

December  
2007

Volume 17 Issue 6

**POTSDAM**  
chamber of commerce

The Newsletter of the Potsdam Chamber of Commerce



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This is my favorite time of year, well subtract the snow and cold! I love gathering with family and friends and I must admit I am a bit of a shop-a-holic. But beyond the glitz, the glamour and giving, it is a time to reflect on what was accomplished in the past year.

We as a Chamber had a very successful year. We welcomed over 40 new members, infused over \$30,000 into the local economy with our gift certificate program, held several after-hour and member breakfasts, and in the office we launched a new website that is much more user-friendly. These items are just a few accomplishments.

As it is also a time that many of us shop for Holiday gifts, try to shop local whenever possible. Not every gift has to come from a brick and mortar store! If there are people in your life, who "have everything" think of shopping at one of our many businesses in the service sector. Start a 401K, a college

fund, a savings account, purchase a year of house cleaning, daycare, theater or orchestra tickets. Buy a massage, a trip to the spa, or a haircut, a year at the gym, a trip to the Chiropractor... The list of service sector businesses is long, and their customer service is TOP NOTCH!

Try to do most of your shopping in Potsdam, see how good it makes you feel. Remember gift certificates make GREAT gifts, and Chamber gift certificates are accepted all over Potsdam!

Have a Happy Holiday Season!  
And thank you for such a wonderful 2007!

~Brenda

## The Chamber Needs Your Help!

Do you have some spare time you would like to donate? Would you like to become trained on how to be a Chamber Volunteer? We are seeking volunteers to cover the office when there is an illness, scheduled days off, etc. Our goal is to best serve YOU! If you, or someone you know would like to learn the intricacies of the job, give us a call at 274-9000 or email us at potsdam@slic.com. Thank you so much for your anticipated help!

*You're invited to a*

# After Hours

Sponsored by: *Northern Family Motel*

*December 12th*

*5:00-7:00*

6775 Route 56

Snacks will be served!

## Welcome New Members

### **Adirondack Ink**, Ernie Charleston—Owner

88 Heath Road  
Potsdam, NY 13676  
315-244-5554

Purveyor of new supplies for printers, fax machines, copiers and other office equipment. Adirondack Ink will gladly accept all used cartridges and toners for recycling.

### **Strawberry Fields Music**, Christian Parker— Owner

8 Market Street  
Potsdam, NY 13676  
315-265-7700

A unique music shop offering new releases, hard to find albums, indie rock and more! Also offers a selection of games.

### **Ballet Academy of Northern New York**

Lisa Billings Owner  
6 Elm Street, 2nd Floor  
Potsdam, NY 13676  
315-265-8637

The Ballet Academy focuses its instruction on pre-professional ballet for students aged 3 to adult in ballet, jazz and modern dance. Classes start at various times throughout the year.

### **The UPS Store**, Jeff Proulx- Owner

200 Market Street Suite # 5 (By Save A Lot)  
Potsdam, NY 13676  
315-265-4565

The UPS Store is a one-stop shop for all of your packing, shipping and printing needs! They also offer mailboxes and digital printing services.

### **The Tractor Supply Company**

7473 US Hwy 11  
Potsdam, NY 13676  
315-265-3101

The Tractor Supply Company offers a wide array of gardening, pet, farming and outdoor “yard work” supplies. Has a large selection of equipment necessary to tackle large projects for both the farm and home!

## Members Continued...

### **MeadWestvaco**

547A Sissonville Rd.  
Potsdam, NY 13676  
315-267-5603

Manufacturer of fine and specialty paper products., including packaging for several Fortune 500 companies.

## Chamber & Community Events

### December

#### **Super Holiday Weekend:**

*Potsdam: Downtown., Rt. 11, Outer Market St.  
Sales, Activities, Music, Parade, Super Sunday Hours  
December 1 & 2*

#### **Ribbon Cutting:**

*December 1, 2007*

*TBA*

*Northern Ice & Dance*

#### **Open House**

*Potsdam Public Museum*

*December 2, 2007*

*2-4pm*

*“An Exhibit Of Musical Instruments by Charles Lanphere”*

#### **Ribbon Cutting:**

*December 8, 2007*

*10am*

*Tractor Supply Company*

#### **Potsdam Food Co-Op Holiday Bake Off & Silent Auction**

*December 9, 2007*

*12-4pm*

*Potsdam Food Co-Op*

#### **Potsdam Chamber After Hours**

*Northern Family Motel*

*December 12, 2007*

*5-7pm*

### January:

#### **Hockey Night in Potsdam**

*January 5, 2007*

*5:00-9:00*



*Join Us For Hockey  
Night in  
Potsdam & Mini  
Business Expo!*



**Mini Business Expo January 5th- During Hockey Game**

We are also seeking member businesses who wish to display their wares on the evening of the game. Tables are at NO COST to you, and space is limited. Tables will be assigned on a first come, first served basis. To reserve your space, please either call or email the Chamber today!

On January 5th, our hometown Clarkson Golden Knights will play host to the Boston College Eagles. 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 hope to see you there! This is an excellent opportunity to see first-rate hockey, gain public awareness of your business/product 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.

**To use your credit card please call the Chamber**

## Business Promotions

The Business Promotions Committee has been busily preparing for Super Holiday Weekend and for events in the new year. The committee is pleased to announce that Fright Night was a HUGE success thanks to a beautiful evening, and to all of the participating businesses, volunteers and families that made the evening so special. Several member businesses report record attendance, lines and participation in events.

This committee would like to remind you that Potsdam Chamber Gift certificates make wonderful gifts for everyone on your list. The certificates are accepted at over 130 member businesses. We accept cash and checks and they are sold in \$10 and \$25 denominations. 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. Happy Holidays!

## Information Technology

The IT Committee has been busy pulling together ideas for two large projects. One idea is an IT Fair where businesses in technology can use the day to display their wares and also educate members of the public and business community. The second is developing a survey to determine what the technological needs are in the community as a whole, so that the committee can find ways to address them in a positive manner. This committee is very excited about helping others and always welcomes new members. Please contact Chair Larry Reece at 265-4046, or email reeceacd@twcny.rr.com if you have any thoughts, or would like to become a part of this tech-savvy committee! Have a great Holiday Season!

## Membership / Welcoming

The Membership Committee had a very successful fall. We hosted a membership breakfast at Village Wines & Liquors. The Harvest Dance & Costume Extravaganza was a fun-filled evening with great music! We wish to thank corporate sponsors SLIC Internet Solutions and Village Wines and Liquors for their generous support! We are now gearing up for an exciting December and January! We have several upcoming ribbon cutting ceremonies and our December after hours gathering will be held on December 12th at Northern Family Motel from 5-7pm. Look for committee members around town as we sell hockey tickets for the Clarkson/BC game on January 5th. This is a great fundraiser for the Chamber and also a time for your business to shine! Please register your FREE table today! Merry Christmas!

## Events & Festivals

Now that the Annual Fall Dinner is over the committee will be focusing their efforts on the Spring Luncheon and Silent Auction. The Silent Auction is one of our main fund raisers and we appreciate all the wonderful donations we receive. Also, the Business of the Year Award will be presented at this luncheon so please begin thinking of nominations for this prestigious award and watch for nomination forms in early April.

Anyone interested in joining our committee should attend one of our meetings. Meetings are held the first Thursday of every month, at 8:30, at the Chamber Office. or contact Debbie Hammond at hammondk@potsdam.edu. Have a Happy Holiday season!

Debbie Hammond  
Committee Chair

## Town & Gown / Community Relations

The Town & Gown Committee has had a busy few months. We are nearing the end of the "Welcome to Potsdam" sign process and would like to thank both the Town & Village for their support of this worthy project. We cancelled our mini-fall cleanup due to inclement weather but would like to thank all of the volunteers who did arrive willing to participate on such a nasty day. A special thanks to Bruce Henderson and his crew from the Village. We are still working on joint University, Town and Village meetings, and look forward to reporting more on the progress of that project in the future. We are also working with the Village on a parking initiative and have many ideas on how to make Potsdam an even better place to live. Be well and have a safe and happy holiday season.

Chip Morris  
Chair





On September 15th, The Potsdam Food Co-Op celebrated its 34th Annual Open House with tasty samples, entertainment, games and much more! This photo shows Mike Balonek and Robert Reynolds operate Michael Greer's old fashioned apple cider press. (Miller Photo).



On October 25th, The Chamber hosted its 22nd Annual Fright Night. Merchants and businesses were on hand with treats for children and adults alike. The weather was beautiful and record attendance was reported by many businesses. Thank you to everyone who made the night such a success!



On October 27th the Chamber hosted its 2nd Harvest Dance and Costume Extravaganza at SUNY Potsdam. In this photo Board Member Pamela Maurer dances with honorary Board Member of the Evening "Bones." A great time was had by all. We would like to extend a special thank you to our Corporate Sponsors SLIC Internet Solutions and Village Wines and Liquors for making this evening a possibility and to PACES for being such gracious hosts.



On December 1st & 2nd Potsdam will come alive with carolers, the Sweet Adelines will be singing, a hand bell choir will play, a parade will come down Market St. and we will have a visit from Jolly Old St. Nick himself! Potsdam is putting on the Ritz as we welcome in the busiest time of year with Super Holiday Weekend. Businesses from the Rt. 11 Corridor to Rt. 345, to Outer Market St., and every street in between will be hosting open houses, early bird sales events and Super Sunday Sales! Look for our upcoming radio and newspaper ads that will tell you exactly when and where to go! Also register to win a \$200 Chamber Shopping Spree at one of our 25+ participating member businesses.

Potsdam Food Co-Op Holiday Bake Off  
& Silent Auction  
December 9th!

The sweetest Co-op event of the year! Stop by to sample delicious baked goods. Bid on your favorite items in the Silent Auction, and you could take home your favorite homemade sweet treat. All proceeds will go to the Potsdam Neighborhood Center. This is open to the public, no membership required. If you are interested in submitting an entry to the Bake Off, contact Jenny at 265-4630 or [outreach-marketing@verizon.net](mailto:outreach-marketing@verizon.net) for information.



On November 15th the Chamber hosted its Annual Dinner at the Elks Lodge in Potsdam. Music was provided by Bill Vitek. During the evening we presented our prestigious Commitment to the Community Award to The Rotary Club of Potsdam and Otto Czerepak. Both have enhanced the quality of life, provided service to fellow citizens and improved the business environment in Potsdam. The evening was a huge success! Thank you to the many member businesses in attendance! The evening was very memorable because of the words that both Laura Cordts, President of Rotary and Otto shared. We are lucky to have such wonderful people in our midst. Congratulations to both Otto and The Rotary!

The dinner also served as our Annual Meeting, congratulations to Tim Damon, James Theodore, Debbie Hammond, Janice Adderly and Steve Warr who were elected to serve for another three-year term on our Board of Directors.

Thank you to businesses who graciously donated gift certificates. HSBC Bank, Community Bank, Sea-Comm FCU, Rose & Kiernan and North Country Savings Bank.

Thank you to the Elks Lodge for providing an excellent meal and a wonderful staff, you made our evening! We appreciate all that you did!



Board President Miki Crary, Award Winner Rotary Club of Potsdam (Laura Cordts) and Executive Director Brenda Thornton at the Chamber Annual Dinner.

Board President Miki Crary, Teny Czerepak, Award winner Otto Czerepak, and Executive Director Brenda Thornton at the Annual Dinner.



**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

**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@slc.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@nynymail.com

**The Copy Shop**

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

**Our Greener Home**

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

**The College Store SUNY**

44 Pierrepont Avenue  
267-3274

**The Lobster House**

95 S. Main Street, Norwood  
353-2366

**Van Ness Company**

6768 SH 56, Potsdam  
265-4863

**Videorama**

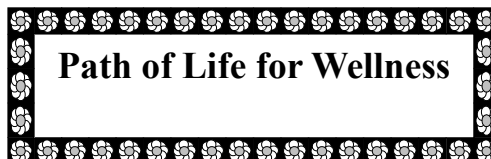
12 Main Street, Potsdam  
265-7000 ~ myvideorama.com

**Village Wines & Liquors**

2A Main Street, Potsdam

**Ziplid Lodging**

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

**Path of Life for Wellness**

*Living green ( www.pathoflife.us )* is a hot topic in our world today. The effects of harsh chemicals on our bodies is revealing ever increasing and devastating reactions from asthma, allergies, cancer, ADD, ADHD, endocrine disruption, infertility to weakened immune systems which most of us are aware causes many maladies. This happens gradually but there are choices that we can make as consumers to change this environment in our everyday lives. *Out of balance* living yields stress. We are living longer but the quality of life seems to be diminishing.

In today's toxic world, a daily nutritional is a necessity since most of our food supply comes from mineral depleted soils. Our fruits and vegetables are lacking the nutritional value we so desperately need. In addition to supplements, locally produced food that is grown in healthier soils is a better choice. Know your local farmers and ask questions!

I manage and service wholesale accounts with an Inc. 500 Wellness Company called Melaleuca, Inc. focusing on the purchase of **no-harsh chemical cleaning products** that I believe can be a benefit to schools, day-cares, and work environments as well as the individual home.

<http://pathoflife.healthyhometour.com>

Over 300 other products to choose from are available to all wholesale customers:

- Nutritionals
- Bath and Body
- Pharmacy (not prescriptions)
- Skin Care
- Household Cleaners

Divisions of Path of Life include:

**3 Trees Landscaping**

**Artfully Pressed**

**Tombstone Gardening**

**remember2send.com**

To learn more about living healthier or sending unique cards or gifts, contact owner Terri Gilchrist at 268-7424, or on the web [www.terrigilchrist.us](http://www.terrigilchrist.us) or via email at [terri@terrigilchrist.us](mailto:terri@terrigilchrist.us).

**VIDEORAMA**

Videorama has been your locally owned and operated video and game rental store for over 13 years! With thousands of movies and a healthy stock of games to choose from, you are sure to find one that pleases your specific tastes! Videorama updates their inventory with the hottest and newest releases as they come out each Tuesday.

Look for specials throughout the store, such as rent one-get one free on Monday and Tuesday. Another great special, the famous 7-7-5 deal, allows patrons to rent 7 catalog movies for 7 days for only \$5! Videorama has the most innovative movie rental program, their "Keys to The Store" program is just \$24.99 and allows customers to rent unlimited movies for a whole month, with up to 5 movies out at a time!! Stop in this Holiday season for great gift ideas, like their holiday rental baskets starting at \$19.99!

If gaming is your thing, Videorama rents gaming systems and games at reasonable rates. Try out that game before you buy it!

Videorama is a proud member of the Potsdam community and thanks you for your patronage! To learn more, please check out their website at [www.myvideorama.com](http://www.myvideorama.com), or call 265-7000.

# POTSDAM

chamber of commerce

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One Market Street

Potsdam, NY 13676

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FAX: 315-274-9222

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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, Keegan Brown, Tim Damon,**  
**Debbie Hammond, Rae Hitchman, Deb Moeschell,**  
**Pamela Maurer,**  
**Chip Morris, Tom Peet,**  
**Karen Sidletsky, Peggy Snell,**  
**Scott Smalling,**  
**James Theodore, Steve Warr and Phil Wagschal.**

### *Staff*

**Brenda Thornton, Executive Director**  
**Marylee Ballou, Office Assistant**

## *Are You Using Your Membership to its Fullest?*

*Part of being a Chamber Member is taking advantage of our ability to reach large audiences. There are several ways that you, as a member can do this!*

- 1. Email us your upcoming event and we will place it on our website (no cost to you)*
- 2. Use our bulk mailing permit and labels (a \$5.00 cost to you)*
- 3. Place an insert in our newsletter (\$50 for business leaders and \$75 for other member businesses we need 350 copies)*
- 4. Become a business leader and utilize our front windows for two weeks, and receive maximum coverage during SummerFest, each newsletter and more!*

*To learn other ideas, or to take advantage of one of these promotions, please call 274-9000! .*