

News & Views

Volume 12, Edition 1

5-Star Accredited Chamber of Commerce

January, 2012



Happy New Year!



Its a NEW Year, a time for making resolutions. Instead of losing weight, quitting those bad habits, how about making a few business resolutions instead... SEE PAGE 8 for details

SAVE THE DATE
for the

60th Annual
Israel A. Shapiro
Dinner & Award Presentation

Thursday, February 2, 2012
Ramada Inn, Watertown

Cocktails at 6, Dinner & Program at 7

Meal Choices: Slow Roasted Prime Rib,
Baked Stuffed Boneless
Breast of Chicken with Supreme Sauce,
Seafood Wellington, & Broccoli Pasta Alfredo

\$45.00 per person
RSVP by Wednesday, January 23, 2012.
Space limited, tickets must be paid for in advance.

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CHEMICAL COMPANY, INC.
Since 1944

The Greater Watertown-North Country
Chamber of Commerce Presents

Economic Forecast
2012
SPEAKER SERIES

Tuesday, January 24, 8:00am,
Savory Downtown, Watertown

\$10 members, \$15 non-members RSVP by Tuesday January 17

Featuring

Robert Simpson,

President & CEO CenterState Corporation for Economic Opportunity

Greg Gardner, PhD.,

Associate Professor of Business at SUNY Potsdam

Jay Matteson,

Coordinator of Jefferson County Agricultural Development Corporation

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North Country Capital, LLC



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NNY Business
www.nnybizmag.com

Watertown Daily Times

Register Here for Event

Click Here To
REGISTER

Please Welcome the NEW Chair of the GWNC Board!



The Chairperson's Corner

I would like to take this opportunity to express my sincere appreciation and that of the entire Board of Directors to our past Chairman of the Board of Directors, Dave

Malone. Dave provided critical leadership during the entire 2011 year. Dave was a key leader in the search for our new CEO, Lynn Pietroski. I personally am thankful for Dave's leadership and role in securing our new leader for 2012!

As Chairman of the Board of Directors I look forward to working with Lynn and her

team of staff at the Chamber, our Board members, and our membership. Receiving the Five Star Accreditation was quite an accomplishment and I recognize that as a team we were able to secure that very prestigious recognition.

Our community is growing and ever changing and with that brings opportunities for all of our members of the

Chamber! I look forward to working with you and please feel free to contact me personally, or any member of the Chamber staff or Board.

Lynne Ferris

Firm Administrator
Conboy, McKay,
Bachman & Kendall, LLP

The Greater Watertown-North Country Chamber of Commerce Presents

"Resources & Tax Incentives for Small Businesses"

CHAMBER SPEAKER SERIES

Presented by **Steve Ingraham**,
*Sr. Liaison Stakeholder for the Internal Revenue Service
and NYS Department of Taxation & Finance*

**Thursday, February 23, 2012, 8:30am;
Savory Downtown**

Don't miss this Chamber Speaker Series event on how to utilize their free resources & know what tax incentives or credits are available to businesses.

Sponsored by



H&R BLOCK®



Watertown Daily Times

BNNY Business
www.mylb20mg.com

Register Here for Event

Save the Date!



Business of the Year Luncheon

Thursday, March 15, 2012,
Black River Valley Club,
\$18 members, \$23 non-members,
nomination forms to follow later this month

Register Here for Event

The Greater Watertown-North Country Chamber of Commerce Presents

Grand Prize: Men's Bulova Watch from Waterbury Fine Jewelers

Complimentary
Beverages Soda,
Wine, and Beer
Provided Eagle
Beverage

Catering Provided
by Black River
Valley Club

Entertainment
Sponsored by
Stephen C. Foy,
Inc featuring
"Oceans Below"

Come to the CABARET!

Business After Hours

Networking at the Historic Black River Valley Club
Where Business Professionals
Have Met For Over 100 Years

Wednesday, January 18,
5:00pm-7:00pm
Black River Valley Club,
131 Washington St., Watertown

- Installation of Home Monitoring System from S.T.A.T Communications Inc.
- Complete Car Detailing from Rent-a-Wreck
- 6 Month Subscription to Watertown Daily Times, 12 Month Subscription to NNY Business & NNY Life Magazines

- Business Dinner For 10 At The Black River Valley Club
- 2 Packages at the Watertown Golf Club (18 Rounds of Golf with Cart & Meal by BRVC-Must Call For Tee Time)
- 2 Lenox Pinot Noir Wine Goblets

Sponsored by

**Black River
Valley Club**

CoSponsored by



TO REGISTER, FAX TO 315.788.3369 OR CALL 315.788.4400

Registration Deadline: Tuesday, January, Noon

\$8 Registered Members, \$10 Non-registered Members, \$12 Non-Members, MUST be 21 to Attend

CLICK HERE TO REGISTER ONLINE



The President's Perspective

With a new year upon us, it is time for change! I have always been known to jump into a new year with two feet and with little to no procrastination. As we enter 2012, along with myself, the Chamber staff are excited for a year full of excitement and change. Change is not always easy but with change there is opportunity and we are looking to make the best of all our opportunities. I have spent the past several months researching, gather-

ing ideas, and familiarizing myself with the daily operations of the Greater Watertown North Country Chamber of Commerce. It is safe to say my honeymoon period here at the Chamber is over and it is now time for action!

GWNC will be working with our members to ensure they are getting the benefits they deserve and find worthy. The Membership Development Directors have been reaching out to our current members and prospective members and gathering information that these businesses see valuable benefits!

We will be continuing our partnership with Energy AllianceSM in 2012 and we are happy to share their 2012 initiative. The reward is

available to all new Energy AllianceSM participants who lock in electricity pricing at a fixed price for 12 months or more. Fixed prices have been at their lowest level in more than 10 years, so this is something you should do anyway. Be watching for this incentive in February and the offer will run through April 2012!

The Chamber team is welcoming any ideas or suggestions that could enhance member benefits! If you have any input, suggestions, questions, or comments—let us know and we will do some research and get back to you. Companies get scared by the idea of hearing what their customers don't like, when really that is a golden opportunity for you to shine. It is our belief that

if you are willing to listen, you have the chance to take the negative feedback and turn it into a positive. If you make changes and talk to consumers honestly than they will see what type of business you are and you have the chance to earn yourself a loyal customer.

On behalf of the Greater Watertown North Country Chamber of Commerce Team—We hope that 2012 brings exciting times and a prosperous New Year.

Lynn M. Pietroski
President & CEO

Save the Date!!

2012 JOB & CAREER EXPO

AT A NEW TIME AND LOCATION!!!
Thursday, April 5, 2012, at the Fairgrounds Arena



Visitor Guide Advertising

- Full Color Ad
- 3-4,000 Distributed
- Location marked on map
- Most requested brochure at chamber
- Space is Limited!

ONLY
\$215

[CLICK HERE TO RESERVE YOUR SPACE](#)

New Member Profiles

Fairfield Inn & Suites Watertown/1000 Islands

Christy Zawatski
250 Commerce Park Drive
Watertown, NY 13601
Website: www.marriott.com
Email: czawatski@matamgmt.com
Phone: 315-788-2800
Fax: 315-788-2801

New hotel opening Spring 2012 featuring spacious and modern guest rooms and suites, free hot breakfast with healthy options, free internet, 24/7 Market, Business Center, Indoor Pool and more! Others are depending on you. So depend on Fairfield Inn & Suites to provide you with what you need: real workspaces with ergonomic desk & chair, business center with printing capabilities, each guest room has comfy mattress, fluffy pillows, downy blanket and crisp, clean linens. Other amenities include: in-room iron & ironing board, complimentary newspaper, mini-refrigerator & microwave (suites only)

FEHER Rubbish Removal

Mike Delperuto
Route 342
Watertown, NY 13601
Phone: 315-782-3717
Website: <http://www.feherrubbish.com>
Email: feherrr1@aol.com

Feher Rubbish Removal, Inc. is a local family owned and operated business that places our customers first. They have been in business for over Fifty (50) Years; and plan on continuing our services for many years to come. Their reputation for service and dependability are recognized throughout the region.

Corporate offices are located in Syracuse, NY with branch offices in Geneva, Rochester, Watertown, and Utica. This makes it possible for us to

provide prompt service all over Upstate New York.

Feher Rubbish Removal, Inc. can provide you with a full line of containers and services. They offer service for the following areas: Commercial, Residential, Industrial, Recycling.

Land Pro Inc.

John Moody
27017 NYS Rt 37
Watertown, NY 13601
Phone: 315-629-9200
Website: <http://www.landpro.biz>
Email: johnlandpro@nynmail.com

Established in 2003 we provide the following: Landscaping- Commercial and Residential, Hydro seeding, Retaining Walls, Pavers, Patios and Erosion Control.

Land Pro Inc provides high quality landscape services incorporating the most innovative technologies and techniques. They assist clients by providing landscape design and installation. They also provide commercial installation of retaining walls interlocking pavers. Hydro seeding and erosion control. They are located in Watertown NY right next to Fort Drum and easy access to the St. Lawrence River.

North Country Hearth and Home

George Dudo
26007 NYS Rte 3
7Watertown, NY 1361
Phone: 315-779-1666
Website: <http://www.nchearthandhome.com>
Email: nchearthandhome@hotmail.com

Welcome to North Country Hearth and Home where Pellet Stoves, Gas, Wood and Electric Fireplaces and stoves are

their business. Whatever your materials, taste, interests, style and Ideas, we have the products you have come to need and expect. They're committed to giving you exactly what you are looking for in Hearth and Pool Products for your home today and years to come. Explore all the options that can transform any room and any home into a showpiece

They've perfected the art of making gas fire look as much like real wood fire as possible. From the performance and color of the flames to the logs hand carved with intricate detail, you'll be amazed at the beauty and realism of a gas fireplace from Hearth & Home

Eppley's Automotive Repair

Dwayne Eppley
13059 State Route 3
Sackets Harbor, NY 13685
Phone: 315-646-2394
Email: dwayneppleyauto@hotmail.com

Are you looking for an honest mechanic? Do you need quality auto repairs done quickly? Welcome to Eppley's. They are a full-service automotive repair shop serving the needs of those in and around the North Country. This is an owner operated business that repairs or perform upgrades and modifications to vehicles. Whether you're looking for a simple upgrade or a more complex solution, they are fully equipped to manage your routine and urgent needs.

Spicer Marine Basin

Dan Frank
40616 Marina Road
Clayton, NY 13624
Phone: (315) 686-3141
Website: <http://www.spicermarinebasin.com>
Email: info@spicermarinebasin.com

Spicer Marine Basin is a full service marina located in Clayton, NY in the heart of New York's Thousand Islands region. Spicer Marine Basin has 125 slips including 19 covered slips accommodating boats up to 35 feet. They offer complete marine services, a fuel dock, ship's store, transient dockage, summer and winter storage, and repairs. New for the fall of 2011 we will be offering indoor storage in our new 7,200 square foot maintenance and storage facility. Stop by, call, or email and they'll be happy to assist you.

Northern Federal Credit Union

Alexa Bennett
88 Bridge Street
West Carthage, NY 13619
Phone: 315-782-0155
Website: <http://www.northernfcu.com>
Email: abennett@northernfcu.com

Northern Federal Credit Union was founded in 1955 by a group of New York Air Brake employees interested in creating a place where they and fellow employees could save and borrow money safely, confidentially, and at fair rates of interest. Today there are six full service locations with several other convenient ATM locations.

Northern Federal Credit Union's newest location is now located in West Carthage. They currently are serving Jeffer-

CALLING ALL CHIEFS!

13th Annual **North Country Chili Cook-Off**

February 4, 2012
11am-3pm ~ State Office Building

*Military &
Families
Welcome*



A Yellow
Ribbon Event

Think Your Chili Can Win Awards?
Form A Team And Enter The
13th Annual Chili Cook-Off!
Only \$50 Per Team

Prizes Include: People's Choice, Best Decorated Booth, etc.

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New Member Profiles

son, Lewis, and Southern St. Lawrence County. They are offering Home Loans with the lowest rates in years. Direct Deposit accounts and you don't even have to visit a branch. Auto Loans rates starting as low as 3.75%APY. Whether you needs are checking, savings, loans, convenience services, business services Northern Federal Credit Union will accommodate you.

Riccardo's Market

Paula Feisthamel
Mike Pierce
710 Holcomb Street
Watertown, NY 13601
Phone: (315) 782-7810
Email: mie@riccardosmkt.com

Italian Specialties ready to heat and eat meals. All of our meals are homemade and covered with our delicious spaghetti sauce, fully cooked and ready to heat and eat. The "Riccardo Special" One quart of spaghetti sauce, 1 lb macaroni, 5 meat balls and 5 links of sausage, loaf of Italian bread and 1/4 lb. grated Romano cheese. Stop in and see our full line of imported. Italian specialties imported olives, cheeses, deli meats and the best pepperoni in town. Monday and Thursday Pasta night specials and lunch specials. NOW DELIVERING.

Court Street Antiques

Raymond Luttmann
168 Court Street
Watertown, NY 13601
Phone: (315) 804-0500
Website: <http://courtstreetantiquesnny.com>
Email: courtstreetantiques@gmail.com

Court Street Antiques of Watertown, NY is your one-stop antique shop. They have a huge collection of antique items from various eras and from multiple collectors. Vendor booths are also available. Their store is artfully filled with : Old Toys, Old Tins, Advertising, Signs, antique furniture, decor, works of art, China, glassware, primitive items, pottery, shabby chic, paintings, and memorabilia and Unique Collectibles of all kinds. They are constantly buying and selling.

Ray's Service Center

Paul Luttmann
741 Leray Street
Watertown, NY 13601
Phone: (315) 788-2870
Fax: (315) 788-1406
Email: rluttmann@twcny.rr.com

They are a full service automotive repair center. Whether you need a simple tire repair, quick oil change, a major tune-up, or extensive computer diagnostic, their highly trained team is ready to serve you. They have developed a reputation for professional auto repair through years of honest service, quality

work and excellent price. They are easy to work with and provide timely service.

Griffith Energy

Roxanne Mustizer
21822 Gillette Road
Watertown, NY 1361
Phone: 315-788-3280
Website: www.griffithenergy.com
Email: rmustizer@griffithenergy.com

Join the growing family of homeowners, farmers and businesses who rely on Griffith Energy to provide the energy you need for heating, cooling, fueling, and managing your life. They're a full-service energy company providing quality heating oils, diesel fuels, propane, gasolines and natural gas with friendly service and expert advice.

Since 1922, their energy business has grown steadily serving customers through 22 offices located across upstate New York. We offer worry-free service and budget payment plans, technical support, and friendly customer service.

As always, they're still a company you can count on to be here in your hometown, your community, and your neighborhood - whenever you need them - because at Griffith Energy, their hometown spirit shows.

Griffith complements its petroleum distribution by also providing motor oil and lubricants, as well as home and business comfort and troubleshooting services to its customer base.

Infinite Lives

Mitchell LaBarge
1305 State Street
Watertown, NY 13601
Phone: (315) 782-7529
Email: infinitelives@verizon.net
Website: www.infinitelivesonline.com

Infinite Lives is Watertown's only independent video game store, specializing in new and used videogame service and sales including repairs and enhancement to all current and previous consoles.

Infinite Lives stocks games for new systems like Xbox 360, Playstation 3, Wii, PSP and Nintendo DS and also carries vintage and classic consoles and games like Nintendo, Atari 2600, Nintendo 64, Gamecube, and Sega Genesis. Stop in for all your gaming needs!

CONTINUED ON PAGE 13

The 2012 Membership Directories
will be Out SOON! February 2012

New Year's Resolutions for the Small Business Owner

By Lianer Kuang

The New Year can be a time for reflection and positive, forward-thinking. Take the opportunity to reflect back on the previous year - what accomplishments best impacted your business? How can you keep that forward momentum in the New Year?

As small business owners, we are often so laden with the intricacies of our businesses that it can be hard to find time to step back, look at the bigger picture and identify ways to help our business grow. However, Comp & Save has compiled some useful New Year's Resolutions for small business owners to help spark some new ideas and get the ball rolling for 2011!

Keep Learning & Growing

As a business owner, the most important thing you can do is continue to learn about your business and the industry. This will help you keep abreast of new changes and updates and ensure that you are at the cutting edge of new business models and opportunities.

Take time to attend a conference or other industry event, read books about your industry and the economy, and take a business class. Encour-

age your employees to do the same - motivating employees to learn and grow will help morale and motivation and may spark some great ideas for improving your business! Investing in your people is a way to fuel profit (and to keep employees around for years to come!).

Save Money Where You Can

The New Year is a great time to look at last year's expense reports and statements and see where you can cut back. Spent too much on printer ink cartridges? Consider purchasing them in bulk. Too much spent on paper?

Encourage employees to only print if absolutely necessary - set up shared networks so employees can access documents without needing hard copies. Consider changing your business model to allow some employees (part-time, contract, etc) to work from home - this will cut down on energy bill, space to rent and more.

There are always small ways to cut back, spend less and save more. Explore new ways in which your company can save money in the new year and recycle that money into new ventures!

Clean House

With spring just around the corner, it's time to clean house. Take time to organize and clear out your email inbox in preparation for new communiqués. Since messiness leads to a lack of productivity, go through your desk, drawers and file cabinets to make sure that no unnecessary clutter is taking up space and making things feel chaotic. Cleaning house can also involve new ways to structure your time more effectively!

Make sure your employees do the same. Taking time to organize, clear out old memos and documents, and restructure your workspace can leave you, your employees and your workspace feeling rejuvenated and ready to tackle the New Year.

Be Realistic

Understand that improvements and new initiatives do not happen overnight. Setting monthly or quarterly goals can help keep improvements coming along at a steady and regular pace while giving your company time to develop new ideas fully before implementing them. Rushing things down the pipeline may backfire so be realistic about what goals you can accomplish

in the New Year and the time needed for each one to be fully developed and implemented. Be sure to prioritize goals so your most important tasks get accomplished in 2012!

Embrace New Media

Social media can be quite a life-sustaining force for some small businesses, yet many small business owners are hesitant to jump into the new media mix. If new technologies are overwhelming and you are unfamiliar, hire a social media expert to manage your accounts and develop the brand in this new sphere. Embrace change and new technologies, including social sites. Choose what works best for reaching your target market, and run with it. Many smaller companies have seen huge successes when they jumped into the social media game - maybe this year it could be your company!

Where is Your Marketing Campaign Headed in 2012?

By Dave Thomas

As 2011 comes to its close, what can marketers expect over the next 12 months, especially when it comes to bettering their company's return on investment (ROI)?

We all know the economy is still far from stellar, but that doesn't mean your company's marketing budget needs to be ripped apart in the coming year. With properly designed marketing campaigns, businesses small and large can meet or even exceed their goals.

According to a Strong-Mail survey of close to 1,000 business leaders conducted by Zoomerang, 51 percent of businesses plan to increase their marketing efforts in 2012, with 41 percent keeping things at their present levels. Marking the third straight year, e-mail marketing and social media marketing remain the prime targets where marketers plan to increase their spending. In looking at a number of opinions in recent months on the web, here are some of the trends that are expected to impact the marketing arena in 2012:

- **Merging of online and offline marketing** – Companies such as social media king Facebook have already been merging online and offline

marketing, but look for more to go that route over the next 12 months. Facebook and its Radio-frequency identification (RFID) technology have drawn both praise and criticism. Proponents argue it helps to bring the online and offline worlds together, while critics argue it is a little too intrusive. The bottom line is it will take some businesses more time to understand and use to their advantage the merging of online and offline marketing, while others have already thrown their hat in the ring. The bottom line is businesses that currently do not have a high or engaging online presence will need to change their ways over the next year or find themselves falling further behind competitors who do;

- **Mobile to the max** – Although some businesses may have been reluctant over the last year to do it, having a mobile format to cater to customers in 2012 is important. Given that consumers use their iphones for a variety of tasks as it is, providing them with information, deals, coupons etc. through their mobile phones will increase the opportunities to market one's products and services;

- **Cross-channeling strategy** – Marketers will look to do more with a fully integrated, cross-channel strategy. In doing so, they will team that with mobile payment and social media engagement, bringing a better shopping and purchasing experience to the customer;

- **Becoming even more social** – While there are still hold out companies when it comes to social media, more and more businesses seem to be getting the message that they need to be social and not anti-social in today's business world. Marketers will likely look to do more with social media advertising, allowing them to zero in on a specific demographic with their ads. According to a report from the Content Marketing Institute (CMI), content marketers in 2010 increase their usage of social media on YouTube (47 percent increase), LinkedIn (39 percent increase), Twitter (35 percent increase) and Facebook (30 percent increase).

- **Email marketing adding steam** – When it first began, email marketing may have seemed rather plain and uninviting. Now, however, marketers can be creative with more enticing sign-up forms as they construct a list of

potential clients. While some may believe that email is becoming archaic, the simple facts are it isn't. According to web monitoring service Royal Pingdom, 1.9 billion e-mailers accounted for 107 trillion emails being sent in 2010;

- **Data, data and more data** – Speaking of data, marketers and their companies need to be compiling and analyzing the data that describes the customer shopping experience from start to finish. Understanding the customer service history and their purchasing behavior is important in order to manage those relationships and begin new ones too.

While these are but a few of the expected trends in 2012 for marketers, keep in mind that the overall health of the U.S. economy will go a long way in determining just how successful marketers are in achieving their goals.

Steps to Starting 2012 Right

By Michele O'Donnell

The holiday season seems to always come with a sense of hope as the year is close to ending; one might think of all the possibilities for the New Year. The last few years have been full of anxiety and worry about the state of the world's economy, and while it seems the next year or so may be similar, we all hope that is not the case. The Jobs Report released on November 4, 2011 by the Bureau of Labor Statistics (BLS) indicates that 80,000 jobs were added to the economy and the unemployment rate moved down slightly to 9%. The numbers were mildly disappointing, but it is important to note that the growth in October was higher than in previous months. This movement provides a glimmer of hope that things are at least holding steady and maybe even beginning to move in the right direction. Year end is a crucial time for many employers looking to make changes for the upcoming year; below are some items to consider.

Be aware of any new federal or state regulations taking effect on January 1st that will affect your business.

Review the company handbook and policies & procedure manual(s) and make any necessary revisions, such as to paid time off policies. January is always a good time to roll out and explain policy changes.

1. Ensure that all payroll errors, changes or modifications are handled appropriately as W-2 time is fast approaching and all changes should be made as soon as possible to meet the January 31st deadline

date for distribution.

2. Address budgeting concerns such as the forecast for staffing, funds allocated to training & development, wage consideration such as merit increases or bonuses, and any other budgeting factors the organization may have in the upcoming year.

3. Summarize the company's key accomplishments for 2011 and set goals for 2012 that tie into the organization's business plan. Complete and present any outstanding performance reviews for 2011. If performance reviews are commonly performed on a calendar year basis, begin preparing for that 2012 date.

4. Create company calendars & schedules for items such as; training & development, company events, performance reviews, deadline dates for filing required reports with state & federal agencies, maintenance schedules and contract items such as equipment leases that will need to be reviewed.

5. Recognize each employee and make a commitment to start 2012 with a thankful approach for each employee's contributions.

This list is not meant to be an all-inclusive or exhaustive list of items to consider before the start of 2012, but hopefully it will help you jump start the process or help in creating your own list.



A New Year for New Skills Sets

By: Angela Charles, Employment Readiness Educator

Have you been searching for employment with skills you acquired from grade school, high school or maybe even college? While those skill sets are still valuable, a new set of skills are shaping "hot jobs" for the New Year in 2012. With the occupation outlook ever changing, it is best advised to reshape some of your skill sets to stay competitive for the New Year.

In Jefferson County New York, according to a study conducted by The Center for Community Studies at Jefferson Community College, employers are seeking the following skill sets amongst candidates in the respective fields:

Manufacturing:

- Assembly
- Maintenance and equipment repair
- Inspection and quality control

Construction and Building:

- Electrical, plumbing
- Carpentry and cabinetry
- Masonry and concrete work
- Computer, Electronics, or

Telecommunications:

- Ability to use common software such as Word and Explorer
- Network and LAN administration and maintenance
- Computer software teaching and training

Sales and Media:

- Direct sales
- Customer service

- Public relations or journalism

Health Care Skills:

- Direct patient care (activities that have a direct influence on the care of a specific patient or client)

In the U.S., one million new jobs are projected to be created by 2018. Some of the fastest growing occupations include Accountants, IT professionals, Massage Therapists, Special Education Teachers, Forensic Psychologists, Software Developers, Registered Nurses, Environmental Engineers, Network Administrators, Web Designers, and Criminal Investigators. Among these fast growing occupations are also emerging jobs with little training required like Social Media Strategists and Caregivers for seniors.

Now knowing the skill sets employers are looking for in Jefferson County and the upcoming careers for 2012, it is time to start planning your next career moves for the New Year. If you would like to attend any career development seminars and/or employment workshops to refresh your career outlook, please contact Employment Readiness at Army Community Service on Fort Drum (315) 772-9611. You can also view a live job bank with career tips on Facebook at www.facebook.com/fortdrumemployment.

Internet Business Ideas for 2012

By Lee Favre

With the New Year just around the corner the time is now to start looking at the top internet business ideas for 2012. We are going to focus on simple businesses that you can run from home to make money. Let us also focus on ideas you can act on today. All of these ideas may not be ideal for you. Some will require you to have training beyond your current skill set. Some are easy enough to start up today. Lets get on with the list!

Professional Blogger:

What exactly is a professional blogger and how can it become your full time profession? That is a good question. In my mind, professional bloggers are people who write articles and columns about a particular topic and publish their posts each and every day multiple times a day. They make money usually from advertisements on their website. Most bloggers do not make enough money to pay for their website hosting. There are literally millions of bloggers out on the internet and to truly make a name for yourself, you need to come up with a grand idea that no one else has thought of or

have the skills to attract readers to keep coming back. Popular blogging software like WordPress has made it easy for people like you and me to go online, write about topics we enjoy or are trying to promote and be bloggers. Is blogging the next great internet business idea for 2012? I doubt it. There are too many voices online to truly stand out amongst the crowd. Your competition is with professional writers as well as other amateur writers like yourself (as you get started).

Website Developer:

Do you know HTML, CSS and JavaScript? Do you love to develop cool websites? If so, then becoming a website developer could be the internet business idea you grab a hold of and run with. There are many people who work full time as website developers. There are no shortage of jobs out there for those who are good at their craft in website development. To get started with your internet business in this area, you will need to develop your skills and know how to be creative to solve major and minor issues in this field. Building up

a client base is fairly difficult as well. You can start by browsing job boards and moonlighting job sites. You will be competing with extremely cheap offshore resources along with major English speaking development houses in the USA. This internet business requires a lot of skills and hard work. Time management is a plus while working as a website developer because most people are looking to get their website up and ready very quickly and on time. Be prepared to work countless hours if your next internet business idea for the new year is becoming a website developer.

Online store owner:

Why not join a program to sell your own products online in 2012? Find yourself a distributor or drop-ship provider and start your own online presence. You can get a marketplace website on Yahoo stores or some other professional site that will allow you to sell anything and everything online. Does this sound like a good internet business idea? Run your own store? If you are like me, this ideas comes with it's good parts and it's bad. For one thing, you

will normally have to keep an inventory of products. Where will you store your products? Do you have a warehouse? Imagine what your taxes will look like in April 2012 and beyond. Becoming an online store owner does not exactly sound like a great internet business idea to me.

What if you could use all of the skills listed above and combine the good parts together to develop a new internet business idea for the new year?

Affiliate Marketing Professional:

If you know how to blog and enjoy creating web content that is interesting, affiliate marketing may be for you. If you know a little bit about website development, and have dabbled in search engine optimization, affiliate marketing may just be for you. Do you want to sell something online, whether it be a product or service but do not want the hassle of running a store front with inventory and overhead costs, then affiliate marketing is definitely the internet business idea for you!

New Member Profiles

The Watertown Wizards

Todd Kirkey, Joe Vaadi, Kristine Czajkowski
Alex T. Duffy Baseball Field
Coffeen Street
Watertown, NY 13601
Email: watertownwizards@hotmail.com
Website: www.watertownwizards.com

The Watertown Wizards are members of the Perfect Game Collegiate Baseball League. In the 10-year history of the franchise, over 50 Wizards have moved on to play professional baseball. The Wizards play their home games at the Alex T. Duffy Fairgrounds located in Watertown, NY.

Off the field, the Watertown Wizards organization supports many community and charity events throughout the city of Watertown. The Wizards along with such organizations as the YMCA, Jefferson County Fair and many of Watertown's other prominent businesses, are also sponsoring other sporting events, camps, as well as other entertainment events throughout the year.

MJD Landscaping

Matthew Delaney
256 Barben Avenue
Watertown, NY 13601
Phone: (315) 767-3369

MJD Landscaping is a locally owned, small business offering residential and commercial landscaping, lawn care, and snow removal services. The professional staff will strive to meet and exceed your landscaping needs.

River Golf Adventures

Jill Bach
40168 NYS Rt. 12
Clayton, NY 13624
Phone: (315) 777-0225

River Golf Adventures is a family entertainment center in Clayton, NY. A place where you can enjoy a round of miniature golf on an 18-hole, River themed course featuring a cascading rock waterfall and a meandering running river.

Each hole is challenging as well as handicap accessible. In the club house, grab a Hoffman hotdog, chips and ice cream while the kids have fun in the Arcade! A covered 300 yard driving range will be coming midsummer 2012.

Using the pavilion, book a birthday party, family event, fundraiser or school outing and come enjoy a day at the River!

AMP Entertainment

Paul Simmons
595 Coffeen Street
Watertown, NY 13601
Phone: (315) 282-0365
Email: abbateslam@hotmail.com
Website: www.ampentertainment.net

AMP Entertainment is Northern New York's premiere live events producer. After almost 10 years, we have proven there is no better, more experienced or exciting promoter in Upstate NY. The goal of AMP Entertainment is to provide top name entertainment from rock concerts to family stage productions at an affordable price.

Martin's Point

Melissa Strader
727 Washington Street
Watertown, NY 13601
Phone: (315)785-5467
Email: melissa.strader@martinspoint.org
Website: www.martinspoint.org

Martin's Point Health Care is a not-for-profit health care organization based in Portland, Maine. The organization's goal is to provide excellent health care and customer service to the communities served and, ultimately, to help the community live healthier lives.

The US Family Health Plan at Martin's Point is a TRICARE Prime plan that serves military beneficiaries through a network of providers in Maine, New Hampshire, Vermont, and northeastern New York.

Scentsy Wickless Candles - Independent Consultant

Joy Horn
24453 Bush Road
Calcium, NY 13616
Phone: (508)250-6792
Email: scentswithjoy@gmail.com
Website: jhorn.scentsy.us

Joy Horn is a Super Star Consultant with Scentsy Wickless Candles. The company offers various types of candle warmers, or wick-less candles. Scentsy markets over 80 of its own brand of scented waxes for use in its warmers. It also markets scented room sprays, "scent circles" for use in passenger vehicles, travel tins, scented hand sanitizers, and a line of stuffed animals called Scentsy Buddies, which can be scented by inserting a "Scent Pak". Scentsy Wickless Candles is a great way to freshen up the home, office or car!

MEMBER MILESTONES

5 YEARS

Thousand Islands

Realty

Drum Self Storage

10 YEARS

Proforma Products

15 YEARS

Guilfoyle Ambulance

Service

45 YEARS

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to our
Chamber
Members!



January: National Cervical Cancer Awareness Month

Cervical cancer is the second most common cancer in women worldwide. Human Papillomavirus (HPV) is found in 99 percent of cervical cancers. Surprisingly, 80 percent of all women will have been infected by some type of HPV by age 50. It is only the High Risk HPV (a small percentage of all the HPV's) that causes cell abnormalities or cancer. Cervical cancer can often be cured when it is found early. Since abnormal cervical cell changes rarely cause symptoms, regular pap testing is the best way to detect the presence of these cells at a very early stage. The virus that causes cervical cancer is spread through sexual contact. Taking appropriate

steps will help to minimize risks. If you are age 26 or younger there are vaccines available to protect you. Talk to your doctor for more information about this preventable cancer.

A new year, a new beginning. I came across this recipe for a wonderful New Year... Take twelve whole months. Wash them thoroughly of all bitterness, hate and envy. Make them just as fresh and clean as possible. Now cut each month into 29 (leap year), 30 or 31 pieces. Don't use up the whole batch at once. Prepare it one day at a time using these ingredients: Into each 24 hour period, mix one part of faith, one part of patience, one part of courage and one part of achievement or action. Add one part of hope, faith, generosity and kindness. Blend with one part prayer,

one part meditation and one good deed. Season the whole with a dash of good spirits, a sprinkle of fun, a pinch of play and toss in plenty of good humor. Pour your concoction into a vessel of love. Simmer over radiant joy, garnish with a smile and serve with quiet, giving cheerfulness throughout the year!

A little nutrition tip...when given the choice, choose full-size carrots over the baby version. While baby carrots are a convenient source of vitamins the bigger ones contain 23 percent more beta-carotene.

With the holidays behind us, now might a good time to review your health insurance situation. Are the premiums becoming overwhelming? Does your current coverage

fit your present needs? Are you confused over "Affordable Health Care", HSA's, Deductibles and Copays? No insurance? Perhaps we can help. Don't hesitate to contact the Chamber for assistance. We would be happy to sit down with you at a time and place that fits in your schedule and review current plan(s) or help you determine what plan(s) will meet your needs; no obligation.

We have plans for any size company; from sole proprietors to large employers. For a confidential review, contact me at your friendly neighborhood Chamber... 315-788-4400 or insurance@watertownny.com.

Dennis Baeslack
VP, Member Benefits
GWNC Insurance Agency

Pleasant Night



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Partnerships are Key in Driving Success



On December 29, 2011, Jefferson Express officially reached the half-way mark to the goal of reaching 1,560 Upstate New York residents with digital literacy and professional development training. Part of the reason for the success of the program thus far is the strong partnerships that have been formed with area businesses and community organizations.

One of the partnerships that Jefferson Express has been successful with is providing workshops to the North Country Arts Council. Workshops have been taking place at the NCAC's headquarters, Arts on the Square, for several months and there a series planned for the winter-spring season. This partnership allows Jefferson Express to reach a unique segment of the community that it does not normally reach and it allows the NCAC to offer classes that their patrons want that they would not otherwise be able to provide.

Jill Pippin, Dean for Continuing Education at Jefferson Community College, states that "this is a great example of a win-win partnership. Jefferson Express is able to provide the NCAC and their constituents with affordable digital literacy workshops such as Photo-shop and Web Design, which allows them to expand their horizons both professionally and personally. In turn, Jef-

erson Express reaches a set of constituents who may not have ordinarily turned to JCC for professional development and training."

According to Kari Robertson, Education Chair for the NCAC, "The computer arts programming fills a niche in community education. It is another tool for artistic expression." Additionally, "For me, as someone working to provide more creative outlets for my community, Jefferson Express has been wonderful. They are great collaborators, and work with us to create the programming that we want, and also bring great ideas to the table."

To date, the partnership has reached 52 people. Robertson is impressed with the quality of service in every way, and looks forward to the upcoming series of workshops.

Upcoming workshops include:

January: Transferring and Uploading Digital Photos

Saturday, January 21st, 9:00 a.m. – 11:00 a.m.

Thursday, January 26th, 6:00 p.m. – 8:00 p.m.

February: Web Design

Saturday, February 11th, 9:00 a.m. – 11:00 a.m.

Thursday, February 23th, 6:00 p.m. – 8:00 p.m.

March: Creating A Logo, Part One

Saturday, March 10th, 9:00 a.m. – 11:00 a.m.

Thursday, March 22nd, 6:00 p.m. – 8:00 p.m.

April: Creating A Logo, Part Two

Thursday, April 19th, 6:00 p.m. – 8:00 p.m.

Saturday, April 21st, 9:00 a.m. – 11:00 a.m.

To register for any of the above workshops, or to learn how Jefferson Express can help you, please contact Whitney Snyder in the Continuing Education Division of Jefferson Community College at 315-786-6591, or wsnyder@sunyjefferson.edu.



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- Fort Drum Mountain Community • The Ledges
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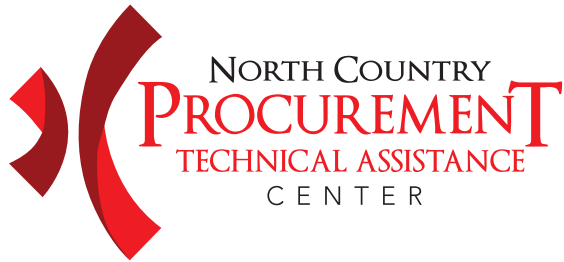
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Interested in Obtaining Government Contracts?

The North Country Procurement Technical Assistance Center (PTAC) provides no-cost assistance to businesses identifying available contracting opportunities within military, federal, state and local government markets and their readiness to pursue those opportunities. The center will guide you through all steps of the contracting process.

The PTAC allows you access to the expertise and experience of counselors, as well as real-time information from government agencies regarding new requirements and initiatives. The PTAC provides a wide range of assistance to businesses through one-on-one counseling sessions, classes, seminars, free electronic bid matching and matchmaking/networking events.

Visit the program's website at www.northcountryptac.com or contact Stephen Barr, Program Manager at ptac@watertownny.com or call 315-788-4400 for more information.

Members in the News

Announcements/ Award

1000 Islands Tourism Council: The 1000 Islands International Tourism Council hopes to get more area businesses to sign up for its online booking system so that visitors can plan an entire trip to the region in front of a computer from anywhere in the world.

Wells Communications: Efforts to improve communication between city and county police and fire services began to come to fruition Monday as the Watertown City Council approved the lowest bid for a new multi-coupler radio receiver system. The multi-coupler receiver from Wells Communications, which will cost the city \$79,566.10, beat out a price quote from a state Office of General Services contract that would provide a Motorola system for \$180,999.

Carthage Area Hospital: Carthage Area Hospital has received \$69,548 from the U.S. Department of Health and Human Services. The grant will be used to improve school-based health centers' effectiveness through the procurement of new laptops, hardware and electronic filing software. These time-saving steps will allow doctors and nurses to spend more time examining individual students in Carthage's school-based clinics.

Carthage Area Hospital recently received the Gold Seal of Approval from the Joint Commission on hospital accreditation.

South Jeff Rescue Squad: South Jefferson Ambulance Squad will provide a medical equipment lending service for ill people who do not have health insurance. Donations are being sought to help get the plan working.

NYS ZOO at Thompson Park: The NYS Zoo has recently announced the arrival of a mountain lion cub. They are also asking the public to aid in naming the newest addition to the zoo, all they ask is a \$1 donation. They have also unveiled the new identity for their soon-to-come website.

SUNY Potsdam: Biology professor William L. Romey has been awarded \$290,000 by the National Science Foundation to further his studies into what bird flocks, fish schools and insect swarms have in common. The three-year study could lend some insight into the crow nuisance in Watertown and help to spare flocks of geese or schools of fish by steering them around wind turbines and water dams.

NNY Business Magazine: NNY Business magazine on Thursday honored 20 young professionals under the age of 40 as emerging leaders in the northern New York business com-

Members in the News

munity during a luncheon at the Black River Valley Club. Members of NNY Business magazine's 2011 class of 20 under 40 are: Reginald J. Schweitzer Jr., co-owner, Maggie's on the River and Chaumont Hardware, and deputy director of Neighbors of Watertown Inc.; M. Andrew Short, chief information officer and vice president of information services at Samaritan Medical Center; Christine M. Cisco, vice president and certified financial planner, RBC Wealth Management; Leann I. West, government relations, Wladis Law Firm; Brian J. Wohnsiedler, executive director, Jefferson County Soil & Water District; Erika F. Flint, executive director, Watertown Urban Mission; **Lynn M. Pietroski, president & CEO, Greater Watertown-North Country Chamber of Commerce**; Daniel J. Dupee II, vice president for administration and finance and treasurer, Jefferson Community College; Taylour L. Scanlin, Fort Drum liaison, Carthage Hospital; Kyle R. Hafemann, owner, Otter Creek Winery; Jennifer Dindl-Neff, owner, Humes Realty and Appraisal Service; Charles M. Capone II, commercial loan officer, Watertown Savings Bank; Jason S. Christman, owner, Christman Fuel Service; Nick O. Williams, president of engineering, Otis Technology; Krystal Rupert, attorney and proprietor, Rupert Law Firm; Joseph

R. Lawrence, field crops resource educator, Cornell Cooperative Extension Lewis County; Dr. Deanna L. Fuller, DVM, Countryside Veterinary Hospital; Brian A. and Jenny D. Walker, owners, 1844 House, Potsdam; Zachary K. Chapman, senior director for physician practices, Massena Memorial Hospital and Angela M. Gray, CPA and partner, Gray & Gray Certified Public Accountants P.C.

Jefferson County Job Development Corporation: Announced the nominees for the recipient of the New Business Venture Award and Business of Excellence Awards by the Jefferson County Job Development Corporation. Among the nominees, the chamber members nominated are:

- Fourth Coast Inc., Clayton, run by Augusta L. Withington.
- LLREEDWELL, Adams, which operates Cafe Mira, owned by Lisa A. Reed and Lori A. Wells.
- Aubertine and Currier Architects, Engineers & Land Surveyors PLLC, Watertown, whose partners are Michael L. Aubertine, Patrick J. Currier, Brian A. Jones, Matthew R. Morgia and Jayson J. Jones.
- Lake Ontario Realty, Chaumont, owned by Amanda J. Miller.
- Transitional Living Services, Watertown, led by Executive Director Stevie Smith.

FDRFLO: The Fort Drum Regional Health Planning Organization has joined the effort of seven area hospitals to make healthier communities. The organization will assist in aiding area hospitals in seeking and applying for and federal funds to help prevent hospital re-admissions.

Town of Cape Vincent: Town officials say they are excited to unveil its new website, the product of more than five months of development. The revised site, www.townofcapevincent.org, was designed after complaints from residents that the town's was too difficult to use.

Expansions

Guilfoyle: The North Country Alliance approved a \$200,000 loan to Guilfoyle Ambulance Service. The service plans to spend \$1 million to purchase the former Covi-dien building on Faichney Drive for its new home and spend about another \$950,000 on renovations and new equipment.

New Employment

Carthage Area Hospital: James W. Redmore has been named administrator of support services at Carthage Area Hospital.

Children's Home of Jefferson County: Jennifer L. Earl, MA, LMHC has recently been named the new Director of the Community Clinic of Jefferson County, an affiliate of the Children's Home of Jefferson County.

Workforce Investment Board: The Jefferson County Board of Legislators appointed three people to the Jefferson-Lewis Workforce Investment Board at its meeting Tuesday. **Lynn M. Pietroski, president and CEO of the Greater Watertown-North Country Chamber of Commerce**, and Peter J. Fazio, director of the Office for the Aging, are replacing their predecessors in their professional positions on the board until June 30, 2014. Peter J. Whitmore, former chamber president and CEO and franchisee for multiple Jreck Subs locations in the county, will serve in a business sector position until June 30, 2014.

Watertown Local Development: Jeffrey T. Fallon, vice president and commercial lending officer for Community Bank N.A., was appointed by board member Mark S. Bellinger and chosen by the board's nominating committee to replace Jennifer L. Huttemann-Kall whose term expires Dec. 31.

Check Out the 2012 Upcoming Events Calendar

January

December 1- February 1, Model Train Display, Jefferson County Historical Society, 228 Washington Street Watertown, 782-3491

January 6: 1000 Islands Privateers VS Brooklyn Aviators @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 7: 1000 Islands Privateers VS Brooklyn Aviators @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 12: 1000 Islands Privateers VS Danville Dashers @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 16: 1000 Islands Privateers VS Cape Cod Bluefins @ Bonnie Castle Recreation Center. Game Starts at 6:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 19: 1000 Islands Privateers VS Danville Dashers @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 Children

January 20, Ballroom Dance Party Fridays With Doug & Bonnie, Clayton Opera House, Clayton, 405 Riverside Dr. Cha-Cha & West Coast Swing \$10 at the door. 7 - 10 pm, featuring 1 hour of instruction and 2 hours of open dance. (315) 686-2200

January 20: 1000 Islands Privateers VS Green Mountain @ Bonnie Castle Recreation Center. Game Starts

at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 21: 1000 Islands Privateers VS Danville Dashers @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 27: 1000 Islands Privateers VS New Jersey Outlaws @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

January 28, 7:00 PM - 11:00 PM Family Counseling Service of NNY presents a casino/70's theme party. Tickets can be purchased at Family Counseling Service or the Watertown City Kinney's. The cost is \$30 for individual advance tickets, \$35 at the door or \$50 a couple. There will be food, prizes, a silent auction and cash bar. 70's attire is strongly encouraged!

February

February 2, 7:30 PM - 10:00 PM Community Performance Series presents postclassical string quartet ETHEL, SUNY Potsdam

February 4-5, Clayton Fire Department Fishing Derby Clayton Fire Department, Graves Street, Clayton, NY 315/686-3771 - CHAMBER OF COMMERCE

February 4: 1000 Islands Privateers VS Akwesasne Warriors @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

February 8-9, Lyme Ice Fishing Derby, Three Mile Bay

February 8-9, Lyme Lions Club - Annual Pancake Breakfast - Three Mile Bay Fire Hall

February 10-12, LABATT'S 1000 ISLANDS POND HOCKEY TOURNAMENT, Alexandria Bay, NY - Upper James Street Dock, This is a brand new event and teams are encouraged to sign up. Several games will be played simultaneously so there will be lots of action on the ice. A great weekend for both players and spectators. Lots of food, entertainment and excitement...a great combination for a winter weekend in The Bay, 315/482-9531 - CHAMBER OF COMMERCE

February 11, 5:30pm - 8:30pm Valentine's Day Food & Wine Pairing Thousand Islands Winery, 43298 Seaway Ave, Suite #1, Alexandria Bay, NY

February 11, 18th Annual "Bark and Wine" Auction, 6:00 PM - 10:00 PM, Tickets: \$25.00 per person or \$40.00 per couple, Appetizers and Desserts, Bar Provided by the Paddock Club. Call 782-3260 for tickets or further information

February 15, 6:00 PM - 8:00 PM Foster Parent Information Night, The House of the Good Shepherd is welcoming those who are interested in becoming Foster Parents to our information night on February 15, 2012 at 6:00 PM.

February 19, Community Kids Night, United Church Memorial Hall, Broadway St. Cape Vincent

February 24: 1000 Islands Privateers VS Green Mountain @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

February 25, Family Skating Party, CV Lion's Club, Recreation Park Ice Rink, Cape Vincent

February 25: 1000 Islands Privateers VS Green Mountain @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children

February 26, Winter Green Volley Ball Tournament, CV Chamber of Commerce, Village Green, Broadway St., Cape Vincent

March

March 1: 1000 Islands Privateers VS Danville Dashers @ Bonnie Castle Recreation Center. Game Starts at 7:05pm. \$10 adults; \$9 Military w/ID; \$7 Seniors/Students & \$5 children.

March 16, NORTH COUNTRY GOES GREEN IRISH FESTIVAL, Dulles State Office Building, 317 Washington St. Celebrate everything Irish at the 2012 Irish Festival. Admission Charged. ID required to acquire a wristband in order to be served adult beverages. 2012 will be one of the best festivals to date. We are busy fine-tuning the final schedule so check back for updates! ncgg@ncirishfest.com MORE INFORMATION

March 17, GREAT LAKES SEAWAY TRAIL WAR OF 1812 QUILT SHOW & BICENTENNIAL EVENT, Sackets Harbor, NY - Great Lakes Seaway Trail Discovery Center, 401 West Main Street, and other village venues, War of 1812 Bicentennial Event will showcase 30-inch x 70-inch "cot to coffin" size entries made in authentic period colors and patterns for quilt challenge designed to honor the War of 1812 history of the Great Lakes Seaway Trail shoreline byway region. info@seawaytrail.com, Phone: 315-646-1000x202 - TERESA