

Projects and Promotions

Membership Directory
Relocation Guide
Welcome to Potsdam Tourism Brochure
Retail Recruitment
Potsdam Gift Certificate Program
Advocacy of Important Business Issues
Direct Marketing Initiatives to College Students
Welcome to Potsdam Gateway Signage
Serve on County Tourism Committee
Business and Community Website

Events

Potsdam Summer Festival
Pride in Potsdam Clean Up Days
Membership Networking Events
Annual Dinner
Spring Luncheon & Silent Auction
Fright Night
Hockey Night in Potsdam
Holiday Shopping Promotions
(Small Business Saturday)

Committees

New members welcome!

Membership & Marketing
Events & Festivals
Town & Gown - Community Relations
Finance
Website

2018 Board of Directors

President

Janice Adderley, The UPS Store

1st Vice President

Sarah Sachs, Potsdam Public Library

2nd Vice President

Kellie Hitchman, Hospice & Palliative Care

Secretary

Tracy Tuttle, SLNYSARC

Treasurer

Bill Shumway, North Country This Week

Directors

Barbara Burcume, CPH Foundation
Rob Bicknell, Bicknell Corporation
Kelly Chezum, Clarkson University
Nicole Conant, SUNY Potsdam
Rae Hitchman, HB Properties
George Lavigne, The Clarkson Inn
Deb Moschell, Penski, Inc.
David Moulton, NBT Bank
Danielle Rose, Potsdam Fire Dept.
Jeff Prosper, Ponderosa
Rose Rivezzi, Big Spoon Kitchen
TBA
TBA

Government Liaison

Greg Thompson, Village of Potsdam

POTSDAM
chamber of commerce

2018 Membership Application

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

*24 Market St.
Potsdam, NY 13676*

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

director@potsdamchamber.com
www.potsdamchamber.com

Staff

Maggie McKenna
Executive Director

Brittany Ashley
Office Assistant

Office Hours: Monday - Friday
9:00 am - 12:00 pm

Benefits of Membership

Business Promotion

The Chamber receives hundreds of inquiries each year. We use the membership directory and office brochures/business cards to answer business inquiries, make referrals, and provide information to perspective and current businesses, residents, visitors, and students.

Gift Certificate Program

The chamber administers a universal member gift certificate redemption program 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 \$10 and \$25 denominations.

Special Mailing Services

Members can enjoy free use of the Chamber's bulk rate permit—a \$220 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. (Email Newsletters, Summer Fest Tabloid, Chamber-sponsored College Student publications)

Awards & Recognition Program

The Chamber sponsors four public awards programs annually promoting the Potsdam Community: *Business of the Year*, *Pride in Potsdam Community Award*, *Citizen Honor*, and *Milestone Business Anniversaries*

Community Promotion

The Chamber proudly promotes the community and its member businesses through relocation packages, special publications, community events, and in regional initiatives through our website, social media, email newsletter.

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.

Networking Events

The Chamber offers periodic opportunities for member to network at membership events. Find out about upcoming events on our Facebook page, email newsletter and website.

Beautification Projects

Currently working with village and town on ideas for future projects. (past work: gazebo, floral plantings, trash cans, banners, welcome signs).

Business Leaders Program

Through the Business Leader program, businesses voluntarily pay 50% more of their dues rate for special access to several additional advertising opportunities throughout the year including an article in at least one of our monthly member specific eBlasts, a special listing on the website, an additional listing in the Summer Festival Tabloid, rotating window sign and/or window display, and special advertising rates for select chamber publications.

Business Name _____
Contact Person Name & Title _____
Business Address _____
Mailing address if different than above _____
Phone: _____ FAX: _____
Email: _____
Website: _____
Year started: _____ Current Owner: _____

BUSINESS DESCRIPTION:

Membership Dues

Based on number of part time and full time employees Jan. 1st through Dec. 31st (pro-rated monthly if joining after April)

Individual (non business)	\$45
Small Business and Civic Groups (1-5)	\$96
Medium Business (6-15)	\$148
Large Business (16-49)	\$213
Media	\$278
Financial Institutions	\$314
Major Employers (50 or more)	\$395

ANNUAL DUES RATE: _____

YOUR PRO-RATED RATE: _____

Yes, I want to be a Business Leader

ADD 50% OF DUES RATE: _____

TOTAL PAYMENT: _____

Yes, I want to participate in the Gift Certificate Program.

Please make checks payable to: Potsdam Chamber of Commerce
Mail application & payment to: 24 Market St. Potsdam NY 13676