

October & November
2007

Volume 16 Issue 5

POTSDAM
chamber of commerce

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The IT Committee Needs Your Help!

The Chamber Information Technology Committee is seeking new members with new ideas! You do not have to be a computer wizard, all we are seeking are people interested in learning more about technology and how it influences the world of business today. If you can volunteer 1-2 hours per month as we plan seminars and workshops, work to understand changing technology- its applications and how to share this with our members.

Our next meeting is on October 5th at noon at Scoopucino's, please join us then! Call Larry Reece at 265-4046 or the Chamber to learn more!

The Newsletter of the Potsdam Chamber of Commerce



The Director's Corner

As I sit at my desk today, I see the flags outside my window marking the anniversary of September 11th. The beauty of these flags and the patriotism in this community strikes me with awe. Potsdam truly is a special place to live, work and learn, and one only has to spend a short time here to understand this.

In my position with the Chamber, I have come to learn why Potsdam is so special. We have a base of dedicated volunteers in several civic and charitable organizations, in the Fire Department & Rescue Squad as well as everyday citizens who go out of their way to make another persons day better.

At our Annual Dinner on November 15th, we will be awarding our Commitment to the Community award. This award reflects the efforts of individuals or organizations in enhancing the quality of life, providing service to fellow citizens or improving the business environment in Potsdam. Such efforts may

be voluntary or professional, individual or collective.

To nominate an individual or group, please visit any local bank or credit union or the Chamber Office. The deadline is Monday, October 22nd @ 4pm.

Please take this opportunity to nominate a deserving person or group for this award, I know if we think, even for a moment many names will come to mind.

Enjoy the fall, and be well.

My best,

Brenda

You're invited to a

Membership Breakfast

Sponsored by: *Village Wines & Liquors*

October 17th

8:00-9:00 a.m.

2 A Main Street

Located between Super Suds and Sergi's!

Light breakfast will be served!

Welcome New Members

Potsdam Humane Society, Inc.

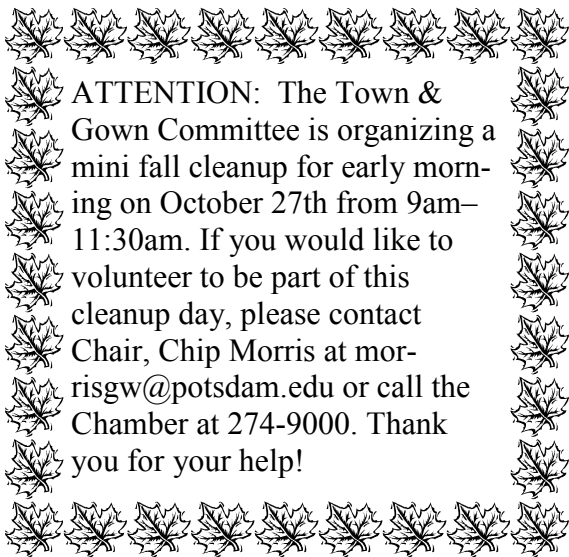
17 Madrid Avenue
PO Box 748
Potsdam, NY 13676
315-265-3199

Dedicated to sheltering animals until adopted by families. Encourage owners of pets to spay and neuter through various incentives. They also coordinate rabies clinics, offer pet training through their extensive volunteer network and much more!

The Colonial House, Jennifer Flint— Owner

6928 US Hwy. 11
Potsdam, NY 13676
315-265-1999

A specialty shop where you can find a one-of-a kind gift for a baby shower, wedding, the holidays, or just because. These timeless classics with a country feel are sure to make anyone feel special for receiving a gift from The Colonial House.



ATTENTION: The Town & Gown Committee is organizing a mini fall cleanup for early morning on October 27th from 9am–11:30am. If you would like to volunteer to be part of this cleanup day, please contact Chair, Chip Morris at [morriskw@potsdam.edu](mailto:morrisgw@potsdam.edu) or call the Chamber at 274-9000. Thank you for your help!

Chamber & Community Events

October:

Membership Breakfast:

October 17, 2007
8:00-9:00 am
Village Wines & Liquors

Fright Night:

October 25, 2007
5:30-8:00
Downtown Potsdam

Open House:

Potsdam Public Museum
October 25, 2007
6:00-8:00
"Morbid Curiosity"

Clarkson Craft Fair

October 26-October 28
Cheel Arena
Call 268-7750 for more information

2nd Annual Community Harvest Dance & Extravaganza

October 27, 2007
SUNY Potsdam Knowles MPR
7:30-12:00

Fall Mini-Cleanup Downtown

October 27, 2007
Chamber Offices 1 Market Street
9:00-11:30 am

Rag-A-Muffin Parade

October 27th
Downtown Potsdam
1:00

November:

Chamber Annual Dinner

November 15, 2007
5:00-9:00
Elks Lodge



Join Us For Hockey Night in Potsdam!



On January 5th, our hometown Clarkson Golden Knights will play host to the Boston College Eagles. Clarkson captured the ECAC Tournament Title last year and BC skated to the finals of the "Frozen Four." This game should be a great battle between a powerhouse in the ECAC and Hockey East.

Clarkson has graciously offered 600 tickets to the Chamber for pre-sale to this event. For each \$12 ticket sold, \$10 will be returned to the Chamber. We wish to thank Clarkson for their generosity in extending the tickets to us!

If you, or your business would like to purchase a ticket, complete the attached form, visit the Chamber at 1 Market Street, call the Chamber at 274-9000, or email us at potsdam@slc.com and we will be happy to accommodate you! The tickets will make great holiday gifts for staff, friends, family or even a terrific gift for yourself! If your business or organization would like to sell a block of tickets, please let us know!

We are also seeking local businesses who wish to display their wares on the evening of the game. Tables and space are limited, and items may not be sold, only displayed. Tables will be assigned on a first come, first served basis. To reserve your space, please either call or email the Chamber.

We hope to see you there! This is an excellent opportunity to see first-rate hockey and to help the Chamber!

Hockey Night in Potsdam Registration

Name _____

Business Name _____

Address _____

Phone _____

of tickets @ \$12 _____ Preferred section- (14a- 19) _____

Check enclosed _____ @ \$12 = Total enclosed _____

Bill me _____ @ \$12 = Total due _____

Please send checks to PO Box 717, Potsdam, NY 13617, or stop in to 1 Market Street or fax to 274-9222.

Business Promotions

The Business Promotions Committee is busy preparing for Fright Night, and has included a form to signup in this newsletter. If your business would like to participate in this event that literally draws 100s of families to downtown Potsdam each year, please complete it and return it to the Chamber. If you would like to volunteer to assist with this event, please let Brenda know.

This committee is in the early stages of planning Holiday Promotions and is open to any and all suggestions. We are also looking for people to join this fun and exciting committee. Let us know your ideas by e-mailing the Chamber Office at potsdam@slc.com or call 274-9000. Have an enjoyable autumn!

Information Technology

We recently met and have decided to work on putting together a string of seminars on the basics of computer "know-how" for local businesses. The aim of these workshops will be to equip a business owner with enough knowledge to make correct computer purchasing decisions, networking, backup system design and more. These classes will empower an owner with enough knowledge to not spend valuable capital on unneeded computer investments. Contact Chair Larry Reece at 265-4046, or email reeacd@twcny.rr.com if you have a suggestion for a seminar, or would like to become a part of this tech-savvy committee!

Membership / Welcoming

The September Member breakfast at LaValley Real Estate was attended by about 25 members and fun was had by all. We are busy planning for our 2nd Annual Harvest Dance & Extravaganza which will be held at the SUNY Potsdam Knowles Multi-Purpose room. We will have music by Minor Swing and The Kick to entertain us, as well as prizes for costumes, raffles and hockey tickets.

Our next big event is Hockey Night in Potsdam which features Clarkson and Boston College on January 5th. We have 40 free tables that businesses can use for display. If you would like to do so, please contact the Chamber as soon as possible! We are looking for hosts for spring breakfasts and after hour events, please call Pamela Maurer, committee chair at 265-4340 if you and your business are interested.

Events & Festivals

The Events and Festival Committee is preparing for the Annual Fall Dinner Meeting. We encourage members to not only attend but submit nominations for the Commitment to the Community Award which will be presented at the dinner. Please join us for an evening of good food, entertainment, and great people.

The committee is always open to suggestions and thoughts from members on the projects we work on (Spring Luncheon, Summer Festival and Annual Fall Dinner). Please feel free to contact the Chamber Office or Debbie Hammond, Chair at hammondk@potsdam.edu with your suggestions.

Anyone interesting in joining this fun and busy committee please contact Debbie Hammond, Chair.

Town & Gown / Community Relations

Hello from the Town/Gown Committee

There are three major projects which the Committee is currently working on. The first is to replace the five "Welcome to Potsdam" signs. This includes collaboration with the Village, Town, and various service groups. Our hope is to have new signs in place by December. The second involves a mini Fall Clean-Up. This would be a smaller initiative than our Spring Clean-up and would focus more on the downtown. The third activity is the revitalization of meetings between the both colleges and the Village and Town governments. It has been several years since these have occurred and it's time for them to happen again.

Chip Morris
Chair



On September 18th, LaValley Real Estate celebrated its Grand Opening and Ribbon Cutting by hosting a Membership Breakfast in their offices. Owner Jim LaValley introduced us to his wonderful staff and to the different services that LaValley Real Estate offers. Joining Jim and his staff for the ribbon cutting were Chamber Board Members, a Village Trustee, local business owners and visitors to the open house. To learn more about LaValley Real Estate, call 315-268-0800.



On September 20th, Heritage Homes opened the doors to its newest project– the old police station– newly renovated into a gorgeous medical office space. Joining Dick McGinn and his family for the ribbon cutting were Potsdam and St. Lawrence County Chamber staff, Village and Town Chamber Representatives, and the architects.



On Saturday, September 22, The Colonial House opened its doors under new ownership! Jennifer Flint and her staff welcomed visitors with beautiful collectibles, candles, seasonal items, gourmet chocolates and dips as well as items that make great gifts for every occasion! Joining in the ribbon cutting were: Board Members: Phil Wagschal, Joann Roberts from the County Chamber, Town Supervisor Marie Regan, owner Jennifer Flint, Executive director Brenda Thornton, Ellen Nesbitt, County Chamber and Board Member Pamela Maurer. Call 265-1999 to learn more!



October 27th 7:30-midnight Costume Contests Raffles & Giveaways!



On October 27th from 7:30 p.m. - midnight we will kick off our 2nd Annual Community Harvest Dance & Extravaganza in the Knowles Multi-Purpose Room on the SUNY Potsdam Campus. Snacks will be served. Jazz, scat and swing music will make your toes tap as **“Minor Swing”** sets the mood for the evening. At 9:30 a rockin’ good time will be had by all as **“The Kick”** takes the stage and the dance floor comes to life! Throughout the night, we will be judging for funniest, scariest and best group costumes, as well as giving a prize for the person who traveled the furthest! We will be hosting a 50/50 raffle and giving away 2 tickets to the Clarkson/ Boston College hockey game.

Tickets are \$12 for singles, and \$20 for a couple (pre-sale) and \$15 single and \$25 for a couple at the door. Tickets are available at the Chamber office, Potsdam Big M, The Copy Shop, Apt to Travel, Village Wines & Liquors and SeaComm Federal Credit Union.

To register, please fill out the attached form, or call the Chamber at 274-9000 or via email at potsdam@slic.com This event is generously sponsored by Village Wines & Liquors, The Copy Shop and SLIC Network Solutions. Additional support provided by Apt to Travel, Bright Beginnings and Bright Start Day Cares and Giant Tiger.

Harvest Dance & Extravaganza

Name: _____

Business Name: _____

Address: _____

Phone: _____

of tickets @ \$12 _____ # of tickets @ \$20 _____

Check enclosed _____ Total enclosed _____

Bill me _____ Total due _____

Please send checks to PO Box 717, Potsdam, NY 13617, or stop in to 1 Market Street, or fax form to 274-9222

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 Keys, 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

Earth's Temporary Solution

2198 Barrington Drive, Potsdam
www.thebrandonshow.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 ~ 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

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

Have you thought about becoming a Business Leader when it comes time to renew your membership? For a voluntary contribution of 50% more of your dues, a generous advertising and promotional package of incentives is offered. Please call the office for more details!

St. Lawrence Business Services

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

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@nnyemail.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

Ziplid Lodging

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



Heart & Hearth Flowers and Gift Baskets

Heart & Hearth is a full-service florist in downtown Norwood owned by Sally and Joe Sutter. In March 1991, they opened as a gift basket boutique and soon added crafts, small gifts, collectibles such as Boyd's Bears and other items. In 2000 the store expanded to become a florist and in 2004 was selected to be the florist for the CPH gift shop, with much of the proceeds being donated back to CPH. Over time, the store has added Willow Tree Angels, Charming Trails, Precious Moments, Cherished Teddies and Webkins. The shop will cover all of your gift & floral needs with:

- Fresh cut, silk and dried arrangements for all occasions
- Dish gardens
- Gourmet gift baskets (made to order)
- Balloon bouquets
- Complete wedding & funeral service
- Teleflora service
- Bridal accessories & gifts (such as guest books, toasting glasses and unity candles)

The shop delivers to Winthrop, Potsdam, Parishville, Colton, Norwood, Norfolk, Raymondville and Massena.

To learn more, please stop in at 14 S. Main St. in Norwood, Monday– Saturday from 9-5. The shop is closed on Sundays. You can also visit the website www.heartandhearth.com or call 315-353-6624, or 1-800-854-8789.



James T. Lahey Insurance

The James T. Lahey Insurance Agency, Inc. is an independent North Country hometown insurance agency that has been serving Potsdam, N.Y. and many surrounding communities since 1947. They work harder to assist individuals and businesses in developing a policy that is right for their needs!

Locally owned and operated, the Lahey Agency proudly offers a wide range of home, business and automobile insurance products at competitive prices. Carriers include Progressive, Erie & Niagara, National Grange, Travelers, New York Central Mutual, and Harleysville.

For local businesses, they can provide insurance coverage to protect what you have worked hard for, regardless of the size of your operation.

Lahey Insurance has two customer service representatives and two licensed insurance agents ready to advise you on the best programs available! Call (315) 265-5640 or email jtlahey@slic.com to learn more!



awareness

October is Breast Cancer Awareness Month!

According to the National Cancer Institute there will be approximately

178,480 new cases of breast cancer diagnosed in women and 2,000 in men this year. Of these, roughly 40,460 women and 450 men will die from the disease.

To assist in prevention and awareness efforts, CPH, North Country Mobile Mammography and Curves are hosting events!

On October 4th, Jackie Dow will present "**Coordinator Breast Care at CPH**" at 7 p.m., in Conference Room A, CPH. The event is free to the Community. Jackie will discuss how to lower the risk of developing breast cancer through diet, nutrition, and exercise as well as teach the audience how to perform a proper self breast exam. The new coordinated breast care program at CPH, which includes information on the case management options available to women who have breast care issues, will also be explained. Call 261-5413 for more information.

On October 6th, North Country Mobile Mammography and Canton-Potsdam Hospital will offer a **Free Bone Density Screening and Breast Health Information** at Curves in the SeaComm plaza in Potsdam from 9-11 am. The bone density screening is a quick and painless test that can tell if a person is at risk for osteoporosis. Breast health information will also be available and the Mobile Mammography coach will be on-site for tours. Call 261-5935 for more information.

To learn more about breast (or any) cancer please visit the National Cancer Institute at www.cancer.gov

Soon you or your business will be receiving information from the Potsdam Holiday Fund. This organization of volunteers, provides new toys, clothing, boots and food to needy families and senior citizens in Potsdam, Madrid, Hopkinton, Nicholville, Brasher Falls, Chase Mills, Fort Jackson, West Stockholm and Winthrop.

Every year they serve more than 220 families in need, including about 300 children. Monetary donations to the Potsdam Holiday Fund, Inc., are tax deductible in accordance with the Internal Revenue Code.

Each year the program distributes over 2,000 gifts and new winter garments to more than 300 needy children from Potsdam and the surrounding communities. In addition, five tons of food is delivered to approximately 250 needy families and senior citizens.

If you wish, you can participate in several ways:

- Contribute money to be used to purchase new clothing, food and toys
- Take a tag from one of the Giving Trees, purchase a gift and place it back under the tree
- Support the events which contribute proceeds to the Potsdam Holiday Fund, Inc.
- Be an "Elf" at any of our work sessions.

If you would like to help, please send your check (payable to Potsdam Holiday Fund, Inc.), to PO Box 827, Potsdam, New York, 13676.

Please be generous of heart, and if you would like to learn more, please contact Tom Wiggins, Board President, 265-0753, twiggins@twcny.rr.com



POTSDAM

chamber of commerce

PO Box 717

One Market Street

Potsdam, NY 13676

PHONE: 315-274-9000

FAX: 315-274-9222

EMAIL: POTSDAM@SLIC.COM

PRSR STD
US Postage PD
Potsdam, NY
13676
PERMIT NO.
49

WWW.POTSDAMCHAMBER.COM

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

PLEASE SUPPORT OUR MEMBER BUSINESSES!

Potsdam Chamber



2007



Officers

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

Directors

Janice Adderley, Tim Damon,
Debbie Hammond, Rae Hitchman, Deb Moeschell,
Pamela Maurer,
Chip Morris, Tom Peet,
Karen Sidletsky,
Scott Smalling,
James Theodore, Steve Warr and Phil Wagschal.

Staff

Brenda Thornton, Executive Director
Marylee Ballou, Office Assistant

Bulk Mailing Do's and Don'ts

Just a quick reminder to members who currently use or may plan to use our Bulk Mail Permit. The actual image that is affixed to the piece of mail cannot say "Bulk Mail" it must say "Presort Std." We have the new image on file at the office.

Further, bulk mailings must be at least 200 pieces and be sorted by zip code and bundled as such. As we no longer have a bulk mail stamp, please call us at least 48 hours in advance of your printing so that we can ensure that our stamp image is delivered to you on time.

If you have any questions, please call us. Also, just as a reminder, we can print labels of member businesses for a small fee of \$5.00. This covers the cost of the ink and labels. Call 274-9000 to learn more.