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Volume 18 Issue 1

POTSDAM
chamber of commerce

The Newsletter of the Potsdam Chamber of Commerce



The Director's Corner

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As we begin 2008 I am very optimistic about the year to come. We have just wrapped up a very successful year at the Chamber, and in this newsletter you will find a copy of our 2007 Annual Report. This report outlines all that was accomplished as a group over the past 12 months. THANK YOU for your assistance in making all of us shine.

In 2008 our Membership and Welcoming Committee plans to launch an "Excellence in Customer Service" award program, the Information Technology Committee is planning exciting seminars for the coming year, and our Town & Gown Committee has already selected April 19th for their Spring cleanup day. The Events & Festivals Committee has announced that our 41st Annual SummerFest will be from July 10th-13th, so please look for more details to come! Lastly, the Business Promotions Committee will continue to work on our website, and focusing on enhancing the services we offer to

our 300+ member businesses. 2008 promises to be an exciting time for me and all of us here at the Chamber. I would like to send a very sincere Thank You to Jamey Hoose who stepped down as Chamber Vice President but will remain as Chair of Business Promotions Committee. Jamey's assistance has been invaluable. I would like to congratulate our incoming Vice President Pamela Maurer who will do an outstanding job!

As always, any suggestions, comments or ideas are welcome, stop in or give me a call! Happy New Year!

~Brenda

It is Silent Auction Time!

Later this spring we will be holding our Annual Spring Luncheon which includes a silent auction. The proceeds from this auction are essential in "kicking off" SummerFest. A member of the Events & Festivals Committee or staff from the Chamber may be contacting you for a donation to this worthy event. Please be generous! If you would like to assist with the silent auction efforts, please call 274-9000 or email us at potsdam@slc.com. Thank you so much for your anticipated help!

Business After Hours

February 12th 5:30-7:30 pm

La Casbah Restaurant

6 Elm Street Potsdam

R.S.V.P. Required by February 8th

274-9000

Welcome New Members

AT & T Store

Andy Kazulak, Store Manager
7483 Route 11 Tractor Supply Plaza, Potsdam
(315) 265-0351
<http://www.att.com>

AT&T is the largest wireless company in the U.S. serving over 63 million customers. AT&T provides communications services in virtually every country/territory in the world, covering 164 countries. AT &T is proud to serve the Potsdam Community.

Jack & Wezzie's Coffee House

Owner: John E Jones Jr.
2A Market St.

Potsdam NY 13676
315-265-1300

Jack & Wezzie's is a small-town coffee house offering live entertainment, sandwiches, desserts, pastries and lattes, coffees and teas for every palette.

Asian World Imports

Owner: David Crowell
1168 State Highway 68
Canton, NY 13617
(315) 714-2119
info@asianworldimports.com
<http://asianworldimports.com>

Fair Trade Shop and gallery specializing in unique gifts, clothing and specialty handmade papers.

DMT Contracting

Owner: David Trejos
49 Waverly St.
Potsdam, NY 13676
Dmtcontracting@twcny.rr.com
Local contractor specializing in spray foam insulation using high-end materials and products.

Upcoming Events

February

February 6th

Ribbon Cutting & Grand Opening
UPS Store Hackett's Plaza
8am-10am (9am ribbon cutting)

February 12th

Business After Hours
LaCasbah Restaurant
6 Elm St. Potsdam

March

March 28-30

No More Empty Shoes
Ogdensburg: OFA James F. Montpelier Academy

April

April 19

Pride in Potsdam Cleanup Day
9am-?

May

TBA

Annual Spring Luncheon and Silent Auction

July

SummerFest

10th-13th




New Office Hours

The Chamber is now open
Monday- Friday
9:30-4:30 and
by appointment

NO MORE EMPTY SHOES EXHIBIT March 28-30, 2008

The use of tobacco creates 1200 empty pairs of shoes each day in the United States! That means that 1200 people die every single day from a tobacco-related illness. The goal of the St. Lawrence County Health Initiative is to display 1200 empty pairs of shoes to help create awareness and hope! HOPE that many people will decide to quit using tobacco or decide never to start using. HOPE that there will be *NO MORE EMPTY SHOES!* Each pair of shoes will represent the life of a loved one who has passed away from a tobacco related illness.

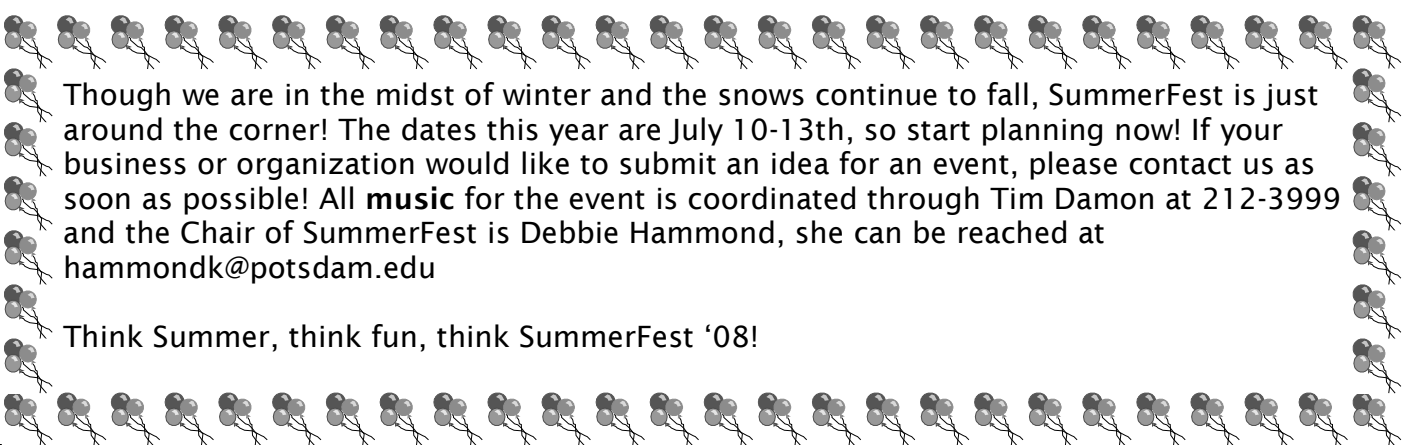
The shoes will be collected at various locations (including the Chamber) and will be exhibited at the Ogdensburg Free Academy James F. Montpelier Gallery from March 28-30th. The Health Initiative also invites you to honor the memory of your loved one during this extraordinary exhibit. If you would like to honor the memory of a loved one, please contact the Health Initiative at 1-866-802-8336 or send a \$5.00 check for each name (Please make checks payable to: St. Lawrence County Health Initiative, Inc.) to : 303 Merritt Hall, Potsdam, New York 13676. To learn more visit www.slchiinc.org or call 1-866-802-8336.



You are Invited to a Ribbon Cutting & Grand Opening At:

The UPS Store
Hackett's Plaza
February 6th
8am-10am (9am ribbon cutting)
Specials All Day
Refreshments will be Served!

Our Hockey Night in Potsdam was a HUGE success! We as a Chamber sold over 200 tickets to the game! Thank you to Scott Smaling and Clarkson University for allowing us the opportunity to use the game as a major fundraiser for the Chamber! We also want to say THANK YOU to the 18 member businesses who displayed and sold their wares on this evening, and to the many member businesses who purchased tickets!



Though we are in the midst of winter and the snows continue to fall, SummerFest is just around the corner! The dates this year are July 10-13th, so start planning now! If your business or organization would like to submit an idea for an event, please contact us as soon as possible! All music for the event is coordinated through Tim Damon at 212-3999 and the Chair of SummerFest is Debbie Hammond, she can be reached at hammondk@potsdam.edu

Think Summer, think fun, think SummerFest '08!

Business Promotions

The Business Promotions Committee is winding down after a busy Holiday Season. So far we've received very positive comments regarding our new strategy for Holiday Promotions. This year we advertised for 'Super Holiday Weekend' where merchants could offer special events, sales, or other activities during the first weekend in December to kick off the holiday shopping season. If you have any comments, we'd love to hear them! Upcoming projects include updating our retail, service, and dining/lodging brochures as well as continuing to improve the Chamber's new website to better serve our members. If you have any suggestions, please let us know at 274-9000.

~ Jamey

Events & Festivals

The committee has begun 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. Soon, members of the committee and chamber employees will be calling seeking donations, we appreciate your generosity! 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.

~ Debbie

Information Technology

The IT Committee has been busy putting together a survey to determine the needs of member businesses so that we can better plan seminars. We are very excited to be including cell phone technology as well as computers in this survey. As always, we welcome suggestions and comments on how we can best serve you! 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!

~Larry

Membership / Welcoming

The Membership committee is organizing our coming year including member breakfast and after hours events. We have openings in March, April, June and September or October for a Breakfast or After Hours, your choice. Please contact Pamela Maurer at 265-4340 or pamela36@gmail.com for more information or to schedule an event. The Membership committee would like to thank Scott Smalling and Clarkson University for the great success for our Annual Hockey Night in Potsdam. We had 18 member businesses at tables in Cheel Arena at The Jan. 5th game against Boston College. We are looking forward to the next one! If you or your business have any suggestions for other events, we would be happy to hear from you. Our committee meets the 2nd Wednesday of the month at 8:30am at the Chamber office.

~ Pamela

Town & Gown / Community Relations

The Town-Gown Committee is embarking on an ambitious schedule of projects for 2008. With the Fall elections now behind us we plan on scheduling a series of meetings between Village, Town and college representatives in an effort to identify cooperative initiatives. Related to our traditional area of beautification we will work on banners (increasing the number and expanding the styles), kiosks, and plantings (both hanging plants and those around the base of trees). Trash cans (yes, that exciting topic) will receive attention, as a number of them are looking old. Fall Island is also being discussed for several projects. Two more difficult topics on our agenda include parking in the downtown area and restroom facilities during programs at Ives Park. This time the parking issue is different than the usual discussion of whether or not we have sufficient convenient parking. We will now be looking at who is parking downtown on longer term periods during the day as we've received complaints that a growing number of owners and employees are "feeding the meters". Last but not least, we will be planning our Pride-in-Potsdam Spring Clean-up for the middle of April. Be looking for more information soon. Should anyone have an idea for our committee, please feel free to contact me.

~ Chip



On December 1st, Northern Ice and Dance held a ribbon cutting to celebrate the opening of their new location at 47 Market Street in Potsdam. On hand to welcome owner Cassie Adams were Board President Miki Cray, Our Greener Home owner Viki Christensen, Chamber Executive Director Brenda Thornton and Lisa Cardinal's Synchronized Skating Teams: Rainbow Connection Saint Sensations and Ice Angel. (Christensen photo)



On December 7th, Tractor Supply Company held its grand opening with a ribbon cutting and a day of sales and specials. In the photo are Board Member Janice Adderley, Store Manager Jeffrey Bassett, Fonda of The Copy Shop, Town Supervisor Marie Regan, Chamber Board Vice President Pamela Maurer and Board Member Chip Morris. (Thornton photo)



As part of Super Holiday Weekend, many member businesses and civic organizations participated in the Santa Clause parade. Pictured here are gift-wrapped Santa's helpers from Harris Medical who threw candy to children along the parade route. Thank you to the Kiwanis Club for organizing the parade!

During the weekend of December 1st & 2nd the Chamber held its 1st Super Holiday Weekend. Though cold the streets around Potsdam bustled with holiday activity! There was a hand bell choir, a roaming brass band for musical enjoyment, Santa Clause came to the Village during the Kiwanis Santa Clause Parade, The Sweet Adeline's Sang and many bargains were found near and nigh!

The annual window-decorating contest was judged and the winner of the 2007 Holiday Window Decorating Contest is The Isle of You. Owned by Pam and Larry Hazen, the store was decorated in large red boxes, pillars, merchandise and lights. The committee would like to thank all of the participating businesses: The Colonial House, Penski Staffing, Inc., Our Greener Home, Apt to Travel, SeaComm Federal Credit Union, VideoRama, Misty Hollow, Northern Music & Video, Harris Medical, Wireless World, Marra's Homecare, The SUNY College Store, The Frame Mill, The Bagelry and Scrapbook Heaven All of the displays were beautifully done, and make Potsdam even more festive!

To entice visitors to come to Potsdam for Super Holiday Weekend, the Potsdam Chamber of Commerce sponsored a \$250 Potsdam Chamber gift certificate shopping spree for all who registered at one of our 30+ participating businesses. The winner of the \$200 grand prize is Michael Moulton of Potsdam who submitted his entry at Kinney's in Hackett's Plaza, and the winner of the \$50 prize is Jennifer Myers of Potsdam who submitted her entry at Potsdam Big M.



Duane Pelkey of Community Bank looks on as Business Promotions Chair Jamey Hoose hands grand prize winner Michael Moulton gift certificates equaling \$200.



Duane Pelkey of Community Bank hands \$50 winner Jennifer Myers as Chair Jamey Hoose looks on.



Brenda Thornton hands window decorating winner Mary Ballan of Isle of You the 2007 winners plaque.

A-1 Oriental Kitchen

200 Market Street
265-3333

A Woman's Touch

676 St. Hwy. 11B
315-265-6924

AT & T Store

7483 Route 11 Tractor Supply Plaza
(315) 265-0351

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

CRT Pet Crematory

266 Waite Road, Potsdam
265-5053

DMT Contracting

49 Waverly St.
262-0431

Dr. Stacey Howlett, DDS

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

Dr. Terry Reed, DDS

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

Dust Bunnies Family Cleaning

240 River Rd.
268-0506

Earth's Temporary Solution

2198 Barrington Drive, Potsdam
www.thebrandonshow.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

Gray & Gray, CPA

7 Main St.. Canton
386-2925

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

Larry Reece, CPA

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

Lifestyles Salon

53 Maple Street, Potsdam
265-5170

MacFadden Dier Agency

22 Depot St., Market Sq. Mall
265-4230 ~ macfaddendier.com

MVP Sports

11 Pine street
265-3960

NBT Bank

6554 SH 56, Potsdam
265-9950 ~ nbtbank.com

North Country Savings Bank

31 Main Street, Potsdam
265-2300 ~ northcountysavings.com

Northern Ice & Dance

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

Northern Interiors

46 Market Street, Potsdam
274-9500

Northern Music & Video

29 Market St.
265-8100

Our Greener Home

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

70 Market Street
265-9650

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@slbc.com

SeaComm Federal Credit Union

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

Have you thought about becoming a Business Leader when it comes time to re-new 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!

Smalling Motel South

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

Smith Barney

65 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 Frame Mill

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

The Body Shop

47 Rt. 345
262-0482

The Clarkson Inn

1 Main Street
265-3050

The College Store SUNY

44 Pierrepont Avenue
267-3274

The Computer Guys

4 Clarkson Ave.
265-3866

The Copy Shop

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

The Lobster House

95 S. Main Street, Norwood
353-2366

Ton's Sports Bar

169 Market Street
268-0813

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

West Village Bistro

6 Elm Street
274-9696

Ziplid Lodging

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

Earth's Temporary Solution

Earth's Temporary Solution has been entertaining college students around the world since 2002. Operated by Brandon J. Mendelson, ETS continues to produce entertaining and charitable projects for the community, while offering consulting services to local businesses and organizations.

We're available to work with your company to assess your resources and maximize them to bring attention to your business, organization, or artistic endeavors. Our low cost, high impact approach will save you money, and help create interest and sales for your business or organization. We work within your budget to help you better serve your customers and the community.

Current Services Offered: Editorial services for store copy and advertising, promotion and marketing services, press and public relations services, live events production, and new technology integration to increase sales and brand awareness.

We also offer video production services to local businesses, not-for-profits, artists, musicians, and other organizations to help them produce, package, and market quality commercials and other videos that can be utilized to grow their business and introduce themselves to the world.

As part of our membership with the Potsdam Chamber Of Commerce, we're pleased to inform residents of Potsdam, New York, over the age of 55, that they are eligible for 1 free consultation with us through email or phone to discuss ways to improve inter-family communications through technology and communicating with the world at large. When we open our office, we will be able to offer in person consultations. We recommend email to assist in getting our citizens into a habit of utilizing their email accounts ad checking it regularly. If they do not have an email account, we will set one up for them over the phone.

We also accept Potsdam Chamber Of Commerce Gift Certificates.

Interested in working with us? Give us a call at (917) 512-9623 or send us an email at Brandon@earthstemporarysolution.com.

Business hours are 10am-5pm, but you can stay connected to us through our website at <http://www.earthstemporarysolution.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

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US Postage PD
Potsdam, NY
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PERMIT NO.
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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



2008



Officers

Miki Crary ~ President
Pamela Maurer ~ Vice President
Bill Shumway ~ Treasurer
Tracy Tuttle ~ Secretary

Directors

Janice Adderley, Keegan Brown, Tim Damon,
Debbie Hammond, Rae Hitchman, Jamey Hoose,
Deb Moeschell,
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

Did You Pay Your 2008 Dues Yet?

Invoices for 2008 dues were sent in October—have you paid yours yet? If not, please remember that dues should be paid in full by January 31st! If you do not renew the following benefits will be lost:

- 1. The opportunity to advertise in SummerFest Tabloid and college marketing initiatives*
- 2. Access to bulk email*
- 3. Use of our bulk mailing permit and labels*
- 4. The ability to place an insert in our newsletter*
- 5. Maintain Business Leader status and keep the use of our front windows for two weeks, and receive maximum coverage during SummerFest, each newsletter and more!*
- 6. Ribbon cutting services*
- 7. Public relations and marketing assistance*
- 8. Health Insurance program*

If you have questions, please call us, 274-9000 or email us potsdam@slic.com