

February & March 2007

Volume 14, Issue 1

POTSDAM
chamber of commerce

The Newsletter of the Potsdam Chamber of Commerce

The Potsdam Pages

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**Please remember
to pay your dues!**

**We are publishing
new brochures and
designing a new
website.**

**We will only be able to
include those who are up
to date with their
membership.**

Thank you

**if you've
already paid!**

Some Thoughts for A New Year

by Jennifer Tavares

Another busy holiday season has come to a close, and I can't help but think of the many things other consumers have told me about their shopping habits in the last few months.

As a marketing professional, I'm interested in the habits of other consumers. I like taking stock of what others do and don't do with their money; it's fun for me. But I have to say that I have heard a disheartening amount of the following from our membership in the last few months (and the last two years):

"I had to go to Watertown to buy ___ because I can't get it here."

"I buy all my ___ at BJ's for my business, because it's so much cheaper."

"I did all my shopping online this year."

Only one person said, "I did all my shopping in Potsdam this year!"

I have no expectations that everyone will change every buying decision, nor can they.

I very much want our local businesses to succeed, and to do what makes sense to be profitable. That being said, I am asking you to think about your options before spending outside our community and county. Chances are, you can get what you need here (or close to here)...and for a comparable price.

A local business owner or manager can have an enormous impact with their personal and business purchases. In 2004 the average family (earning about \$54,453/year gross income) spent over \$17,000 on food, health care, clothing, entertainment and misc. products or services. If we include housing, transportation and insurance/pensions, that number was \$43,395.¹ Add to that the tens of thousands businesses spend on supplies, equipment, marketing and products...that's major purchase power.

What happens when a large percentage of those dollars are all leaving our town, and our county? Not only is that one dollar that a local business is missing out on...it's that dollar multiplied

See **THOUGHTS**, page 3

Employee Handbooks: Your Best Defense

by Michelle Collins

Growing up we learn that playing by the rules is important. Developing an employee handbook is an efficient, standardized way to inform all employees of the rules of the workplace and it could save you a costly lawsuit in the event of a labor related lawsuit. Going without an employee handbook is a dangerous risk to take. Employees who feel they've been treated unfairly, or who are simply disgruntled, could bring legal action. And with no written policies in place, business owners are often hard pressed to defend themselves.

Developing an employee handbook does not need to be expensive. Most employers are fully capable of writing their own handbook with a little guidance and advice from a lawyer. In addition, the Canton Small Business Development Center can help you get started. Or, you can take advantage of any one of the hundreds of guides and templates available in print or on the web.

Some basic topics to cover in the handbook include:

- Specifying that the employment is "at will," this means that either the employer or employee can terminate the relationship at any time. (This, of course, falls within the parameters of federal and state laws or any contracts.)
- Establish what benefits are available to which employees, and at what time in their employment.
- Clearly state the rules of the workplace and set up disciplinary procedures for such issues as arriving late, conduct, harassment, overtime, and breaks.

When your handbook is complete and has been reviewed by your attorney, be sure it is put to use. Provide all employees, both new and existing, a copy of the handbook and have them sign a document acknowledging receipt of the handbook. As time goes on, continue to update the handbook as federal and state labor laws change, and seek legal advice on these changes.

Welcome New Members

Angel Trax ~ Veteran Services

James J. Wilkes, CEO
392 Benton Road, Potsdam, NY 13676
262-0355 ~ www.angeltraxnny.org

Domino's Pizza

Neil Dineen, Manager
185 Market Street, Potsdam, NY 13676
265-7500 ~ www.dominos.com

*Haenel Communication Technologies**

Bill Haenel, Owner
71 Main Street, Suite 202, Canton, NY 13617
262-0823 ~ www.haenelcomtech.com

JC Entertainment

Joseph Chism, Owner & Jockey
Anne Chism, Event coordinator
36 Butternut Ridge Road, Potsdam, NY 13676
265-0976 ~ www.jc-mobiledj.com

Natural Life Healing

William Bassett, Owner
12 Wheeler Road, Potsdam, NY 13676
212-0270 ~ www.naturallifehealing.com

*Photography Worx**

Lizette Haenel, Owner
71 Main Street, Suite 202, Canton, NY 13617
244-1123 ~ www.photographyworx.com

*St. Lawrence County Housing Council**

Chris Redeis, Executive Director
19 Main Street, Canton, NY 13617
386-8576 ~ www.slhcc.org

*The Nut Shop **

Jo Ann Roberts, Owner
146 Sturtevant Road, Colton, NY 13625
268-0592 ~ thenutshop@slic.com

* Associate Member

Potsdam Chamber 2007

Officers

Miki Crary ~ *President*
Jamey Hoose ~ *Vice President*
Bill Shumway ~ *Treasurer*
Tracy Tuttle ~ *Secretary*

Directors

Tim Damon, Debbie Hammond,
Pamela Maurer, Chip Morris,
Carmen Paone, Tom Peet,
Michelle Sheehan, Karen Sidletsky,
Scott Smalling, Rebecca Sutcliffe,
Nathan Tavares, James Theodore,
and Steve Warr

Staff

Jennifer Tavares, *Executive Coordinator*
Marylee Ballou, *Office Assistant*

*Are you going to get
a free lunch today?*

Each day
Domino's will
be choosing a
Chamber member
to surprise with a
free lunch...



Today might be your day!

Domino's ~ 265-7500
www.dominos.com

February-March Events

FEBRUARY

February 1 - *Events & Festivals Committee*, 8:30 at the Chamber

February 1 - **Information Technology Seminar**

A panel discussion on Open Source software as it relates to your business, 12 pm at the Rescue Squad Community Room, \$5 fee; refreshments

February 7th - *Information Technology Committee*, noon at The Village Diner

February 8th - *Business Promotions Committee*, 8:30 at the Chamber

February 13th - *Potsdam Food Cooperative Annual Meeting and Potluck Dinner*, 6 - 9 pm at Koinonia Church

February 14th - *Membership Committee*, 8:30 at the Chamber

February 15th - *Town & Gown Committee*, 8:30 at the Chamber

February 20th - *Board of Directors Meets*, 8:00 at the Chamber

February 24th - **Professional Skills for Artists** w/ Hilary Oak, Arts Central, "Record Keeping", 1-4 pm. Fee for class.

February 28th - **After Hours Gathering**, hosted by Penski, Inc. at Tardelli's, from 5 - 7 pm

MARCH

March 1st - *Events & Festivals Committee*, 8:30 at the Chamber

March 7th - *Information Technology Committee*, 12 pm at The Village Diner

March 8th - *Business Promotions Committee*, 8:30 at the Chamber

March 14th - *Membership Committee Meets*, 8:30 at the Chamber

March 15th - *Town & Gown Committee*, 8:30 at the Chamber

March 20th - *Board of Directors Meets*, 8:00 at the Chamber

A March **Member Breakfast Gathering** will be held, date and time TBA. Please watch for a postcard in the mail!

ONGOING:

Live Music Fridays @ Arts Central: Great local music in a relaxed atmosphere. 5:30 to 7:00pm every Friday. \$5.00 at the door. Check slcartscouncil.com for more info!

Arts After School @ Arts Central

Our series of after school activities continues! We encourage you to call in advance to register - or just drop by and see if there's room. Thursdays 3:30-4:30 pm \$10.00 plus materials fee (\$2 to \$8 depending on project).



Bright Start Day Care opened on December 18th, and had a well attended Ribbon Cutting Ceremony with the Chamber.

Pictured above from left to right are Miki Crary, Pam Maurer, Rebecca Sutcliffe, Karen Bradshaw holding Mikayla LaShomb, Heather Mitchell holding Dimitri Raneri, Tim Damon holding Felicia Tallon, Kim Damon holding Katelyn Davis, Nate & Miko Tavares, and Chip Morris. For more information about Bright Start, call Kim at 265-4700.

THOUGHTS, con't. from page 1

by the thousands of others who are also shopping elsewhere, and the impact that those dollars could have if they were repeatedly invested in our local and regional economy.

As a local business owner or manager, you can appreciate the importance of purchasing food, products, and services locally: If no one did, your business or service would no longer be viable.

That few cents or dollars more that you might spend would be going to a good home: your neighbor, his/her employees, and the community. Consider the alternative: XYZ company in Watertown, Syracuse, or 1500 miles away, is not going to put \$1 (or one job) back into our region.

Even if you're not a retailer, I hope that your business benefits from the increased traffic that everyone sees when the local community members support their neighbors' businesses.

Part of my job as your Executive Coordinator is to encourage folks to shop locally and with our members, and remind the community of the consequences (for everyone), when too many of us turn elsewhere for our everyday and seasonal purchases.

Support your neighbor businesses. Pay them \$1 more if needed. Your community will be better for it.

1. United States Department of Labor; US Bureau of Statistics. "Consumer Expenditures in 2004. April 2006, page 10, table 2.

Business Promotions

The Business Promotions Committee already discussed many of their annual projects at their January meeting. They are still working hard to update and redesign the Chamber's website; will be publishing new Chamber brochures in the coming weeks; and are already considering some exciting changes to the annual Holiday Promotions they do each December.

Based on member feedback, the committee is considering how to increase traffic at local businesses during the busy holiday season. They are likely to add some "event" based promotions, similar to the way Fright Night is managed...so please contact any committee member or the office with your ideas and input. Or, consider joining the committee! They could use some fresh volunteers. Committee Chairperson is Jamey Hoose, available at jhoose@slc.com, or by calling Videorama at 265-7000.

Information Technology

This committee is very interested in the ways they can help our Chamber members learn more about technologies that are important to their success in business. No matter your topic area, they are willing to host a seminar to help you.

Please contact Committee Chairperson Larry Reece if you have interest in joining this committee, or if you have a topic or question you would like answered in the realm of Information Technology.

Their next seminar, being offered on February 1 at noon, is going to be a panel discussion on open source software and how it can help your business. Essentially, open source software is free software, and there is something out there to replace nearly everything you currently use. Learn more about how OS can help your business, save you money, and make your IT more secure.

Town & Gown / Community Relations

This committee has taken on an ambitious agenda for 2007, including: Annual Pride in Potsdam Spring Clean Up Day; working on annual floral planting projects; replacing the dilapidated "welcome" signs that border Potsdam; cleaning up alleyways; a new hanging banner program; public transportation in the Village; housing stock needs; public services in Ives Park; and diversity issues.

This agenda is being tackled by a creative and resourceful group of people, including people from village government, the Planning

Events & Festivals

The Events & Festivals Committee is already working on our Annual Spring Luncheon and Silent Auction, as well as preliminary plans for the Potsdam Summer Festival.

If you know of a business or business owner who has done a lot for our community in the last year, whether it be to increase traffic, aid in economic development, add jobs to the area, or being a good corporate citizen, please nominate them for Business of the Year. The Chamber will have forms available in the coming months, but the Committee happily accepts nominations anytime at the Chamber's PO Box or email. Supporting materials, letters, and articles are a plus.

Also, if you have a Milestone Anniversary in 2007 (15 years or more in 5 year increments), let us know! We want to celebrate your successes at the luncheon.

Membership / Welcoming

The Membership/ Welcoming Committee has already planned out their annual event calendar. Please see the listing of events on page 6. They are looking for sponsors for several member breakfasts and after hours, though many slots are booked. Contact Chairperson Pam Maurer at 265-4340, or by email at pamel36@gmail.com to inquire as to available sponsorships.

They are also considering a fun event to replace the very popular Go-Cart Races that have been held for several years. If you have suggestions, please let Pam know...but something fun is already brewing for you!

The Committee invites you to attend the first After Hours Gathering of the year, occurring on February 28th, from 5-7 pm, at Tardelli's Restaurant.

& Development Office, both colleges, the Chamber, and local business representatives. The committee hopes to expand its membership in the coming months and create a very diverse group that can address these and other issues that may arise.

If you have interest in joining this committee, or just volunteering to assist on one of these projects, please contact Chairperson Chip Morris at SUNY Potsdam, at 267-2790, or by email at [moriswg@potsdam.edu](mailto:morriswg@potsdam.edu).

The Potsdam Food Co-op is Getting a Makeover!

The Co-op is getting a makeover!

The Potsdam Food Co-op will be undergoing extensive renovations in February 2007. The project/reset includes a redesign of the existing store layout, construction of a new store entrance to allow separate entrance and exit doors, installation of a second cash register and a new cash register system with point of sale capabilities, replacement of failing coolers and freezers, and the addition of a prepared foods section.

These renovations will update the operational facilities in the store. They will also allow customers to move about the store more easily, and customers will check out faster with the addition of a second register. This project is being funded entirely by the membership.

The Potsdam Food Co-op has been part of the North Country community for the past thirty years, providing natural, international, and specialty foods at the lowest possible cost. Members and the public alike are welcome to shop at the Co-op, which carries fresh organic produce, foods in bulk, and packaged and canned goods that are healthful, appetizing, and ecologically responsible. Contact Jenny Mabee, Outreach Marketing Coordinator, at 265-4630 for more information.



Annual Meeting to be Held February 13th

The Potsdam Food Co-op's Annual Membership Meeting will be held Tuesday, February 13 from 6 p.m. to 9 p.m. The meeting is being held at the Koinonia Church on the corner of Grant Street and Chestnut Street in Potsdam.

There will be a potluck at 6:00 p.m.

Join us for a live musical performance while indulging in tasty treats; the potluck dishes at Co-op events are always plentiful and delicious! Bring your favorite dish to share and a table setting (cup, plate, utensils). The Co-op will provide coffee, juice, and water for you to wet your whistle with.

The official meeting will begin at 7:00 p.m. There will be Annual Reports from the Officers and the General Manager followed by an election for the Board of Directors.

The Annual Membership Meeting is held in accordance with Article IV, Section 1 of the Bylaws of Potsdam Consumer Co-operative. If you have any questions about the Membership Meeting or the Potsdam Food Co-op please call Jenny Mabee, Outreach/Marketing Coordinator, at 265-4630.

St. Lawrence Chocolates Opened December 9th Had 1000th Customer January 3rd!



Sweet dreams await thee at St. Lawrence Chocolates...

Opening during the holiday season was one of the best things that could have happened to St. Lawrence Chocolates, after months of planning and a few snags.

The business opened to a very busy day on Saturday, December 9th, greeted by dozens of customers waiting to try their product and purchase holiday gifts.

"Our thousandth customer was on January 3rd, and we're very appreciative of the support we've received so far from the community, and everyone who's come in," said shop manager Angela Ballou. "We hope it continues."

St. Lawrence Chocolates is located at 4 Main Street in downtown Potsdam, and is open 7 days a week. For more information, call 274-9029, or email enesbitt@twcny.rr.com.

EARLY CALL FOR SILENT AUCTION DONATIONS!

Please contact the office if you'd like to donate merchandise, services, or gift certificates to our Annual Silent Auction.



Gift certificates, art items, massages, beauty care, handcrafted items, and auto detailing are some of the wonderful items we've had in past years.

Last year was our best Silent Auction fundraiser ever with over \$2750 raised!



HELP US BEAT THAT TOTAL...
AND RAISE \$3000 THIS YEAR!

Thanks for your past support!

Can you think of a business
(or business owner) who's gone above
& beyond to have a significant
impact in Potsdam in the last year?

Please nominate them for
Business of the Year!

Award Criteria:

- improvements that enhance the community
- increases in the volume of economic activity
- growth in employment levels in Potsdam
- excellent customer service

Send to: Potsdam Chamber, PO Box 717, Potsdam
Email: potsdam@slc.com Call us for a form: 274-9000
It is helpful to include letters of support and press clippings.

Is your business celebrating a

Milestone Anniversary

in 2007?

*(or since our
last luncheon)*



*Please call or
write the Chamber
so that we may
honor you at our
Spring Luncheon!*

Membership Committee Looks for Hosts for Breakfasts & After Hours Gatherings

The Membership & Welcoming Committee invites any members who are interested in hosting a gathering at their location, or, in sponsoring one of our After Hours events, to contact us. Please do so by calling the office at 274-9000, or calling committee chair Pamela Maurer at 265-4340.

The committee will also be looking early this year for sponsors for the 2nd Annual Harvest Dance & Restaurant Extravaganza, which was a great success last October. If

that event is of particular interest to your business, please let us know.

We have already scheduled our co-sponsors for a June Breakfast Gathering, SLIC Network Solutions and Scoopuccino's. The date and time will be announced in the next newsletter, and as always, you'll receive a postcard invitation.

Please see the tentative schedule below and contact us if your business would like to participate.

Tentative Membership Events for the 2007 Year:

February: After Hours Gathering

March: Member Breakfast

April: After Hours Gathering

June: Member Breakfast

August: Annual FUN Event

(to replace the Go-cart Races)

September: Member Breakfast

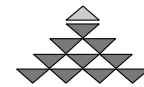
October: Harvest Dance & Restaurant Extravaganza

December: After Hours Gathering

You're invited to an

After Hours Gathering

Your Hosts:



www.penski.com

Penski, Inc.

Staffing, Training & Payroll Services

and the

Membership Committee

Wednesday, February 28th

from 5-7 pm

at

Tardelli's Restaurant

Come Learn About These Member Businesses!

Penski, Inc. ~ John Wicke

Haenel Communication Technologies ~ Bill Haenel

JC Entertainment ~ Joseph & Anne Chism

Natural Life Healing ~ William Bassett

The Nut Shop ~ Jo Ann Roberts

SUNY Potsdam Office of Student Affairs Wins Award for First Saturday Program

SUNY Potsdam's Office of Student Affairs recently earned awards from the State University of New York Office of University Life for their leadership and retention programs.

The College received an honorable mention award for its First Saturday: Passport to Potsdam program and the Student Leadership Conference Series.

The First Saturday: Passport to Potsdam program was designed to introduce SUNY Potsdam students to the local businesses and the businesses to the students. By working with Clarkson University, the program dramatically increased the number of students participating and interest by businesses.

Because Potsdam is a rural area, the lack of a large shopping mall is an "issue" for many students and can affect retention. Through this initiative, students have the opportunity to learn that virtually anything they might purchase at a mall could be found in the village.

The program was extremely effective with more than 40 businesses participating and approximately 500 students from the two colleges touring Potsdam during the five hours the program lasted.

The event provided activities such as bands in the Ives Park gazebo, bed races and games on Market Street, free use of kayaks in Ives Park, makeovers at several hair

salons and a bakery tour at the Food Co-op.

The primary activity focused on students having their "Passport to Potsdam" stamped at participating businesses. Once the student received a minimum of eight stamps, they could turn in their passport and become eligible to win a \$150 shopping spree using Potsdam Chamber of Commerce gift certificates.

In the evaluations of the program, 98 percent of the students enjoyed First Saturday and 92 percent said it helped them learn more about Potsdam businesses.

The nominations were judged by a panel of student affairs professionals from campuses across the SUNY system. A winner and an honorable mention recognition were given in each of four categories. A total of 41 nominations were received.

The Student Leadership Conference Program was implemented during the 2004-2005 academic year and has three initiatives: the Dr Millard Harmon Fall Student Leader Conference, Re-Energize! Spring Student Leader Conference and Emerging Student Leader Retreat/Program.

For more information, or to become involved in 2007's First Saturday program, contact Ruth Policella, Director of Student Involvement & Leadership, at 267-2818

Community Performance Series Has Much to Offer in Coming Months

The King's Singers Sunday, February 4, 2007
7:30 p.m. Hosmer Hall, SUNY Potsdam

Founded at King's College in Cambridge in 1968, the King's Singers are one of the world's most sought-after and acclaimed vocal ensembles. Known for presenting diverse programs encompassing a wide range of repertoire, they have performed throughout North America in such prestigious venues as New York's Carnegie Hall and Lincoln Center, Washington's Kennedy Center for the Performing Arts, in the major halls of U.S. cities and at major American music festivals.

Dougie MacLean Thursday, February 15, 2007
7:30 p.m. Hosmer Hall, SUNY Potsdam

Dougie MacLean is one of Scotland's most successful, respected and popular musicians who has built an international reputation as songwriter, composer and extraordinary performer on his own terms. "... a Scottish phenomenon...with his exquisite guitar style expressive voice and honest performance, his songs conjure up remarkably vivid imagery of our time." (The Performing Songwriter, USA)

Pippi Longstocking Friday, March 2, 2007
Performed by American Family Theatre
10 a.m. and 6:30 p.m. Snell Theatre, SUNY Potsdam; Grades PreK-6

Can you imagine a nine-year-old girl with red hair, who lives by herself with a horse and a monkey, who happens to be the strongest most outrageous girl in the world? Pippi Longstocking has audiences of all ages rocking in their seats in this wonderful musical adaptation that brings a new definition of adventure from the best-loved stories by Astrid Lindgren.

Othello by William Shakespeare Tuesday, March 13, 2007
Performed by the National Players
10 a.m. Snell Theatre, SUNY Potsdam Grades 7-12

Among the greatest of Shakespeare's plays, Othello is a searing tragedy of love turned into hate by the murdering poisons of jealousy. Experience the National Players' energized exploration of this classic text.

"O, beware, of jealousy. It is the green-eyed monster which doth mock the meat it feeds on." (III, iii)

For more information or to purchase tickets to any of the above performances, please call the CPS Box Office at 315-267-2277. Tickets are also available at Northern Music & Video in downtown Potsdam, and on the internet at www.cpspotsdam.org.



The A# Arrangements vocal group perform at the 2006 First Saturday event on Market Street last September; one of many programs offered that day.

1844 House

6885 State Route 11, Potsdam
268-1844 ~ 1844house.com

A Caring Touch Massage

19 Clough Street, Potsdam
244-1631 ~ betnannie@yahoo.com

CJ's Kegs, Cases & More

145 Market Street, Potsdam
265-0226

Community Bank, NA

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

Community Performance Series

Snell Hall, SUNY Potsdam
267-2277 ~ potsdam.edu/cps

CRT Pet Crematory

266 Waite Road, Potsdam
265-5053

Dirtyblinds.com of NNY

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

Dr. Stacey Howlett, DDS

1 Riverview Drive, Potsdam
265-5344 ~ drhowlett.com

Dr. Terry Reed, DDS

83 Market Street, Potsdam
265-3377 ~ docreed.com

Erin's Isle

928 State Hwy 11C, Brasher Falls
389-4100 ~ riversidecampgroundny.com

First Crush Bistro

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

Giant Tiger

200 Market Street
265-5155 ~ gianttiger.com

Great Wall Chinese Buffet

145 Market St, SeaComm Plaza
265-7888

Heart & Hearth Floral & Gifts**James T. Lahey Agency**

28 Market Street, Potsdam
265-5640 ~ laheyinsurance.com

Jazzercise

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

KHS Rentals**Kelly Services**

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

Lifestyles Salon

53 Maple Street, Potsdam
265-5170

Marc & Christine Compeau**McDonald's Lettuce Feed You**

171 Market Street, Potsdam
265-6890 ~ mcdonalds.com

Natural Life Healing

12 Wheeler Road, Potsdam
212-0270 ~ naturallifehealing.com

NBT Bank

6554 SH 56, 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 ~ northcountrysavings.com

Northern Family Motel

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

Northern Ice & Dance

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

Northern Interiors

46 Market Street, Potsdam
274-9500

Path of Life for Wellness

10 Underhill Drive, Hannawa Falls
268-7424 ~ terrigilchrist.us

Penski, Inc.

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

Pinto, Mucenski & Watson

42 Market Street, Potsdam
265-6080 ~ pmwcpa.net

Potsdam Laundry

7 Beal Street
265-3760

Reece & Associates

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

Riverside Campground

1 St. Regis St., Brasher Falls
379-4771 ~ riversidecampgroundny.com

Rose & Kiernan, Inc.

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

Roto Rooter Bronson Svc. Corp.

7598 US Hwy 11
265-8190 ~ onehourheatandair.com

SeaComm Federal Credit Union

6 Sisson Street, Potsdam
265-5952 ~ seacomm.org

SLIC Network Solutions

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

St. Lawrence Business Services

65 Main St., Peyton Hall, Potsdam
265-7488 ~ slbs@slic.com

St. Lawrence County**Bed & Breakfast Association**

265-5762 ~ stlawbandb.com

SummerHaven Pool & Hearth

7018 SH 56, Potsdam
265-1100 ~ summer-haven.com

Take the Lead Dog Training

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

The Art Mill**The Green House**

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

The Lobster House**Van Ness Company**

6768 SH 56, Potsdam
265-4863

Videorama

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

Ziplid Lodging

5361 State Hwy 56, Potsdam
265-5762 ~ ziplidlodging.com



Ziplid Lodging is the product of Steve and Laurie Thornton's passion for serving people. They take what they have and do the most with it - to make others feel comfortable and at home.

The Ziplid Lodge is located on Route 56 just five miles South of Potsdam. The Lodge is a fully furnished three bedroom Adirondack style home loaded with amenities. A finely appointed kitchen makes it convenient and fun to dine in. A home theater system, cable and stuffed pine furniture make the living area quite a comfort zone. Wireless internet is available throughout for those

that are in need of being "plugged in". Each bedroom has its own TV. A large screen room with a bar and a gazebo area with gardens make it very conducive to entertain family, friends and clients. Ample parking is available to those that are entertaining or trailing their favorite RV. The Lodge has a history of housing visiting sporting teams, international students, businesses, bridal parties, reunions, visiting friends, families and retreats.

Their second property - The Mill Studio, located on the water in Colton and built into the foundation of a 150 year

old Carding Mill is a truly unique unit. The stone work and antique beams support its character. The view of Lower Higley Flow is breath-taking. Phenomenal sunrises, eagles, cranes and double rainbows are regular sightings. The Mill Studio is located just steps from the dual trailheads of Stone Valley - making hiking and kayaking prime recreation for guests. Relax inside on either of the two beds, Adirondack furniture, bar or outside in your own private area. There is a small kitchen area with microwave, refrigerator/freezer, coffee maker, toaster and dishes. The Mill's special attraction is the stone shower in

the bathroom - it must be experienced to understand its personality. This property is designed to take you out of the everyday pace of life and give you a refreshing fill of peace, rest and romance.

Ziplid Lodging offers corporate and weekly rates for both units along with regular nightly rates. Come check us out in person or visit us at www.ziplid.com - we love to show people the best kept lodging secret in the North Country!

For more information about Ziplid Lodging or to make a reservation, please visit their website, www.ziplid.com, or call 265-5762.

A Caring Touch Massage: Because everyone deserves healing hands

Beth Sevey, Licensed Massage Therapist, opened A Caring Touch Massage in July 2005 in the Snell Office Complex at 6604 SH 56, Outer Market St., Potsdam.

Office hours vary, and are done mostly by appointment. Hours are available days, evenings, and on the weekends. Walk-in appointments can also be done as time permits. The office is handicap accessible, and ample parking.

There are several types of massages currently be offered, such as Swedish, Connective Tissue (Deep Tissue), Pregnancy, Sports (pre/post

event), chair, and People with Special Needs. Massages vary from 15, 30, 45, 60 or 90 minutes. Ear Candling is also available.

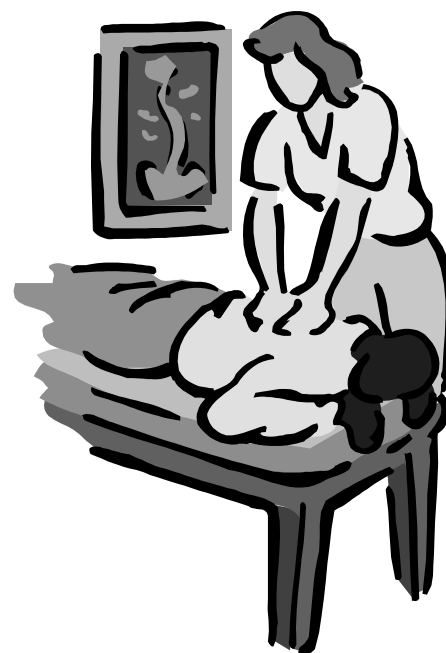
As a member of the American Massage Therapy Association, Massage Therapists must do continuing educational training. Currently Beth is studying to do Hot Stone Massage, which will be available in the Spring of 2007.

While attending the Finger Lake School of Massage, in Ithaca, New York, Beth did her clinical hours with an ARC program, and continues to work with people with Special

Needs, and is scheduled to attend an educational workshop in that area in mid-February.

Outside of her massage practice, Beth is a volunteer EMT with Potsdam Volunteer Rescue Squad. She is also a CPR and First Aid instructor.

To book an appointment or questions about services, Beth can be contacted at 315-244-1631 or email at betnannie@yahoo.com.



Northern Interiors: quality furniture ... sensibly priced ... comfortably purchased

Still in its first year of operation, Northern Interiors has enjoyed tremendous success, and our team of employees look forward to 2007 with even greater optimism. The reception we have received from North Country furniture shoppers has truly been gratifying, and we thank them for their patronage.

By focusing on high quality furniture and exceptional service – both at affordable prices – Northern Interiors is meeting a need in the North Country furniture market. Quality furniture stems from our selection of

high quality North American brands, including Harden, Serta, Bugatti Design, Shermag, El Ran, and Palliser.

In addition to quality furniture and exceptional service, Northern Interiors incorporates 'sensible pricing' and a comfortable purchasing environment into its operating guidelines. Instead of high prices and deceptive discounts, Northern Interiors offers simple, straightforward, value pricing ... day in, day out. Shoppers at Northern Interiors not only find quality furniture that

is sensibly priced, but also find a pleasant, no pressure environment, staffed with knowledgeable and helpful showroom consultants.

What else can you find at Northern Interiors? In addition to a wide variety of bedroom, dining room, and living room furniture, we carry area rugs, futons, artwork, benches, storage ottomans, entertainment centers, lamps, college logo chairs, and much more. In addition,

Northern Interiors offers interior decoration consulting and custom drapery services for both residential and commercial needs. So please stop by



NORTHERN INTERIORS

and check us out at Northern Interiors on 46 Market Street in downtown Potsdam, where you'll find quality furniture ... sensibly priced ... comfortably purchased.

Pinto, Mucenski & Watson: Full service, professional accountants

Pinto, Mucenski & Watson, P.C. is a firm of certified public accountants with locations in Potsdam and Massena, New York. We are a full-service public accounting firm providing auditing, accounting, income tax, and financial consulting services to a number of for-profit, not-for-profit, governmental organizations and individuals in Northern and Central New York.

Morris Pinto founded the firm as a sole proprietorship in 1965. The current professional corporation was formed on January 1, 1984. The current shareholders in the firm are Edward S. Mucenski, CPA, Thomas C. Peet, CPA, and Jacqueline E. Miller, CPA.

The current staff is comprised of twenty-two professional and paraprofessional staff members and seven support staff. At present, six members of the firm are certified public accountants, and all are in good standing with the American Institute of Certified Public Accountants and the New York State Society of Certified Public Accountants.

Our clients represent many facets

of the economic spectrum. Regardless of size, each client receives the personalized services associated with our firm. Pinto, Mucenski & Watson, P.C. recognizes that its most important product is prompt and efficient service of the highest quality. All efforts are directed toward achieving this goal. Our strength lies in our ability to provide our clients with year-round planning for tax, financial and business affairs.

The following offers a brief overview of the various services provided by our firm:

Financial Statements

Compilation, review, and audit services to businesses, school districts, and not-for-profit organizations of all sizes.

Tax Preparation

Preparation of all federal, state, and local tax returns; electronic filing capabilities for corporations and individuals.

Health Care Entity Audit, Reimbursement and Certificate of Need Services

Our firm has extensive experience in the auditing of health care enti-

ties. We have experience in complex Medicare and Medicaid reimbursement issues. We can also assist in the preparation and filing of Certificate of Need applications with the NYS Department of Health.

Buying or Selling a Business

Our firm advises prospective business purchasers and sellers regarding financial and tax matters affecting their transactions.

Estate Planning

Our firm offers estate planning services so as to minimize both federal and state estate tax liabilities. We endeavor to protect heirs from the unneeded emotional devastation that can be caused by estate tax levies.

Estate, Gift and Trust Tax Return Preparation

Our firm provides expert preparation of federal and state estate, gift, and trust tax returns. Financial Forecast/Projections
Our firm provides complete financial and business forecasting services, including pro forma projections. We customize such engagements to help management

foresee and plan for unexpected business contingencies.

Tax Planning

Our firm monitors federal, state, and local tax law changes to allow our clients to minimize current and future tax liabilities.

Payroll Services

Our firm offers complete payroll preparation and payroll tax reporting services.

Sales Tax Services

Our firm prepares all sales tax filings and offers full sales tax audit representation.

Bookkeeping/Write-Up

Our firm provides full-charge bookkeeping services, including general journal and subsidiary ledger maintenance, bank statement reconciliation, and receivables and payables tracking and analysis.

For more information, please contact our Potsdam office at 42 Market Street, PO Box 109, or phone 265-6080; or our Massena office at 443 S. Main Street, PO Box 109, or phone 769-7430.

POTSDAM

chamber of commerce

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Potsdam, NY 13676

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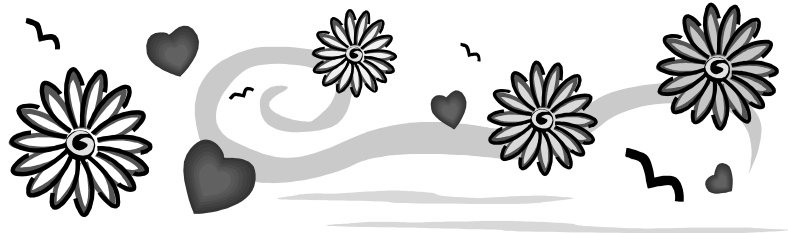
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The

2006



Annual Report

for the

Potsdam Chamber

Is included as an insert
in this issue of

The Potsdam Pages

Thanks for a great year!

Please call us if you have any questions.

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Dining room tables and chairs ... hutches, islands and curios ... bistro tables and chairs ... living room sofas, sectionals and love seats ... recliners, rockers, gliders, and wing chairs ... bed room sets, sofa beds, bunk beds, and futons ... dressers, chests, night stands and mirrors... mattresses, box springs, headboards and frames ... lift chairs ... logo chairs ... gaming chairs ... storage benches and ottomans ... area rugs ... TV and computer armoires ... entertainment centers ... writing desks and chairs ... coffee, end, and sofa tables ... table and floor lamps ... artwork ... drapery and interior decoration services ... and much more.



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