

October/November 2006

Volume 13, Issue 5

**POTSDAM**  
chamber of commerce

*The Newsletter of the Potsdam Chamber of Commerce*

# The Potsdam Pages

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## Upcoming Events:

- **FRIGHT NIGHT!** Thursday, October 26th, from 5:30-8
- **Rag-A-Muffin Parade,** Saturday, October 28th, 1 pm Main St. lot
- **1st Annual Harvest Dance & Restaurant Extravaganza!** Saturday, October 28th
- **Annual Dinner,** November 8th, 6 p.m. at Thatcher Hall
- **Holiday Tree Lighting** Ceremonies, November 30th at 7 pm, starting at the Robert Plumb Memorial Tree @ The Clarkson Inn.
- **Santa Claus Parade,** December 2, 11 am.

## *Free Doesn't Mean There's No Value...or* "How to put free or inexpensive services to work for your business"

*By Michelle Collins, Canton SBDC*

Nothing in life is free.

The best things in life are free.

Which is it?

We live in such a cynical, "buyer beware" society that sometimes it's hard to believe anything of value can actually be free. But for small businesses, there are a number of free resources available that may seem too good to be true.

Contrary to what we instinctively want to believe, they are good resources, and they really are free. Here is a sampling of some of the most useful of the free resources.

### **Worksite Safety Assistance**

The New York State Department of Labor provides free occupational safety and health assistance to small private sector businesses. This assistance consists of free on-site surveys and training sessions which will help employers meet federal Occupational Safety & Health Administration (OSHA) regulations. On-site consultation visits are conducted at the employer's

request and can be limited to a specific process or can include the entire operation. Consultations are confidential and completely separate from OSHA enforcement activities, effectively allowing small businesses to work toward compliance without fear of penalty.

Employers who receive a comprehensive consultation, correct all hazards, and institute an effective safety and health program are eligible to participate in the Safety and Health Achievement Recognition Program (SHARP) and be eligible for a two-year exemption from a general scheduled OSHA inspection. Employers can also request participation in our SHARP developmental program and be eligible for an OSHA inspection deferral while working towards SHARP.

For information about this program call the Division of Safety and Health at (518) 457-2238.

**See FREE on page 2**

## *Sleepy Hollow Studios Calls Potsdam Home*

Another new shop has opened in downtown Potsdam, hoping to meet the needs of local residents and students seeking tattoos and body piercings.

Sleepy Hollow Studios was started in 2003 in Roanoke Rapids, NC, by owners Kevin and Mary Robinson. They relocated to Potsdam because Kevin is a native of the area. He also has eight years experience tattooing. Mary has been a registered nurse for ten years, performing body piercing since 2003. Chris Lawrence is on staff as a tattoo artist as well, and Kerry Czrio is a part time clerk.

Sleepy Hollow Studios prides themselves on offering "a clean, friendly environment, and affordable prices."

For more information about Sleepy Hollow Studios, stop by their shop from 2 – 10 p.m. Tuesday through Saturday, call 265-2744, or visit their website at [shstattoo.com](http://shstattoo.com).



**The Ribbon Cutting, from L-R:** Nathan Tavares, Fred Hanss, Chris Lawrence, Deputy Mayor Ruth Garner, Kerry Czrio, Mary Robinson, Kevin Robinson, and Jennifer Tavares

## Welcome New Members

### *Adirondack Aikido*

Michael Hornung, Chief Instructor  
22 Depot St., Market Sq. Mall, Potsdam, NY 13676  
389-4634 ~ [www.adkaikido.com](http://www.adkaikido.com)

### *Adirondack Rug Braiding\**

Helen Condon, Owner  
1737 Route 72, Parishville, NY 13672  
265-4722 ~ [www.adirondackrugbraiding.com](http://www.adirondackrugbraiding.com)

### *Commercial Press\**

Dave & Tracy Charleson, Owners  
216 Cowen Road, Canton, NY 13617  
386-3431 ~ [cpress@northnet.org](mailto:cpress@northnet.org)

### *Marra's Homecare*

Wayne Winters, Manager  
24 Market Street, Potsdam, NY 13676  
265-1161 ~ [www.marrashomecare.com](http://www.marrashomecare.com)

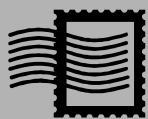
### *Sleepy Hollow Studios*

Kevin & Mary Robinson, Owners  
1/2 Main Street, Potsdam, NY 13676  
265-2744 ~ [www.shstatoo.com](http://www.shstatoo.com)

### *Speedway Cellular\**

Jon Monacelli, Manager  
256 E. Orvis Street, Massena, NY 13662  
764-0753 ~ [jon\\_cingular@yahoo.com](mailto:jon_cingular@yahoo.com)

\* Associate Member



## **potsdam postcards**

in six different designs

*are still available for our  
members to sell at their business.*

**Replenish your stock if you're out!**

*Starter pack 25 ea 6 = \$37.50; refills 50 ea 1 = \$12.50*

**We get many requests for these, and we do not  
sell them —we refer folks to our members!**

**FREE , continued from page 1**

### **Government Contracting Assistance**

Rochester Procurement Technical Assistance Center (PTAC) provides free government contract consulting to small businesses interested in selling goods or services to the federal government. Services are provided to both prime- and sub-contractors and includes help with preparing to conduct business with the government (including necessary commerce practices and certifications) and post award compliance.

The PTAC also has a bid matching services provided to members free of charge. With web-based software, you can not only learn about available contracting opportunities but can also help locate prime- and sub-contracting opportunities.

For more information on the services offered, log on to the PTAC website at [www.rochesterptac.com](http://www.rochesterptac.com).

### **Find a Mentor**

Small business owners looking for a helping hand, or a knowledgeable guide with some experience in their industry, can find a mentor from anywhere across the country through a website hosted by Service Corps of Retired Executives (SCORE). SCORE is a national program that provides free business consulting services to small businesses with a team of volunteer retirees. These volunteers bring many years of experience in their field that small business owners can apply to their own operations.

To find a mentor in your industry visit the ASK SCORE website at: <http://emc.score.org/index.cgi?partner=ASKSCORE&action=first>. Once in touch with an expert in your industry you can maintain contact through phone or e-mail for specialized assistance.

### **Local Free Assistance**

Perhaps one of the best free resources available to small business owners, and the one the fewest know about, is the Small Business Development Center at SUNY Canton. The SBDC provides free one-on-one assistance to business owners at all stages of growth from start up to expansion. Services include assistance with business plan development, financial analysis, marketing, customer service, record keeping, employment issues and loan packaging.

The knowledgeable staff has significant experience and will tailor assistance to the individual needs of each small business. To learn more about the Canton SBDC, visit their website at <http://www.nyssbdc.org/centers/centers.cfm?centid=10>, or call 386-7312.

21st Annual

# Fright Night

October 26th

The Potsdam Chamber of Commerce is proud to announce it's 21st Annual Fright Night activities will take place on Thursday, October 26th, from 5:30-8:00 p.m.

Kids of all ages from all over the North Country are encouraged to come and enjoy some spooky fun in Potsdam this Halloween season.

Downtown businesses, as well as some located on Maple, Elm and Outer Market Streets will be hosting lots of fun activities for kids and their parents.

Examples of activities that have been offered in previous years by over 30 businesses are: temporary tattoos, pick a pumpkin for a discount, taste a spooky punch, various drawings, face painting, fishing for treats, "Alien Invasion", spooky "feel" bags, mulled wine for adults, "Wandering Witch", games at the Gazebo, make your own scarecrow, continuous play big screen movie, pumpkin judging contest, guess how many M & M's in jar, decorate your own spooky cookie, live music, hot cider, scary story time, bean bag

toss, spider-pop crafts, haunted living room, and make your own spooky sundae.

Get creative and think about what your business could add to this list of fun activities for kids of all ages! Fright Night literally brings hundreds of kids and their families into Potsdam each year, and we encourage our members to participate.

While it's too late to get on our posters and in our advertisements for 2006, you can still try out a new event, and then add it to the Chamber's roster next year.

To follow the Fright Night activities, the Kiwanis Club and Rotary Club of Potsdam will be hosting their annual Rag-A-Muffin parade on Saturday. The parade starts at 12:45 from the Main Street parking lot next to The Clarkson Inn, makes a loop around downtown, and ends at the fire station on Main Street.

For more information about Fright Night, look for event posters at participating businesses, or contact the Potsdam Chamber of Commerce at 274-9000, or by email at [Potsdam@slc.com](mailto:Potsdam@slc.com).



*Help spread the word!*

If you know a business that is not a member of the Chamber...



*Tell them about the benefits!  
Or, let us know, and we'll give them a call.*

**If they join now for 2007,  
they get the rest of 2006  
at NO CHARGE**

**Be A Chamber Advocate!**

# October - November Member Events

## OCTOBER

- October 3rd - *Information Technology Committee Meets*,  
8:30 at the Chamber
- October 5th - *Events & Festivals Committee Meets*,  
8:30 at the Chamber
- October 10th - *Town & Gown Committee Meets*,  
8:00 at the Chamber
- October 11th - *Membership Committee Meets*,  
8:30 at the Chamber
- October 12th - *Business Promotions Committee Meets*,  
8:30 at the Chamber
- October 17th - *Board of Directors Meets*, 8:00 at the Chamber
- October 25th - *Membership Committee Meets*,  
8:30 at the Chamber
- October 26th - **21st Annual Fright Night Activities**, sponsored by the Business Promotions Committee of the Potsdam Chamber. See page 3 for more information.
- October 28th - **Rag-A-Muffin Parade**, sponsored by Potsdam Rotary and Potsdam Kiwanis; starting at 1 pm at the Roxy Theatre on Main St. Ends at Fire Station w/ rides on fire trucks.
- October 28th - **1st Annual Harvest Dance & Restaurant Extravaganza**, at Colonial Village's Banquet Hall. From 7 pm - 12 am. Live music, dance, costumes, and great food! Bring your employees, friends & family. Open to the community. See page 5 for details.
- October 31st - Happy Halloween!



## SPOOKY!!

*Cindy Vivlamore and Dorothy Conant show off their bat-badness on Halloween of 2005. Cindy works in Potsdam's Planning Office, and Dot is the Civic Center Maintenance Guru.*

## NOVEMBER

- November 2nd - *Events & Festivals Committee Meets*,  
8:30 at the Chamber
- November 4th - The Spanish Harlem Orchestra, presented by Community Performance Series, at Hosmer Hall-SUNY Potsdam, 7:30 p.m. For tickets call 267-2277 or go to Northern Music and Video.
- November 7th - *Information Technology Committee Meets*,  
8:30 at the Chamber
- November 8th - *Membership Committee Meets*,  
8:30 at the Chamber
- November 8th - **Annual Dinner & Commitment to Community Award**, hors d'oeuvres and drinks 6 p.m., dinner at 7 p.m. at SUNY Potsdam's Thatcher Hall. See page 7 for more information.
- November 9th - *Business Promotions Committee Meets*,  
8:30 at the Chamber
- November 14th - *Town & Gown Committee Meets*,  
8:00 at the Chamber
- November 21st - *Board of Directors Meets*,  
8:00 at the Chamber
- November 23rd - Happy Thanksgiving!
- November 24th - **2nd Annual Potsdam Chamber Hockey Night**, at Clarkson's Cheel Arena. Golden Knights vs. Miami of Ohio. Join the Chamber for a great fundraiser and promotional opportunity for your business. See page 6 for more information.
- November 30th - **Holiday Tree Lighting Ceremonies**, starting at 7 p.m. at the Robert Plumb Memorial Tree at The Clarkson Inn. The group walks to the Community Tree near the Fire Station for a 2nd tree lighting with the Mayor, followed by refreshments at the Museum.
- November 30th - Orpheus Chamber Orchestra with pianist Jeremy Denk, presented by Community Performance Series, Hosmer Hall-SUNY Potsdam, 7:30 p.m. For tickets call 267-2277 or go to Northern Music and Video.

*You're Invited to...*

## **The 1<sup>st</sup> Annual Harvest Dance & 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's Little Big Band (7-9) Piquant (9-10) Northbound (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*

Tickets will be available in advance from the Chamber office, SeaComm in Potsdam, APT to Travel, Woodland Gardens Home, The Copy Shop, the Potsdam IGA, and Board & Committee Members. We hope that you'll support the Chamber by purchasing a ticket, and enjoy the wide variety of food Potsdam has to offer, and social atmosphere..

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!

**Event Sponsors: Colonial Village Fun Park, Woodland Gardens Home, The Copy Shop, Potsdam Laundry, Heart Homes, and The Brambles Inn**

*Here's your chance to see great hockey and promote your business to other members & the community!*

**POTSDAM**  
chamber of commerce

Thanks to board member Scott Smalling, the Potsdam Chamber has 600 reserved seat tickets for the Friday, November 24th Golden Knights game against Miami of Ohio

We need you, our members, to help us by purchasing these tickets. They are available through the Chamber for \$12 each.

*The Chamber will get to keep 85% of the ticket price.*



**What a nice way to treat yourself & your staff to a great night of fun in Potsdam!**

If each of our 300+ members bought two tickets, we'd sell all of our tickets...and our 2007 budget would benefit greatly.

*Please use the form below to reserve your seats. Pay in advance with a check or credit card, or stop by our office with cash. All checks should be made payable to Cheel Arena. The deadline to purchase tickets is Wednesday, November 22nd.*



Your tickets will be waiting at the box office on the night of the January 6th game. If you buy a large group of tickets, please indicate whether you require blocks of four, six or eight tickets to accommodate your guests.

***Member businesses also have the great opportunity to display a table of their wares or brochures, and talk to the public about their business! Cheel is offering at least 40 tables for Chamber member businesses to use for displays the night of the game.***

**Make a night of it! Come early for the fabulous Barben Room Buffet starting at 5 p.m.!**

**POTSDAM CHAMBER HOCKEY NIGHT RESERVATION FORM**

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

Contact: \_\_\_\_\_

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

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

Number of tickets: \_\_\_\_\_ (\$12 per ticket)

Check Enclosed Payable to Cheel Arena: \_\_\_\_\_ Amount: \_\_\_\_\_

Credit Card type (MC/VISA only): \_\_\_\_\_ Expiration: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Mail to: PO Box 717, Potsdam, NY 13676 (w/ payment); or fax to 274-9222 & mail payment

Please circle one:

Yes!    No thanks!

**My business would like to take advantage of the opportunity to display my product / service FREE at Cheel at the November 24th hockey game. I understand I must buy a minimum of two tickets to take advantage of this opportunity.**

## *Annual Dinner, Commitment to the Community Award, and Merrickville Basket Raffle to be held November 8th*

The Potsdam Chamber is pleased to announce our Annual Dinner, taking place on Wednesday, November 8th at SUNY Potsdam's Thatcher Hall. Hors d'oeuvres and beverages will be offered at 6 pm, with dinner and the program starting at 7 pm.

At the dinner, the annual Commitment to the Community Award will be given out. Nominations are being accepted, and the deadline for nomination is Tuesday, October 10. Nomination forms are available from the Chamber office, at any Potsdam bank or

credit unions, and at the Potsdam IGA. Forms should either be mailed (PO Box 717), faxed (274-9222) or delivered to the Chamber Office at One Market Street.

Nominees should exemplify the following criteria: the efforts of an individual or organization that has enhanced the quality of life in Potsdam, provided a service to fellow citizens, or improved the business environment in Potsdam. Such efforts may be voluntary or professional, individual or collective. Materials such as press clippings, testimonials, and letters

of support are helpful.

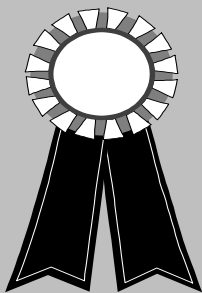
Additionally, raffle tickets for the Potsdam Chamber's annual gift basket from Merrickville, Ontario are on sale for five dollars each. The basket will contain an overnight stay in Merrickville, gift certificates from area stores, art and gift

items, and much more. The basket is valued at over five hundred dollars.

For more information about the Annual Dinner or the Commitment to the Community Award, call 274-9000, or by email [Potsdam@slc.com](mailto:Potsdam@slc.com).

*Please look for a nomination form for the 2006*

# COMMITMENT TO THE COMMUNITY AWARD



*At area banks & credit unions, the Chamber office, or the Potsdam IGA*

**Deadline for nominations is Tuesday, October 10th, 4 pm.**

## 2006 *Annual Dinner*

at SUNY Potsdam's Thatcher Hall

### PROGRAM

*to include:*

President's Welcome

~

Annual Elections

~

Presentation of the Commitment to the Community Award

~

Presentation of the Merrickville Gift Basket to the Raffle Winner

~

Potsdam Gift Certificate Prizes

~

Thanks to a retiring Board Member

*Please find a registration form enclosed*

**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  
for 2007, 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

## The Clarkson Inn: Victorian elegance since 1985

The Clarkson Inn, one of the area's finest hotels, begins its 22nd year of operation on Friday, September 15th.

The Inn has forty deluxe rooms, HSIA, a business center in the lobby, a breakfast room/meeting room, and fifteen full time employees.

The Clarkson Inn is located at the corner of Main and Market streets and is adjacent to the Racquette River. The two-story Victorian building greets visi-

tors as they arrive in the Village of Potsdam, with an understated elegance, blending with the historic downtown community. Many of the Inn's guests enjoy shopping with area vendors and dining in the local restaurants.

The staff at The Clarkson Inn is dedicated to providing their guests with the utmost in elegant accommodations and professional courtesy. The Inn's housekeeping and maintenance

staff receives constant praise for providing their guests with the highest standards of cleanliness. The Clarkson Inn continues to receive high ratings from travel agencies and from professional travel guide publications. The Inn's breakfast room is constantly utilized and rented for small meetings and business functions.

On September 11, Peggy Snell, will become the new general manager of the Inn. She



replaces Rita Manning, who was The Clarkson Inn's general manager since the Inn was built and opened in the fall of September 1985. Peggy has been a member of The Clarkson Inn staff for twenty years.

For more information, please call 265-3050 or go to [www.clarksoninn.com](http://www.clarksoninn.com).

## Smith Barney: Working to help you meet your goals

For 50 years, Smith Barney's Potsdam office has been distinguished by its strong work ethic and its commitment to building relationships based on trust and professionalism.

With roots dating back to 1873, the Smith Barney global Private Client Group is a wealth management and financial services business that provides comprehensive financial planning, research and money management services to individual investors, institutions,

corporations, governments and foundations. They have more than 13,000 Financial Advisors located in approximately 600 offices across the nation.

Smith Barney Financial

Advisors offer a full suite of investment services, with a particular focus given to private investments, money and portfolio management, lending ser-

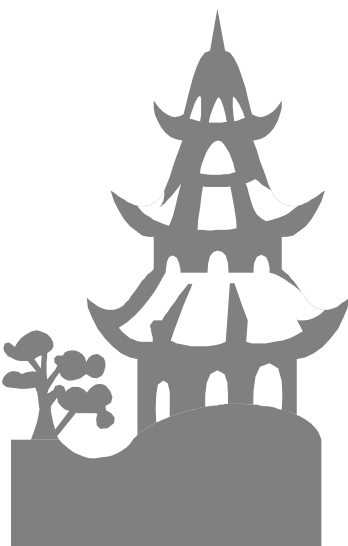
vices, retirement services, asset allocation, education and estate planning, and other services, to more than 9 million accounts, representing approximately \$1.4 trillion in client assets.



(C: NYSE), their ultimate parent company, is a diversified financial services company and is one of the world's leading providers of investment,

consumer finance and insurance services, serving more than 200 million consumers, corporations, institutions, and governments in 100 countries around the world.

So, whether you're an experienced investor or just starting out, Smith Barney can help you meet your investment goals by providing you with quality service and financial information, along with some of the most sophisticated resources available today.



## Great Wall Chinese Buffet

The Great Wall Buffet is located in the SeaComm Plaza at 145 Market St. in Potsdam.

Owned by Becky and Sam Jiang, The Great Wall opened in March of 2003 and has experienced consistent growth since that time in their location. The offer friendly service at their family owned restaurant. They also own another buffet restaurant in Malone, called Kings Wok.

The Great Wall offers over 70

items including appetizers, soups, chicken, pork, beef, seafood, sushi, American food, salad, dessert and more. Customers are invited to eat in for a full dining-in menu or all-you-can-eat buffet, or they can order take-out or purchase the buffet to carry-out.

Their head chef is an uncle from New York City who has over ten years experience preparing a menu for this type of restaurant.

The restaurant is open 7 days a week: Monday through Thursday 11 a.m. to 9:30 p.m.; Friday and Saturday 11 a.m. to 10 p.m.; Sunday 11:30 a.m. to 9:30 p.m.

New dining room seating, banquet room and private parties welcome by reservation. Great Wall offers a comfortable, casual dining atmosphere, with traditional Chinese décor.

For more information, please call the restaurant at 265-7888.

## John C. Parcell, CPA, CFE: Personal & Business Accounting

John C. Parcell graduated from Canton Central School and went on to receive an Associates degree in Accounting from SUNY Canton and a Bachelors degree in Accounting from Clarkson University. He gained his experience by working at two regional accounting firms and one national accounting firm, all in New York State. He is licensed in the State of New York as a Certified Public Accountant and also holds a certification as a Certified Fraud Examiner and a Certified QuickBooks ProAdvisor. John is a member of the New York State Society

of Certified Public Accountants Auditing Standards and Procedures Committee which meets in NYC on a monthly basis to discuss auditing related



topics. He is also a Rotarian. As a CPA he provides accounting, taxation, bookkeeping and consulting services to small businesses, not-for-profit organizations and individuals. His niche is small businesses;

both for-profit and not-for-profit. John believes that small businesses face a number of challenges that larger companies do not, and he has focused much of his training on these issues by providing more than just accounting services. He has been using QuickBooks for over 11 years, and provides assistance with setup, customizing, training and using the program. As a fraud examiner,

John works with the owners of businesses and the board/executive director of not-for-profit organizations which are more prone to fraud, to create internal controls that with reduce its occurrence to an acceptable level.

John's office is located at 13 Hodskin Street in Canton. For an appointment or more information call 315.386.4525

## Take the Lead Obedience & Behavior Training



Take the Lead Obedience and Behavior Training is a small, home based dog training business which offers group classes and private consultation services. Take the Lead is for dog owners who wish to start their puppy off on the right "paw", or having behavior problems with their puppy or adult dog.

Services offered include six week group classes held at the First Presbyterian Church in Potsdam, which cover the basic obedience commands (sit, down, stay, come), as well as group classes held at the First Presbyterian Church in Potsdam, which cover the basic obedience commands (sit, down, stay, come), as well as walking politely on a leash, quietly greeting people and other animals, and an opportunity for socializing with other dogs. More advanced classes introduce basic agility obstacles and more formal obedience work. Private consultations take place in the owner's home, where an evaluation of the dog is done, and a plan is made to correct bad hab-

its an unwanted behavior.

Sole proprietor  
L i n d a  
Caamano owns

Take the Lead, in addition to raising two boys with her husband, Victor. Prior to moving to Potsdam, Linda spent 8 years working for Guiding Eyes for the Blind, a guide dog breeding and training facility in Yorktown Heights, NY. Her job there was to oversee the raising of guide dog puppies, teaching volunteers how to prepare a dog for the responsibility of guide work, establishing good manners and socialization during the first year of life. After moving to Potsdam, Linda began getting referrals from vets and shelters, asking for help with problem dogs, and, using the skills learned at Guiding Eyes, Take the Lead was formed.

Classes are held on Monday evenings and private consults are by appointment. For more information, call 265-1050, or email [la-caamano@excite.com](mailto:la-caamano@excite.com).

# are ? you

Interested in becoming more involved in the Chamber?

Join a committee!

- \* *Business Promotions*
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- \* *Information Technology*
- \* *Membership/Welcoming*
- \* *Town & Gown/Beautification*

Call the office at 274-9000 for more information about what each committee does or to contact the committee Chairperson.

## Northern Family Motel: More than just a place to stay



The Northern Family Motel in Potsdam, NY takes pride in providing attractive, clean and comfortable lodging at an affordable price!

Owned by Eric and Stephanie Matott, the Northern Family Motel welcomes families, busi-

nesspeople and small groups ... just about anyone seeking a comfortable family atmosphere. The Matott's will have owned the motel for four years next April.

At Northern Family Motel, the rooms are well furnished and

include free local cable. The swimming pool is open during the summer months. They also have plenty of parking available. Other amenities include an outdoor pool, AAA and AARP discounts, complimentary extended continental breakfast daily served from 7 to 11 a.m., and some rooms are equipped w/ microwaves and refrigerators. For larger parties, they also have a unique four bedroom suite called "The Barn", that is like a home away

from home.

The Northern Family Motel is located just four miles from Clarkson University and SUNY Potsdam making it an ideal place for college families to stay while visiting the area.

To contact the Northern Family Motel, call 315-265-4640. Their office hours are from 7 a.m. until 11 p.m. seven days a week. You can also visit their comprehensive website at [www.northernfamilymotel.com](http://www.northernfamilymotel.com)

## Total Image: A Full Service Unisex Salon

Total Image, located at 29 Main Street in Potsdam, has been in business for fourteen years as of October 22. It is co-owned by cosmetologists Lisa Cary and Carol Irish.

Total Image has a large staff of professionals to meet the needs of their clientele. Other cosmetologists on staff include: Lisa Hamm, Melissa

Carey, Sharon Bergen, Cindy Thomas, and Emily Sanchez. Their nail technician is Ellen Zhang. Also, there are four receptionists that may greet

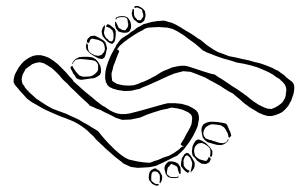
you: Sally Newton, Eleanor Parow, Steven Cary and Brittany Cary.

Services offered by Total Image include: Cuts, perms, colors, highlighting and foiling, manicures,

pedicures, artificial nails (acrylic, gel and silk), facial, waxing, and ear piercing. They also have two tanning beds and one booth.

Products available for purchase include Redkin, ISO, Paul Mitchell, bed Head, and Australian Gold brands. They are also willing to accommodate special orders that their customers may have.

Total Image's hours are from 8 am to 6 pm Monday through



Friday, and Saturday from 8 am to 3 pm. Evening appointments are available if needed.

The staff at Total Image is happy to arrange for full bridal parties, as well as birthday parties including any of their services.

For more information, you can reach them by phone at 26-TOTAL (268-6825).



*Thank you for your patience...*

*During the last few weeks...and the next few*

As our Office Hours continue to be 1 - 4:30 pm due to staff maternity leave.

We should be at full office hours of 10-1 and 2-4:30 M-F by November.

*We appreciate your understanding!*



# POTSDAM

chamber of commerce

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FAX: 315-274-9222

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