

August/September 2006

Volume 13, Issue 4

**POTSDAM**  
chamber of commerce

*The Newsletter of the Potsdam Chamber of Commerce*

# The Potsdam Pages

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## Upcoming Events:

- *Potsdam Arts Series*, Friday nights in August @ Ives Park Gazebo August 4, 11, 18, & 25 from 7-9 pm
- *Potsdam Arts Series Kid's Day*, Saturday August 19th from 12-3, Ives Park Gazebo
- 4th Annual Potsdam Chamber Go-Cart Races, Wednesday August 9th @ Colonial Village Fun Park from 5:30-8 pm
- St. Lawrence International Junior Carp Tournament, Aug. 18-19

## Summer Festival a Great Time ~ Thanks to all!

Thanks to all our member businesses who helped to make the 2006 Summer Festival a big success!

First, thanks to our many sponsors. The festival was able to grow again this year with generous sponsorship from the following institutions and businesses: SUNY Potsdam, Clarkson University, Northern Music & Video, SeaComm Federal Credit Union, Rose & Kiernan Insurance, Coca Cola of NNE, North Country Savings Bank, Stewart's Shops, JE Sheehan Contracting Corp, Brookfield Power, Dr. Terry Reed, Community Bank N.A., Great Northern Printing, and media sponsors Newswatch Channel 50, Fourth Coast Entertainment, and North Country Public Radio.

Additionally, a lot of support was provided by the Village of Potsdam, the DPW, and the Potsdam Police. They assisted by blocking off streets, marking Ives Park for crafters, and last minute emergencies. We are so grateful! Thanks also goes out to Waste Stream, Inc. for providing trash containers and free waste removal during the Summer Festival. Along these same lines, Fred & Pam Maurer of APT to Travel were instrumental in cleaning up Market Street on Sunday morning, and James Theodore of Smith Barney assisted with trash overflow in the park on Saturday.

Thanks must also go out to all of the Chamber board members and committee members who worked hard both before and during the festival to make it a success. Thanks to Marylee, our office assistant, for her hard work and extra time before and during the festival. Thanks to Paul Blevins for delivering and picking up the stage again this year. Thanks to Karen, Bob & crew at Misty Hollow for storing our sponsor signs.

See **FESTIVAL** on page 4



*Bill Evans drives the Evans & White Hardware float during the Town of Potsdam's Bicentennial Parade on Saturday.*  
Tavares photo

## Scrapbook Heaven Opening August 5 on Maple St.

A new store is coming to downtown Potsdam on Saturday, August 5th, geared towards the needs of those who enjoy the very popular craft of scrapbooking.

Scrapbook Heaven, to be located at 11 Maple Street, Suite 101 (right next door to The Copy Shop), will be a one-stop source for those seeking scrapbooking supplies, time away from home to enjoy the activ-

ity, scrapbooking parties, classes, and even custom-album creation for those who lack the time to invest in the craft.

Owner Melissa Cook and manager Lori Anderson saw a niche market that did not quite have its needs met in the North Country. They began laying the groundwork for this store last year, and after much work, are finally ready to share their expertise with everyone!

Another service to be offered is customized gift baskets. Stop by the store and choose the items for your custom basket!

The Grand Opening celebration held from 10 - 7 on August 5th will feature free refreshments. A Ribbon Cutting Ceremony with the Chamber will be on Monday the 7th at 10 a.m. For more information about Scrapbook Heaven stop by, or call 265-4324.



Potsdam Village-Wide Garage Sales - Saturday, August 26th

Participate in

**POTSDAM'S**

*1<sup>st</sup> Annual*

**Community Wide Garage Sales**

*Saturday, August 26th*

Take advantage of the  
opportunity to have another

**Sidewalk Sale**

and promote your business  
to residents, students & visitors

Call 268-1055  
to put your  
business on the  
"Garage Sale Map"  
(\$6 donation)

## *New Members*

*Cingular Wireless*

Andy Knowles, Manager

201 Market Street, Potsdam, NY 13676

268-1155 ~ [www.xwrls.com](http://www.xwrls.com)

*Dr. Neal Zirn, Chiropractor*

17 Leroy Street, Potsdam, NY 13676

265-7451

*Elks Lodge # 2074*

Tim Welp, Exalted Ruler

10 Elm Street, Potsdam, NY 13676

265-2074 ~ [elks2074@hotmail.com](mailto:elks2074@hotmail.com)

*Heart & Hearth Floral & Gift Baskets*

Sally Sutter, Owner

14 S. Main Street, Norwood, NY 13668

353-6624 ~ [www.hearthandhearthflorals.com](http://www.hearthandhearthflorals.com)

*Holly Hill Boutique*

Lorraine Schaffer, Owner

65-67 Market St., Potsdam, NY 13676

265-0030 ~ [www.woodlandgardens.biz](http://www.woodlandgardens.biz)

*Meadow East Apartments*

Tammy Simon, Property Manager

118 Leroy St., Potsdam, NY 13676

265-2018 ~ [mysite.verizon.net/  
meadoweastcommunity](http://mysite.verizon.net/meadoweastcommunity)

*Potters Industries*

Andy Gray, Plant Manager

72 Reynolds Road, Potsdam, NY 13676

265-4920 ~ [www.pottersbeads.com](http://www.pottersbeads.com)

*Scrapbook Heaven*

Melissa Cook, Owner ~ Lori Anderson, Manager

11 Maple St., Potsdam, NY 13676

265-4324 ~ [scrapbooknheaven@yahoo.com](mailto:scrapbooknheaven@yahoo.com)

*The*

## Potsdam Arts Series



*at Ives Park Gazebo*

Friday, August 4th

Northbound

Friday, August 11th

Basin St. Dixieland Band

Friday, August 18th

A Fine Line

Saturday, August 19th

Kid's Day~ Clowns, Art & Music

Friday, August 25th

Your Logo Here

*Friday evening concerts are from 7-9 p.m., Kids Day is 12-3 p.m.*

### Thanks to our generous sponsors:

*North Country Savings Bank, SeaComm Federal Credit Union, Strawberry Fields Music, Northern Music & Video, SUNY Potsdam, The Crane School of Music, Scoopuccino's, CPS Meet the Arts, The Clarkson Inn, Woodland Gardens Home, Penski Inc., Giant Tiger, Pinto, Mucenski & Watson, and media sponsors Fourth Coast Entertainment, The Valley 96.1 and North Country Public Radio*

*Coordinated by the St. Lawrence County Arts Council, Community Performance Series and the Potsdam Chamber of Commerce with public funds from the New York State Council on the Arts, a State Agency.*

## Seminar Helps Businesses Adjust to Mega-Retailers

Several North Country communities are experiencing the entrance of big box retail centers, or have been preparing for such development. Recently, several business assistance agencies provided businesses in St. Lawrence, Franklin and Essex Counties with an opportunity to begin preparing for the changes that are likely to occur in the region's marketplace in coming years.

"Strategies for Success in a Marketplace with Mega Retailers" was presented by the Small Business Development Centers (SBDCs) at SUNY Canton and SUNY Plattsburgh in partnership with the ComLinks Women's Entrepreneurial Business Center (WEBC). The program was presented in Potsdam, Saranac Lake and Malone on May 18, because in each of those communities, large retailers are at various stages of development.

Although the owners of many small retail businesses have mounted efforts to oppose the development of Wal-mart in Potsdam and Saranac Lake, there remains an awareness in the business community that the marketplace is likely to change. Those who want to remain competitive in the long run are beginning to adapt to potential changes now.

Jeff Proulx, owner of Save-a-Lot grocery stores, attended the Potsdam seminar and brought two store managers along with him. Save-a-Lot has stores in Potsdam and Gouverneur with another store slated to open in Tupper Lake soon. Like a number of other business owners who attended the seminars, Proulx was inter-

*By Michelle Collins, Canton SBDC*

ested in learning about how to prepare to remain competitive as the local market changes to include mega retailers.

Tony Maglione, a business advisor from the SBDC at SUNY Plattsburgh, offered seminar attendees a glimpse at how Wal-mart has impacted a variety of communities across the country. Maglione advises small businesses that they are unable to compete head-to-head with mega retailers. "If you're going to try to compete with Wal-mart on price, you're going to loose," he says

"You can sell the same products that they sell, but you might have to sell them in a different way," says Maglione. As an example, Maglione pointed out that both his local Agway store and Wal-mart sell mulch. Wal-mart sells bags containing two cubic feet of mulch while Agway sells it in bulk, by the yard. "I buy my mulch at Agway," he explains. "There, it is \$32 a yard where it would cost over \$40 to buy enough bagged mulch to equal a yard."

But product and price are not the only areas where small businesses can remain competitive. A number of cost saving measures and marketing strategies were presented by Brenda Thornton, Program Manager of the ComLinks WEBC. The advice was meant to help businesses remain competitive and financially stable in the changing marketplace. Among the strategies suggested by Thornton are:

• **Just in time management.** This means that a business or-

*You're invited to our next*

## After Hours Gathering

*to be held on*

Wednesday, September 27th  
from 4:30 ~ 6:30 pm

*at Sergi's Banquet Hall*

HOSTED BY:



**ROSE & KIERNAN, INC.**  
INSURANCE, SURETY, & BENEFIT SERVICES

*Come hear about these local businesses:*

**A Woman's Touch**, Rae Hitchman  
**Rose & Kiernan Insurance**, Kay Frederick



*Please join us for an evening of fine foods, beverages, and networking with the Potsdam Chamber.*

ders inventory so that it will arrive just before it will be sold rather than tying up cash with a lot of excess inventory.

- **Shop suppliers.** Thornton advised businesses to compare prices on inventory and supplies for maximum savings. She also suggested using web resources to broaden your search for the best price.
- **Share freight and shipping.** Businesses can benefit by working together to place orders for supplies and materials
- **Share advertising.** Neighboring businesses may co-promote their businesses with shared ad space, or a larger group of businesses might consider forming a coalition to share advertising costs.

But cost savings alone will not assure a company's competitive position. "Marketing is more than just selling," Thornton explains. "It's also about your reputation, your relationships with your customers and your customer service." Thornton offered the following tips for a more competitive marketing strategy:

- **Know your customers.** Talking to your customers, conducting surveys and offering comment cards are all effective ways to find out who your customers are and what they're looking for.
- **Present a professional image.** The appearance of your store or office, your marketing

See SEMINAR on page 6

## August - September Member Events

### AUGUST

August 1st - *Information Technology Committee Meets*, 8:30 at the Chamber

August 3rd - *Events & Festivals Committee Meets*, 8:30 at the Chamber

August 9th - **4th Annual Potsdam Chamber Go-Cart Races!** 5:30-8 pm at Colonial Village Fun Park

August 10th - *Business Promotions Committee Meets*, 8:30 at the Chamber

August 12th - *Make Beaded Earrings*, Arts Central 2-4:30, fee for class, call 265-6860 for info.

August 15th - *Board of Directors Meets*, 8:00 at the Chamber

August 17th - *Make a Crazy Colorful Hoola Hoop*, Arts Central 2-4 pm, fee for class, call 265-6860 for info.

August 17th - *Potsdam Food Co-op Vegan Potluck Picnic*, Co-op gardens, 6 pm. Bring your favorite vegan dish to pass, call 265-4630 for more info.

August 23rd - *Membership Committee Meets*, 8:30 am at the Chamber

August 30th - *Make an ADK Branch Choker*, Arts Central 6-9 pm, fee for class, call 265-6860 for info.

Town & Gown Committee will not be meeting.

### SEPTEMBER

Thru September 9th - *Works by Lorre Florin*, exhibit at Arts Central including watercolors, oil paintings, drawing, collage, and mixed media. Free of charge.

September 5th - *Information Technology Committee Meets*, 8:30 at the Chamber

September 7th - *Events & Festivals Committee Meets*, 8:30 at the Chamber

September 12th - *Town & Gown Committee Meets*, 8:00 at the Chamber

September 13th - *Membership Committee Meets*, 8:30 at the Chamber

September 14th - *Business Promotions Committee Meets*, 8:30 at the Chamber

September 16th - *Potsdam Food Co-op 33rd Annual Open House*. Food, music, and entertainment. Bicentennial group photo of Co-op owners, 11 -2 pm

September 19th - *Board of Directors Meets*, 8:00 at the Chamber

September 27th - **Business After Hours**, hosted by Rose & Kiernan at Sergi's Banquet Hall, 4:30-6:30 pm

September 28th - *Potsdam Food Co-op Orientation Night*, free for members & non-members, refreshments served. 6 pm above the Carriage House Bakery.

We're  
still growing!

The Potsdam Chamber  
has grown by

49

New Members  
in the 2006 fiscal year

Thanks to all our new  
and renewing members  
for their support



Please provide  
your brochures,  
menus, flyers,  
or business cards  
to the Chamber

and make the  
**most out of  
membership!**

Mail your items  
or drop off your info  
during office hours.

### FESTIVAL, con't. from page 1

Thanks to every member business who advertised in our 36 page tabloid, and thanks to North Country This Week for providing guidance and donating poster layout & schedules. Thanks to the Courier Observer for printing the tabloid for us.

Thanks to the St. Lawrence County Chamber for providing matching funds to help market the event, along with all media who helped by supplementing our advertising purchases.



A special thanks goes out to Otto Czerepak from The Tile Company for always dressing up as 'Otto the Clown' and entertaining us each year. Rumor has it this may have been Otto's last year on stilts, and we are grateful for his revival of the Chil-

dren's Clown Parade. Thanks also to Great Northern Printing for co-sponsoring the event, and to Kim Sixberry for designing a special Bicentennial edition of the Summer Festival t-shirts.

Please know that if you were not on this list and you had a hand in making the festival great again this year, the Potsdam Chamber and Events & Festivals Committee are very appreciative.

We look forward to our 40th Anniversary Summer Festival in 2007!

## 1st Annual Harvest Dance and Restaurant Extravaganza!

**What:** *The 1st Annual Harvest Dance and Restaurant Extravaganza*

**When:** *Saturday, October 28th, from 7 pm to midnight*

**Where:** *Colonial Village's Banquet Hall*

**Who:** *Chamber Members & the greater Potsdam Community*

**Why:** *For fun, dancing, costumes, prizes, beverages, and lots of great food!*

**Entertainment:**

*Jack Kelley Little Big Band (7-9)*

*Piquant (9-10)*

*TBA (10-12)*

**Beauty:**

*The evening's decor will be provided by Woodland Gardens Home*

**Cost:**

*Advance: \$15 pp / \$25 per couple*

*At the door: \$20 pp / \$35 per couple*

Please join the Chamber's Membership Committee for an evening of food, fun, and great music to celebrate the Halloween holiday and autumn's rich harvests!

Part fundraiser for the Chamber, and also an opportunity to highlight the wonderful food our local restaurants offer, the Harvest Dance and Restaurant Extravaganza is a new event the Chamber hopes to continue for years to come.

Tickets will be available in advance from the Chamber office, Board & Committee Members, via our October newsletter, and through ads in newspapers. We hope that you'll support the Chamber by purchasing a ticket, and then enjoy the wide variety of food and social atmosphere.

This time of year, there are so many opportunities for kids to have fun—we felt it was time for adults to have fun, too!

Come hungry...wear a costume if you'd like...and have a blast at the 1st Annual Harvest Dance and Restaurant Extravaganza on October 28th!



## Restaurants!



This is an event you don't want to miss!  
*Show off your best offerings to all of Potsdam.*

If you have not been approached to participate yet, or have not responded to our inquiry...please don't miss the chance to join in this fun event & highlight your establishment's best tasting dishes.

**It's free...**just bring your appetizer size servings (100 minimum each item), 1 -2 servers, chaffing dishes if needed, and table decorations.

We'll provide the table, table linens, signage, advertising, and flatware, plates & napkins.

Call Committee Chair Miki Crary at 265-5952 (x561) or the Chamber office at 274-9000.



## Commercial & Residential

### We specialize in:

- \* New construction \* Garages
- \* Renovations \* Summer homes
- \* Windows \* Siding \* Roofs

**Steve Davis, Owner**

**315-212-0741**

*or email*

[propertiesofmajestic@yahoo.com](mailto:propertiesofmajestic@yahoo.com)

**We do only the highest quality work**  
*Fully insured ~ References available*

#### SEMINAR, *con't from page 3*

materials, your website and your business cards all project your image to the customer.

- **Offer exceptional service.**

Thornton suggested pampering your existing customers by offering them discounts or other incentives to continue giving you their business.

- **Emphasize unique products.**

Highlight those products you offer that competitors don't. Customers need to view you as offering something they can't get anywhere else.

- **Give your store character.**

Reflect your business' personality with your décor. If your

store or office is welcoming for customers, they are going to remember you longer.

- **Use technology.**

Use computerized databases to track customer data such as birthdays & buying preferences, and use e-mail to send personalized marketing messages to your customers when you have their favorite product on sale.

The final strategy offered to help businesses adapt in a new marketplace is to identify and promote competitive advantages. "This strategy is important for businesses in all markets, whether they're competing against another small business

## Books & Articles Available to Members: Please Help us Grow our Library

The Potsdam Chamber has books and articles available for our members to borrow on competing with mass merchandisers, and other types of new development that may be coming to our community.

We are also looking to increase our library to include books about management, customer service, starting a business, troubleshooting, and any other business related topics you may have resources on that may be valuable to other members or start up businesses.

Our current list of resources includes:

-- "Competing with the Retail Giants: How to Survive in the New Retail Landscape," by Kenneth E. Stone.

-- "Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants" by Don Taylor and Jeanne Smalling Archer.

-- "Tips for Improving Retail Sales", "Keep Retail Traffic Flowing", "Maximize Natural Selling Opportunities", and "Know Your Customer & Respond Accordingly", a series of articles written by William Park and donated to our office by North Country This Week.

-- "Community Growth Through Existing Business Growth," from Partners in Development, donated by North Country This Week.

-- "Competing with the Discount Mass Merchandisers", by Kenneth Stone, also donated to our office by North Country This Week.

The Potsdam Chamber is happy to loan our resources to members, and some of the articles are available for the taking, as we have several copies.

*Please consider donating your old books & articles to us for other members to borrow!*

business owners learn what their competitors are good at and where they fall short.

Perhaps the most important bit of advice offered to businesses attending the seminar was that *planning* will greatly increase a business' success in any marketplace. A business plan will include strategies and goals and help a business monitor its progress toward those goals. To locate the assistance agency closest to you, log on to [www.nyssbdc.org](http://www.nyssbdc.org) or [www.comlinkscaa.org](http://www.comlinkscaa.org).

*Selections from an article originally published in Absolutely Business magazine's June 2006 issue.*

## Go Cart Races Next Week—Register Your Drivers Now!

### It's that time again!

Gather your co-workers, employees, friends and spouses... and make sure to challenge one of your neighboring Potsdam area businesses...for our Fourth Annual Potsdam Chamber Go Cart Races!

Prizes will be awarded for First, Second, and Third places, Best Costume, Fastest

Driver, and Driver with the Worst Luck. Any business interested in donating a prize or gift certificate should contact our office. The lucky winner of first place will get to take home the trophy, engraved with their name—but only for one year.

Each heat will feature eight or nine drivers, and the winner of

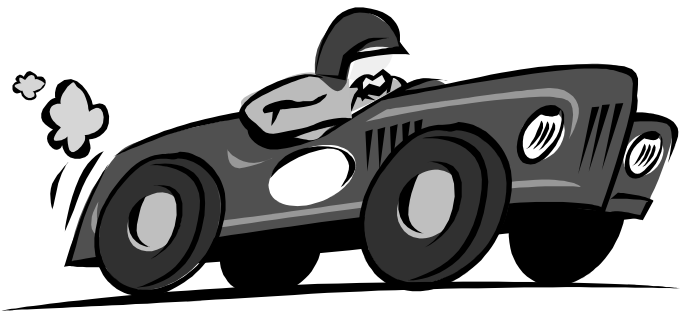
each heat will go on to drive in the Championship heat.

The races will take place on Wednesday, August 9 from 5:30-8 p.m. Please pre-register using the form below!

***We need YOU!***

**Do you want to be a judge at our 4th Annual Go-Cart Race?**

***Call 265-4340***



**POTSDAM**  
chamber of commerce

4th Annual Go Cart Races

REGISTRATION FORM

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Number of drivers at \$15 per driver: \_\_\_\_\_

Check Total: \_\_\_\_\_

Please list the names of additional drivers: \_\_\_\_\_

**Get ready to have fun!**

*Please fill out this form and submit payment in advance for all drivers.*

*We will have heats organized in advance, and need an accurate count of drivers participating.*

**Thank you!**

*Please make checks payable to the Potsdam Chamber of Commerce and mail to PO Box 717, Potsdam, NY 13676, or drop off at our One Market St. location. You may also fax this to 274-9222, call 274-9000, or email potsdam@slc.com*

**A Woman's Touch**

676 SH 11B, Potsdam  
265-6924~rhitchman@hotmail.com

**Aeon Distributors, Inc.**

6619 SH 56, Potsdam  
265-3740

**Brownshoe Media Strategy**

83 Elm St., Potsdam  
265-4721

**CJ's Kegs, Cases & More**

145 Market Street, Potsdam  
265-0226

**Community Bank, NA**

64 Market Street, Potsdam  
265-4200 ~communitybankna.com

**Copy Shop & Business Ctr.**

11 Maple Street, Potsdam  
265-1700 ~potsdamcopyshop.com

**CRT Pet Crematory**

266 Waite Road, Potsdam  
265-5053

**Dirtyblinds.com of NNY**

37 Pickle Street, Potsdam  
265-3327 ~ dirtyblinds.com

**Dr. Terrance Reed, DDS**

83 Market Street, Potsdam  
267-3377 ~ docreed.com

**Everything Electric**

7463 SH 11, Potsdam  
265-4500 ~ dowelectric.com

**First Crush Bistro**

32 Market Street, Potsdam  
265-JAVA ~firstcrushwinebar.com

**Great Wall Chinese Buffet**

145 Market Street, Potsdam  
265-7888

**Jazzercise**

22 Depot St., Market Sq. Mall  
265-0849 ~ jazzercise.com

**John C. Parcell IV, CPA, CFE**

13 Hodskin St., Suite 102, Canton  
386-4525 ~ jparcell@twcny.rr.com

**Kelly Services**

22 Depot St., Market Sq. Mall  
268-0456 ~ kellyservices.com

**MK & P PC Solutions**

24 Larnard St., Potsdam  
265-0902 ~ mkppcs@verizon.net

**Marc & Christine Compeau****Maurer Custom Homes**

36 Main Street, Potsdam  
265-4340 ~ www.bardenhomes.com

**NBT Bank**

220 Market Street, Potsdam  
265-9950 ~ nbtbank.com

**NCC Systems**

6738 SH 56, Potsdam  
265-4777 ~ nccsystems.com

**North Country Savings Bank**

31 Main Street, Potsdam  
265-2300 ~ northcountysavings.com

**Northern Family Motel**

6775 SH 56, Potsdam  
265-4640 ~ northernfamilymotel.com

**Rose & Kiernan, Inc.**

2 Main Street, Potsdam  
265-2341 ~ rkinsurance.com

**Save-A-Lot**

200 Market Street, Potsdam  
265-3659 ~ savealot.com

**SLIC Network Solutions**

51 Main St., Ste 100, Potsdam  
265-3400 ~ slic.com

**Smalling Motel South**

7518 SH 11S, Potsdam  
265-0709 ~ smallingmotel.com

**Smith Barney**

26 Market Street, Potsdam  
265-6300 ~ smithbarney.com

**St. Lawrence Oral Surgery**

7018 SH 56, Potsdam  
265-1100

**Summer Haven**

**Pool & Hearth**  
6604 SH 56, Potsdam  
265-1761 ~ summer-haven.com

**Take the Lead Dog Training**

22 Waverly St., Potsdam  
265-1050 ~lacaamano@excite.com

**The Clarkson Inn**

One Main Street, Potsdam  
265-3050 ~ clarksoninn.com

**The Computer Guys**

4 Clarkson Avenue, Potsdam  
265-3386 ~ textbks.com

**The Green House**

45 Market Street, Potsdam  
274-9ECO~potsdamgreenhouse.com

**The Lobster House**

Potsdam-Norwood Rd., Norwood  
353-2366

**Total Image**

29 Main Street, Potsdam  
265-6825

**Van Ness Company**

6768 SH 56, Potsdam  
265-4863

**Videorama**

12 Main Street, Potsdam  
265-7000 ~ myvideorama.com

**Your NY Home, LLC**

419 East 57th St., NYC  
262-0822 ~ yournyhome.com

**Business Leaders**

*Working together to support  
the Potsdam Chamber in  
promoting and advancing  
our community.*

**Business Leaders  
voluntarily pay 150% of  
their billed dues amount  
to support the Chamber.  
If you're interested in  
offering additional  
support, please call us.**

**Northern Ice & Dance**

2106 River Road, Hannawa Falls  
265-0009 ~northerniceanddance.com

**Penski, Inc.**

50 Market Street, Potsdam  
265-8860 ~ penski.com

**Potsdam Agency**

70 Market Street, Potsdam  
265-9650 ~potsdaminsagency.com

**Potters Industries**

72 Reynolds Road, Potsdam  
265-4920 ~ pottersbeads.com

**Reece & Associates**

7 Maple Street, Potsdam  
265-4046 ~ reececpa.com

## *Penski, Inc.:* The North Country's Local Staffing Firm

Penski, Inc. is known as the Staffing Industry leader in Northern New York. Annually, Penski, Inc. recruits and places over 1500 people and partners with 500+ firms.

The Penski team is capable of making the right placements because the staff knows their clients, has been trained in human resources, and because they possess the tools to gauge an individual's skill level. Penski, Inc. is known for providing consistent, personalized

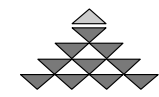
quality services through client tailored programs designed to suit their specific needs.

The staffing firm started in 1980 when Robert and Judy Penski began the business as a payroll service firm. The business quickly expanded to offer comprehensive staffing, pay-

roll, and training services. Penski, Inc. provides a wide range of staffing and business services to firms throughout Northern New York—covering six counties. Penski has an experience staff of HR professionals, a recruitment website that attracts hundreds of applicants annually,

and places applicants from day production workers and administrative assistants top engineers and plant managers.

The headquarters is located in Potsdam, NY, with branch offices in Massena and Ogdensburg (both opened in the late 1980's), a Malone branch (opened in the late 1990's), and a recently opened Watertown branch. For more information, call 265-8860 or go to [www.penski.com](http://www.penski.com).



[www.penski.com](http://www.penski.com)

### **Penski, Inc.**

*Staffing, Training & Payroll Services*

## *Northern Ice & Dance:* A local source for all your dance & skating needs

Northern Ice and Dance, located in Hannawa Falls, sells new and used figure skating and dance equipment for any level skater or dancer, from beginner to expert. It is owned by Cassie Adams, who has experience in figure skating, Synchro dance, and other athletic pursuits.

They stock goods from a variety of well-known skate manufacturers, including Riedell, SP Teri, Harlick, GAM, Klingbeil, Graf, and Jackson boots, and

Wilson and MK blades. Mounting and sharpening is done professionally, on location. They also sell competition, show, test, and practice dresses as well as warm-ups, tights, and accessories from Del Arbour, Jerry's, GK, Mondor, Danskin, Twizzle, and Six-O. If you can't find what you want from the major companies, they also employ several designers who work to design exactly what you are looking for. Many gifts for any skater

or dancer are also on hand.

For the dance enthusiast, they carry a full line of dance shoes— from ballet, to hip hop as well as apparel, tights, warm-ups, and accessories from all of the major brands including Capezio, Danskin, Mondor, Sansha, Style Queen, and Leo's.

Northern Ice & Dance is open from 11- 6pm Tuesday

through Thursday, and 11-5pm Friday and Saturday. The business is closed on Sunday's & Monday's, but you may also call for an appointment. You



can call Cassie at 265-0009 for more information, or check out the online store at [www.northerniceanddance.com](http://www.northerniceanddance.com).

## *NCC Systems:* Essential communication systems for

Established in 1973, NCC Systems, Inc. is the largest privately owned Security Company in northern New York. With offices in Potsdam, Plattsburgh, and Watertown, they are logistically prepared to quickly and efficiently respond

to the security needs of their customers.

Fully licensed and insured, they have a trained staff to serve the technical requirements for a wide range of industrial, commercial, and residential systems.

Each security system they sell is uniquely designed to work with your daily activity or company structure.

The business focuses on the following products: security/card access systems, fire alarm systems, closed circuit TV surveillance systems, telephone systems, sound/intercom systems, home security systems, and U.L. central monitoring systems. NCC Systems follows through the entire process of

will be satisfied.

They pledge to keep up with the most current technologies, in order to continue offering the best products and service to their customers.

NCC Systems welcomes the opportunity to answer any questions that you may have concerning the systems and services provided by NCC Systems. Please call 265-4777 for a free consultation.



## The Green House: Eco-friendly products for green living

The Green House is a unique retail store located on Market Street in Potsdam, focusing on environmentally friendly and socially responsible products.

Owned by Nathan Tavares, The Green House aims to carry products that make a minimal impact on our earth's fragile eco-system, while providing appropriate and fair compensation and working conditions to the people who make the products. He also

first attempts to find products that were Made in the USA before purchasing anything made in other countries.

Stocking a "general store" type selection of products, The Green House carries a wide variety of items: eco-friendly non-toxic household cleaners; natural pet care products; an earth friendly baby section including organic food, car seats and cloth diapers; organic and hemp clothing & shoes for

adults; an expanding second-hand clothing section;



bulbs and flashlights; fair trade and recycled gifts; bonsai trees, organic seeds and fertilizers;

Bioshield healthy living paints & stains and Eco-shake recycled roofing; paper products, light

health & beauty items and mineral make-up; handmade jewelry and glass items; yoga and meditation supplies; antique furnishings and more. Many items are sourced from local artisans and crafters, including rustic furniture and photo frames, art, jewelry, diapers, bags, and clothing.

For more information about The Green House, stop by the store at 45 Market Street, call 274-9ECO, or visit their website at [potsdamgreenhouse.com](http://potsdamgreenhouse.com)

## MK & P PC Solutions: For home or office



MK & P PC Solutions is a locally owned computer repair & service business that opened in 2005. It is owned by Philip Warriner, and located at 24 1/2 Larnard St..

Philip has been working on computers for over 12 years, and offers services such as tutoring, restoring, virus removal, and upgrades to your system.

Products commonly stocked in house include organizers,

Ethernet cables, mice, keyboards, memory, nic's, modems, Windows XP, tripods, used computer parts, and even executive golf sets.

MK & P offers free estimates and a number of special incentives to both business clients and home users. Potsdam Gift Certificates are accepted at double their value on service. Senior citizens, students, and school staff are entitled to 35%

off all labor. Philip offers different product specials on a regular basis, so calling to find out what this week's deals are is a good idea!

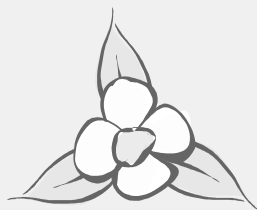
The business is open from 9 am to 3 pm daily, with more hours available by appointment.

For more information about this new local computer service, call 265-0902, or email [mkppcs@verizon.net](mailto:mkppcs@verizon.net).

The Potsdam Chamber would like to thank

*Rita Manning*

For her 10 years of service on the Board of Directors and with our Chamber committees.



Rita has contributed much over the years to the Board of Directors and to the Town & Gown Committee and its projects.

*Best wishes & good luck in all your endeavors, Rita!*

*The Potsdam Chamber is in need of the following items for our office.*

- A "not-so-old" fax machine
- A "pretty decent" copier
  - A digital camera
- A large business card holder or rack

*If you're dying to get rid of a not-so-perfect piece of functional equipment...let us know!*



## The Copy Shop & Business Center

Since opening in May of 2004 with the help of local entrepreneurs Tom DeRosa and John M. Wicke, The Copy Shop & Business Center has expanded their features, growing into a full service photocopy & promotional products shop.

A large part of The Copy Shop's success is due to their dedication to customer service offering additional accommodations including free pick up

and delivery of orders in St. Lawrence and Jefferson counties. "We want to make it as easy as possible for customers to do business with us. With the rising costs of fuel, we can save our customers time and shipping costs by delivering their orders right to them," states Janice Adderley, The Copy Shop's Sales and Marketing Manager.

The Copy Shop also supports many community events and offers discounts to Senior Citi-

zens and Food Co-op Members. "We strive to keep our customers' costs low and our product quality high to encourage repeat business," states A. Fonda, General Manager. "The relationships we have created with our customers extend far beyond business, they are our friends and neighbors too."

Other services offered include public fax, self service copies, lamination, organization fundraising, promotions, invitations, business cards,

brochures, customized tee shirts and promotional products like pens, key chains, mugs and so much more. Located at 11 Maple Street in Potsdam, they are open Monday through Friday from 8 am until 5:30 pm.

If you have an upcoming special event or if you would like to learn more about The Copy Shop & Business Center, visit their website at [www.potsdamcopyshop.com](http://www.potsdamcopyshop.com) or call them at 265-1700.



## Jazzercise: "It Shows"

Jazzercise, created by Judi Sheppard Missett, is the world's leading dance-fitness program, with more than 6,300 instructors teaching 20,000 classes weekly in the U.S. and around the globe.

Since 1969, millions of people of all ages and fitness levels have reaped the benefits of this comprehensive program, designed to enhance cardiovascular endurance, strength, and flexibility.

Our local Jazzercise franchise is owned and operated by Jane Khondker. Jane works with several other instructors to offer classes at their location in Potsdam and in Canton as well.

Jazzercise was the first aerobic exercise organization to train and certify instructors. In the intensive training workshops, instructors learn exercise physiology, human anatomy, and dance/exercise technique. Instructors also learn to advise

participants on exercise modifications, pacing, and safety.

Jazzercise combines a great cardiovascular workout with resistance training and stretching that will increase muscle tone, flexibility, balance, strength, and endurance, using easy-to-follow movements.

For more information or to try out a class, call 265-0849, or visit the corporate website at [www.jazzercise.com](http://www.jazzercise.com).

Please find your

**WELCOME BACK STUDENTS**

Sign inserted in this newsletter

*Compliments of the Potsdam Chamber of Commerce*

Please try to save this sign on file for next year—  
but call us if you need another.



# POTSDAM

chamber of commerce

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Promoting and advancing the general welfare and prosperity of its membership and the greater Potsdam community.

## SUPPORT CHAMBER MEMBER BUSINESSES!

### Potsdam Chamber



2006



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Jennifer Tavares, *Executive Coordinator*

Marylee Ballou, *Office Assistant*

## FOR SALE

### Merchandise Displays



**There are five units available**

#### Measurements

*Base:*

35"(w) x 35"(l) x 12"(h)

*Peg board:*

29"(w) x 36"(l)

#### Included

*Many merchandise pegs.*

Call  
**Carmen Paone**  
**265-0661**

**\$35**  
*per unit*