

The View of Plattsburgh from Manhattan

Although people in the North Country are not whiners, they will raise their voices when they feel misunderstood—especially when something vital is at stake. Such was the case when former Clinton County Treasurer Janet Duprey sought to educate the bond rating professionals at Moody's Investors Service about the region's financial prospects during base redevelopment. Moody's is a leading provider of independent credit ratings to the capital markets.

"I had to really argue with Moody's when it threatened to lower the county's debt rating," Duprey recalls. A drop in ratings makes it more expensive for governments to borrow money. "Moody's thought we would roll up and die because the base was gone. I told them, 'this community won't let that happen.' They were stuck in their attitude. I finally said, 'I'm insulted that you sit in Manhattan and tell me what is happening in my community. If you want to be fair to the people of the North Country, come up here and talk to us.' To my surprise, they did."

On a beautiful summer day, two Moody's representatives arrived via Burlington Airport and the ferry. PARC CEO Dan Wieneke was at his most gracious, showing them the new housing at Lake Country Village and pointing out all the base buildings slated for replacement or reuse. They also toured a building outside the base with Adoré Flynn Kurtz, executive director of the County of Clinton Industrial Development Agency.

By seeing the properties through Wieneke's eyes, the big-city visitors could envision Plattsburgh's present and future prosperity for themselves. "Dan was a great salesman," Duprey acknowledges. "He had that charisma when he wanted it, and he was so enthusiastic it just bubbled out of him. The two women

from Moody's got out of his car with their heads spinning. At the end of the day they told me Plattsburgh was awesome."

Best of all, after making good on their promise to visit with an open mind, the ratings professionals issued Clinton County a better rating. "Which they have maintained," says Duprey with justifiable pride.



Flying High Again: PARC's Redevelopment of Plattsburgh Air Force Base

Our PARC book simply had to include the story told on this page. It describes how two bond rating professionals from Moody's Investors Service in Manhattan agreed to visit faraway Plattsburgh, where they received an eye-opening education on the area's strong financial prospects.

But no one had taken pictures during the visit, so how to illustrate it? The same question arose for a few other parts of the history. Bruce Steadman, PARC's CEO, came up with the solution: editorial cartoons. We called on artist Harry Trumbore, who carefully read the text and created spot-on drawings like this one.

For the book launch party, we framed the original cartoons and presented them to PARC as a thank-you gift.



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