

LAST WEEK'S WEATHER

	Hi	Lo	Pcp
Tues.	24	-2	0
Wed.	30	21	.3s
Thurs.	30	16	1s
Fri.	20	10	7.5s
Sat.	19	-4	0
Sun.	10	-11	0
Mon.	12	-15	tr.s

Courier and Freeman

A PARK NEWSPAPER

Progress in 1986 highlighted. See special section this week.

VOL. 134 NO. 45 COURIER & FREEMAN, (USPS 135-460) POTSDAM, N.Y.—TUESDAY, JANUARY 27, 1987 20 PAGES 25 CENTS

Regional Briefs

Workers Wanted

Central Foundry has received word from CPC Assembly plant in Tarrytown, N.Y. that it is looking to hire 40 more laid-off employees, with seniority, from the Massena plant. These employees will be hired under Document 28 of the UAW-GM National Agreement.

The UAW and Central Foundry are requesting that any employee who is interested in wanting to re-join the Tarrytown plant to either call the plant or contact a local UAW chapter in the area.

Thirty employees were hired in Tarrytown on Jan. 19.

Officers Elected

At the December meeting of the Federated Sportsmen's Clubs of St. Lawrence County, officers for 1987 were elected as follows:

President, Wheaton Bullis, Canton Sportsmen Club; vice president, James Robinson, Black Lake Fish and Game Club; secretary/treasurer, David Alexander, Clarkson Rod and Gun Club.

E.R. Quackenbush of Canton was presented a plaque by the group in recognition of his 11 years of faithful service to the organization as secretary/treasurer.

Applications Due

High school students who are interested in applying for \$1,000 college scholarships should request applications by March 16 from Educational Communications Scholarship Foundation, 721 N. McKinley Rd., Lake Forest, Ill., 60045.

To receive an application students should send a note stating their name, address, city, state and zip code, approximate grade point average and year of graduation.

Sixty-five winners will be selected on the basis of academic performance, involvement in extra-curricular activities and need for financial aid.

Hearings Planned

Public hearings on draft regulations for implementation of the Environmental Quality Bond Act of 1986 will be held in two regional locations in February.

The hearings will be at 2 and 7 p.m. on Feb. 17, in the Department of Environmental Conservation (DEC) regional office conference room, Ray Brook; and in the first floor conference room of the State Office Building, Watertown.

Hearings on the 17th will be on Titles 1, 3, 5, 7 of the Bond Act, and on the draft environmental impact statement.

On Feb. 24, a hearing on Title 9 and the draft environmental impact statement will be held at 7 p.m. in the 11th floor conference room of the State Office Building, Watertown.

Arts Funding

Twenty-six not-for-profit organizations which sponsor arts activities in Jefferson, St. Lawrence and Lewis counties have received a total of \$25,000 through the North Country Regional Decentralization Program, administered by the North Country Library System.

The Norwood Library Association received a \$3,000 grant for the Norwood Village Green Concert Series; the Potsdam Public Library received \$150 for its "Serendipity 1987."

Toll-Free Line

ALBANY — The Commission on Independent Colleges and Universities (CICU) has set up a toll-free telephone number to help students learn about financial aid and New York state's independent colleges and universities.

The number operates from 4-8 p.m. Monday through Friday. The number is 1-800-521-5354.

The Commission has also published a guide to 116 independent colleges and universities in the state. The guide is available free by calling the toll-free number or by writing to CICU, Dept. AC, 17 Elk St., P.O. Box 7289, Albany, 12224.

Farm Show Coming

SYRACUSE — Over 10,000 farmers and farm families are expected to attend the New York Farm Show Feb. 26, 27 and 28 in Syracuse.

Over 140 exhibitors will display products and services related to agricultural enterprises at the show, slated to be held at the Center of Progress Building at the State Fairgrounds.

Free tickets are available to farmers and their families from farm equipment dealers and other representatives of dealers.

For more information call Jan Sauro at 457-8205.

Business Success; What's The Secret?

BY RON ROBERTSON

It takes a great deal of hard work to run a business. There's no secret to that.

But not all businesses — particularly not all small, locally-owned businesses — make it; not all are successful. What's the little something extra that some entrepreneurs have and others don't?

To find out, the Courier asked some local experts — people who are successfully running their own businesses. The Courier interviewed three owners of businesses in three different fields: Steve McBath of McLen Computers, Inc.; Judith and Elmer Rich of The Bagelry; and Wally Siebel of Northern Music.

Editor's note: For more news on the business and economic successes in and around St. Lawrence County, see Park Newspapers' annual Progress Edition, a supplement to this week's Courier and Freeman.

Small businesses have experienced a boom in Potsdam over the past few years. In the past year alone some 30 new businesses have either started, expanded or moved into the Potsdam area.

"I think the major thing that anyone has to have to run a small business," said Steve McBath of McLen Computers, Inc., "is a desire to serve the public."

McBath said, to spend that extra five minutes talking with a customer, to give that customer a little extra service.

His is one of the several new businesses opened in Potsdam this past year. Along with partner Anita Lenes, McBath opened McLen at 6 Main St. in June.

For almost four years, McBath operated Computerland's Potsdam store, first where he has now opened McLen, and then next door at 8 Main St.

"You've got to be a real workaholic," McBath said, "there's no way around that."

"You've got to really enjoy it," he added, "you've got to like what you're doing."

McBath added that it's important to be able to take criticism well.

"Customers have a tendency to be very sharp when they don't feel you've fulfilled their needs," he said. And when the criticisms start flying, the businessman sometimes has to swallow his pride and hold his tongue.

"Anyone with a short temper had better not start a business," McBath said.

No matter how sharp a customer's criticisms might be, he noted, it's still important for the businessman to cool off and take an objective look at what the client said. Sometimes the customer is right.

Important To Listen
Judith Rich, who co-owns the

Norfolk Bank To Expand

BY BETSY BAKER

Mild weather in November and December has paved the way for the early summer 1987 opening of a new bank branch in Potsdam, according to the bank's president, Thomas Place.

Place, president and chief executive officer of The First National Bank of Norfolk, said the unusually mild weather allowed workers to complete all the in-ground work on his bank's Potsdam branch, to be located on Outer Market Street adjacent to the Big N Plaza.

The bank purchased the three-quarter acre double lot from Joseph R. Calipari, who had a music store at that location.

Place said plans call for a 68 by 38 ft. building, with three drive-in teller windows and a drive-up night depository. Eight employees are expected to staff the bank when it opens, some time between April 1 and June 1.

In the future, a fourth drive-in teller window might be opened, or an automatic teller machine, he said.

Workers were able to raze the house that held the music store, take down the old foundation and cellar walls, cover a drainage culvert, clear the lot and fill the back portion with crushed stone, Place said. Also, the cement side walls and footings have been laid; electric and telephone cables, and a leach field have been laid; the cement islands for the drive-ins have been poured, as has the cement floor for the bank's vault.

Now, with snow blanketing the site and the weather too cold for outdoor work, some prefabricating work is continuing, under the direction of contractor Bill Helmer of Massena, Place said. Architect for the project is Arthur Merritt of Potsdam.

Why expand to Potsdam? Place said that since he and Gary F. Butterfield (both were formerly bankers in Potsdam) were "hired to come in and straighten things up (at Norfolk) and get our house in order," the Norfolk bank has installed new computers, re-trained its employees and made significant improvements in its operations.

"Now we're the only North

Bagelry with her husband, Elliot, said it's very important to listen to what the customers say.

"You need to know what you're doing well and what you're doing poorly," Rich said. Customers, she said, are best equipped to give business people that information.

Based on customers' comments, Rich said, the 9 Market St. Bagelry expanded its toppings offerings from simple spreads to deli-style meats and cheeses within a year of its opening.

It's important, Rich said, for a businessman to know his or her market "and to have done some part of it already."

A big help for anyone starting out in business, she said, is an experienced businessman to help show the newcomer the ropes.

"If you're starting out in business for the first time," Rich said, "a mentor can be very important."

Location is also an important factor in any business, Rich said.

The Bagelry probably could have had a higher volume business in an urban area, she said, but after living in Potsdam for 12 years when they opened, "we felt that our business would be successful here."

Money, of course, is always important for a new business venture. Knowing how much money is enough is often the tricky part for new business owners, Rich said.

If the business is the owner's only source of income, she said, then enough capital has to be raised to not only cover business expenses, but living expenses as well.

"It takes a while to get going," she said, so enough money has to be set aside until income starts rolling in.

When figuring capital costs, she said, sometimes it's better to spend more money for new equipment than to save money and buy used.

While new equipment costs more to purchase, it'll save on repair costs because used equipment tends to break down more often.

Plan For Expansion

Before a business opens, a wise entrepreneur is already planning for possible expansions, Rich said. If a business starts out in a location too small, there might not be room to expand if volume increases or the owner expands into new product lines.

"Some people start out much too small," she said.

The Bagelry first opened during the Potsdam Summer Festival sidewalk sales in July of 1982. Of the six people on staff, only one knew how to operate a cash register. On the bakery staff, only Elliot knew the baking trade.

Now the Bagelry employs around 18 people, about three-fourths of whom are full time.

Country-based bank of any size," he said. "Most have gone to holding companies administered outside the North Country, but our board is right here. I'm sure we can give faster and better service to the people."

As of Jan. 5, The First National Bank of Norfolk has also formed a holding company, First National Bancorp, Inc., Place said. The holding company "has lots of advantages, both offensively and defensively." "We're building a strong, independent North Country bank, we don't want some big bank coming in to swallow us up," he said.

Also on Jan. 5, bank stockholders, who now own holding company stock, received a 10 for one stock split, according to Place.

And Place said that the banking business is "excellent." "We certainly feel that way or we wouldn't be making a million dollar investment in Potsdam," he said. "I think the future is there."

The bank will continue to operate at its Norfolk location as well, Place said, noting that there might be future expansion at that site also.

Man Charged With Arson

RAYMONDVILLE — A Raymondville man, who vowed to burn down his boarding house Sunday night after the owners of the house refused to let him have a beer and made him go to bed, was charged with arson after he set his hair and bedroom on fire, investigators say.

The man reportedly set fire to his hair in 1982 in an attempt to commit suicide. He was not seriously injured in either hair-torching attempt.

According to Detective Sgt. Dominic Germano of the sheriff's department, Francis M. Swinyer, 31, had been living in Herbert Sweet's boarding house on the Grantville Road, Raymondville.

"We've had a lot of people with us from the beginning," Rich said. "We try to listen to our employees. (They) give us a lot of good suggestions."

"I think it's important to keep your staff happy," Rich added.

Wally Siebel, co-owner of Northern Music and Video, said it takes a lot of guts to open one's own business.

"It was taking a big chance in our case," he said, when four employees of an already existing music store in Potsdam left to start their own.

That, Siebel said, was about 10 times the cost of the store they were leaving.

"It's been a lot of work," he said, but over the years Northern Music has managed to survive a series of recessions.

Northern Music was at 8 Main St. in Potsdam for 10 years before moving to 29 Market St. in April of 1985.

When it first opened, Siebel said, Northern Music's inventory was devoted mostly to musicians.

Later, it expanded to include stereos, then combo keyboards and, with the move to Market Street, video equipment.

"I can think of a lot of people who have left and gone," Siebel said, "but I don't think they're any better off."

to be able to survive.

"It takes a lot of time," to run a business, Siebel said.

Another thing it takes a lot of, he said, is common sense.

Common sense to know not to have too much inventory on hand when a recession is on its way, common sense even, he said, to be able to balance a checkbook.

At Northern Music and Video, he said, the staff tries to make sure that in this "small order world," there are still places where people can shop and "get the right answers" to their questions.



UP WE GO! — Four-year-olds in the class of Rick Tomlinson at the Campus Learning Center, Potsdam College, get a helping hand from a student teacher as they prepare to scale "Mount Bullard," a snow mountain adjacent to the CLC playground. With the help of their teachers, the students have been climbing to the top and sliding down the mountain. Mount Bullard is named for lunchroom and playground monitor at the CLC, Marie Bullard. (Betsy Baker photo)

Serafin: No Change In Command

BY MICHAEL HIRSCH

CANTON — Responding to complaints from anonymous workers in the county's Social Services Department that they didn't know who their boss is, Human Resources Commissioner William Serafin said Monday that there has been no change in the department's chain of command.

"Mrs. Kirby (Acting Social Services Commissioner Bethany Kirby) is definitely in charge and is the boss of Social Services," Serafin said at Monday's meeting of the legislature's Social Services

Committee.

"I don't know who any of the letter writers are. But I will never give anyone in the department a directive...it will go through the commissioner."

Serafin's comments were in response to a signed letter submitted by Social Services employees to the Ogdensburg Advance-News. With the Social Services and Health departments consolidated under Serafin's direction by the county legislature earlier this month, the workers said they didn't know who

they should answer to.

"A cloak of secrecy seems to have dropped over the Social Services Department," the letter states. "As employees, we are totally in the dark as to who is our boss, who we answer to, and who can resolve our problems."

Serafin, however, apparently plans to change the titles of supervisors in the departments. Currently, administrators are classified as Grade A or Grade B supervisors.

"Bill hates Grade A's and Grade B's," Kirby said. "He says we sound like dozens of eggs."

In other matters, the Social Services committee:

— Told Serafin to narrow the list of 17 qualified applicants for the position of Social Services commissioner down to about three or four that the committee will interview.

Of the 24 people who applied for the position of commissioner, 17 were found qualified for the job. Even though the county advertised for a commissioner, that position was abolished when the legislature voted to consolidate the Social Services and Health departments.

The position the county is looking to fill, possibly called a deputy commissioner, will have many of the responsibilities of commissioner such as running the day-to-day operations of the Social Services department.

Discussed the possibility of hiring a personnel worker who would handle many of the responsibilities that Kirby said she now must deal with. The state would reimburse the county for 75 percent of the position's salary.

"Sixty percent of every single day is spent on some sort of personnel problems," Kirby said, adding that she must often take work home because of the time spent on these matters.

Serafin said he supports the proposal.

"I think we ought to give this serious consideration because either you're going to pay the commissioner to do this or someone else to do it," he said. "I don't think having 60 to 70 percent of the commissioner's time doing that is a good use of time. And you are not going to be able to get away from that fact."

Hayday Fined \$250

BY RON ROBERTSON

Potsdam Village Justice Kathleen Martin Rogers Friday directed Dr. Alexander Hayday to pay a \$250 fine for trespassing and ordered him to stay away from all Clarkson University-owned and controlled premises.

The maximum sentence of \$250 was handed down Jan. 23, almost two weeks after Rogers' decision against Hayday. It was Hayday's second trespassing conviction in a year.

Rogers granted Hayday a one-year conditional discharge that orders him to pay the fine within 90 days and to stay away from the Clarkson campuses for the one-year period.

If caught again on university grounds, Rogers warned Hayday, the former mechanical and industrial engineering department chairman could be brought before the court and tried on charges of violating his conditional discharge.

Hayday resigned his Clarkson post in October 1985 following his arrest in connection with an incident in Pierrepont. He was later convicted of unlawfully imprisoning fellow Clarkson employee Catharine Owen.

Until Hayday's leave of absence expired and his resignation

became effective at the end of June, Clarkson President Allan Clark wrote a letter in January of 1986 ordering Hayday to stay away from the university's two campuses.

Hayday has repeatedly called Clark's written order illegal and immoral.

Hayday was arrested for trespassing in February 1986, tried in April and later paid a \$100 fine. He was arrested for trespassing again in June. Trial was held in December, with the decision and sentence handed down this month.

Before Rogers pronounced sentence, Hayday delivered a 50-minute address that proclaimed his innocence and blasted Clarkson officials and the district attorney's office for their treatment of his case.

His attorney, F. Birt Evans of Ogdensburg, renewed his motion for dismissal of both trespassing charges on the basis that a witness, former Clarkson Executive Vice President Herman Shulman, perjured himself.

Rogers denied Evans' motions. She also denied his motion for the district attorney to investigate Shulman's testimony to determine if perjury charges should be made.

Tebo Gets GOP Nod

NORWOOD — Norwood Republicans have selected Village Trustee Mark Tebo over former Mayor Willard Smith to be their candidate in the March 18 election for mayor.

Tebo will face off against the Democratic candidate who will be chosen at tonight's (Tuesday) caucus at 8 p.m. in the Norwood Municipal Building. Incumbent Mayor Joseph Mariano will likely be chosen, along with Democratic trustees Howard Todd and Donald LePage, whose terms are expiring.

Tebo's running mates, also selected in the Jan. 22 caucus, will be Robert Haggett and John Murray.

Meanwhile Smith said he will run as an independent candidate, which he said he has intended to do since he announced his candidacy earlier this month.

In the GOP caucus, Tebo was selected 54-16 over Smith, with a write-in vote for former Trustee Joan Ladouceur, the caucus's chairman.

Haggett and Murray were chosen by the nominating committee for the two available seats. Smith nominated Joseph Bregg.

Fifty-eight votes were cast for Murray, 57 for Haggett, and 22 for Bregg.

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