

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
Potsdam Chamber Senior Card Initiative
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)
* outdoor movie event (tentative)

Committees

New members welcome!

Membership/Marketing

Events & Festivals

Town & Gown/Community Relations

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, SLC NYSARC

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
TBA
TBA
TBA

Liaisons

Greg Thompson, Village of Potsdam
Rose Rivezzi, Town 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

potsdam@slic.com
www.potsdamchamber.com

Staff

Executive Director

Trisha Moran
Office Assistant

Office Hours: Monday - Friday
9:30 am - 4:30 pm

Benefits of Membership

Gift Certificate Program

The chamber administers a universal member gift certificate redemption program that has sold more than \$795,000 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 120 member businesses.

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.

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.

(Weekly Eblasts to chamber members & others, 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 as well as through Facebook.

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 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. 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.

Networking/Membership Events

The Chamber offers periodic opportunities for member to network at membership events. In 2015 we held Business Behind the Scenes and Food Crawls events. Looking for members to host future events of this nature.

Beautification Projects

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

STAFF USE ONLY:

Updated: _____ plaque: _____ RC? _____

Category: _____ Website: _____

Business Name _____

Contact Person Name & Title _____

Business Address _____

Mailing address if different than above _____

Phone: _____ FAX: _____

Email: _____

Website: _____

Year started: _____ Current Owner: _____

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

Dues

Based on number of part time and full time employees Jan. 1st through Dec. 31st (prorated 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

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: 24 Market St. Potsdam NY 13676
Or drop them off at our office at 24 Market St. Potsdam

Gift Certificate Program, my following businesses will participate.

Yes, following businesses will participate in the Senior card program and offer seniors age _____ and over the following:

