

# The Volunteer

September 2009



The Newsletter of the BSBPA

Ellen Mottola, Editor [info@ballston.org](mailto:info@ballston.org)

Volunteers working to make Ballston Spa a great place to live, shop, dine, stroll & stay.



**BALLSTON SPA • NEW YORK'S FIRST FAIR TRADE TOWN**

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*Ballston Spa Lions*

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## "The Way We Were" Car Show

The Ballston Spa Business & Professional Association will once again be hosting the 7th Annual "The Way We Were Car Show" on Sunday, October 11, 2009 on Front Street in Historic Ballston Spa. As in the past, all proceeds will benefit Downtown Business Promotions and Beautification. Sponsorship opportunities are available for both business and residents and help us to continue to bring these events to our community. Your financial support is as important to a successful event as is your time volunteering. Please take a moment to review the sponsorship opportunities below. We encourage you to get involved in this great event.



**\$300.00** - Business name and logo on registration table sandwich board, logo on web site, logo on poster, newspaper advertisements and promos throughout the day. Trophy Sponsor for a Major Award with business name announced at award presentation.

**\$200.00** - Business name on poster, and web site, promos throughout the day and trophy sponsorship for winner in one of 10 divisions with business name announced at award presentation.

**\$100.00** - Business name on poster and web site, promos throughout the day and 2<sup>nd</sup> through 5<sup>th</sup> place wall plaque sponsorship with business name announced at award presentation.

**The sponsorship levels above also include vendor space at the event.**

**\$25.00** – 2<sup>nd</sup> through 5<sup>th</sup> place plaque sponsorship, name announced at award presentation.

**The dead line to be included on the poster for The Way Were Car Show is September 4th.**

Please make checks payable to the BSBPA Car Show and mail to: PO Box 386, Ballston Spa, NY 12020. Sponsorships donations can also be made available online at [ballston.org](http://ballston.org).

As always, **volunteers are needed** on the day of the event. If you can spare an hour, please let co-chairs Tina Mangino-Coffey or Steve Springer know as soon as possible. This event is also a wonderful **marketing opportunity** for your business. We will be handing out 250 goodie bags to the exhibitors. We are looking for business members to contribute promotional items to go into these bags such as menus, discount coupons, pens, anything with your business name on it.

For more information, or to volunteer or to contribute a promotional item, please contact co-chairs Tina Mangino-Coffey, [tmanginocoffey@mangino.com](mailto:tmanginocoffey@mangino.com) 885-2725 or Steve Springer, [steve.s@roverparts.com](mailto:steve.s@roverparts.com) 885-3175.



### From the BSBPA President

September is here and 2009 has but 16 weeks left in it. The summer has seen many successful events in Ballston Spa with great numbers of people taking full advantage of all the activities. As I talk with individual business owners and farmers market vendors, they all have similar stories about how the last couple of months have been very positive for them regarding the number of visitors who come for the events and stay to sample everything else Ballston Spa has to offer. In 6 weeks, "The Way We Were Car Show", one of my favorite events, takes place. I look forward to those days of excited preparation leading up to the show and being a part of the day itself. I hope that many of you will come forward to help that day or sponsor a trophy or two. At \$25, it is so easy to do! Join me at events like this and say hi and thank you to the volunteers who make things happen here in the Village of Ballston Spa.

Jim Whittredge

# Member Items

## WELCOME TO OUR NEW MEMBERS

Extra Space Storage  
Sheila Brust and Phyllis Lighthall  
75 Brookline Road  
Ballston Spa, NY  
518884-2944  
extraspace.com

H & R Block  
Mary Parker (District Mgr)  
Deana Polcare (Office Leader)  
3021 Doubleday Ave. (Local Off.)  
841 Route 146, Clifton Pk (Bus. Off)  
518 363-4037/383-4067  
hrblock.com

Darlene Landor Lathrop  
5 Twinflower Court  
Malta, NY  
Resident Member

## FROM OUR MEMBERS AND NEIGHBORS

**Cynthia Eletto** of **The Pilates Studio** will be participating in the **Avon Walk for Breast Cancer** in NYC on Oct 10-11. She will walk up to 39.3 miles in support of Breast Cancer Research and Early Detection. If you would like to support her, you can donate online at [www.Avonwalk.org/goto/CynthiaEletto](http://www.Avonwalk.org/goto/CynthiaEletto). If you prefer to donate by check, please make it payable to *Avon Walk for Breast Cancer* and mail to The Pilates Studio, 233 Milton Ave, Ballston Spa, NY 12020.

**Ballston Spa United Methodist Church's** free monthly lunch dates for September are Wed., Sept. 9 (sponsored by Saratoga Bridges) and Sat., Sept. 26 (sponsored by BSUMC). Both lunches are from 11:30 am- 1 pm.

**Ambit Energy** has a program that can provide a substantial income stream for not-for-profit organizations. Affiliate partners enroll their members, family, and friends as Ambit Energy customers for electricity and natural gas and Ambit pays a stipend to the Affiliate for each customer, based on their energy usage. In addition, all customers are guaranteed savings. Customers save money while supporting your organization at the same time. Contact **Rick Luetters** at 772-1439 or visit [www.BrightIdea4Savings.com](http://www.BrightIdea4Savings.com) to learn more.

Upcoming events for **Brookside Museum** include an art opening by artist Victor Liguori on Sept. 4th, from 5-7 pm. Mr. Liguori, a popular local artist and teacher, attended Yale University Art School and is Professor Emeritus of Art and Design, Skidmore College. Fall in love with one of his pieces and bring it home; all of the drawings and paintings are for sale. Prints are also available. Light refreshments will be served. This event is free and open to the public. Brookside's second annual **Oktoberfest** will take place on Saturday, September 12th at 6 pm. The event will feature German brews and food as well as the annual silent auction. Food will be catered by Rolf's Pork Store of Albany, NY. Cost is \$40 per person or \$75 for two. Oktoberfest annually raises over \$11,000 for Brookside's education programs.

**Corina Oberai** at **Corina Contemporary Jewelry and Fine Crafts** very "happily" announces the opening of **Happy Hands Bead and Craft Shop** on October 4th at 91 Milton Ave. Happy Hands will be a hands on bead and craft store with many classes and parties for all ages.

**Sunmark Federal Credit Union** is now on Facebook! Check out their page for product updates, news and events. Visit <http://www.facebook.com/SunmarkFCU>

EDM Publishing Group, LLC is pleased to announce the addition of **Cheryll Muller-Hill** as Advertising Director and General Sales Manager. In her role, Cheryll will be responsible for advertising sales development for the paid weekly **Ballston Journal** and monthly direct mail media **Our Towne Ballston Spa** and **Our Towne Saratoga** print and future web based advertising programs. Cheryll is a local resident, lived in Ballston Spa for years and currently lives in Burnt Hills.



In order to best serve the community and its specific interests, the **Ballston Journal** will offer a public survey and invites subscribers, past and present to participate. Coming soon, look for it in September!

The **Rotary Club of Ballston Spa** is pleased to welcome three new members: local professionals **Doug Ford**, **Curtis Lumber**, **Michelle Taylor**, **Ralph's Sporting Goods** and retired Physicist and resident **Dr. Donald Harris** in fellowship and in service.

# Member Items

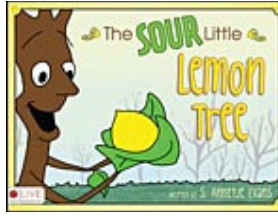
**Colden Company Inc.** is expanding and has opened an office in St. Augustine Florida. The office at 357 Milton Ave is still open and servicing local computer and networking needs. Colden Company Inc. services businesses in 16 states and 3 countries and is pleased to announce the expansion. Colden Company Inc. Vice President **Bill Polymenakos** is heading up the St. Augustine office.

**Green Conscience Home & Garden**, (33 Church Street, Saratoga Springs) presents Home Energy Audits and Alternatives on Sept. 23 at 6:30 pm. They will have 3 experts on site to answer all your questions about home energy including home energy audits, insulation options, and renewable energy such as solar and geo-thermal. Please call 306-5196 to reserve a spot as space is limited.

**Ballston Spa's First Baptist Church** is seeking part-time Office Administrator. A desirable candidate would have skills in MS office (including Publisher), e-mail, basic web-page updating experience, desktop publishing, public relations, accounting (preferred), and office administration. They are specifically looking for candidates with similar church related experience or experience in lay church leadership. Please email resumes to [pastor@fbcballstonspa.org](mailto:pastor@fbcballstonspa.org)

One of **Derick Melander's** art pieces from an exhibit at a show in Katona, NY was mentioned in the style section of the Sunday New York Times on August 16. Dericks's proud parents are **Ingrid and Richard Melander**. Derick lives in Queens, NY.

Fourteen year old **Sarah Evans** of Malta is a published author.



The incoming BSHS freshman has written a children's book, *The Sour Little Lemon Tree*, which has been published by Tate Publishers and is available online at sites such as Amazon. Quite an impressive accomplishment!

The nation's unemployment rate is more than 9 percent, job fairs have lines out the door and an economic turnaround isn't projected until 2010. Those looking for work face staggering challenges. But **H&R Block** (NYSE: HRB) has good news for job seekers: The company is preparing to hire nearly 15,000 tax professionals nationwide. Interested candidates must complete H&R Block's Income Tax Course, which is now open for enrollment. Upon passing the 69-hour class, qualified candidates will be eligible to apply for a tax preparation position in one of the company's retail offices nationwide. To enroll in H&R Block's Income Tax Course call (518) 383-4067.

Sincere condolences to **Sandy Stanislawsky** and her family on the passing of her mother **Mildred Gagne** on August 6th.

Wishing **Ralph Mangino Jr.** a speedy recovery and hoping he's back at work and play soon!

From 3-5 pm on Sunday Sept. 13, the largest group of Packards assembled in the Adirondacks will be on display at the **Saratoga Automobile Museum** in Saratoga Spa State Park. The Sunday display of the North Atlantic Region of The Packard Club will kick off a four day tour through the Adirondacks on the lawn of the Saratoga Springs, NY Museum as part of the Fourth Annual Henry Joy Tour. Over 55 Packards from eleven states ranging from 1925 to 1957 will participate.

**The Chamber of Southern Saratoga County** has announced that **Denise Romeo**, IOM, Vice President of Membership Development and **Loretta Rankin**, IOM, Director of Marketing and Communications have graduated from Institute for Organization Management (Institute), a four-year nonprofit leadership training program at the University of Georgia in Athens, Georgia and Villanova University in Villanova, Pennsylvania respectively. Also, the Chamber is offering a seminar series designed especially for individuals who are thinking about starting their own business or have just begun the process. The *Startup Smart Seminar Series* consists of 7 seminars on topics ranging from writing a business plan to monitoring cash flow, preparing budgets, and increasing profitability. Cost for the entire series of 7 seminars is \$79 per person. All seminars are held from 7:30- 9 am at the Executive Education Center at the Chamber Offices in Clifton Park. For more information or to register please visit [www.southernSaratoga.org/startupsmart](http://www.southernSaratoga.org/startupsmart) or call 371-7748 or email [info@southernSaratoga.org](mailto:info@southernSaratoga.org).

BSBPA Members: Do you have upcoming events or news that you would like to share in our next issue? Contact Ellen Mottola, [mottola-bsbpa@nycap.rr.com](mailto:mottola-bsbpa@nycap.rr.com), 885-2772 (**phone or fax**) or mail to BSBPA, PO Box 386, Ballston Spa, NY 12020. The deadline for the October issue is September 27, 2009. I am also interested in spotlighting member businesses. Promptness is always appreciated, questions answered with a smile!

# Association News

## Good Marketing Begets More Marketing.

On the marketing committee we routinely ask ourselves what photo do we have for that (that ad, that billboard, that poster). All too often, the answer is we don't have a good photo. Even though we have sometimes hired professional photographers to give us a collection of "all purpose" Ballston Spa photos and several board members routinely shoot photos at our events, you'd be amazed how many times you need a photo that is just right and don't quite have it.



This situation presented itself again as we planned the marketing for the Chicory's Concerts in the Park series. Did we have a good photo of any of the bands? We did not. Fortunately one of the bands did. On Sirsy's website, they offer not only photos for use in the press but they are large, high resolution photos. The kind you can use on a billboard. Perfect! So Sirsy became the "poster children" for the entire concert series. Literally—on the poster as well the billboard. To be sure, the great photo wasn't the only consideration. Sirsy was a good choice since a) they played the last date of the concert series (brilliantly to over 400 people!) and b) they are one of the more well known bands in the area.

But they could not have been our poster children if they didn't have the photo readily available online at a moments notice (or no notice at all really -- even though we did ask their permission). Not only did Sirsy say yes, they were thrilled to find themselves ten feet tall on two billboards. So thrilled they blogged about it on the Times Union's website. <http://blog.timesunion.com/sirsy/> And that in turn increases the marketing of our concerts. And so it goes, their good marketing fueled our marketing, which fueled their PR.

The moral here: being prepared with good press and marketing materials just in case you need them can pay unexpected dividends.

## Volunteer Spotlight—Donna and Pete Martin

Thanks to the efforts of Donna and Pete Martin, the Ice Cream Social was once again a rousing success! The Martins, owners of Village Photo and longtime BSBPA members, do not sit on the BSBPA board but they have still chaired the Ice Cream Social event for several years. They are a prime example of how *our members and volunteers make great things happen!* Consider donating a little of your time or skills as a volunteer. Visit [ballston.org](http://ballston.org) or email [info@ballston.org](mailto:info@ballston.org)

## Mangino.com

PONTIAC BUICK CHEVROLET



**TOUGH  
CHOICE**



2009 G8 GXP 415 horse power • 2010 Camaro SS 426 horse power

Rte 50 Ballston Spa • Rte 30 Amsterdam

September BSBPA  
Board of Directors Meeting  
Monday, September 21, 2009, 7 pm  
Brookside Museum  
We encourage members to attend and  
welcome your input.

Visit our website  
[Ballston.org](http://Ballston.org)  
for more information about our events and  
our members!

# Association News

## September Networking Opportunities

### Mid-Week Mixer

Wednesday, September 9

5:30-7 pm

The Brickyard Tavern, 70 Milton Avenue

Light fare and cash bar. Cost is \$10 at the door

### Networking Breakfast

Tuesday, September 15

7:30-8:30 am

Extra Space Storage, 75 Brookline Road

Cost is \$5 with advance reservation or \$10 without reservation,

both payable at the door.

885-2772 or [info@ballston.org](mailto:info@ballston.org)

## Speakers Welcome for Networking Events, Board Meetings

The BSBPA would like to invite our members to speak at our events. Each month we sponsor a networking breakfast (third Tuesday mornings) and an evening cocktail mixer (second Wednesday evenings) at different locations. We encourage networking event hosts to speak briefly about their business or organization and we would like to extend the invitation for other BSBPA members to speak for 5 minutes on the nature of their business or group. We also welcome members to speak at our monthly Board of Directors meetings (third Monday evenings). Simply email [info@ballston.org](mailto:info@ballston.org) with your name, business or organization name and the topic of your talk and your preference for breakfast, evening mixer or a board meeting. Slots will be assigned on a space available basis with one speaker per event.

## ...And the Winners Are

The Ballston Spa Film Festival brought over a thousand people to the village for three nights of films that were as entertaining as they were diverse in their subject matter. Three film professionals judged this year's entries and here are the winners:

Best Picture: Gone Fishing by Chris Jones

Best Picture young filmmaker college : Divers by Paris Mavroidis



Best Picture young filmmaker high school : Checkers by Chris Perella

Best New Film (must be world premiere): Self by Manolo Celi

Best Documentary : Waiting for Mercy by Ellie Bernstein

Best Animated Film: French Roast by Fabrice Joubert

Best Director: Lucas Figueroa for Porque Hay Cosas Que Nunca Se Olvidan

Best Screenplay: Porque Hay Cosas Que Nunca Se Olvidan

Best Editing: Gone Fishing by Chris Jones

Best Sound : Gone Fishing by Chris Jones

Best Comedy : Made in Japan by Ciro Altabas

Of Local Interest: Waiting for Mercy by Ellie Bernstein

Visit [bspafilm.com](http://bspafilm.com)  
for more photos  
from this year's  
Festival.



Chris Perella, Best Picture winner, young filmmaker-high school

# Ballston Rocks! Events & Activities Around Town

## 3rd Annual Falling Leaves 5K Run & Kids Fun Run

Saturday October 10, 2009

To benefit the community and worldwide outreach programs of the Ballston Spa United Methodist Church

- Online Registration at:** [www.troyconference.org/bsumc](http://www.troyconference.org/bsumc)
- Location:** William S. Kelley Park on Ralph St. in the village of Ballston Spa.
- Course:** 3.1 mile course within the village of Ballston Spa. Start and finish at Kelley Park. Kid Run, 10 & under, will be a ½ mile course within Kelley Park
- Starting Time:** 10 a.m. 5K Run and 10:45 a.m. Kids Fun Run
- Awards:** Male and female overall. Top 3 male and female in each age division (no duplicates). Age groups: 14 & under, 15-19, 20-29, 30-39, 40-49, 50-59, 60+.  
Finishing ribbons for Kids Fun Run.
- Entry Fee:** 5K Run- \$17 pre-registered (post marked before 10/02/09), \$20 day of race  
Kids Fun Run- FREE (no registration required)  
Family Rate \$45 (mail-in entries only). Please submit an entry form for each family member.  
Checks payable to "Ballston Spa United Methodist Church"  
For the first 100 entries.
- Shirts:**
- Packet Pick-up & Late Registration:** Starting at 8:30 am
- Directions:** Go to our website at [www.troyconference.org/bsumc](http://www.troyconference.org/bsumc)
- Mail Entries:** Please mail application and entry fee to Heather Leggieri, 428 Robert Drive, Ballston Spa, N.Y. 12020.  
Email questions to [dhlegg@msn.com](mailto:dhlegg@msn.com) or call 885-6659.

## Irish 2000 Music and Arts Festival

September 18-19

Friday 5-11 pm, Saturday 11 am-11 pm

The planet's largest Irish Festival is coming to Ballston Spa and the Saratoga County Fairgrounds!

A great new location with the lowest pricing ever.

Featured performers include Gaelic Storm, Enter the Haggis, Street Dogs, Eilzen Ivers, Black 47 -- over 30 in all!

Other attractions include a Celtic Kids area, crafts, Irish dance and plenty of refreshments!

A two-day pass is available from August 19th-September 15<sup>th</sup> for just \$25. Friday or Saturday only pass is \$15. Gate prices on the days of the festival are \$20 per ticket, per day. Kids 12 and under are now free. Parking is \$2 per car.

Advance ticket sales available at [www.irish2000fest.com](http://www.irish2000fest.com) and Price Chopper Supermarkets through 9/17. For more information, visit [www.irish2000fest.com](http://www.irish2000fest.com) or call 1-888-414-3378



# Ballston Rocks! Events & Activities Around Town



## Milton Ave. [Route 50]

### Coffee Planet

"Music by Bob Warren"  
"New Desserts and Summer Drinks"  
6-9 pm. 100 Milton Ave. 884-9913  
[www.thecoffeeplanet.net](http://www.thecoffeeplanet.net)

### Wild Thyme

### Whole Food & Tea Co.

"Local Harvest"  
Come sample locally harvested Organic  
Produce and learn about the  
Veggie Box program  
108 Milton Avenue  
[www.wildthymewholefoodandtea.com](http://www.wildthymewholefoodandtea.com)

### National Bottle Museum

Open House  
76 Milton Ave 885-7589  
[www.nationalbottlemuseum.org](http://www.nationalbottlemuseum.org)

### Make Me Fabulous

Free samples of Bare Minerals new  
Matte Foundation with a  
Baby Buki Brush.  
102 Milton Ave. 885-2929.  
[www.makemefabulous.com](http://www.makemefabulous.com)

### "Outside"

### "Spa Laundromat"

"Spa City Swingers"  
7 pm Stop by for a free dance lesson.  
92 Milton Ave.  
[www.spacityswingers.com](http://www.spacityswingers.com)

### Afterthought Photo Gallery

Vintage Concert Photos, Fine Art Photos-  
Music with Peter Corrigan, George  
Schacher of Aged in the Hills,  
and special guests,  
6- 9 PM. 126 Milton Ave 265-6289  
[www.vintagerockandrollphotos.com](http://www.vintagerockandrollphotos.com)

### Corina Contemporary Jewelry and Fine Crafts

Opening Reception for Local  
Artist Kay Levine  
Come by and meet Kay and see her  
beautiful paintings!  
6-9 pm 89 Milton Ave 885-0930  
[www.corinajewelry.com](http://www.corinajewelry.com)

### Midtown Wine

Stop in and try some wine.  
Check out our Great Selection  
@ Warehouse Prices  
5-9 pm 77 Milton Avenue 884-8346

## Front Street/Low Street

### Whistling Kettle Tea Lounge

Hot House Jazz Trio  
6-9 pm 24 Front Street 884-2664  
[www.thewhistlingkettle.com](http://www.thewhistlingkettle.com)

### Creative Endeavors

Poetry & Paper: Poetry readings,  
papermaking demonstrations & handmade  
paper artwork on display.  
49 Front Street 363-0015

### Daisy Dry Goods

Storewide Sale  
25% off all Pre-Owned Merchandise  
28 Front Street 885 2782  
[www.daisydrygoodsballstonspa.com](http://www.daisydrygoodsballstonspa.com)

### Genevieve's Home & Garden

Enjoy some cookies while you shop!  
55 Front Street 885-7276  
[www.genevievehomeandgarden.com](http://www.genevievehomeandgarden.com)

### Village Sweet Shoppe

Fun back to school goodies for the kids.  
Free face painting and candy samples  
6-8 pm 24 Low Street 885-4165

## Front Street/Charlton Street

### Brookside Museum

Opening celebration for  
Victor Liguori's art exhibit  
Light refreshments to be served  
5-7 pm. 6 Charlton Street 885-4000  
[www.brooksidemuseum.org](http://www.brooksidemuseum.org)

## FREE MOVIES IN WISWALL PARK

SEPT. 4<sup>th</sup>



**PLUS "LIVE" Appearance by  
Ballston Spa's FIRST Robots.**

Robots roll in at 7:30  
Raindate the following night.  
Screening begins at dark.  
Approx. 8pm

[Ballston.org](http://Ballston.org)



## Washington Street

### Strolling Village Artisans ~ Iron Spring Gallery

Opening Reception: 'A Photographers  
Trip Across America', by photographer  
Eric Seplowitz  
Music on the Porch  
20 Washington Street 885-5855  
[www.strollingvillageartisans.com](http://www.strollingvillageartisans.com)

### claysculpture pottery

Pottery for Home & Garden  
Artist Demonstrations  
20 Washington Street 885-6302  
[www.claysculpturepottery.com](http://www.claysculpturepottery.com)

### Heather Leyh Designs

Fun & Funky Glass Creations  
New fall earrings, beads, & classes.  
Glass beadmaking  
demonstrations too!  
20 Washington Street Upstairs 817-5524  
[www.heatherbeads.com](http://www.heatherbeads.com)

### Museum Glassworks

Free frameworking demos  
by Larry Rutland .  
10 Washington St

### "Outside"

### Eagle Matt Lee Fire Company

6pm Open House  
6-7 "Emily Teller"  
acoustic guitar  
7-8:30 Ms. Tina's Tribal Belly Dance Co.

## Upper Rt. 50 / Doubleday Ave.

### Mango Tree Imports

Life Under the Mangos  
And Other Paraguayan Adventures, a  
Multimedia Exhibit  
Open House, 6-9 PM  
2124A Route 50, Ballston Spa

**Ballston Spa**  
Business & Professional  
ASSOCIATION



## Calendar of Events

September 3 Farmers' Market 3-6 pm, Wiswall Park

September 4 First Friday in Ballston Spa, 6-9 pm, Shops, restaurants, galleries and museums

Free Outdoor Family Movie "Wall-E" 8 pm, Wiswall Park; Robot demo at 7:30

September 5 Farmers' Market 9 am-12 pm, Wiswall Park

September 8 Back to School! Ballston Spa School District

September 9 Mid-Week Mixer, 5:30-7 pm, The Brickyard Tavern

September 10 Farmers' Market 3-6 pm, Wiswall Park

September 12 Farmers' Market 9 am-12 pm, Wiswall Park

Oktoberfest, Brookside Museum, 6 pm

September 15 Networking Breakfast, 7:30-8:30 am Extra Space Storage

September 17 Farmers' Market 3-6 pm, Wiswall Park

September 18-19 Irish 2000 Music and Arts Festival, Saratoga County Fairgrounds

September 19 Farmers' Market 9 am-12 pm, Wiswall Park

September 21 BSBPA Board of Directors Meeting, 7 pm Brookside Museum

September 24 Farmers' Market 3-6 pm, Wiswall Park

September 26 Farmers' Market 9 am-12 pm, Wiswall Park



P.O. Box 386  
Ballston Spa, NY 12020