



What's in a name? SARATOGA LIVING is a way of life, an image, a consciousness that comes with living in an historic city—a place recognized as an essential part of America's past, present and future. The City in the Country: its beauty, history, sophistication and vitality are known to all who have lived or visited here. It's something we strive to represent and to celebrate in these pages

Saratoga Living is American living. Born of the American Revolution, developed as an international resort and national convention center, it was an American gambling

mecca long before Las Vegas, and now is a part of Tech Valley; the name Saratoga is known worldwide.

Saratoga Living is a brand, a lifestyle that people can relate to whether they are from the East Coast or the West Coast. It's associated with victory and independence, racing and gambling, arts and entertainment, street festivals and fancy balls. Many things American are named after Saratoga, including the Thoroughbreds you'll read about in this issue.

Saratoga has come through the Great Recession in pretty good shape and is now primed for new growth. Tourism and conventions are increasing, with a new and improved City Center. GlobalFoundries and Saratoga Technology & Energy Park firmly anchor Saratoga County to Tech Valley and connect us to the University at Albany/Nano Tech complex and Rensselaer Polytechnic Institute.

We just need to figure out how to manage growth and still maintain that *Saratoga Living* edge: to keep the country in the city, to remember our "Health, History and Horses," and to carefully watch how state and local government decisions impact our region.

Saratoga Living is, for us, a labor of love. While the magazine was first published in 1999, the winter 2010-11 issue was our first as new owners, and the response has been exciting. We have a new office in downtown Saratoga Springs at 517 Broadway. We're most pleased to have some new folks on our team.

Ralph Pascucci of Myriad Productions joins us as a managing partner and Media Advisor. Ralph is a renaissance man, a professional engineer who has worked in manufacturing and media, earning five Emmys for his work with NBC, and can be thanked for the video screens at SPAC and other venues. His son **Chris Pascucci** provides valuable tech advice.

David Clark Perry joins us as our new Art Director. David is tuned in and turned on to current media and has great artistic sensibilities. We're excited about his input into the magazine and our on-line presence. David is also Art Director for *Chronogram* magazine in the Hudson Valley.

Vera Kasson brings her considerable charm and business experience to us as Advertising Director. After many years working in the insurance and software industries, and serving as a firefighter, EMT and mom, Vera is taking her professionalism to the next level, finishing up her business degree in May.

Mary Grey joins us as a graphic designer and we're fortunate to have her help. Mary's family—parents Ken and Cherie, and sister Polly—have raised \$1 million in ten years for brain cancer research through the Team Billy Ride, created in honor of her late brother Billy Grey. We're proud to be a sponsor for this year's Ride on May 15.

Of course, the heart and soul of *Saratoga Living* magazine are its many talented writers and photographers. Just to mention a few this issue: **Mike Kane** offers a great profile of golfing legend **Dottie Pepper**, as well as his regular Horse Culture feature. Photographer **Randall Perry** joins us as a regular contributor to our new House and Garden department. In addition to his Saratoga Heritage history section, Editor **Field Horne** has written our first Road Trip, a new department. Managing Editor **Maria McBride Bucciferro** begins a series on gambling and organized crime in Saratoga.

To learn more about all things Saratoga, visit **Saratoga.org** (Saratoga County Chamber of Commerce), **DiscoverSaratoga.org** (Convention & Tourism Bureau) and our website at **SaratogaLiving.com**. We welcome your comments and ideas! Thanks for your support! **SL**

Saratoga Living

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