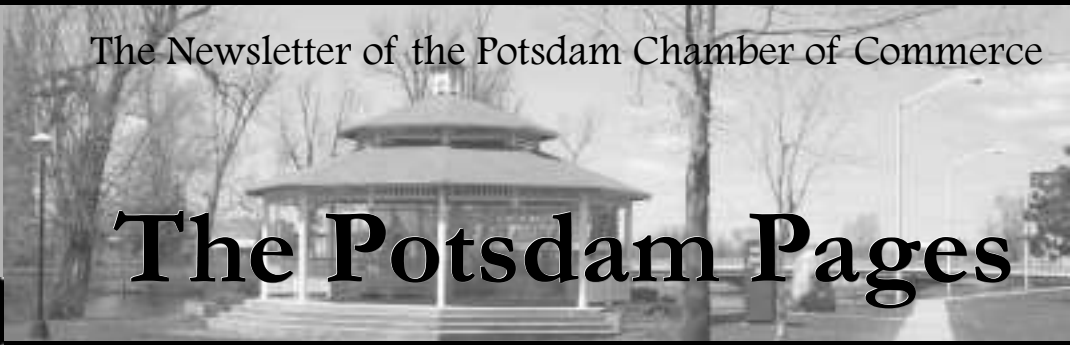


April & May 2007

Volume 14, Issue 2

**POTSDAM**  
chamber of commerce



The Newsletter of the Potsdam Chamber of Commerce

# The Potsdam Pages

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## Network Effectively To Gain New Contacts

by Michelle Collins, Canton SBDC

In business you always hear about how important networking is. But how many of us do it regularly and successfully? People who work in sales are usually good at networking, but what about the rest of us who have had no formal training on how to schmooze and build contacts? The good news is, no formal training is required, but a few pointers and some determination will help.

First, it's important to look at why you are networking. You may be looking to generate new sales leads, but there is a myriad of reasons to build a network of contacts that are not directly sales driven. You may wish to form strategic alliances with other businesses to swap or combine skills, services or products. You may be seeking the support of other business owners who may have similar experiences, and with whom you can share ideas and encouragement. Or, you may be hoping to develop financial relationships with bankers, venture capitalists or investors. Keep your goals in mind as you begin developing your network.

If you've never actively networked, you may feel like it is a daunting task. But chances are you've already got the beginnings of a network that you can build from. Look at the contacts you currently have in every walk of life. Think of people you know from school or college, people who attend your church, or the parents of your children's friends. Evaluate the networking possibilities that already exist for you and then, depending on what your goals are, find new contacts that will fill in the gaps.

Opportunities for networking abound. The challenge is getting out there and taking advantage of those opportunities. Join an organization that has networking opportunities such as a chamber, civic club or alumni association. Public speaking engagements are a great way to become known. Find local clubs or events where speakers are needed in a topic area you're familiar with. Another great way to network is to volunteer time for community events or local

See **NETWORK**, page 3

# Shhhh!

Please find a  
**Silent Auction**  
bidding form in this  
issue of *The*  
*Potsdam Pages*.

Fax, email, or bid  
in person at our luncheon.

**Thanks to all  
members who donate  
items to the auction!**

## Gift Certificates: An important member benefit

The Potsdam Chamber's Gift Certificate program has grown so much since its inception in 1994. We had our second year of \$60,000 in sales in 2006. The program does take a lot of staff time and assistance from our member banks to keep it running: It is worth the investment, because every dollar spent goes to one of over 150 members accepting the certificates.

Recently, members who accept the certificates received a "refresher course" via the mail on how to accept and redeem Potsdam Gift Certificates. If you did not receive this, but do accept certificates, please contact us.

Our office has been working for years to track the sales of Potsdam Gift Certificates. We are hoping to determine the average turn-around time for a certificate (which can vary significantly, from a few days up to two years!). To do that, we collect information

about when and where they are sold, by whom they are purchased, when they are redeemed, and by what business. This helps us to know what the "life" of a Gift Certificate is like. It also helps us determine our liability for the certificates circulating at any time.

If you are a member who benefits from this program, there are a few things you can do to help:

- Treat them as cash. If the sale amount is under the certificate amount, give the customer cash back. You will be reimbursed for the full amount.
- Accept certificates with any date of expiration, even though they say they expire in one year.
- Do not cross out the total and write a new total in! You cannot control the customer coming back to your business to spend the remainder.

See **CERTIFICATES** page 3

## Welcome New Members

### *Health Services of NNY*

Shelly Dominy, Staffing Manager  
56 Market Street, Potsdam  
800-244-4065 ~ www.hsnny.com

### *Norwood Hobby Shop*

Ray Richards, Proprietor  
2-4 N. Main Street, Norwood  
353-6621 ~ www.norwoodhobbyshop.com

### *PaRtYs R uS\**

Krista Aldridge, Owner  
2 Crabb Street, Norfolk  
866-595-8192 ~ www.partysrus.net

### *Payment Processing Direct\**

Michael Hornung, Manager  
208 Barnage Road, Brasher Falls  
866-540-5016 ~ www.paypros2.com

### *Potsdam Aviation*

Darren Mesibov, Owner  
12 Clough Street, Potsdam  
262-0326 ~ potsdamaviation@gmail.com

### *The Body Shop Fitness & Salon*

Penny & Randy LaValley, Owners  
47 State Highway 345, Potsdam  
262-0482 ~ www.bodyshopfitnessandsalon.com

### *The College Life Center*

Daniel Paladin, Campus Minister  
77 Market Street, Potsdam  
262-0321 ~ www.college.cfconline.org

### *Values Based Initiatives*

Gard M. Meserve  
84 Leroy Street, Potsdam  
800-344-1827 ~ www.vbiweb.com

### *Village Wines & Liquors*

Jim Wagner & Jane Garland, Owners  
2A Main Street, Potsdam  
261-4630 ~ vwandl@yahoo.com

## Chamber & Community Events

### APRIL

April 4th - *Information Technology Committee*, noon at the Village Diner

April 5th - *Events & Festivals Committee*, 8:30 at the Chamber

April 7th - *Rug Braiding with Helen Condon*, 9:00 am-4:00 pm (with 1 hour lunch ) Class fee; \$70.00, Materials Fee; \$31.00, or \$41.00 if ordering wool fabric from the instructor.

April 11th - *Membership Committee* , 8:30 at the Chamber

April 12th - *Business Promotions Committee*, 8:30 at Chamber

April 14th - "*Traditional and Digital Photography*", exhibit opening from 4-6 pm. By students at St. Lawrence University, at SLC Arts Council, 51 Market Street. Refreshments served. All are welcome! Exhibit will be on display from April 14th through May 12th.

April 17th - *Board of Directors Meets*, 8:00 at the Chamber

April 19th - *Town & Gown Committee*, 8:30 at the Chamber

April 19th - **Membership Gathering**, hosted by Canton-Potsdam Hospital at their Conference Room, from 5-7 p.m. Refreshments included; please see page 5 for more info.

April 21st - *Intro to Jewelry Making with Kim Klatt*, 2-4 p.m. at the SLC Arts Council. Class \$35.00, materials \$12.00 (plus additional supplies if purchased from instructor).

### MAY

May 2nd - *Information Technology Committee*, noon at the Village Diner

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

May 4th - **Spring Luncheon** at Mama Lucia's Restaurant, at noon. Business of the Year Award and Milestone Anniversaries honored. See page 6 for reservation form.

May 5th - "*Write On!*" at the SLC Arts Council, 51 Market St. An evening of fiction and poetry, from 7-9 pm.

May 9th - *Membership Committee* , 8:30 at the Chamber

May 10th - *Business Promotions Committee*, 8:30 at Chamber

May 10th - **Information Technology Seminar: Your Next Computer Upgrade: Windows Vista or ? (Exploring Your Options)**. At the Potsdam Rescue Squad Community Room, 12 pm. See page 9.

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

May 17th - *Town & Gown Committee*, 8:30 at the Chamber

\* Associate Member

## Why I Shop Locally

by Pamela Maurer

It's a choice, but isn't all of life?

We chose to move to Potsdam in May of 1985 to take over a branch office of a family business. There was great promise of a bright future, with a decent income.

At the time, there was no such thing as the Internet. Fast forward 10 years, when the paradigm shift of the 21st century business model begins to emerge. I realized how much this would impact my travel agency, and decided that I needed to reinvest in my community if I hoped to keep from losing my customer base.

So, I began to pay closer attention to how much everyday items cost. I found that between the time it took to shop out of Potsdam, accounting for gas and the real prices for the goods I used, it was more cost effective to stay in town. We also began to make a greater effort to keep our family's consumption in check. We found that there were many things we didn't truly need.

As I learned, many items cost the same or less than what I was paying at a business like BJ's. If I bought when on sale, by planning a bit, I gained back some of my time as well. Even if I visit more than one store, how different is that than walking a 100,000 square foot store from end to end?

The other principal that is important to me is buying items that are locally produced. This is easy with a lot of food items, especially during growing season. Our village has experienced a growth in the availability of locally produced arts and crafts that are easy to access. Our excellent variety of restaurants makes Potsdam the food capital of Northern New York. All of these things employ our neighbors and help to keep dollars circulating in the local economy.

The longer I live here, the more responsible I feel to contribute to the sustainability of our community. So, in conclusion, I encourage each of you to consider what it truly costs to shop locally—or not to. My livelihood depends on it.

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### NETWORK, Continued

charities. Choose causes where your particular skills will be of help.

Once you've found some opportunities for networking, it's time to take action. Make an effort to go solo at these events, and try not to spend all of your time with people you know. Seize the chance to meet new people and seek out those who are different from yourself. Always bring business cards with you so when you make a new contact you have information handy. When talking with new contacts, listen and become aware of who they are, where their interests lie and what needs they have in their network.

Remember that this is a time to build relationships, so avoid doing a sales pitch on new contacts. Find common interests and needs, and then follow up with a new contact as soon as possible to identify ways that you may work together.



## Live Music Fridays

@ the St. Lawrence County Arts Council

51 Market Street, Potsdam  
from 5:30-7 p.m.

*\$5 at the door to support the musicians*

Great local music every Friday!

Visit [www.slcartscouncil.org](http://www.slcartscouncil.org)  
for schedule



*Sponsored by the  
SLC Arts Council and  
What A Raquette Music & Dance*

### CERTIFICATES, Continued

- Make sure that certificates bear a bank or Chamber of Commerce stamp in the lower right hand corner.
- Write VOID or X across the face of the certificate.
- Mail them back to the Chamber Office ONLY! Our address is PO Box 717, Potsdam, NY 13676
- Do not attempt to deposit them at your bank. Our member banks sell the certificates, but they cannot redeem them for you.
- Do not spend redeemed gift certificates at another business! This makes it much more difficult for us to track the certificate's true "life" with a consumer.

It is important to train all of your staff in the proper way to accept & redeem Potsdam Gift Certificates. From time to time, we receive calls from customers who've experienced difficulties using these at member businesses. Ensuring that all of your staff are familiar with the program will make the process easier on everyone, and hopefully bring you more business!

We appreciate your support of the Potsdam Gift Certificate program. Member businesses who accept certificates receive additional promotion throughout the year as we hand out literally thousands of brochures promoting redemption sites. If your business has not yet been included in this group, but would like to, please let us know.

If you have any questions, please call our office at 274-9000. Jennifer or Marylee will be happy to assist you or your employees.

## *Business Promotions*

The Business Promotions Committee is working on getting the Chamber's new website launched. They hope to make a presentation at our Spring Luncheon with a brief overview of the site and how it will benefit members.

In the coming weeks, they will be finalizing our updated brochure design for reprinting. We plan to print literally thousands of Retail, Dining and Lodging, and Services brochures this year, for distribution at community centers, municipal offices, motels/hotels and bed & breakfasts, and at the colleges.

They are also already working on beginning plans for Holiday Promotions 2007, which will start by the first weekend of December. If you have any ideas for new holiday related events, especially any that you're willing to host, please contact committee Chair Jamey Hoose at 265-7000, or call the office.

## *Information Technology*

This committee has scheduled their next lunchtime seminar for May 10th at the Potsdam Rescue Squad Community Room. Their lunchtime seminars aim to provide valuable information for Chamber members on new technologies in telecommunications, internet, and software. Please see page 7 for info.

They also want to help you find ways to increase efficiency and save money at your place of business. So, if you have a particular IT problem that you would like them to explore, they are willing to consider it as a seminar topic. The committee is also considering expanding its scope to include a broader range of technologies that influence our area, such as alternative energy and modern farming practices.

Contact Larry Reece at 265-4046, or email [reeceacd@twcny.rr.com](mailto:reeceacd@twcny.rr.com) with your input.

## *Town & Gown / Community Relations*

Town & Gown is working on their most noticeable annual event: the Pride in Potsdam Spring Clean Up Day! Scheduled this year for April 21st, "Earth Day Eve", and the day will begin at 9 a.m. this year.

If you're interested in being a supervisor, please contact committee Chair Chip Morris at 267-2790. We will need many supervisors to help coordinate volunteers at the 35 or so clean up sites throughout the village.

Refreshments will be provided by local business for participants, and the Chamber will provide tools, with help from both

## *Events & Festivals*

The Events & Festivals Committee is gearing up towards their busiest time of year! Plans are in place for the Spring Luncheon / Silent Auction (please see the reservation form and call for Anniversaries and Business of the Year nominations on page 6).

The Spring Luncheon will be held on Friday, May 4th at Mama Lucia's Restaurant. There will be several area businesses recognized for their Milestone Anniversaries. We will also present the Business of the Year award, and are seeking nominations for a recipient until April 11th.

Summer Festival planning is also in full swing already. If you have an idea for a new event, or would like us to promote something your business is planning, please contact Chair Debbie Hammond and [hammondk@potsdam.edu](mailto:hammondk@potsdam.edu), or call the office at 274-9000. We're happy to promote you in our schedule!

## *Membership / Welcoming*

To replace the Annual Go-cart Races, the Membership/Welcoming Committee has chosen a Bowling Tournament. This will be held mid-August at Market Lanes, and we'll be contacting you in the summer to provide more details.

They are also looking for a new location to hold the 2nd Annual Harvest Dance & Restaurant Extravaganza. If you have an idea of a great location large enough for about two hundred people, or if that event is of particular interest to your business, please let us know.

The Committee invites any members who are interested in hosting a membership 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.

colleges and the Village of Potsdam.

So many volunteers come from both Clarkson University and SUNY Potsdam to make this day a success. The committee is asking that local business owners take pride in their locations, and help make Potsdam beautiful after a long winter by cleaning up their storefronts. The volunteers will not clean in front of or around businesses.

Also, members from the community who'd like to volunteer are welcome and encouraged to do so: we shouldn't ask that the college students bear all the burden!

## The Body Shop Fitness and Salon Opened March 12th

Randy & Penny LaValley are proud to announce the grand opening of their newest business venture, Body Shop Fitness & Salon, Inc. The business officially opened on Monday, March 12<sup>th</sup>, and held its Ribbon Cutting ceremony on Friday, March 23<sup>rd</sup>. Their hopes are to provide all of their customers with a great total body experience meeting all their fitness, salon, tanning & massage needs in one beautiful and luxurious location.

They are working hard at "redefining cuts & colors". The salon offers a variety of services including but not limited to: Haircuts, color, foiling, double processing, perms, updo's, weddings, tanning, manicures & pedicures.

The co-ed fitness center will offer complete solutions to your fitness needs. There is a complete line of NAUTILUS® & CYBEX® weight lifting equipment as well as an extensive line of cardio equipment. They have certified personal trainers available to create individualized fitness programs and a nutritional program designed around healthy eating and healthy living.

Body Shop Fitness & Salon, Inc is proud to include a line of equipment called the PACE™ Hydraulic Circuit Training Program. This exciting line of equipment is designed to take the guesswork out of exercise and accommodates for all fitness levels, even the beginner.

The Body shop fitness center will have discounts for family memberships, as well as corporate memberships. Senior citizens and college students are being offered discount on monthly membership fees as well. Prepay incentives are also available, and each member who signs up for a one year membership receives two free personal training sessions.

Call 262-0482 to schedule your salon appointment today or to learn more about the grand opening of the fitness center ask for Michelle, she'll be glad to answer any of your questions.

*The Body Shop is located on highway 345 in the building that formerly held the Sensible Auto Center. Significant interior renovations have made The Body Shop an oasis for fitness and beauty care clients.*



*Body Shop Manager Michelle Thomas shows off the new treadmills; behind her you can see the elliptical machines. What you don't see are the five large screen TV's that you can watch while listening on your FM radio during your workout!*

You're invited to a

# Membership Gathering

Hosted by



&



Thursday, April 19th ~ 5 - 7 p.m.

## Canton-Potsdam Hospital

Conference Rooms A & B, second floor

**Featuring:** Introduction by Marlinda LaValley, Interim CEO

Presentations on two new treatments available at CPH

Tours of hospital facilities

# Spring Luncheon RESERVATION FORM

Mama Lucia's  
Restaurant

1 Constitution Ave.  
May 4th at 12 o'clock

Please circle your meal selection:

- Chicken Parmesan—C
- Vegetarian Lasagna—L
- Chicken Caesar Salad—S\*

\* Can be ordered vegetarian style

Name(s) \_\_\_\_\_ C L S

Business \_\_\_\_\_

Name(s) \_\_\_\_\_ C L S

Business \_\_\_\_\_

Name(s) \_\_\_\_\_ C L S

Business \_\_\_\_\_

Name(s) \_\_\_\_\_ C L S

Business \_\_\_\_\_

Name(s) \_\_\_\_\_ C L S

Business \_\_\_\_\_

\_\_\_\_\_ Tickets @ \$16 each = \$ \_\_\_\_\_

Total Amount enclosed = \$ \_\_\_\_\_

Please return this form with your name(s), meal selection and payment to the office by **Friday, April 27** (Fax 274-9222, email potsdam@slc.com, or mail to PO Box 717).

If you would like additional seats reserved, please add the names, food selection, and payment to this order or call 274-9000. Tickets will be held at the door.

## Business of the Year Nominations Due

Names are still being accepted for the Potsdam Chamber of Commerce Annual "Business of the Year" Award.

The Business of the Year Award is given at our Spring Luncheon to a business that has excelled in one or more of the following areas:

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

It is helpful to include commentary on why the business should be selected, letters of support, testimonials, press clippings, and other support materials. The Events & Festivals committee will review the nominations, and selection of the recipient will be approved by the Board of Directors this month.

All nominations must be received by April 11th at our PO Box (717) or at One Market St. The nomination forms are available at all Potsdam banks, Potsdam Big M, and at the Chamber office. If you need a form faxed to you, please call 274-9000.

If your business is celebrating a **Milestone Anniversary** in 2007, and we have not already contacted you, please call us.



We would like to recognize you at our Spring Luncheon!

"Milestone" includes 25 years or more in five year increments.



The 7th Annual  
Pride in Potsdam  
Spring Clean Up Day

Earth Day Eve—Saturday, April 21<sup>st</sup>

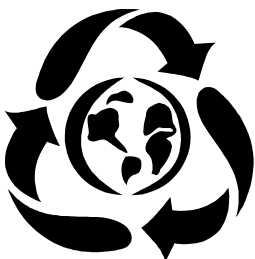
Two Shifts This Year...From 9-10:30 & 10:30-noon

Show Your Pride in Potsdam by:

- Cleaning up trash in front of and around your business
- Sweeping your sidewalks
- Washing your windows & revamping displays
- Getting your employees involved
- Adopting a larger area near your business to help clean up
- Using this opportunity to everyone how much you care about the appearance of your business and our community



*(Please note that volunteers will not be cleaning around your business)*



*We're looking for volunteers to serve as  
Supervisors of clean up crews.  
Please contact the Chamber office at 274-9000,  
or Chip Morris at SUNY Potsdam 267-2579.*

# First Saturday in the Village of Potsdam

## Sponsored by SUNY Potsdam & Clarkson University

by Ruth Policella, Director of Student Leadership

SUNY Potsdam & Clarkson University are proud to present the third annual "First Saturday!" Special thanks to the Potsdam Chamber of Commerce for their support and assistance with this event.

First Saturday will take place on Saturday, September 1st, 2007 from 12noon-5pm. Once again, similar to a "First Night" program for New Year's Eve, the event is designed to provide activities in the Village at various participating businesses throughout the day. The primary goal of the event is to introduce students to all of the wonderful businesses and services available to them within the Village and to encourage them to shop locally. The event has been scheduled very early in the semester as this is often a time that students are in need of items for their rooms/apartments. Another equally important goal of the event is to provide activities for students to kick off the academic year and create a welcoming environment, both on our campuses as well as in the local business community. The colleges will provide free bus transportation for students with stops at both campuses, downtown Potsdam and Outer Main Street to facilitate student participation.

### First Saturday highlights include:

- **Village of Potsdam Passport Shopping Spree:** All participating businesses will be listed on a passport and students who visit at least 8 businesses will be entered into a drawing to win a \$150 Village of Potsdam Shopping Spree. In keeping with the event goals, the colleges will fund the shopping sprees utilizing Potsdam Chamber of Commerce Gift Certificates to ensure that students are shopping locally. One spree will be awarded to a SUNY Potsdam student and one to a Clarkson University Student. As we did last year, there will be an added incentive to encourage students to venture beyond Market Street to explore additional businesses. Of the 8 businesses students visit, if at least 1 is located in the Market Square Mall they will have two chances in the drawing and if at least 2 businesses are in either the Potsdam or Hackett's Plaza, they will have three chances in the drawing. We are currently discussing other options to enhance the Passport concept – perhaps additional prize winners.
- **Concert at the Gazebo:** SUNY Potsdam & Clarkson University student bands will perform from 1-5 pm.
- **Sidewalk Sales:** We are eager to enhance the offerings on Market Street. As such, we would welcome all businesses on Market Street to consider offering sidewalk sales of some sort once again this year. Activities that you might offer as part of the Summer Festival would be wonderful.
- **Taste of the Village of Potsdam:** Numerous restaurants participated in this activity last year and we would very much like

to continue it this year. The basic concept is for restaurants to offer some type of special that allows students to learn about their menu and perhaps have a sample at a discounted price. Restaurants wishing to participate in First Saturday, and not this specific activity, are of course welcome to design their own activity

### Sign-up to Participate

To make the event a success for both students and the local business community, we would very much like to encourage as many businesses to participate as possible. We are eager to build on the success of last year's program which attracted over 500 students and involved 55 local businesses as participants! You will receive a letter from us including a sign-up sheet in the early part of May. Please return your sign-up sheet to Ruth Policella, Director of Student Involvement & Leadership, SUNY Potsdam, by June 1st. Or feel free to contact Ruth via e-mail at [policera@potsdam.edu](mailto:policera@potsdam.edu) or phone at 315-267-2818.



Students gather at the Village Diner for a pancake meal.



Some students learning to make jewelry at Misty Hollow in 2006.

## *PACES Announces Pilot Bear Card Program*

Potsdam Auxiliary College Educational Services Inc. (PACES), a not for profit entity, charged with providing services to the SUNY Potsdam campus, has launched a trial off campus program using the Bear Express debit card with five area merchants

Bear Express is a student/faculty/staff debit account administered by PACES.

PACES has been working for years on the infrastructure to allow local businesses to accept the Bear Cards as payment for goods and services.

The committee selected the trial merchant group and the program will launch on or about April 2. PACES is providing equipment for the trial period at no cost to the participating merchants.

Merchants, however, have voluntarily offered a percentage commission to PACES in exchange for the ability to accept the Bear Express.

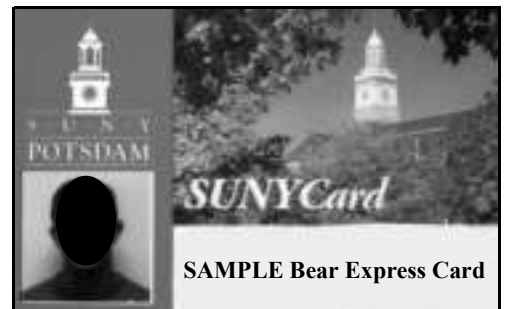
This program has been something many area merchants have vocalized to the Chamber as a desire for several years.

The trial period will end on June 30. Participating merchants will be required to sign a contract and comply with system requirements. One such requirement is that no alcohol may be sold to bearers.

After the trial period is complete, the PACES committee will determine the best way to move forward. If the program has been deemed a success, it will be opened up for greater participation for the 2007-2008 school year.

One merchant from each of the following categories was chosen for the trial period: Restaurants; Grocery ; Personal Grooming/Beauty Services; Specialty Shops/Retail; and Department Stores/Pharmacy.

The Business Promotions Committee would like to thank PACES, a Chamber member, for their efforts thus far, and their willingness to explore this program as a benefit to area merchants.



The Potsdam Chamber of Commerce presents an Information Tech-

is **VISTA** for you?

Your Next Computer Upgrade

*A Panel Discussion to Help Explore Your Options,  
Featuring:*

Rick Johnson, Information Services Manger for St Lawrence County  
Andy Harradine, Director of Computing & Technology Services, SUNY Pots-

**When** Thursday, May 10th, at noon

**Where  
Room** The Potsdam Rescue Squad Community

**What** The price of \$5 includes beverage &

**Please RSVP**  
**@**  
**274-9000**

## GardenShare Offers Free CSA Food Guides

Hungry for that homegrown taste food used to have? Wish you could get fresh vegetables that have been hand-picked by a farmer you know and trust?

You can have all that next summer by buying a share in a CSA farm now.

CSA stands for Community Supported Agriculture. At a CSA farm, customers purchase a share of the farm's harvest before spring planting begins. Then each week throughout the growing season, these shareholders go to a designated location to pick up a box of freshly harvested produce.

A typical share at a CSA farm provides all the fresh vegetables that two (non-vegetarian) adults and two children need for a week of good eating.

CSA shareholders benefit by getting food

that tastes great because it's genuinely fresh. Local farmers benefit by having guaranteed customers for their crops before the seeds even go into the ground.

A dozen farms around the North Country and the Adirondacks now offer CSA shares. GardenShare has compiled a free guide to these CSA farms. The guide lists the communities the farms serve, the produce they offer, their farm practices, and their contact information.

To receive the free CSA guide, write GardenShare, 860 Maple Ridge Road, Richville NY 13681 or email [info@gardenshare.org](mailto:info@gardenshare.org). Or, you can stop by the Potsdam Chamber Office to pick up a copy.

For more information about GardenShare and its other resources on local food, visit [www.GardenShare.org](http://www.GardenShare.org).



*Mary Wert of Potsdam unpacks her CSA box from Kent Family Growers. GardenShare's new guide lists 12 CSA farms around northern New York.*

## Grow Your Own Food This Season

Many Chamber members can assist you in growing your own food. There's nothing more tasty than a fresh tomato or cucumber from your own garden. Unless, of course, you prefer squash... or corn...or snap peas...

The Potsdam Food Co-op's annual seed sale has begun. You will find a large selection of hearty North Country varieties there. This includes 147 varieties of vegetables, 37 varieties of herbs, 70 varieties of annuals, and 25 varieties of perennials. A copy of the their 2007 Seed Guide can be found at the store, or you can get a PDF version of it at their website at [www.potsdamcoop.com](http://www.potsdamcoop.com).

Agway has Burpee, Agway, Livingston, and Thompson & Morgan seeds available, and is featuring a selection of organic seeds. You can also purchase supplies: starting mixes, growing lights, greenhouse domes, and much more! Stop by the store, or visit their website at [www.potsdamagway.com](http://www.potsdamagway.com).

Hackett's also has a variety of vegetable and herb seeds in stock. Other supplies are available, including soils, seed starters, and fertilizers. They also have lots of equipment, from tools to rototillers and everything in between. Stop by to learn more!

Evans & White ACE Hardware has a selection of seeds. They also carry all the accessories needed to start your seeds indoors and plant outdoors. Evans & White also offers an equipment rental service. Renting a Roto-tiller can alleviate the cost of starting your garden if a new purchase is not in your budget this year.

Happy growing...and eating!

## Students Help Animal Shelter

This Spring, the furry residents of Potsdam are receiving a paw from the friendly neighborhood production company, "The Brandon Show." In previous years, "The Brandon Show" has focused on raising money for charities around the area and for SUNY Potsdam itself, but this year President and Head Writer, Brandon J. Mendelson, decided to do something different with his interns, and assist the Potsdam Animal Shelter in raising money for their expansion.

"It was really a no-brainer" Mendelson said. "I read in North Country This Week that the Animal Shelter was starting a campaign to raise money for a new facility, and I was looking to assign my interns with a service project for this semester." Mendelson says he felt compelled to do something that would directly benefit the community of Potsdam.

With assignments in hand, SUNY Potsdam students Andrew Cortesi, Lisa Miemietz, Anthony DeCola, and Alex Curren established a plan for action that would help encourage students on campus to help raise money for the shelter. They established weekly table times in the Barrington Student Union, every Friday from 12pm to 2pm, and have created an incentive system to encourage student donations. "Every time a student donates to the shelter, we put up a Bear Paw in the union to show they've contributed to the community" said Andrew Cortesi.

The Brandon Show's fundraiser will run until the second week of May, and all members of the community are encouraged to do-

# Potsdam Big M Held Grand Opening Week

The new owners of the Potsdam Big M held many events during their official Grand Opening week, from February 11 through February 17.

Owners Chip and LuAnn Cross were excited to host a week of celebrations to mark their Grand Opening. "I'm so impressed with the way everyone here works together," said LuAnn. "The response from the community has been wonderful. We wanted to give back to them during our Grand Opening week."

The week began with a Ribbon Cutting Ceremony with the Potsdam Chamber on Sunday, February 11, at 12:30 pm.

There were prizes all week long. The first 25 customers at 8 am and 5 pm, every day, received a free food prize. People also registered at customer service all week long to win special prizes, such as a DVD player. Winners were drawn by Mayor Ron Tischler on Saturday.

Every day beginning at 4:30 pm, Big M featured a different local restaurant doing food demonstrations and providing samples to customers.

On Saturday, February 17<sup>th</sup>, Big M hosted a Chili Cook Off. Participants were set up under a large Pepsi tent (also one of the prizes!) near the produce section. One



### Congratulations Big M!

Front row, from L to R: Ron Dunn, Katherine Cross, LuAnn Cross, Chip Cross, Pam Maurer, Debbie Hammond, Janice Adderley, Chip Morris, David Kyle, Tamra frazer, Courtney Marsh, Rachelle Mason  
Back row: Jennifer LaPage, Sheila Perry, Jim Griffin, Maxine Beamis, Mike Weil, Tom Peet, Stu Evans, Joe Burnet, Shea Adams, and Brian Jones.  
A. Fonda photo

entrant took great care to decorate her space with several matching cow items. The first place winner of the Chili Cook Off was Bill Henry, who won a \$200 Big M gift certificate.

For kids, Saturday featured sugar cookie decorating and Nate the Clown on stilts handing out balloons from 11 am to 1 pm. There was also a giant bumble bee! From 1 pm to 4 pm Jenny Sidletsky of Misty Hollow offered face painting to little ones.

Some of the changes made since the Cross' purchased the store include: new meat coolers, produce signs, a Senior Citizens day each Thursday with 5% discounts, and improved décor. They have also increased their selection of organic foods to meet customer demand.

The Potsdam Big M is located at 27 Elm Street. Their hours are from 8 am to 9 pm daily, and their phone number is 265-6282.

The  
**Potsdam  
Arts Series**  
*at Ives Park Gazebo*

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*Concerts will be from 6:30-8:30 pm each Friday evening during August.*

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

**The Potsdam Arts Series Steering Committee** is currently seeking corporate sponsors for the 2007 concert season. Sponsorships of any level are available.

**New!**  
We will have family art & crafts activities available at each concert this year.

**1844 House**

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

**A Caring Touch Massage**

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

**Aeon Distributors**

6619 State Hwy 56, Potsdam  
265-3740

**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

**Eben's Hearth**

115 Maple Street, Potsdam  
265-9065 ~ ebenshearth.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**

14 S. Main Street, Norwood  
353-6624 ~ heartandhearthflorals.com

**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**

131 Maple Street, Potsdam  
265-3780

**Kelly Services**

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

**Larry Reece, CPA**

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

**Lifestyles Salon**

53 Maple Street, Potsdam  
265-5170

**Marc & Christine Compeau**

**MacFadden Dier Agency**  
22 Depot St., Market Sq. Mall  
265-4230 ~ macfaddendier.com

**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 ~ northcountysavings.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

**Northern Professional**

**Cleaning Services**  
6950 SH 56N, Potsdam 265-3966  
northernprofessionalcleaningservices.com

**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

**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

**St. Lawrence Business Services**

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

*Our 2007 Business Leaders have provided  
nearly \$3000 in support to the Chamber...*

*57 members—almost 20% of our  
membership—renewed at the  
Business Leader level this year.*

**THANKS—***We appreciate your support!*

**St. Lawrence B & B's**

5361 State Hwy 56, Potsdam  
265-5762 ~ stlawbandb.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

**Smalling Motel South**

7518 US Hwy 11, Potsdam  
265-0709 ~ smallingmotel.com

**Smith Barney**

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

13 Maple Street, Potsdam  
265-2424 ~ fisherdesign@nnymail.com

**The Brandon Show**

2198 Barrington Drive, SUNY Potsdam  
www.thebrandonshow.com

**The Copy Shop**

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

**The Green House**

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

**The Lobster House**

95 S. Main Street, Norwood  
353-2366

**Van Ness Company**

6768 SH 56, Potsdam  
265-4863

**Videorama**

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

**Village Wines & Liquors**

2A Main Street, Potsdam  
261-4630 ~ vwandl@yahoo.com

**Ziplid Lodging**

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

*St. Lawrence County B & B's*

St. Lawrence County Bed and Breakfasts consists of fourteen area bed and breakfasts that have networked together for advertising and reservations. We have a web site at [www.stlawbandb.com](http://www.stlawbandb.com) which provides information on each member. There is an online calendar that shows availability of most of the members for the coming year. Through the calendar you can request a reservation by email or you can call the individual bed and breakfast to make your reservation. A map is provided showing the relative location of these B&Bs.

The B&Bs included are: Braeside (262-2553) in South Colton; Peaceful Peaks (379-9392) in Colton; Brandy-View (322-4429) and Chipman Acres (322-5588) in Madrid; Country Quiet (384-4202) in Waddington; The Professor's Place (344-1237) and Way Back In (393-3844) are located in Ogdensburg; Butternut Ridge

(265-2808) and Ziplid Lodging (265-5762) in Potsdam; Harvest Moon Inn (375-8257), Ostrander's (386-2126), Misty Meadows (379-1563), Felician House (386-4647) and White Pillars (386-2353) are all in Canton. Web sites and email address are available on the group web site.

Each member's B&B is unique. Some are located in restored family homes, others along the banks of streams. Many are rural, located on former farmlands. Two are on active farms and one in a converted convent. Each offers different accommodations and meals. The one thing that is consistent is that you will be comfortable and well taken care of, with individual attention! B&B provides a chance for the traveler to get to know the people and the area in a down home way. Have guests coming and no room for them...suggest a B&B and give them the website. They will be glad you did.

*Potsdam Laundry*

Potsdam Laundry is owned by David and Jeff Demo. They purchased it in 1995 from their father, Larry Demo. Larry had purchased the business in 1979. The actual business history dates back to at least the early 1900's, making it one of the oldest businesses in Potsdam.

Potsdam Laundry has been located at its 7 Beal Street location for the duration of its life. They do full service dry cleaning, commercial linens, some commercial carpet rental and cleaning, and even an alteration service.

The business has a mostly local focus, serving the greater Potsdam-Canton area. There is a drop station in Canton located at The Laundry Chute. They serve many commercial motel accounts in the area, from Potsdam to Cranberry Lake.

They have some linen rentals for weddings and corporate events. They offer a



two-day service for dry cleaning, where its guaranteed to be finished in the evening of the day after it is dropped off.

The commercial carpet aspect of the business includes a rental and cleaning service for entry mats and runners, as well as cleaning service for carpets that corporate clients own. They will also accept residential area rugs or runners on site for cleaning.

Also available is an alteration service. Customers can bring their items to Potsdam Laundry and order simple alterations.

For more information about Potsdam Laundry, contact them at 265-3760.



## Bottom Line...Member Service

Since SeaComm Federal Credit Union began in a toolbox at the GM plant in Massena in 1963, the focus has always been on finding ways to better serve its members. As a not for profit financial cooperative, SeaComm is able to offer the financial services that people and businesses need while keeping fees at a bare minimum, keeping loan rates low and paying top dollar on deposit accounts. Every member of the credit union is also an owner and is treated as such.

Moving into 2007, the staff at SeaComm will be working to enhance member service. A program called Servistar will give each and every SeaComm employee the tools and training to provide the ultimate in service to credit union members and each other.

SeaComm's loan department will continue to help members reach their financial ob-

jectives by providing a variety of loan products. The Credit Union offers access to a wide variety of mortgages including no money down options, home equity loans and lines of credit, auto and RV loans at competitive rates, as well as personal and student loans, just to name a few. Business accounts and loans are also available and the card services department will continue to offer the best credit card deals around with three Visa options along with travel and gift cards to serve member needs.

Access to accounts is an important consideration and SeaComm will continue to offer convenient lobby and drive-thru hours at the 6 Sisson Street Potsdam branch, locations in Massena, Malone and Canton as well as 24 hour online access with Home Branch and telephone access through SMARTLine.

The region's largest credit union will not be changing its tradition of community involvement in 2007. SeaComm will continue to support the events and activities that are important to North Country residents.

As SeaComm moves forward into 2007, Potsdam Branch Manager Miki Cray would like to invite members to deepen their relationship with the credit union and more fully take advantage of the many benefits and services of credit union membership. Membership is open to anyone who lives, works, worships, or goes to school in St. Lawrence and northern Franklin Counties. The families of current members are also eligible. Non-members are invited to stop in at any location and find out why more than 33,000 of their friends and neighbors are part of SeaComm!

## Giant Tiger: Proud to be a part of the community

Giant Tiger, Potsdam's family discount store, is located adjacent to Hackett's at 200 Market Street. With family fashions and groceries as the main attractions, Giant Tiger serves thousands of treasure hunting customers every week and their everyday low prices and smiling faces keep them coming back. Giant Tiger also offers home fashions, linens, toys, seasonal items, and everyday basic needs. Customers love that they can always find great deals and an associate to help them.

Since Giant Tiger's arrival in the community in April 2004, support of important local initiatives has been first and foremost. The spirit of giving back to the community is alive and well at the Potsdam Giant Tiger, keeping up with the company's motto and grassroots mentality. Before even opening its doors, Giant Tiger partnered with the Potsdam Kiwanis Club and helped them raise \$1,825 at their Grand Opening Celebration. Giant Tiger made a positive impression and it was clear that this new-comer was quickly going to become one of the family. Giant

Tiger has since become well established in our community and assists a variety of charitable organizations with fundraising for causes considered important by its team and customers.

Store manager Colin Taylor and members at the Giant Tiger team pride themselves on providing everyday low prices and terrific customer service while supporting community causes. Giant Tiger's Potsdam team has raised over \$10,000 over three years for the community. Organizations such as the Humane Society (over \$2,000 raised), neighboring colleges and schools, and the Chamber of Commerce can attest to the eagerness of Giant Tiger's 25 Team Members. Colin and his team get involved to help those in need and show true testament to the Giant Tiger way. "Our cus-

tomers count on us to help them in time of need," says Colin Taylor, "and we will always support them and the causes dear to their hearts. This is the least we can do as they are the reason we have become integral members of our community."



With Easter just around the corner, customers can expect to find just what they need for Easter at Giant Tiger, including: brand name chocolate, plush toys, Easter decorations, rattan baskets, and plastic Easter eggs in the shape of footballs, basketballs and baseballs. To mark Giant Tiger's third anniversary on Saturday, May 5 at 8 am, customers

will be treated to a visit from the tiger himself, prizes, draws, coffee and cake, face painting for the kids, and most importantly a barbecue with all the proceeds going to the Humane Society of Potsdam. Hope to see you there!

## Community Performance Series

Community Performance Series is committed to offering high quality, exciting performing and theater experiences to the North Country. Through varied programs such as the CPS Guest Artist Series, Meet the Arts family events, and the CPS Summer Theatrical Productions our goal is to present enjoyable, quality artists who bring the world to the North Country's doorstep. Our programs appeal to a broad range of tastes: from art music, to the Latin rhythms of Spanish Harlem, to programs geared towards children. There is something for everyone on the CPS stage.

An important part of the artistic experience is seeing "Behind the Scenes." Each Guest Artist Series features a free pre-concert talk that offers insights on the artist and their genre of music led by a notable North Country Community member.

Master Classes, Q & A sessions, and Artist Encounters are also offered to give the public the opportunity for "up close and personal" time with the artist in an informal setting, thereby enriching the audience member's experience. CPS Summer Theatrical Productions allow children to take part in a professional theater experience and perform onstage along with theater veterans. CPS also offers internship opportunities for high school and college students, and new volunteers are always welcome!

Please join us in helping to make the 2007 season a success as CPS continues to offer the North Country the best in entertainment!

For more information on CPS, its programs, or upcoming performances call the Box Office at 267-2277 or visit the website at [www.cpspotdam.org](http://www.cpspotdam.org).

## The Brandon Show: Constantly Producing

Founded in 2001 by Brandon J. Mendelson and several high school friends as "The Brandon Show Unlimited", the company known as "The Brandon Show" has gone through several changes throughout its history. Starting as a concert promotion company known as Earth's Temporary Solution, "The Brandon Show" has emerged today as a cutting edge producer of original and creative college entertainment products. When not producing great content, Brandon J. Mendelson does consulting work with local businesses to help them advertise and market their products to college students, and creates compelling commercials that can be used for television and the web. From a locally produced sketch comedy television show to nationally distributed college comic strips, to helping small businesses reach out to college students, The

Brandon Show is constantly producing.

"The Brandon Show" is here to help the community. Last year, with the assistance of the Mendelson family, "The Brandon Show" assisted in the creation of the Oscar Cohen Memorial Scholarship for Business Of Music students at the world renown Crane School Of Music. During the company's time here at Potsdam it has coordinated and assisted in raising money for the Wheel Chair Foundation, The Special Olympics Of Northern New York, and most recently the Potsdam Animal Shelter. This summer the show hopes to produce a comic book for children in the North Country to help promote literacy in the region. For further news and information you can visit "The Brandon Show" online at [www.thebrandonshow.com](http://www.thebrandonshow.com).

## St. Lawrence Business Services

St. Lawrence Business Services, Inc. (SLBS) are brokers for group insurance benefit programs servicing businesses in St. Lawrence and Franklin Counties.

SLBS has been in business since 1996 and is locally owned by Gary Pickering. Mr. Pickering has over 30 years of experience working with both small and large businesses as well as sole proprietors providing group health, dental, vision, life, disability and long term care programs.

SLBS offers a wide array of programs, some featuring no deductibles, others with higher deductibles, depending on the business needs and preferences. For example, the "no deductible programs" feature many free benefits for wellness care and all other services require a small co-pay.

The "high deductible" (\$500, \$1000) programs feature co-pays for office visits and prescription drugs, all other benefits are applied to the annual deductible of a selected program.

In an effort to further reduce premium, we can assist in establishing Health Savings Accounts (HSA). A business purchases a qualified high deductible program at a reduced savings compared to a low deductible high premium policy. In addition, qualified savings accounts are also established to receive contributions to be used for paying "qualified medical" expenses. The amount of the contribution to the savings account may be equal to the deductible amount of your program.

These contributions to the HSA are tax

deductible to the employer or employee. The accounts are interest bearing savings or checking accounts owned by the employee. Any unused amounts accumulate year-to-year tax-free.

With our years of experience, we are confident that we will be able to assess your needs based on the size of your company and your health care needs. We will evaluate and compare insurance products so that you make the best choices for you. Even more importantly, we do not abandon you after enrollment. We will act as your agent in dealing with the carrier making it less stressful for you and your employees.

For more information on your insurance needs and HSA accounts, please call SLBS at 1-800-550-1314 or 265-7488. SLBS is located at 65 Main Street, Peyton Hall #301, Potsdam. We will assist you in making the best decision for your business as well as your pocketbook!

# POTSDAM

chamber of commerce

PO Box 717

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Potsdam, NY 13676

PHONE: 315-274-9000

FAX: 315-274-9222

EMAIL: POTSDAM@SLIC.COM

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

## PLEASE SUPPORT OUR MEMBER BUSINESSES!

### Potsdam Chamber



## 2007



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Jamey Hoose ~ *Vice President*  
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Debbie Hammond, Pamela Maurer,  
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Tom Peet, Michelle Sheehan,  
Karen Sidletsky, Scott Smalling,  
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James Theodore, and Steve Warr

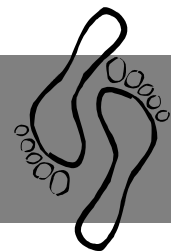
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