

## Projects and Promotions

Beautification Projects: banners, trash cans, floral plantings

Membership Directory  
Relocation Packets  
Retail Recruitment  
Internet "Yellow Pages" Listing  
Potsdam Gift Certificate Program  
Advocacy of Important Business Issues  
Direct Marketing Initiatives to College Students  
Potsdam Chamber Senior Card Initiative  
Serve on County Tourism Committee  
Business and Community Website

## Events

Potsdam Summer Festival  
Pride in Potsdam Clean Up Days  
Membership Breakfasts  
After Hours Gatherings  
Annual Dinner & Commitment to Community Award  
Spring Fling  
Spring Luncheon & Silent Auction  
Business of the Year, Milestone Anniversaries  
Sandstone Celebration  
Fright Night  
Hockey Night in Potsdam  
Holiday Promotions & Community Events

## Committees

*New members welcome!*

Business Promotions

Chair: Marylee Ballou

Events & Festivals

Chair: Pamela Maurer

Information Technology

Chair: Larry Reece

Membership/Welcoming Committee

Chair: David Crowell

Town & Gown/Community Relations

Chair: Rob Bicknell

## 2011 Board of Directors

### President

Robert Bicknell, Bicknell Corp.

### Vice President

David Crowell, The World Artisan

### Secretary

Tracy Tuttle, Potsdam Elks

### Treasurer

Bill Shumway, North Country This Week

### Directors

Janice Adderley, The Copy Shop  
Juanita Babcock, Potsdam Farmer's Market  
Richard Cross, Potsdam Big M  
Rae Hitchman, A Woman's Touch  
Cathy Jenne, North Country Savings Bank  
Pamela Maurer, APT to Travel  
Deb Moeschell, Penski, Inc.  
Chip Morris, SUNY Potsdam  
Lyndsay Macagg, CPH  
Karen Sidletsky, Misty Hollow  
Scott Smalling, Clarkson University  
James Theodore, Smith Barney  
Heather Wenzel, McDuff's/Wenzel Prop.

### Liaisons

Mayor Ron Tischler, Village of Potsdam  
Marie Regan, Potsdam Town Supervisor

**POTSDAM**  
chamber of commerce

## *2011 Membership Application*

Dedicated to promoting and  
advancing the general  
welfare and prosperity of  
our membership and the  
greater Potsdam  
community.

*24 Market St.  
P. O. Box 717  
Potsdam, NY 13676*

Phone: 315-274-9000  
FAX: 315-274-9222

potsdam@slic.com  
www.potsdamchamber.com

### **Staff**

Marylee Ballou  
Executive Director

Beth Robinson  
Office Assistant

Office Hours: Mon-Friday  
9:30a m to 4:30 pm

# Benefits of Membership

## Gift Certificate Program

The chamber administers a universal member gift certificate redemption program that has sold more than \$500,000 to date, to be redeemed at local member businesses. Certificates issued by the chamber can be purchased at any Potsdam bank or credit union, or the chamber office, in ten or twenty-five dollar denominations and are accepted at over 130 member businesses.

## Business Promotion

The Chamber receives hundreds of inquiries each year and uses its membership directory to answer business inquiries, make referrals, and provide information to perspective and current businesses, residents, visitors, and students.

## Special Mailing Services

Members can enjoy free use of the Chamber's bulk rate permit—a \$150 annual value! Members gain access to lower postage rates, and they also save on the cost of obtaining a bulk permit for their businesses.

## Promotional Opportunities

Members are offered reduced rates and special advertising opportunities in Chamber sponsored publications. These publications are directly mailed or distributed to target audiences. (Bimonthly Newsletters, Tabloids, Chamber sponsored College Student publications)

## Awards/Recognition Program

The Chamber sponsors three public awards programs annually promoting the Potsdam Community: "Business of the Year", "Commitment to the Community", and "Milestone Business Anniversaries"

## Health Insurance

The Chamber offers access to group health insurance for qualifying member businesses (medical, dental, eye, and life insurance) through the St. Lawrence County Chamber health insurance programs.

## Community Promotion

The Chamber proudly promotes the community and its member businesses through relocation packages, special publications, community events, and in Regional initiatives.

## Business Leaders Program

Through the "Business Leader" initiative, businesses voluntarily pay 1/2 more of their normal dues rate in exchange for several additional advertising opportunities throughout the year including a listing in each newsletter, a special listing on the website, an additional listing in the SummerFest Tabloid, an article to be written in a newsletter about your business, and special advertising rates for newsletter inserts and ads. Please call the Chamber to learn more.

## Ribbon Cuttings/Grand Openings

The Chamber will provide publicity for new, expanded, or relocated member businesses by facilitating press releases and organizing official ribbon cutting ceremonies.

## Welcoming/Membership Gatherings

The Chamber offers periodic opportunities for members to network at membership breakfasts and after-hours workplace gatherings.

## IT Seminars

Periodic luncheon seminars organized by our IT committee to educate our members about variety s of technologies.

## Membership Application

Business Name \_\_\_\_\_

Contact Person Name & Title \_\_\_\_\_

Business Address \_\_\_\_\_

Mailing address if different than above \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

# of employees \_\_\_\_\_ FT \_\_\_\_\_ PT

Year started; \_\_\_\_\_ Current Owner: \_\_\_\_\_

Write 3 to 4 sentences describing your business: *(will be used on website and to determine placement in membership brochures)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Dues:

Based on number of part time and full time employees Jan. 1st thru Dec. 31st (prorated monthly if joining after March)

Individual (non business)	\$41
Small Business and Civic Groups (1-5)	\$83
Medium Business (6-15)	\$129
Large Business (16-49)	\$186
Media	\$243
Financial Institutions	\$274
Major Employers (50 or more)	\$357

YOUR DUES ARE: \_\_\_\_\_

**Business Leader**

add 50% of rated dues \_\_\_\_\_

TOTAL AMT OWED: \_\_\_\_\_

Please make checks payable to: Potsdam Chamber of Commerce  
Mail application & payment to: P.O. Box 717 Potsdam NY 13676  
Or drop them off at our office at 24 Market St. Potsdam

Yes, my business will participate in the Chamber Gift Certificate

Yes, my business would like to participate in the Senior card program and offer seniors age \_\_\_\_\_ and over the following: \_\_\_\_\_

STAFF USE ONLY:

Updated; \_\_\_\_\_ plaque: \_\_\_\_\_ RC? \_\_\_\_\_

Category: \_\_\_\_\_ Website: \_\_\_\_\_