

1985 Also A Year Of Transition

# Newton Falls Paper Mill Has Growth Year

The Year of 1985 will be recorded as a year of growth and transition at Newton Falls Paper Mill, Inc., according to president Henry W. Parnass. A number of very positive steps were taken to change the marketing direction of the company.

Initially, the number 4 paper machine was upgraded with the addition of a new Dandy Roll, a smoothing press and a bilblade coater. These changes made possible the introduction of "Stora Matte." This new paper is a free sheet, highly opaque, low luster

coated paper that takes ink well and is ideally suited for textbook stock. According to Mr. Parnass, the new paper is being well received by customers and is being sold throughout the United States. During the summer of 1985 the 60 year old Penstock was replaced

with a new wooden one. The penstock is significant to the Newton Falls operation because water from the Penstock is fed to two hydro-electric generating plants which provides approximately 13 percent of the power requirements of the paper mill.

Another major project currently underway at the paper mill is the installation of an accumulator tank. The accumulator tank, some 10 feet in diameter and 50 feet long, is insulated and connected with any machine at the mill that uses steam. It is an energy saver that will store steam and condense until needed and will help stabilize the peak demands on the present boilers.

for the construction of a multi-fueled field erected boiler.

During the transition year, the marketing philosophy and product scope at Newton Falls has seen some changes, according to Mr. Parnass. For years the paper mill has produced coated and uncoated specialty papers that were sold to customers generally within 500 miles of the paper mill. With the introduction of "Stora Matte," it is the strategy of the paper mill to sell coated paper to merchants across the country, who will inventory the paper for regional sales. This effort has been supplemented by a new promotional program that features the company's new grade of paper, concentrating on the theme of the Adirondack mountains and forest preserve.

## Photographer Betty Steele Keeps Step With Changes

Miss Betty Steele, formerly of Heuvelton, is a graduate of Heuvelton High School and of the Ogdensburg Business School, decided to enter the field of Photography.

In order to keep step with the latest trends in photography, Ms. Steele has taken several advanced courses at the Winona International School of Professional Photography Chicago, ILL., and Rochester Institute of Technology, Rochester.

In 1973, Ms. Steele built a residential studio, presently a Portrait/Commercial Studio, located one mile from Ogdensburg, on Black Lake Road.

## Wedding Shop Has Good Year

The Wedding House, owned and operated by Beverly Barr, has enjoyed another good year in 1985. Well into its third year, the bridal shop continues to grow.

"I began with about \$6,000 worth of stock in 1983, and now there must be \$25,000 hanging on the racks and setting on the shelves," states Beverly. "I'm glad I've been able to expand this way, because I can offer my customers a wide variety of style and color."

Beverly feels, too, that maintaining a bridal and formal wear business in Ogdensburg brings business to the city. "The Wedding House" attracts customers from a good 50-mile radius. Because it is a specialty shop, people who cannot find formal apparel in their own home towns or have little choice in their selections, will travel great distances to find just the right gown or dress. "This," she feels, causes her customers to shop in the city, for shoes, lingerie, and other accessories.

At this time Beverly is preparing for Spring and Summer weddings, as well as a busy prom season. "The gowns are here, just waiting to be selected — and the choice is tremendous," asserts Bev.

Ms. Steele holds membership in several professional organizations, including among others the National Professional Photographers of America.

In March 1982 Ms. Steele earned Certified Professional Photographer status through the National PP of A. She is one of four photographers who are certified in New York State and the only woman in the State, certified by this group.

Ms. Steele is also a member of the Professional Photographers Society of New York. She has served as secretary and treasurer, and January 1985 was elected for a two-year term to chair the National Central Section of PPSNY. She is likewise a delegate to the Executive Council of the State Association. This council meets four times a year.

March of 1985 Ms. Steele was awarded the Bronze Service award, having earned the necessary credits through Service to PPSNY.

Also last March four of Ms. Steele's photographs were chosen

for inclusion in a special photographic exhibit, New Horizons, first displayed at Empire State Plaza in Albany after which the exhibit went on tour throughout the state.

Ms. Steele received further recognition when three of her award winning photographs were included in the General Exhibit of PPSNY.

Recently, Ms. Steele was named the Small Business Advisory Committee by Assemblyman John O'Neil. She is an active member of the Greater Ogdensburg Chamber of Commerce where she is presently serving a three-year term on the Board of Directors. Concurrently Ms. Steele is vice-chairman of the Advisory Board of the Salvation Army and also a member of the Ogdensburg Zonta Club.

Ms. Steele has been a photographer for Mater Dei College of Ogdensburg for the past 25 years. At this writing she is an instructor in Photography in the Continuing Education Program of Mater Dei.

## Hair Dimensions

Continued From Page 6

Elaine Fifield, was an outstanding student and graduate of Southwest Tech. She enjoys precision cuts. As one of the original employees of Hair Dimensions, she has been working for Joan for four and one half years. She loves doing the new cuts.

Sheila Allen graduated from Southwest Tech and joined the Hair Dimensions team in August of 1982. She has done volunteer work for the 4-H, Girl Scouts, nursing homes and schools.

Lisa Wilson came to us from the Village Cutters in Potsdam. She has been an asset to the staff. She graduated from LePonto's with high honors.

Mary Titus is a graduate of Southwest Tech and since her graduation has done some substitute teaching and lecturing there. She also is an acrylic nail technician.

Sue Sharlow graduated from

Seaway Area Technology Center in Norwood. Although she has been here only a few months, we feel she is an asset to our business and is eagerly awaiting the new happenings that are planned for Hair Dimensions this year.

Co-owner Joan Martin has been in the Hair industry for 20 years. She graduated from the Utica School of Beauty Culture and worked for Lori's in Potsdam and Canton. She had a shop in her home in the Potsdam for several years. She moved in 1977 and worked for and later managed Hair Hut of Gouverneur.

They are very proud of their staff and Salon and wishes to thank everyone for their loyalty and good work.

Their plans for the future are continued customer satisfaction and growth with the area. We feel we operate a family oriented business that has an honest and direct approach to professional hairdressing.

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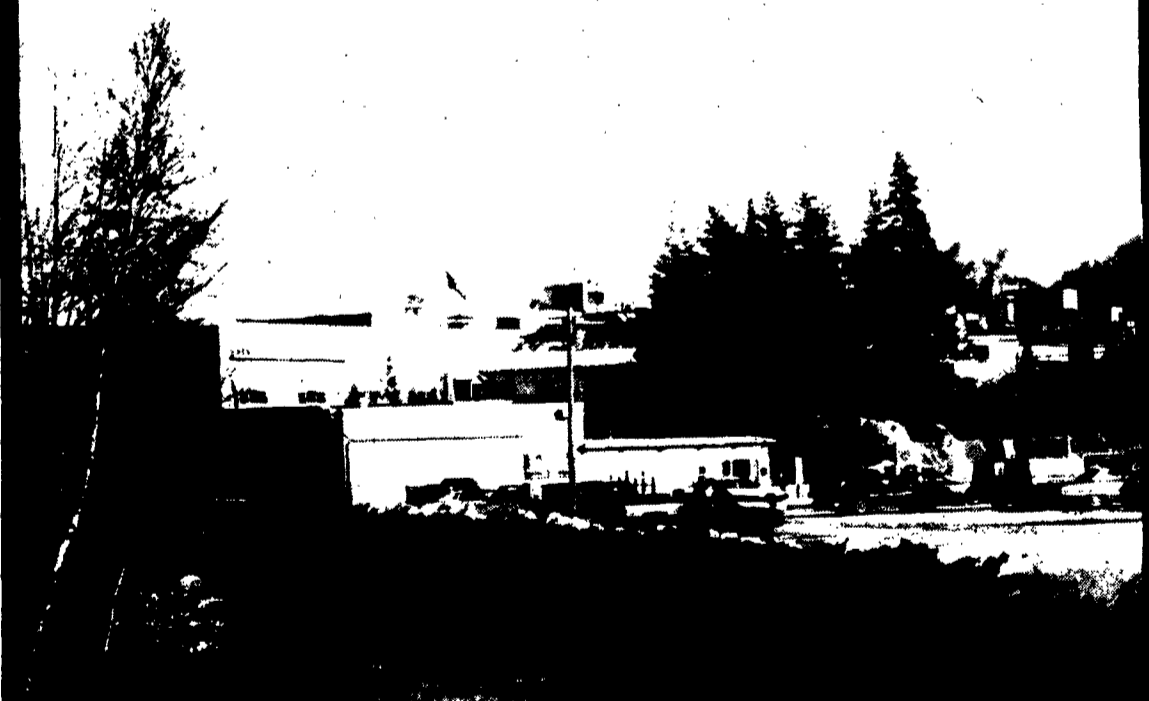
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