

Chamber News

February 2010

POLICY MAKERS TO ADDRESS STATE'S BUDGET CHALLENGES AT FEBRUARY BREAKFAST MEETING

At the Chamber breakfast meeting on Thursday, February 4, Maine State Representative Patrick Flood (District 82) and Ryan Low, Commissioner of the Maine Department of Administration and Financial Services will present information about the state budget process. Flood and Low will offer their perspectives, from the Executive and Legislative branches respectively, on the state's plans to reduce a \$438 million budget shortfall. In addition, Flood and Low will provide updates on other current legislative activities, particularly those before the Appropriations and Financial Affairs Committee. Both Flood and Low are residents of Winthrop.

Flood is serving his third term in the Maine Legislature representing House District 82, which includes Readfield and Winthrop. Prior to serving in the Maine Legislature, he worked as a forest products company manager and held various management positions in the forest products industry until his retirement in 2004. Flood serves on the House Appropriations and Financial Affairs Committee and the Joint Select Committee on Joint Rules.

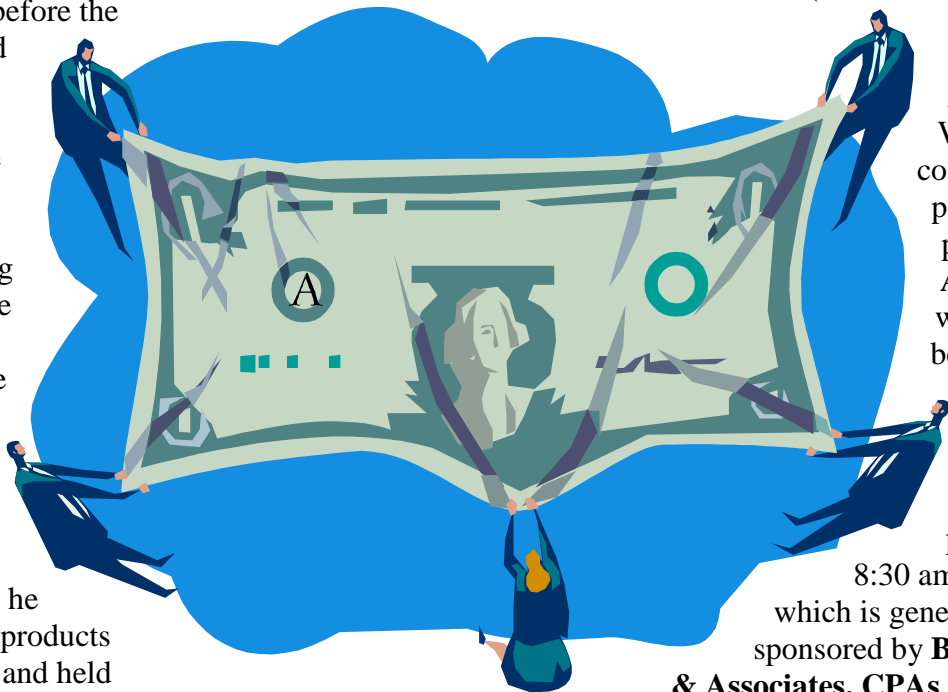
Low's responsibilities include forecasting Maine's revenues, conducting cost analyses, and recommending allocations for every aspect of the state's budget. Prior to assuming his current position in 2008, Low served as associate commissioner of the Department of Administrative and Financial Services, as deputy chief of staff for Governor Baldacci, and as a state budget officer.

The Chamber breakfast meeting on Thursday, February 4 will be held at the **Winthrop Area Federal Credit Union** (located at the intersection

of Route 202 and Highland Avenue in Winthrop). The cost is \$5 per person, to be paid at the door. A light breakfast will be provided beginning at 7:15 am and the meeting will start at 7:30 am and end promptly at

8:30 am. The meeting, which is generously sponsored by **Brian S. Berry & Associates, CPAs**, is open to the public. No reservations are required.

For more detailed information, please go to www.winthropchamber.org, call 207-377-8020, or send an email to info@winthropchamber.org.



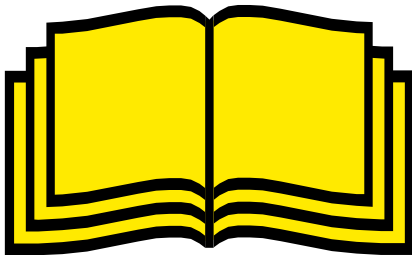
Plans Underway for New CHAMBER VISITORS' GUIDE

The Chamber Visitors' Guide is being updated. See the Chamber President's letter on page 5 for more information.



Advertise Your Business on THE CHAMBER WEB SITE

The current state of the economy makes it more important than ever to promote your business—and advertising on the Chamber's Web site is a cost-effective way to do it. Advertising rates are posted online at www.winthropchamber.org. For more information about advertising on the Chamber site, call 207-377-8020 or email info@winthropchamber.org.



New "EZ to Use Big Book" HIGHLIGHTS WINTHROP

When you receive the latest edition of the EZ To Use Big Book, be sure to check out the community pages for information that's relevant to Winthrop. Some examples include the following:

- Calendar of Events on pages 12-13;
- Performing Arts on page 25; and
- Schools on pages 46-47.



Mobilize Maine: Developing REGIONAL CAPACITY

Last fall, the State of Maine, along with its regional economic development districts and collaborative investors, established the Mobilize Maine initiative to develop regional capacity throughout the state. It's a private/public/nonprofit partnership facilitated by FairPoint's Connect Northern New England Community and Economic Development Initiative.

Mobilize Maine will:

- Establish long-term strategies for growth;
- Involve citizens in identifying strengths and assets needed for Maine's new economy;
- Identify regional priorities for private, public, and philanthropic investment in each economic region;
- Preserve Maine's unique "quality of place," while growing well-paying jobs and businesses; and
- Focus on measurable outcomes.

To learn more about the development of the Mobilize Maine initiative, go to www.mainebiz.biz/news45517.html.

Mobilize Maine is a collaborative, bottom-up approach to community and economic development to help Maine grow and prosper. Its activities are facilitated and coordinated by and among the six Economic Development Districts (EDDs). The Kennebec Valley Council of Governments (KVCOG) is the participating EDD for the Winthrop Lakes Region. To learn how you can participate in the Mobilize Maine process, please call KVCOG at 207-453-4258.

Help the Chamber Share the NEWS ABOUT YOUR BUSINESS

Do you have news about your business that you'd like to share with your Chamber colleagues? Send an email message to info@winthropchamber.org and we'll put it in the *Chamber News*.

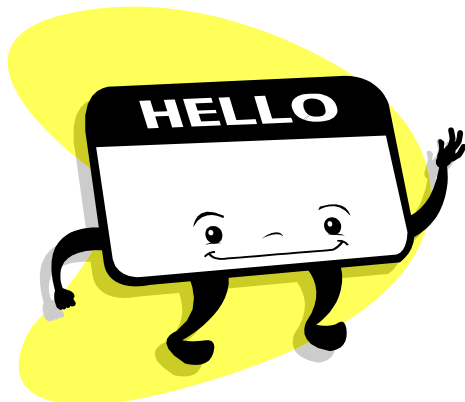


February Strictly Social GOES LEGISLATIVE

The Maine State Chamber Legislative Strictly Social will be held on Wednesday, February 24 from 5 to 7 pm at the Senator Inn on Western Avenue in Augusta.

The annual event is an ideal way to interact with business associates, chamber members, and state representatives in a relaxed setting.

To register, please call 207-623-4568, x 15, or email rstoddard@mainechamber.org.



February 20 to 27 Is National ENTREPRENEURSHIP WEEK

In 2006, the US Congress established National Entrepreneurship Week as a celebration of American entrepreneurs and the lifelong learning educational opportunities that prepare the new business leaders of the future.

This year, the fourth annual National Entrepreneurship Week, February 20 to 27, sponsored by the Consortium for Entrepreneurship Education, will celebrate the heritage of entrepreneurship in America and new opportunities for a new generation!

For the latest information about National Entrepreneurship Week activities and events taking place in Maine, visit www.eweekmaine.com.



Be Sure to Visit:

WWW.WINTHROPCHAMBER.ORG

In addition to providing information about Chamber activities, events, members, and more, the Chamber Web site serves as a rich resource of information about businesses and organizations in the Winothrop Lakes Region, as well the region itself. Please be sure to visit www.winthropchamber.org from time to time and use it as your one-stop source of regional information.

WWW.WINTHROPCHAMBER.ORG



Retail Success in Maine's NEW ECONOMY

Four Friday forums, designed to boost retail success in the new economy, have been scheduled for the coming months. From merchandising to social media marketing, these forums will provide opportunities to hear from the experts about strategies for success. Sponsored by the Maine SBDC and the Greater Freeport Chamber of Commerce, each forum, to be held in Freeport, is only \$25 (including buffet breakfast).

Bruce Baker, Master Merchandising and Customer Connections, Friday, January 29, 7:30 am to noon, Harraseeket Inn

Nationally known retail expert, Bruce Baker will outline the elements of how to boost your sales by making superior customer connections and becoming a master at merchandising.

Rich Brooks, The "E" Factor, Friday, March 5, 7:30 am to noon, Hilton Garden Inn

Rich Brooks, founder and president of flyte new media, a web design and internet marketing firm, will discuss new marketing tools including e-newsletters, blogs, Twitter, and Facebook. Learn how these tools can enable businesses to connect with customers and create a profitable online presence.

April Forum: TBD—Info. coming soon.

Rick Segel, The Art of Making More Money from Your Retail Business, Friday, May 14, 7:30 am to noon, Harraseeket Inn

Rick Segel, a nationally known retail expert and speaker, will offer insights about making more money from your business and discovering the "new customer" that has emerged from the slowing economy.

For more information and/or to register, go to <https://www.mainesbdc.org/events/retailport/register.cfm>.

Your Chamber at Work: BENEFITS OF MEMBERSHIP

Local businesses, individuals, and organizations receive great benefits from Chamber membership:

- **ADVERTISING:** Members get a FREE listing on the Chamber WEB SITE and a FREE entry in the Chamber's VISITORS' GUIDE. They also get the opportunity to LINK THEIR WEB SITE to the Chamber Web site; ADVERTISE in the monthly newsletter; participate in special promotions and free distribution of MARKETING materials; and purchase advertising in specially designed brochures that PROMOTE TOURISM in the Winthrop Lakes Region.
- **AFFILIATING:** Members get a FREE membership decal; are encouraged to do BUSINESS with other members; and are given REFERRALS from inquiries made to the Chamber. Members also get to participate in the CHAMBER CASH PROGRAM, available to member businesses *only*.
- **LEADING:** Members get to be part of a lobbying effort to REPRESENT CONCERNS of the business community on a LOCAL AND STATEWIDE LEVEL.
- **NETWORKING:** Members get to KNOW ONE ANOTHER in casual meeting, reception, and other event settings. They also get to WORK TOGETHER on committees and as volunteers.



WINTHROP AREA CHAMBER *of* COMMERCE

Serving the Winthrop Lakes Region

Dear Winthrop Lakes Region Colleague:

On behalf of the Chamber, I am pleased to announce that we are embarking on the publication of a new Visitors Guide. The Winthrop Area Chamber of Commerce Visitors Guide is one of our most important tools in terms of promoting the Winthrop Lakes region to tourists as well as to those who may be planning to establish a business or move here.

Attractive and informative, it is the only official guide to the Winthrop Lakes region. Advertising in it is a high-profile yet cost-effective way to promote your business, group, or organization. We make the guides available upon request through the Chamber office. We also distribute them through the Maine Tourism Association as well as through businesses, libraries, and town offices throughout the region.

As you may already know, the Chamber exists to help to develop, support, and provide a forum for new and existing businesses, as well as to represent the economic and trade interests of the region. Encouraging tourism and promoting the beautiful Winthrop Lakes region and all of its many resources are at the heart of the Chamber's mission.

We are pleased to be working with Direct Display Publishing from Bath, Maine, again this year. Direct Display specializes in custom information directories. In fact, some of you may already be familiar with them from the previous guide that they did for us. For advertising in the new guide, you will be contacted directly by a Direct Display sales representative.

All Chamber members (in good standing at the time of publication) are listed in the guide as a benefit of membership. In addition, Chamber members who advertise in the guide are entitled to special rates.

If you are not yet a Chamber member, we hope you will view the publication of the guide as an opportunity to join. Applications for membership are available through the Chamber office or Web site. For more information about Chamber membership, please feel free to call 377-8020 or email info@winthropchamber.org. For more information about the guide, please contact Direct Display at 443-4800 or info@direct-display.com.

Sincerely,

Jeffrey J. Seguin, President
Winthrop Area Chamber of Commerce