

AD DIRECTORY

THE LODGES AT CRESTHAVEN
INSIDE COVER

FINGERPAINT MARKETING
PG.1

AMBROSE ELECTRIC/ABC SPORTS/
VILLA NAPOLI
PG.4

SUCCESS BUSINESS CONSULTANTS
PG.7

SUCCESS ENEWS
PG.8

FUSCO PERSONNEL
PG.9

SIENA COLLEGE
PG.11

SARATOGA GAMING & RACEWAY
PG.13

GUILDERLAND GOLF CLASSIC
PG.15

MAMA'S FAMILY RESTAURANT/SUCHI@
THE PARK/KENT TARKLESON
PG.16

SALTY'S PUB AND BISTRO
PG.17

HMA
PG.19

ALTAMONT FAIR
PG.21

TODAY'S LIMO/WINE AND SPIRITS OF
CLIFTON PARK/SCHOOLHOUSE GRAPHICS
PG.22

CR WIRELESS/CRONIN'S GOLF RESORT
PG.23

AIRD DORRANCE
PG.29

SARATOGA HOSPITAL
PG.30

SUCCESS HEALTH FAIR
PG.31

SARATOGA NATIONAL GOLF
PG.32

PRIME AT SARATOGA NATIONAL
PG.33

PREMIERE TRANSPORTATION
PG.35

BFS RESTAURANT
PG.39

EAST COVE RESTAURANT
PG. 47

KIMBERLEY'S... A DAY SPA
INSIDE BACK COVER

FRANK ADAMS JEWELERS
BACK COVER



How to Create Passion in the Work Place

As entrepreneurs, we need to have passion for our business and ensure that we pass that passion onto our management team and company. If we are living a life of getting up everyday to pay the bills and making sure we are one step ahead of the creditors, then we may as well hang it up and find another job. A passion filled life will be achieved by the leader who is willing to understand and pursue their own path, rather than chasing after someone else's dreams.

"Go confidently in the direction of your dreams. Live the life you have imagined." — Henry David Thoreau

In developing our company, we need to understand and appreciate the different gifts that our employees have in order to make the best use of those skills that they, and we, have been blessed with. We need to cultivate an environment where people will be passionate about what they do. In order to develop a successful company, we need to define to our people what it means to be successful. We have to develop their individual gifts and talents in a corporate setting. We have to find out what we are passionate about, and what needs to be done in order to spread that passion within our organization.

"If you want to be successful in a particular field of endeavor, I think perseverance is one of the key qualities. It's very important that you find something that you care about, that you have a deep passion for, because you're going to have to devote a lot of your life to it." — George Lucas

Many of us have experienced the frustration of being engaged in work that we're good at, but not passionate about. Others have felt the despair of being excited about something for which they lack the necessary skills. And some know the difficulty of building a career on talents and passions for which the company has no use. The result is a numbness that pervades the company. Most people want to be involved in work that matters—projects that have meaning. Once they find their passion, they become creative, hard-working, with an innovative spirit and desire to make a difference.

You must develop team projects with new, exciting, and challenging ideas that test the hidden skills that your employees have. Give them the opportunity to have the wisdom, creativity, and guts to take a routine task and turn it into something daring and exciting.

"The road to happiness lies in two simple principles: find what it is that interests you and that you can do well, and when you find it put your whole soul into it — every bit of energy and ambition and natural ability you have." — John D. Rockefeller III

We all need to feel that our lives mean something and that at the end of the day we made a difference. Since work is so much a part of our lives, we want it to be meaningful. To know that our work counts for something important is to know that we count. It is so critical to find that passion in our lives, because it is the key to our success and wellness. An exhilarating work place fuels the fires of passion. This passion is the key to perseverance in the midst of demands for better service, higher quality, lower prices, and faster innovation. Companies are more than just places people go to earn a paycheck and a set of benefits. They're places where people with shared values and a common vision define their work in terms of a laudable cause. Passion intensifies our focus. Innovation and creativity become key factors in adding value to the customers we serve. People with passion raise the standards of performance in an organization. People with passion create an electric, exciting work environment that energizes others. Passion creates a sense of urgency that is required of every organization going through change in today's highly competitive world. There is less attrition and absenteeism in a passionate work environment, where meaningful work energizes people. Complex changes are requiring an extraordinary effort from the present-day occupation force. Passion will be the key to the resolution in the midst of this challenge.

"You will give yourself relief if you do every act of your life as if it were your last" — Marcus Aurelius