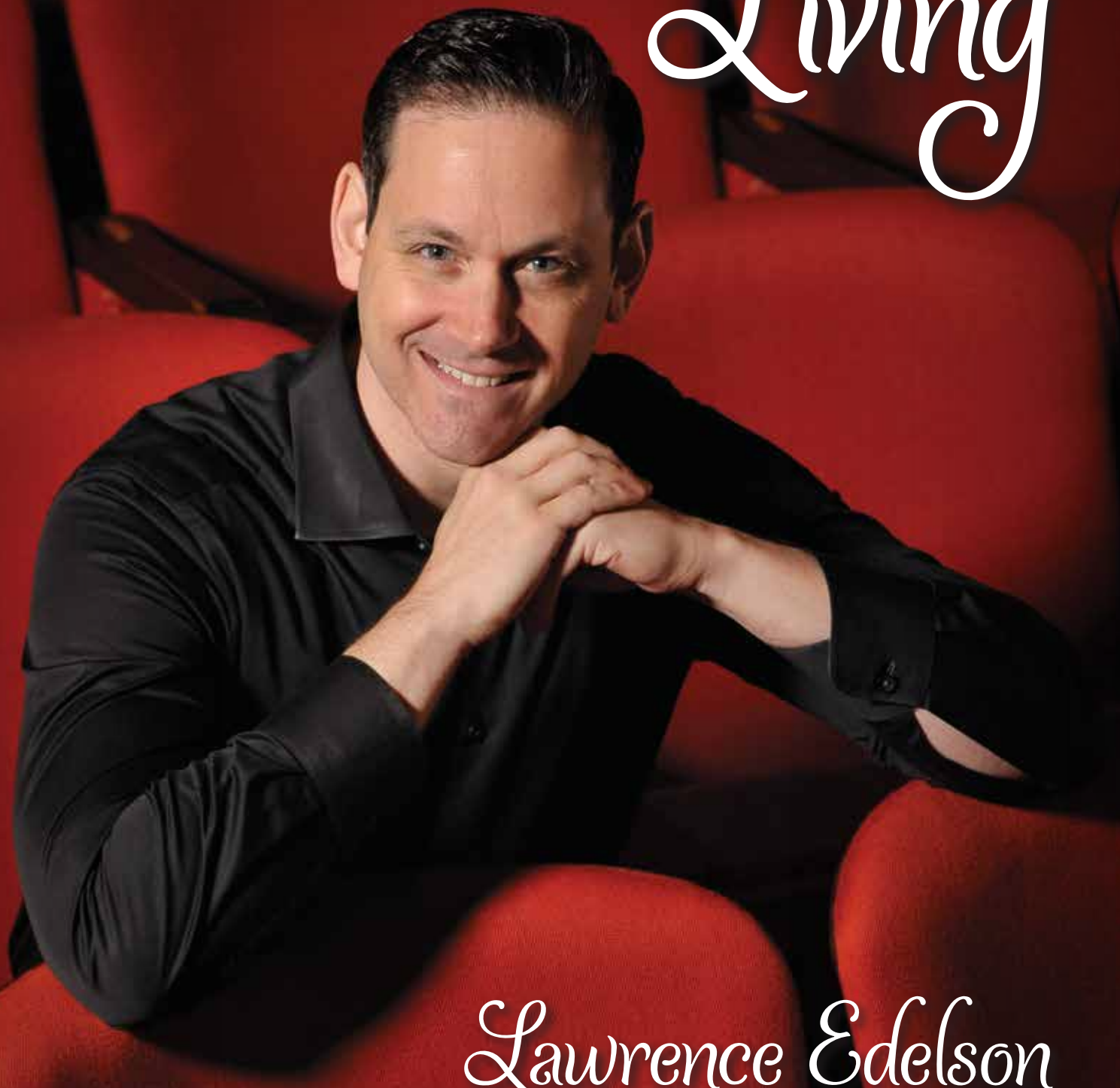


JULY 2015

CLIFTON PARK

AN EXCLUSIVE MONTHLY PUBLICATION FOR RESIDENTS

Living



Lawrence Edelson
New Artistic and General
Director of Opera Saratoga



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PUBLICATION TEAM

PUBLISHER Jessie Riley
CONTENT COORDINATOR
 Jenna Caputo
DESIGNER Kelly Anderson
CONTRIBUTING PHOTOGRAPHERS
 Niki Rossi Photography
 Gary David Gold
CONTRIBUTORS

Dahn Bull, Clifton Park Town Hall
 John L. Scherer, Clifton Park Historian
 Rebecca Carman, Shenedehowa Central Schools
 Pete Bardunias, The Chamber of Southern
 Saratoga County
 Elizabeth Dubben, Saratoga Arts Council
 Dr. Audrey Paslow, Ellis Medicine
 Emilie Nadler, Skidmore College
 Jenna Caputo, Silverpen Productions
 Harold W. Reiser, III,
 Select Sotheby's International Realty
 Susan Bardack, Buzz Media Solutions
 Lawrence Edelson, Artistic and General Director,
 Opera Saratoga
 Karin Thorne, CPSC Scholarship Committee

ADVERTISING

Contact: Jessie Riley **Phone:** (917) 455-2461
Email: jriley@bestversionmedia.com

COMMUNITY SUBMISSIONS

Have feedback? New ideas? We would be happy to hear from you! Please contact Jenna Caputo at jcaputo@bestversionmedia.com for information on how to submit ideas, articles, updates, reminders, events, high-resolution photos and more. We will do our best to include as much community information as we can within our space limitations.

MAGAZINE DEADLINES

Please submit your content by the 10th of each month.

Clifton Park Living will usually arrive in your mailbox within the first week of every month. Dates may vary depending on the post office.

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Dear CLIFTON PARK RESIDENTS

We are happy to announce that we are beginning to expand the magazine! Stay tuned for some great new features and sponsors!

One of the new features will be a Creative Corner that will feature work from local artists. There is a lot of talent in the Capital District, and we want to include as many people as possible. So we're looking for submissions from YOU!

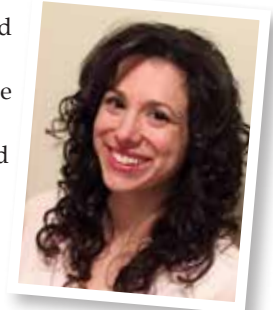
Do you write poetry or short stories? Do you have a favorite photo you've taken, or a piece of original art hanging in your house? How about a favorite quote or original recipe? We are looking for all kinds of creative submissions! Please email me at jcaputo@bestversionmedia.com with your submission and we'll put you on the list for the Creative Corner.

As always, we also are accepting submissions for a featured family, story, non-profit or events. Please email me any time with your ideas. This is your magazine and we want to include as many of your stories as we can!

Hope you are all enjoying your summer and I look forward to reading your submissions!

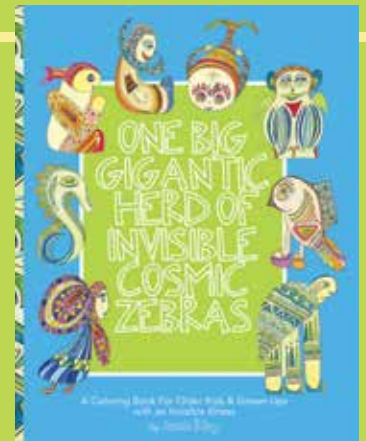
Jenna Caputo

CONTENT COORDINATOR



CREATIVE CORNER

Local artist (and publisher of this magazine) Jessie Riley is also an artist and author of self-help coloring books for kids and is now venturing into the latest worldwide craze - coloring books for grown-ups. Her latest coloring book titled "One Big Gigantic Herd of Invisible Cosmic Zebras" is being released in July and is for older kids and grown-ups with an invisible illness. Riley hopes this therapeutic coloring book will help bring joy, beauty and hope back into the lives of those going through the challenges of dealing with an invisible illness. Her publishing company Kitanie Coloring Books can be found online at www.kitanie.com.



"One Big Gigantic Herd of Invisible Cosmic Zebras" published by Kitanie Coloring Books.

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Nature Calls: Clifton Park Outhouses

By John L. Scherer, Clifton Park Historian

Before the days of indoor plumbing, an outhouse or privy could be found behind every house. By 1937, electricity had come to many parts of Clifton Park, and after World War II, the outhouses began to disappear. With increased development during the 1960s, practically all outhouses were abandoned with the convenience of indoor plumbing.

Now a true piece of Americana, the beloved privy (derived from the Latin *privatus*, meaning to set apart) is being restored and collected by museums to interpret life before indoor plumbing. In 1990, the NYS Museum acquired an outhouse from Frank Demetrowitz's home on Grooms Road in Clifton Park. He wanted to get rid of the Depression era bathroom in the back yard of his property, and phoned the museum. Curators came and retrieved the small closet-sized outhouse, and it has already been featured in several exhibits.

Family privies frequently featured two, three or more holes, usually of varying sizes, to suit different sized behinds. The first commercial toilet paper came on the market in 1857, but folks in the outlying areas continued to use leaves, grass, corncocks, rags and scrap paper of all sorts.

Public places provided gender-segregated outhouses. The crescent-moon cutout on the door was the symbol

for the women, and the men's privy usually featured a sun or star. These cutouts also aided ventilation.

The outhouse was usually positioned about one hundred yards behind the house. This seemed like quite a distance to go in the winter, but in the summer, it did not seem far enough. Applications of wood ashes or lime would help, but periodic cleanings were necessary or the smell would be unbearable. Outhouses placed too close to streams and wells would cause outbreaks of dysentery, typhoid and cholera.

Chamber pots (also known as thunder mugs or slop jars), placed under beds or in bedside commodes, were often used during the cold winter months or at night.

The privy, perched as it was over a tempting hole, also functioned as an all-purpose disposal bin. Today, it serves as a rich resource for archaeologists and those who research the way people lived by what they throw away.

If you peer into the back yards of older homes, you can still spot outhouses in Clifton Park. Most have now been turned into tool sheds or wood sheds. Thank goodness for the conveniences of modern indoor plumbing! ■



The restored outhouse at the Historic Grooms Tavern.

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New Solar Field Coming to Clifton Park

By Phil Barrett, Clifton Park Town Supervisor

The Town of Clifton Park and our partner GroSolar, a solar project installation company, submitted a grant application to the New York State Energy Research and Development Authority (NYSERDA) in an effort to secure funding for a 1 megawatt solar system on the capped landfill at the Clifton Park Transfer Station.

In 1991, the town landfill was ordered closed and covered by the Department of Environmental Conservation (DEC). At the end of that process, the Transfer Station was left with a large-raised meadow, with approximately 23 acres of surface area. The Town Board has been working toward transforming the capped landfill into an alternative energy revenue producer for the last few years. Working with our private sector partners at GroSolar, we were able to secure funding to build a seven-acre, 1 megawatt solar field. Financing for the project is provided by NYSERDA and private investors. In this partnership, the town is not responsible for capital costs related to construction. In addition, the town will not be responsible for maintenance or any expenses related to operating the solar field. GroSolar establishes the financing, conducts

the engineering studies, oversees construction and maintains the solar field.

Through a structure referred to as net metering, the town will realize approximately \$1.75 million in savings over the term of the agreement. All of the energy that is produced by the solar field will be supplied directly to the energy grid system. The town will receive credits for the energy that is produced by the solar field, which will offset the cost of energy across all town operations.

Clifton Park residents pay a large amount of New York State and federal taxes and energy fees. It is the opinion of the Clifton Park Town Board, that as a municipality we should work diligently and sensibly to secure grants to reduce the cost of town operations and return some of our hard-earned tax dollars back to the people of Clifton Park. ■



Phil Barrett, Clifton Park Town Supervisor

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ally Smith

Lawrence Edelson
with tenor Matt
Hill in rehearsal for
La Cenerentola.

COVER STORY

By Susan Bardack, Photos by Niki Rossi
Photography

Lawrence Edelson

New Artistic and General Director of Opera Saratoga

Stars from the stages of the Metropolitan Opera, Paris Opera and Vienna Staatsoper will descend on Saratoga Springs this June and July as part of Opera Saratoga's 2015 Summer Festival, the first season programmed by the company's new Artistic and General Director, Lawrence Edelson.

Edelson comes to Opera Saratoga from New York City, where he has lived for over twenty years. He is highly respected not only as a

critically acclaimed stage director, but also as a visionary company leader who has created programs in the areas of artist mentorship and new works development that have served as models of innovation for opera companies around the country. In the opera field, Edelson is best known as the founder of American Lyric Theater (ALT), a company dedicated to the mentorship of emerging operatic writers and the creation of new works.

Edelson continues to hold his position at ALT concurrent with his new role at Opera Saratoga. A tireless advocate for the diversification of audiences for opera, Edelson also serves on the strategy committee for OPERA America, and continues to forge collaborations with opera companies across the country.

Edelson brings new relationships and a deeply collaborative approach to producing opera in our region. Since joining the company last July, Opera Saratoga has expanded its in-school education program (*Opera-to-Go*), launched a new initiative to provide free concerts throughout the year (*Saratoga Sings!*) and has secured significant new sources of foundation support to enable deeper investment in the community. In past seasons, Opera Saratoga's Summer Festival has consisted of two or three weeks of programming. This summer, music lovers will be able to enjoy seven weeks of concerts and operas in June and July.

The Summer Festival kicked off on June 6 at The Dee Sarno Theater of Saratoga Arts with a *Stars of Tomorrow* concert, featuring members of Opera Saratoga's nationally acclaimed Young Artist Program. "Many people don't know that Opera Saratoga has the second oldest program for emerging operatic singers in the country," explained Edelson. "This season, we received over 1,000 applicants, and selected 24 singers, two conducting fellows, and a directing fellow – making it statistically more competitive to get into our program than it is to get into Harvard! Young Artists receive professional training throughout the summer, while also performing supporting roles, understudying principal roles and singing concerts throughout the summer."

Additional events featuring members of the Young Artist Program include: *Saratoga Sings a Centennial Celebration* (June 13 at Saratoga Arts);

a *Master Class with Metropolitan Opera Coach Joan Dornemann* (June 14 at Skidmore College); a *2015 Preview Concert* (June 17 at The Sembrich Museum in Bolton Landing); *If it Aint Baroque* (June 21 at The National Museum of Dance); *Of Arms and the Man I Sing* (July 12 at Saratoga Arts) and the announcement concert for the 2016 season (July 23 at The Spa Little Theater). Many of these events are free, making Opera Saratoga's programming more accessible than it has ever been before.

The guest artists who Edelson has invited to perform leading roles in this season's operas are from some of the world's great opera houses, but he said, "There is nowhere you can see them as up close and personal as Opera Saratoga." Three of these principal artists will also be performing solo concerts during the season: Soprano Caroline Worra will sing John Corigliano's song cycle *Mr. Tambourine Man* – to lyrics by Bob Dylan – at Caffé Lena (June 20 and 21); Mezzo Soprano Jennifer Johnson Cano will present *Songs of Love and Desire*, a solo recital featuring the music of Brahms, Dove, Barber, Tchaikovsky and Rachmaninoff at The Massry Center in Albany (June 26); and Baritone John Brancy will sing *A World War I Tribute Recital*, a very special program that reveals the thoughts, emotions and psyche of the great composers during that tremulous time (July 16). Tickets for all of these concerts are modestly priced: \$20 in advance, or \$25 at the door.

Of course, operas are the centerpiece of the Summer Festival, and this year, Opera Saratoga truly has something for everyone. *La Cenerentola* (Cinderella) is a bubbling fairytale comedy by Rossini (opening July 2) that features virtuoso singing to impress the most passionate opera lovers, and is also an ideal introduction to opera for family audiences. Opera Saratoga's

LA CENERENTOLA (Cinderella)

Music by Gioachino Rossini, Libretto by Jacopo Ferretti, Based on the Fairy Tale by Charles Perrault

Performances: Thursday, July 2, 2015 at 7:30pm; Saturday, July 11, Tuesday, July 14, and Saturday, July 18, 2015 at 2pm; Sunday, July 26, 2015 at 7:30pm.

DIDO AND AENEAS

Music by Henry Purcell, Libretto by Nahum Tate

All tickets include admission to the wonderful exhibits at The National Museum of Dance, beginning at 7pm. Seating begins at 7:45pm for the performance beginning at 8:15pm.

Performances: Monday, July 6, 2015; Sunday, July 12, 2015; Sunday, July 19, 2015; Tuesday, July 21, 2015

WORLD PREMIERE THE LONG WALK

Composed by Jeremy Howard Beck, Libretto by Stephanie Fleischmann

Performances: Friday, July 10, 2015 at 7:30pm; Monday, July 13 and Friday, July 17, 2015 at 2pm; and Saturday, July 25, 2015 at 7:30pm.

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presentation of *Dido and Aeneas* (opening July 6) will be the company's first site-specific production, presented outdoors – under the stars – in partnership with the National Museum of Dance. The heartbreaking opera recounts the love of Dido, Queen of Carthage, for the Trojan hero, Aeneas, and her despair when he abandons her. Edelson has invited world-renowned choreographer and director Karole Armitage to create a very special production for Saratoga

Springs that embraces the natural beauty and history of The National Museum of Dance located in the Spa State Park. The final production of the season is the highly anticipated world-premiere of *The Long Walk* (opening July 10), an extraordinarily beautiful and powerful new opera by composer Jeremy Howard Beck, and librettist Stephanie Fleischmann based on the critically acclaimed memoir by Brian Castner, which is a deeply personal exploration of a soldier's return from Iraq where he served as an officer in an explosive ordnance disposal unit and his battle with what he calls "the Crazy" as he tries to reintegrate into his family upon returning from the war.

"By expanding the festival, we are providing more opportunities not only for local audiences to enjoy our programs, but for people from around the country to enjoy the cultural riches our region has to offer," Edelson explained. "When I first was appointed Artistic and General Director, I began by asking people why Opera Saratoga exists. The answer I most frequently heard was some version of 'to produce opera.' I would argue that is the wrong answer. What we do is produce opera, but WHY we do what we do is to serve our community. From Albany to the Lower Adirondacks, Opera Saratoga is the only professional opera company in the region – and it truly is a treasure that everyone should be able to enjoy. I look forward to sharing world class opera with our audiences this summer, and to continuing to expand our footprint throughout the year to make opera exciting and accessible for everyone." ■

Do you know a neighbor who has a story to share? Nominate your neighbor to be featured in one of our upcoming issues! Contact us at jcaputo@bestversionmedia.com.

Keeping Student Athletes Safe with Preseason Testing

By Audrey Paslow, PT, DPT, Ellis Physical Therapy

It is estimated that more than 1.6 million sport-related concussions occur each year in the United States, but concussions are often difficult to diagnose quickly and accurately, especially mild ones. Early recognition is crucial as young athletes with a concussion are more likely to not only sustain another concussion, but also nearly four times more likely to sustain a secondary bone or joint injury.

How can parents of student athletes keep their children safe on the field? By having them undergo preseason baseline cognitive and balance tests to aid in concussion evaluation and treatment. Parents can help ensure their child's long-term health as an athlete by thinking ahead and scheduling a preseason evaluation. Preparation for any sports season should begin with a baseline test to gain greater understanding of a child's health in case of injury. Having baseline information available when evaluating for a possible concussion is very helpful in getting to the right diagnosis. Also, proper concussion care leads to safer play and return-to-play decisions. The Centers for Disease Control (CDC), National Collegiate Athletic Association (NCAA) and National Football League (NFL) all recommend that athletes undergo baseline neurocognitive and balance assessments annually.

Ellis Physical Therapy offers baseline testing using state-of-the-art technology. Used by professional sports organizations, Ellis utilizes the NeuroCom®

Balance Master™ to provide comprehensive balance assessments. Ellis is one of only two organizations in the Capital Region with the NeuroCom® Balance Master™ and the only facility with stability testing designed exclusively for evaluating an athlete's balance. Using a three-pronged approach for the most accurate and objective determination on when an athlete is ready to return to play, an evaluation at Ellis Physical Therapy includes symptom screening, cognitive testing and balance assessment. Post-injury comprehensive evaluations and treatment are also provided by the Ellis Physical Therapy team. These interventions follow the latest evidence-based guidelines for return to play and are covered by most insurance companies. Concussions are usually caused by a blow to the head but can be caused by sudden head movement due to a blow to the body. Most of the time, loss of consciousness is not involved. Sports-related concussions can happen during drills, practices and games, and injuries that occur during practice can be just as serious as those that happen during competition.

To schedule an appointment for baseline testing, please call 518-631-9158. For more information, visit ellismedicine.org. ■



Audrey Paslow, PT, DPT,
Ellis Physical Therapy

Common Signs of Concussion* Things You Can Observe

- Behavior or personality changes
- Blank stare, dazed look
- Changes to balance, coordination or reaction time
- Delayed or slowed spoken or physical responses
- Disorientation (confused about time, date, location, game)
- Loss of consciousness (occurs in less than 10 percent of people with concussion)
- Memory loss of event before, during or after injury occurred
- Slurred/unclear speech
- Trouble controlling emotions
- Vomiting

Symptoms of Concussion* Things the Athlete Tells You

- Blurry vision/double vision
- Confusion
- Dizziness
- Feeling hazy, foggy or groggy
- Feeling very drowsy, having sleep problems
- Headache
- Inability to focus, concentrate
- Nausea (stomach upset)
- Not feeling right
- Sensitivity to light or sound

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A CPR Smart School

By Rebecca Carmen, Shenendehowa Central Schools

On Wednesday, April 15, Shenendehowa Central School District became the first school in the Capital Region to become a CPR Smart School. The American Heart Association recognized Shen during a special ceremony that day. To qualify for the American Heart Association's CPR Smart program, school districts must implement a written policy whereby students learn CPR and AED use prior to graduation.

"It's our great pleasure to recognize Shenendehowa as a CPR Smart School," said Bob Elling, paramedic and chair of the New York State Advocacy Committee of the American Heart Association. "We know that having CPR performed doubles or triples the chances of survival for victims of sudden cardiac arrest. In April, the New York State Board of Regents expressed support for CPR in Schools, and is now calling for regulations so that all New York students learn Hands-Only CPR before graduation. Shenendehowa has shown great foresight – and concern for its citizens – by creating an army of lifesavers in this district before law requires it."

Nine out of 10 victims of sudden cardiac arrest die. With a formal CPR instruction policy in place, residents of the Shenendehowa school district have a much greater chance of surviving sudden cardiac arrest.

Sudden cardiac arrest survivor, Jeff Keene's wife Julie, shared the story of Jeff being saved by CPR. "On Christmas day 2007, while at church, my husband went into cardiac arrest. Within minutes, he could have died," said Julie Keene, who works for the Shenendehowa Central School District. "Because one person, a complete stranger, had the courage and knowledge to begin CPR on him, he is alive and thriving today."

"As a district, we have a firm commitment to providing our students with a wide variety of experiences and skills," said Dr. Oliver Robinson, superintendent of Shenendehowa Central School District. "The ability for them to save a life by learning CPR is of tremendous value. We applaud the efforts of the American Heart Association to make this a given component of the school curriculum."

"Clifton Park & Halfmoon Emergency Corps is proud to partner with the Shenendehowa School District in providing CPR and AED training to its staff, which will strengthen Shenendehowa's solid commitment to their student and staff safety," said Eric Hanchett of Clifton Park Halfmoon EMS, who has worked with Shen staff on training students in Hands-Only CPR. "By translating our real life experience and expertise, we can offer simplified, Hands-Only CPR & AED training, creating empowered students who will be ready and confident to take life-saving action when needed. We are excited about this collaboration and the potential we have to build a safer community together."

"As a health educator, we have a responsibility to not only teach students the skills to perform CPR, but first and foremost to make them feel empowered to step in and ACT!" said Pamela Woloszyn. "Hands-Only CPR truly gives everyone the opportunity to save a life and that's what I try to inspire students to do. Through empowerment and inspiration comes engagement and the students feel they truly can make a difference and help others in a time of crisis."

"The district has provided education in CPR and AED for over 15 years," said Rebecca Carman, director of policy and community development for the Shenendehowa Central School District. "This is a program that has little cost to the district. CPR is a life skill that every student should be exposed to." ■

Clifton Park Soccer Club Scholarship 2014-2015 Winners

By Karin Thorne, Member of the CPSC Scholarship Committee

The Clifton Park Soccer Club is pleased to announce the winners of the 2014-2015 Clifton Park Soccer Club Scholarships!

Scholarships have been awarded annually since 1987 to members of the senior class of Shenendehowa High School who are registered players with the Clifton Park Soccer Club and will be continuing their formal education in the fall. The criteria used to select the scholarship recipients include academics (including but not limited to class rank and grade point average), as well as athletic and community involvement and participation.

This year's recipients of \$1,000 each are Jared Slosberg, Joshua Sangaline and Christine Miranda. All three scholar/athletes began their soccer careers in the Clifton Park Soccer Club Recreational League in the Under-6 Year-Old division. All are members of the National Honor Society, and all three have been awarded the Green Letter Award, which is given to students who maintain an average of 95% or above for all four quarters of the academic year.

Jared Slosberg will be attending George Washington University to study biomedical engineering; Joshua Sangaline will be attending the Rochester Institute of Technology to study computer science and Christine Miranda will be attending Bentley College to study business. ■



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ARTIST SPOTLIGHT

Emma Huneck

Emma Huneck was born and raised in Clifton Park. She holds a BFA from SUNY Plattsburgh with a focus in painting, drawing, art history and museum studies. She has exhibited work



By Emma Huneck

in multiple galleries across New York State. She uses a variety of medium, color, and texture to portray a personal response to her subject matter. She hopes her work sparks a unique emotional response from each viewer. ■

Photo of the Month

Emilie Nadler is a recent Skidmore College graduate. As a double major in both Government and English, her interests include photography, politics, news and environmental issues. Emilie took this photo while hiking in the White Mountains of New Hampshire. Spending her summers in New Hampshire, Emilie is constantly inspired by the beautiful nature and scenery of the area. ■



Photo by Emilie Nadler



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Saturday, July 4 FIRECRACKER4 ROAD RACE

@Saratoga Springs City Center
Start the 4th with an invigorating run through the beautiful streets of Saratoga Springs. Course is USATF certified 4 mile with B-tag timing. Race features live entertainment along the course, awards, prizes, refreshments, large vendor courtyard, goody bags and awesome race shirts. Register early to get your personalized Firecracker4 race bib. Grab your friends and family and create a "Running In Colors" race team.
Time: 9am-12pm
Cost: \$30
(518) 744-5646

Saturday, July 4 OMNY TAIKO DRUMMERS

@Orpheum Film & Performing Arts Center, Tannersville, NY
Join us at the Orpheum to experience the powerful vibrations of Grammy Award Winner Koji Nakamura and OMNY Taiko's traditional Japanese Taiko drumming.
Time: 6pm
Cost: FREE
(518) 263-2063

Monday, July 6 through Friday, July 10 INTERNATIONAL SUMMER CAMP-ITALY

@The Genius Plaza, Clifton Park, NY
Welcome to International Summer - Italy! The children will learn to laugh and love all things Italian. Whether you are Native Italian, an Italian American or a non-Italian with an interest in the Italian language and culture, we have a program for you.
Time: 8:30am-3pm

Cost: \$120/week
(518) 280-9550

Monday, July 6 through Friday, July 10

ROBOT BUILDERS SUMMER CAMP
@The Genius Plaza, Clifton Park, NY
Robotics is our beginner's class where your child will learn to build and program robots using Lego Education's award-winning WeDo™ robotics and programming software.
Time: 8:30am-3pm
Cost: \$120/week

Friday, July 10 SARATOGA POLO MATCH

@Whitney Field, Saratoga Springs, NY
Polo matches are played on the historic Whitney Field or on adjacent fields, every Friday and Sunday evening.
Time: 5:30pm
(518) 584-8108

Monday, July 13 TO KILL A MOCKINGBIRD

@Clifton Park Public Library
Join us in watching the documentary Hey Boo: Harper Lee & To Kill a Mockingbird. The film uncovers new details and photos about Harper Lee's classic, Pulitzer Prize winning novel. Following the film, librarian Jim Foster will lead a discussion.
Time: 6:30pm-8:30pm
Cost: FREE

Friday, July 17 PAUL SCHULTZ MEMORIAL GOLF TOURNAMENT

@Airway Meadows Golf Club, Gansevoort, NY

Please join us for our 4th Annual Paul Schultz Memorial Golf Tournament, a fundraiser to support the efforts of the Moreau Community Center serving multiple generations and making strong community connections.
Time: 7:30am-2:30pm
Cost: \$85/per player

Saturday, July 18 ANNUAL MUD RUN & COMPASSION WALK

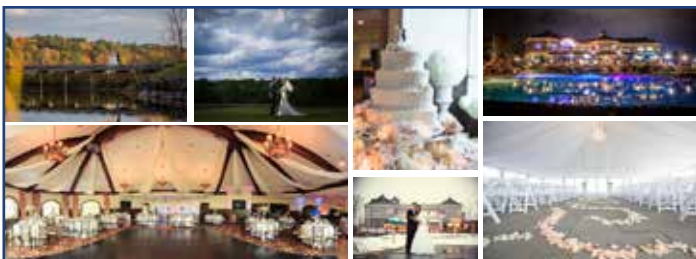
@Maple Ski Ridge, Schenectady, NY
The mud run, Run The Ridge, is a 5K or 10K run with obstacles designed by local military mud runners. All proceeds from the Mud Run will go towards Easter Seals New York Vets Count, which helps Veterans find employment. Looking for something more mellow? The Compassion Walk is a 2K walk or run that family and friends can join by raising funds for Easter Seals New York's summer camp for children with disabilities, Camp Colonie.

Tuesday, July 21 through Sunday, July 26

SARATOGA SHAKESPEARE:
"LOVE'S LABORS LOST"
@Congress Park
Production of "Love's Labors Lost" is set in 1915.

Friday, July 24 SARATOGA RACE TRACK OPENING DAY

@Saratoga Race Track
The races begin at the Saratoga Race Course in late July each year. The gates open at 11:00 am and first race post time is 1:00 pm.
Time: 11am



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Photos: Elario Photography | Matt Ramos Photography | Bigler Productions



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Welcome to the Neighborhood

By Pete Bardunias, President/CEO, the Chamber of Southern Saratoga County



"Huntington Means Learning," and new Executive Director Katie Hagen (center, holding scissors) is flanked by representatives and volunteers of the Chamber of Southern Saratoga County (CSSC). From left to right: Judy Brinkmann, Lifes2Short, LLC; Sandra Hassfurter, Berkshire Hathaway Home Services, Saratoga; Karen Chapman, Cummings Advertising Art; Liz Roggenbuck, CSSC Member Services Manager; Jennifer Baisley, Huntington Learning Centers; Hagen; CSSC President / CEO Pete Bardunias; Greg Bruno, Capital Bank; Former CSSC Chairman James Hartle, Capital Bank; Sandy McAlonie; NBT Bank. Located at 7 Southside Plaza Suite 101 in downtown Clifton Park, Huntington Learning Centers (clifton_park.huntingtonhelps.com/) serves students throughout grade school, helping assist them in acquiring the skills necessary for successful higher education.



CSSC President Pete Bardunias (2nd from right) hands the ceremonial scissors to Dr. Mindy Lam and her husband Steven of Foot Care of Clifton Park in front of their new facility at 870 Route 146, Clifton Park. The April 28 ribbon cutting was also attended by staff and volunteer ambassadors of the CSSC as well as Clifton Park Town Councilwoman Amy Standaert (yellow blazer) and Chris Rhodes (center, in suit), representing Assemblyman Jim Tedisco. From routing checkups to treatments for surgery, Foot Care of Clifton Park is equipped to handle a wide variety of podiatric needs. Podiatrists are highly skilled specialists who complete years of study and training in order to be licensed in the state they practice. More information is available at footcareofcliftonpark.com.

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Real Estate in a Digital World

By Harold Reiser, Associate Real Estate Broker

Selling a home is really about marketing a home. When the right buyer comes through the door, the house will be sold.

When I bought my first home, I drove around looking for "For Sale" signs. The first time I saw the inside of the house was when I scheduled a showing with my real estate agent. Now, over 90% of all home searches begin online. Developing outstanding marketing assets such as photographs, property videos and aerial photography is key to getting the right buyer to visit the property. Buyers now see the inside of a home for sale from the comfort of their living room.

It is important to use a professional photographer accustomed to shooting real estate photography. Most people will stand in the doorway of a bedroom and aim the camera toward the bed. A real estate photographer will show you what it's like to wake up in the bed and look around the room or see the view outside. A professional real estate photographer knows how to use shooting and editing techniques to neutralize the lighting between the inside and the outside so the view can be seen out of the window.

In the online world, video is king. Even Zappos has a video for each pair of shoes! Consumers want to push one button and get all the information they need. They don't want to read about a home, they want to see it and hear about it. Video also can speak to the lifestyle of a property and the emotion of owning the property far better than words or photos.

Once the right marketing assets are in place, the key is to expose a home to as many people as possible. This means advertising the home on high traffic websites. Of course realtor.com, Trulia and Zillow, but I put all of my listings on the online versions of The New York Times, The Wall Street Journal, The Financial Times and about 70 other websites based on the type of home.

A strong online presence with top notch marketing assets is the key to selling a home. ■



Harold W. Reiser, III
Associate RE Broker
m. 518.588.5224 o.518.580.8500
harold.reiser@sothebysrealty.com



Recently Closed

- 48 Spruce St, Clifton Park - Sold for \$335,000
- 63 Sheldon Dr, Halfmoon - Sold for \$349,900
- 22 Leonardo, Clifton Park - Sold for \$567,500
- 152 Cary Rd, Halfmoon - Sold for \$740,000
- 19 Tipperary, Clifton Park - Sold for \$845,000
- 192 Moe Rd, Clifton Park - Sold for \$900,000
- 7 Taymor Tr, Clifton Park - Sold for \$1,825,000
- 13 Heavenly Way, Clifton Park - Sale Pending

- Local Agents
- Global Marketing
- Professional Photography

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IMPORTANT TOWN PHONE NUMBERS

Town Supervisor *Phil Barrett*.....371-6651
 Town Board Members.....371-6651
 Animal Control Officer371-6756
 Town Attorney *Tom McCarthy*371-6651
 Assessor *Walter Smead*.....371-6460
 Building & Development Director
Steve Myers371-6702
 Building & Grounds Director
Mike Handerman371-6651
 Town Clerk *Pat O'Donnell*.....371-6681

Town Court, 5 Municipal Plaza371-6668
 Community Development Director
Barb McHugh371-6651
 Town Comptroller *Mark Heggen*371-6651
 Storm Water Management Technician
Scott Reese.....371-6054
 Director of Communications & Tech
Dahn Bull.....371-6651
 Highway Superintendent
Rick Kukuk371-7310

Parks and Recreation Director
Myla Kramer.....371-6667
 Planning Director *John Scavo*371-6054
 Receiver of Taxes *Lorraine Varley*371-5720
 Director of Safety and Security
Lou Pasquarel.....348-7311
 Town Security Officers369-6651
 Sewer Director *Mike O'Brien*348-7313
 Transfer Station Supervisor
Jeff Vedder.....371-6669

If the person you wish to reach is not on the list above, please call 371-6651 to speak to a receptionist who will direct your call to the appropriate individual or department. The Town's office buildings are open from Monday through Friday, 9am to 5pm, excluding holidays. The Town Clerk's Office is open until 7pm every Thursday. The Building and Parks and Recreation Departments are open at 8am Monday through Friday.



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