

Chamber News

March 2010

MAINE TOURISM IS SUBJECT AT MARCH CHAMBER BREAKFAST MEETING

Tourism is Maine's most important industry, generating many billions of dollars in sales and tax revenue each year. It is estimated that in 2008 the state hosted more than 15 million overnight visitors and more than 16 million day visitors. But how does tourism have an impact on the state and what will the tourism trends be in the months and years to come?

At the Winthrop Area Chamber of Commerce breakfast meeting on Thursday, March 4, Michael Conley, manager of advertising and membership sales for the Maine Tourism Association, will make a presentation about what's happening with respect to tourism in the state. Included in his presentation will be newly available information that has been compiled and distributed by the Maine Office on Tourism.

In his role for the nonprofit Maine Tourism Association, Conley has addressed numerous chambers throughout the state on tourism-related issues. He has an extensive sales background in publishing, retail, and classical music.

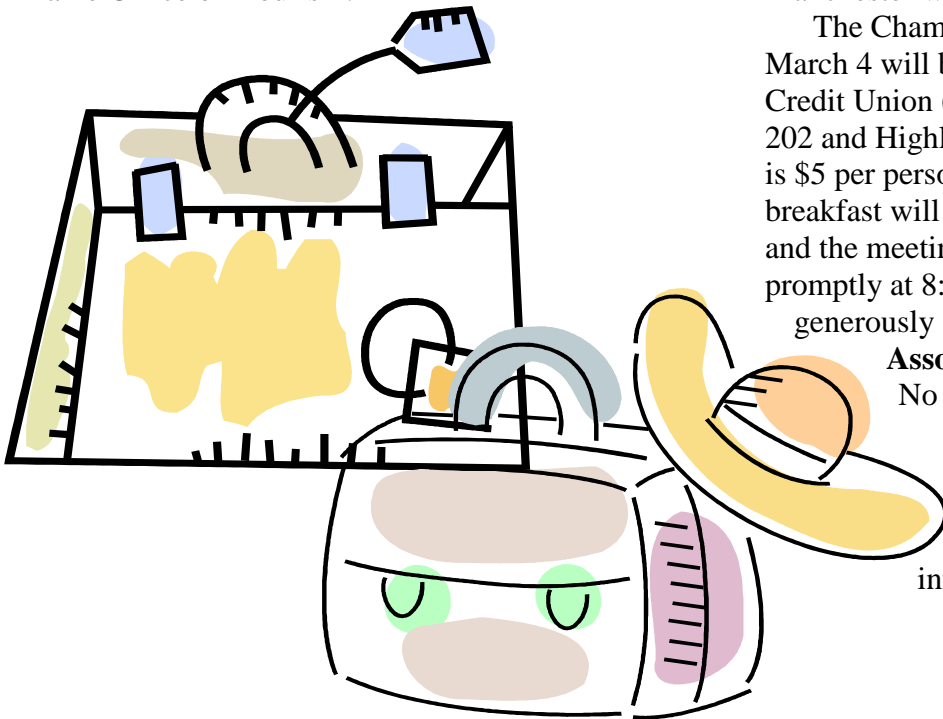
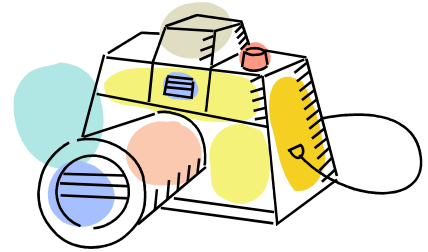
He is currently the president of the board of directors of the Augusta

Symphony Orchestra and books folk acts both locally and for the Uncommon Coffeehouse in Framingham, Massachusetts. Conley lives in Manchester with his wife and their two children.

The Chamber breakfast meeting on Thursday, March 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

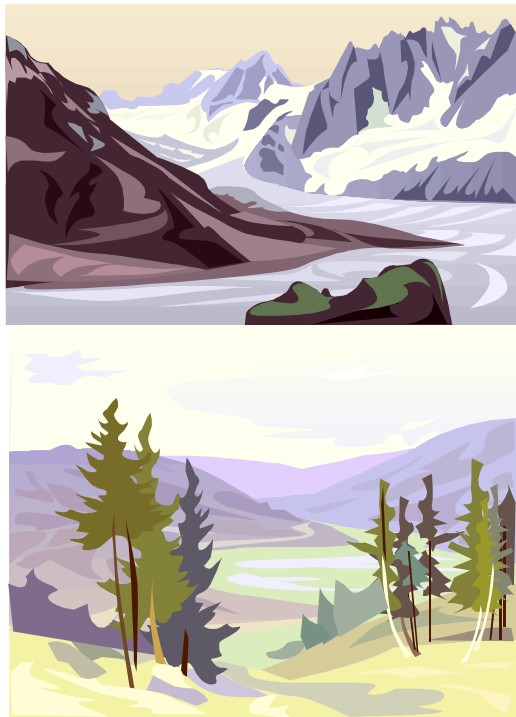
generously sponsored by **Brian S. Berry & Associates, CPAs**, is open to the public. No reservations are required.

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



Member News & ANNOUNCEMENTS

The **Kennebec Land Trust** will host several programs in March. On Saturday, March 6, from 9 to 11 am, there will be a pruning workshop, "Restoring Old Apple Trees," led by Renae Moran, PhD, Associate Professor of Pomology at the University of Maine. The workshop will take place at the Curtis Homestead Conservation Area in Leeds. Class limit is 20. Reservations are required; call 207-377-2848.



The land trust's 2010 Lyceum, "People and the Land: Natural Resources, Natural Features and Culture" will occur on Thursdays, March 18 and 25 (with an affiliated field trip scheduled for October 23). On the 18th, Alice Kelley, PhD, from the University of Maine will present "Linking People and Ancient Landscapes" which will look at Maine's changing landscape and how it may have influenced use and occupation. On the 25th, George Jacobson, PhD, also from the University of Maine will present "Maine's Dynamic Landscapes: From Deglaciation to the Future" which will examine how the retreat of the glaciers had an impact on the landscape.

All Lyceum presentations will be held from 7 to 8:30 pm at the Ladd Recreation Center on Gott Road in Wayne. For more information about the 2010 Lyceum, call 207-377-2848.

St. Patrick Ate Local Food, Do You? Discover the simple pleasure of eating locally at the **Winthrop Center Friends Church**. Local Foods Church Supper on Saturday, March 13 from 5 to 7 pm. Buying and eating local foods supports the local economy. It also supports local farmers and builds relationships with those who produce the food we eat. In addition, it reduces the impact on the earth's resources caused by long-distance transportation.

The Local Foods Church Supper will feature soups and stews made from local produce, as well as homemade bread and apple crisp. The cost will be \$6 for adults and \$4 for children. All of the proceeds are going to Haiti Relief via the American Friends Service Committee. In honor of St. Patrick's Day, Irish music will be played by musicians from the church community.

The Winthrop Center Friends Church is located in Winthrop on Winthrop Center Road (Route 135 South), approximately one mile south of Route 202. For more information, please call 685-4797.



The next Fish Chowder Luncheon at the **Winthrop Congregational Church** will be held on Friday, March 12 from 11:30 am to 1 pm. The luncheon features homemade fish chowder, crackers, hot biscuits, pickles, pies, and beverages for only \$6. Take-out is available.

State Chamber Sponsors

BUSINESS DAY

The Maine State Chamber of Commerce is sponsoring Business Day at the State House on Tuesday, March 16 from 8 am to noon. The purpose of this timely event is to emphasize the importance of preserving and retaining our existing jobs, strengthening our economy through the creation of new opportunities and keeping Maine businesses competitive in this very fragile economy. The event will take place in the Hall of Flags, located on the second floor of the State Capital in Augusta.

There are a limited number of tables for use by business representatives for display purposes that are available on a first-come, first-served basis. Sponsorships are also available with preference for table displays to be given to sponsors. If you choose not to be a sponsor but would like a table, we will place you on a waiting list. If interested, call Linda Caprara at 207-623-4568 x 16 or lcaprara@mainechamber.org.

Friday Forums on Retail

SUCCESS CONTINUE

There are three sessions left in the series of Friday forums designed to boost retail success in the new economy.

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).

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.

Donna Fichtner, Selecting and Sustaining Frontline Superstars, Friday, April 30, 7:30 am to noon, Harraseeket Inn

Hospitality workforce trainer and past chair of the Maine Tourism Commission, Donna Fichtner, will discuss developing customized strategies for building outstanding sales and service teams.

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>.



2010 Maine Downtown Institute HAS BEEN SCHEDULED

Discover how to tap your assets to stimulate your town's economy, save historic buildings, promote local businesses, and develop community leadership. All sessions, to be presented by experienced downtown revitalization professionals, will be held on Friday mornings from 9 am to noon at City Center in Augusta.

March 19: Retail Events and Merchandising
April 9: Green Design (special bonus session)
May 14: Market Analysis
September 10: Fund raising
October 15: Marketing 101
December 3: Strategic Planning

To discuss the Maine Downtown Institute, please contact Roxanne Eflin, Program Director, at reflin@mdf.org or at 207 229-9465.



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*.



Visitors' Guide Is Progressing: PARTICIPATION WANTED

Many Chamber members have already reserved their advertising space in the new Visitors' Guide and space is still available. **Advertising reservations must be made by the end of March.**

In addition, photos of annual events are needed. For more information about the guide, please contact Direct Display at 443-4800 or info@direct-display.com.

Maine Brownfields Conference: APRIL 6 IN AUGUSTA

The Maine Brownfields Conference 2010 will provide a forum for sharing information, success stories, and lessons learned that will lead to brownfields site development and economic growth. Geared toward attorneys, consultants, developers, economic and community development agencies, lenders, municipalities, and regulators, the conference will be held from 8:30 am to 4 pm on Tuesday, April 6 at the Augusta Civic Center. To register and/or for more information, go to www.mainebrownfields2010.com or contact Jean Firth, Maine Department of Environmental Protection, at jean.m.firth@maine.gov or 207-287-2651.