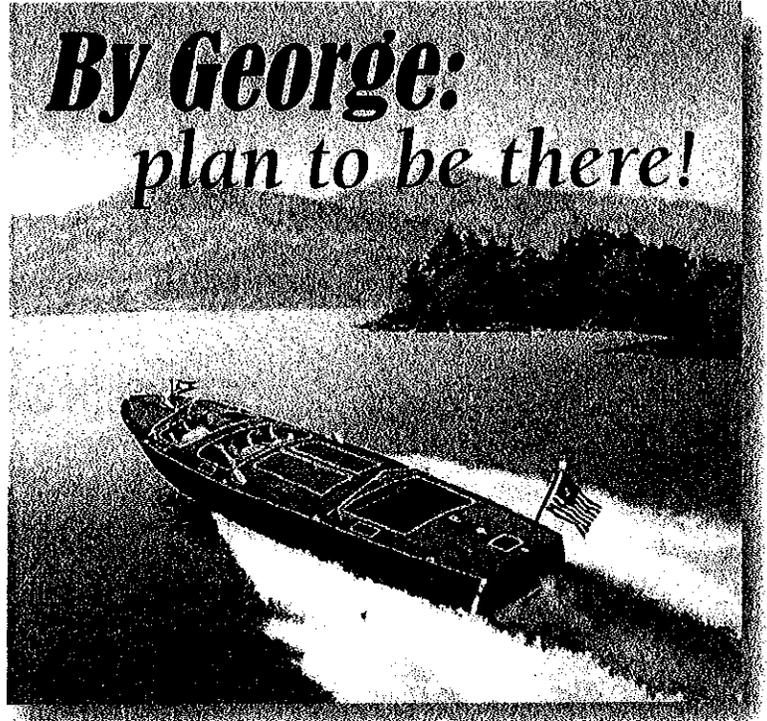
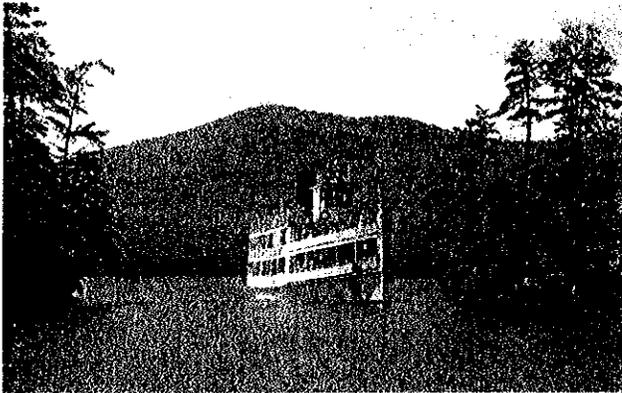
Home office 785-0445

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# THE 2007

## ACBS INTERNATIONAL ANNUAL MEETING & SIXTH ANNUAL INTERNATIONAL ANNUAL BOAT SHOW

**Early Bird Drawing:** register prior to June 31, 2007, to qualify for an all expenses paid meeting and meals for two.

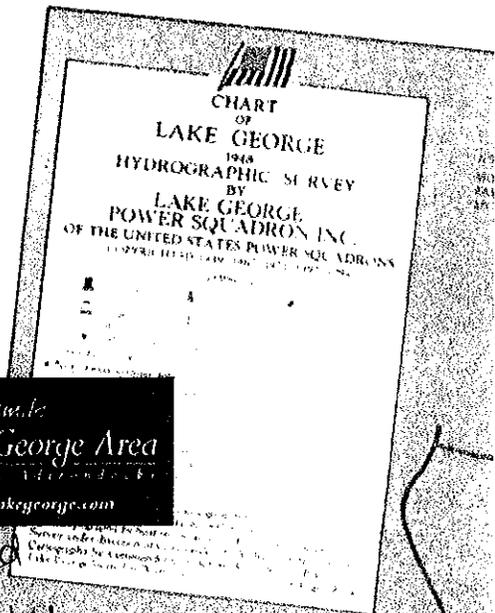


**Fort William Henry Resort is the official site of the ACBS Meeting.**

**For information contact:**  
800-234-0267

**Reservation code: ACBS**  
[www.fortwilliamhenry.com](http://www.fortwilliamhenry.com)

**For additional Hotels and Resorts in the area please visit**  
[www.lakegeorgechamber.com](http://www.lakegeorgechamber.com)



Find your smile  
the Lake George Area  
[www.visitlakegeorge.com](http://www.visitlakegeorge.com)

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