

## **Business briefs: Dec. 13, 2009**

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### Technology forum

PLATTSBURGH — Representatives of SolarNovar of Plattsburgh recently attended a technology showcase as an exhibitor.

The event was organized by TechNet, a bipartisan network of CEOs and senior executives with members who represent more than one million employees in the fields of information technology, clean technology, biotechnology, e-commerce and finance.

Hosted by Sen. Kirstin Gillibrand (D-N.Y.) in Washington, D.C., in the Russell Kennedy Caucus Room at the U.S. Capitol, it was attended by SolarNovar President Greg Brienza and Marketing Director Mary Ann Castine Sorrell.

The showcase highlighted the ways in which American high-tech companies and research institutions are driving economic growth and advancing technologies to address some of the most important national issues such as health care, energy and education. The audience included Capitol Hill staff, members and staff from the administration, other policymakers and interested parties from New York and across the country.

Gillibrand opened the showcase, and speakers included Hector Ruiz, executive chairman of the Board for Global Foundries; Dr. Yacov Shamash, vice president for economic development and dean of the College of Engineering and Applied Sciences at Stony Brook University; and Sean Maloney, executive vice president and co-general manager of Intel Architecture Group, Intel Corp.

### WPTZ fundraiser

PLATTSBURGH — NewsChannel 5 has partnered once again with the Marine Corps League and the Salvation Army for its tenth annual Toys for Kids campaign. This year's campaign is sponsored by Citizen's Bank and Della Auto Group.

Now through Christmas Eve, viewers are invited to drop off a new, unwrapped toy at the station's locations in Colchester, Vt., and Plattsburgh between 8:30 a.m. and 5 p.m. Monday through Friday.

Alternatively, toys may be placed in one of the many red toy-collection barrels located at businesses and organizations all across the region.

NewsChannel 5 Chief Meteorologist Tom Messner is again spokesperson for the campaign.

"This has been a really tough year for a lot of our friends and neighbors, and we're asking people to give extra generously to make sure every child has something to smile about on Christmas morning," Messner said. "It means so much to the kids and their parents."

A list of barrel locations for those who would like to donate toys can be found on the station's Web site, wptz.com. Application information for people who need toy or gift assistance is also available on the site.

#### Chamber mixer

PLATTSBURGH — The Plattsburgh-North Country Chamber of Commerce invites area business people to a special Holiday Business After Hours on Thursday. The event will be held from 5:30 to 7 p.m. at Geoffrey's Pub, which is the co-host along with Hall Communications.

Enjoy food and a cash bar while making new business contacts. Guests may win one of the door prizes provided by Geoffrey's Pub, WOKO, WKOL, WIZN, WBTZ and WJOY.

Business After Hours is open to all Chamber members and their employees. Not-yet-members are encouraged to contact the Chamber for a special-guest pass.

Admission is \$3 with a reservation and \$4 without. For more information, or to make reservations, call the Chamber at 563-1000.

#### Holiday match

PLATTSBURGH — Through the first 14 days of the annual Holiday Match, Stewart's Shops customers have been averaging more than \$20,000 a day in donations.

"We appreciate our customers' generosity in what for many people is a difficult time," said Stewart's Foundation President Susan Law Dake. "At the same time we are accepting donations, the applications for the Holiday Match money are also flowing in. We are expecting over 1,000 applications for grants this season."

In 2008, the Holiday Match total was \$1.1 million. Since 1986, Stewart's customers, along with matching contributions from Stewart's, have raised \$12 million benefiting thousands of local children's organizations. All individual donations gathered between Thanksgiving and Christmas Day, in the 327 Stewart's Shops, will be matched by Stewart's and given to local children's charities. There are no administrative costs deducted.

Local organizations benefiting children can pick up an application throughout the holidays at any Stewart's Shop. The deadline for submission is Jan. 31, 2010. All groups applying must be locally based, benefit children under 18, and be a qualified, charitable 501c3 organization.

The purpose of Holiday Match is to encourage individual giving and broaden the base of support for local charities. All donations are tax-deductible. Stewart's gladly accepts funds from groups or businesses, but only matches individual donations.

#### Show attended

MOOERS — Stylist and owner Brooke and Lisa Surprenant of Hair Creations, located on Route 11 in Mooers, recently attended the Texas Beauty Show in Dallas, Texas.

The classes they took were Hair, Nails, Meltology and Detox Therapy.

Brooke is offering a special on her new-to-New-York No Odor Signature Nail System from now until Christmas. They are also adding a Detox for Life therapy treatment to remove the toxins in your body.

For more information, call Hair Creations at 236-5715.

#### IP donation

TUPPER LAKE — The International Paper Foundation has contributed \$2,000 to help support The Wild Center's Family Art In Nature Program, which offers family-friendly, nature-themed art projects every Sunday during the winter months. International Paper Foundation strongly supports quality educational and community-focused programs that are offered to North Country residents. The Wild Center is well known for this kind of programming.

Families and children participating in The Wild Center's Family Art in Nature Program can expect to create, and take home, memorable arts and crafts featuring Adirondack wildlife, plants and seasonal themes. Projects range from earth-friendly decorated shopping bags, real-life snowflakes, to bird feeders and even the edible-creature extravaganza.

Family Art in Nature is offered during Winter Wilddays at the museum every Sunday from 1 to 3 p.m. The Wild Center is open 10 a.m. to 5 p.m. Friday, Saturday and Sunday from Nov. 1 through March 31 with special holiday hours from Dec. 26 through Dec. 31.

The Wild Center is warm inside all winter long, with free snowshoeing, café and Wild Supply Co. featuring locally produced foods and items. For more information about the Family Art in Nature Program or The Wild Center, call 359-7800 or visit [www.wildcenter.org](http://www.wildcenter.org). The Family Art in Nature Program is free for members or with paid admission.

#### Mover honored

PLATTSBURGH — Carpenter Bros. Moving & Storage has been named Arpin Van lines, East Coast, Military Agent of the Year.

Arpin Van Lines is a world-wide van lines with 137 domestic agents. John H. Carpenter received the award at Arpin's annual convention in Scottsdale, Ariz., in October. Carpenter Bros. also received the Gold Quality Agent Award for the second year in a row.

This award goes to the top 12 agencies in the country for outstanding scores relating customer satisfaction, low claims and outstanding service to fellow agents and drivers. Carpenter Bros. Moving & Storage has been in business since 1967 and has offices in Plattsburgh and Watertown.

#### Horse fundraiser

LAKE PLACID — Ausable Equine Center and Whiteface Club and Resort in Lake Placid wish to give children a magical Christmas and help make the holidays special for a horse in need by offering a sleigh ride with Santa Claus.

The Christmas Sleigh Ride will be provided at a special local rate on Dec. 23 and 24, more than 35 percent to 48 percent off the regular rate, for North Country residents. Proof of residency required.

Proceeds from the rides will benefit the Adirondack Horse Rescue and its efforts to raise money for hay, medicine and care of its rescued horses. For further information and reservations, call the Ausable Equine Center at 834-9933 or the Whiteface Club and Resort at 523-2551. Also, for more information, visit [www.adirondackhorse.com](http://www.adirondackhorse.com), [www.adirondackhorserescue.org](http://www.adirondackhorserescue.org) or [www.whitefaceclubresort.com](http://www.whitefaceclubresort.com).

Local rates are \$25, ages 13 years and up, more than 35 percent off the regular rate; \$10, ages 6-12, more

than 48 percent off the regular rate and must be accompanied by an adult; free, ages 5 and under with an adult.

Reservations are highly recommended to guarantee availability. Hours are Wednesday, Dec. 23, 10 a.m. to 4:30 p.m., and 4:30 to 9 p.m.; and Thursday, Dec. 24, 10 a.m. to 4:30 p.m.

Resident areas include Lake Placid, Saranac Lake, Tupper Lake, Malone, Champlain, Plattsburgh, Peru, Westport and Ticonderoga. In the event of limited snow, rides will be conducted on wheels over the Golf Course Road. Whiteface Club and Resort is located at 373 Whiteface Inn Lane.

#### Chamber meeting

SCHROON LAKE — The Schroon Lake Chamber of Commerce meeting will be held on Tuesday at 6:30 p.m. at the Schroon Lake Town Hall.

The meeting is open to the public.

A presentation from Sara Mannix of Mannix Marketing will be featured. She is the Web master for the chamber and was at the November meeting discussing more options. She might be interested in putting on workshops if there is enough interest.

She will have some proposals to update the chamber Web site.

#### Elected to board

HOGANSBURG — Jim Brann, general manager of the Comfort Inn & Suites adjacent to the Akwesasne Mohawk Casino, Hogsburg, was recently elected to the New York State Hospitality and Tourism Association's Board of Directors effective Jan. 1, 2010.

The board is a not-for-profit trade organization representing more than 1,400 member businesses and individuals in the lodging and attractions industry. Its mission is to provide a strong voice for the New York state hospitality and tourism industry and to protect and enhance the financial welfare of the industry.

"I am honored to have been selected to serve on their Board of Directors," Brann said. "I have been impressed with the organization's staff and membership efforts to always forge ahead on behalf of the industry despite any challenges we have faced. I look forward to bringing a voice from the northern frontier of the state and helping shape the future of our organization and industry."

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