

Calendar of EVENTS



Ballston Spa Business and Professional Association ANNUAL MEETING
5:30 p.m., Panza's on the Green
Ballston Spa Country Club
Rt. 67, Ballston Spa

Our guest speaker, Melissa Ward of New Ward Development, will take you through the advantages and pros and cons of Social Networking and its uses in marketing you and your business. For information visit www.ballston.org.



Tech Valley Networking Group Malta Chapter BI-WEEKLY MEETING
8 a.m., Malta Diner
Route 9, Malta

Meetings are held every other Tuesday 8:00 a.m. at Malta Diner off Exit 12 of the Northway. Membership is industry specific. For info, contact Pamela Grandin, 441-4236 or pgrandin@hunterearningsolutions.com



Malta Business Professional Association NETWORKING LUNCHEON
11:45 a.m., Lake Ridge Restaurant
35 Burlington Ave., Round Lake

First networking luncheon of 2011. For information call (518) 309-6706 or email info@maltabpa.com



Saratoga County Chamber CHAMBER ORIENTATION and MIXER
4:00 p.m., National Museum of Dance 99 South Broadway, Saratoga Springs

The National Museum of Dance and Fifty South have teamed up to provide chamber members the opportunity to see the National Museum of Dance in the former Washington Bath House. Orientation begins at 4 p.m., mixer runs from 5 p.m. to 6:30 p.m. For information call 518-584-3255 or email info@saratoga.org. Cost: \$5.



Thorobred Toastmasters of Saratoga Springs BI-WEEKLY MEETING
7:00 p.m., Longfellow's Restaurant
Route 9P (500 Union Ave), Saratoga Springs.

The club meets the second and fourth Monday of every month. The meeting is free and open to anyone with an interest in practicing public speaking and leadership skills in a supportive environment and has members from all over Saratoga and Washington Counties. For information about Toastmasters, visit district5toastmasters.org or call John Tedder, 695-4369.



Ballston Spa Business and Professional Association JOINT MIXER
5:00 p.m., Ballston Spa Country Club Rt. 67, Ballston Spa

Joint networking mixer including the BSBPA, MBPA, B4-B4BPA, and Greenfield Business Association, sponsored by the Saratoga County Chamber of Commerce. Appetizers and cash bar. Free for Association members. Please RSVP to elens@ballston.org or call (518) 885-2772 by March 23



Southern Saratoga County Chamber 2011 ANNUAL AWARDS DINNER
5:30 p.m., Holiday Inn
232 Broadway, Saratoga Springs

The Chamber of Southern Saratoga County cordially invite you to Celebrate Strength: The Nuts and Bolts of Business at our Annual Awards Dinner and Silent Auction. Cocktail Reception beginning at 5:30 p.m. followed by a sit down dinner and program at 7 p.m. Business Attire is Requested. For information call 518-371-7748 or email info@southernaratoga.org (Sponsorship opportunities are available starting at only \$100. For information email lorretta@southernaratoga.org.)



Ballston Spa Business and Professional Association

Saratoga County Incorporations

Recorded with the Saratoga County Clerk as a new business or a renewal issued due to change of ownership or reorganization. They can be found in ZIP code order inclusive of the business name, address and type of business

Bryan Clark
Bryan C. Clark
5393 Crooked St.
Ballston Spa, NY 12020

Maureen Demeo
Healthy Skin Aesthetic Services
7 Heartside Dr.
Ballston Lake, NY 12019

Dian Sansiveri
Phoenix Shipping and Office Center
1487 Saratoga Rd.
Ballston Spa, NY 12020

Incorporations

Tracy Passaro
Passaro Innovations LLC
38 Margaret Dr
Ballston Spa, NY 12020

BSBPA holds Annual Community Meeting

The Ballston Spa Business and Professional Association has announced its Annual Meeting and Community Mixer for Monday, March 21, at the Ballston Spa Country Club. The evening will start with a social hour from 6 p.m. to 7 p.m., with appetizer fare provided by Panza's on the Green. The meeting will begin at 7 p.m. Guest speaker for the evening will be Melissa Ward of New Ward Development LLC TM, who will be presenting on the Art of Creating a Community Online.

The BSBPA marketing committee will be launching a new image campaign and interactive public art project for 2011 entitled "B. Spa B. There".

Along with a presentation on the benefits of BSBPA membership, attendees will learn more about the many events and activities the As-

Blueline make copying for success in local printing

BY KEVIN J. ROGERS
kevin@theballstonjournal.com

She quickly found her initial ideas changing in order to fulfill



PHOTO BY KEVIN ROGERS

Patti Kelsey, of Texas, runs Alexander Blueline Inc. on Geyser Road, where local customer service is a priority.

It was 25 years ago when Patti Kelsey was in her early 20s and living in west Texas. It was 25 years ago when she thought it was time for a change.

"I had a friend who lived in this [Ballston] area," she said, "and decided while visiting I really liked it."

What to do when she got there was another question, though.

"No one was doing large format copying locally," she said. "It seemed everyone had to go to Albany if they wanted that kind of job done."

Having been in a similar business in Texas she got to know all the equipment and how it worked. She decided, then, to open up her own print shop.

The first step was to find a location, a problem quickly resolved when she found an available property on Geyser Road. The next step was choosing a name, and she said that was a bit trickier. Kelsey knew it had to be unique, and she had an idea.

"Alexander is a name which has been in our family," she said. It's good because it's the first letter in the alphabet." For the second name she relied on her experience doing large-format copying in an industrial setting.

"The lines on the reproductions of blueprints were blue on white backgrounds, so they were known as blueline copies. So we went with that."

She opened Alexander Blueline, Inc. in 1986.

At first she offered a standard mix of services, plus some new ventures she thought she would like to try. But before long she realized it would be her customers which drove her innovation and adaptation.

"Some things we dropped because they didn't really fit with what we were trying to do," Kelsey said. "It was a different format than I had worked in before and we had to adapt and change."

demands from her growing client list.

"People would ask us if we could do this or that, so we found ourselves growing beyond doing just copying services and stamps and some other things into a lot of graphics and signage and other services we learned how to do. You learn how to make it work," she said.

Over time her list of offerings has grown to over 10,000 distinct products and services, a wide range she credits for allowing her to thrive in the face of the technological challenge posed by the growth of home computing. She manages to maintain so large a menu by contracting out work when necessary, a strategy allowing her to handle jobs too big for her shop.

"But if it really is something beyond what we can handle, we'll let the customer know," Kelsey said. "We're only interested in doing things right."

According to the global consulting firm McKinsey and Co., Kelsey's business organization is right in line with one of the most cutting-edge trends in entrepreneurship—distributed co-creation, or the idea that a central organizer can use communication to become a much bigger and more capable organization than it appears. In her case, it means taking on some clients with some pretty daunting needs.

"We do work for the state, for hospitals and schools, as well as

for small local businesses and even individuals," she said.

But for all the technical capability, she still credits her success to word-of-mouth advertising and a long list of repeat clientele.

"Some have come and gone, some have outgrown us," she said. "But most are still with us after all these years."

For her 25th anniversary in April she's planning to issue some special offers to long-standing clients as a token of appreciation. "It's still in the works," Kelsey said, "but I have a pretty good idea what to do and I'll decide very soon."

She points to staying small and staying close to her customers as one

more crucial ingredient to success. "A lot of other shops were tempted to grow just to get bigger, and they're gone and we're still here," she said.

Alexander Blueline Business Resource Center is located at 407 Geyser

Rd. For information call 518-584-9178 or email sales@alexanderblueline.com, or visit the website at alexanderblueline.com.

Stewart's announces \$1.28 million in Holiday Match allocations

In a Monday, March 14 statement, Stewart's Shops announced more than \$1.28 million in distri-

from Thanksgiving Day through Christmas Day. The donations are matched by Stewart's, with

The company credits the success of the program to their customers, dedicated shop partners who