

Chamber News

November 2011

CHAMBER CHANGES NAME TO WINTHROP LAKES REGION CHAMBER OF COMMERCE

The Chamber membership has approved a name change to the **Winthrop Lakes Region Chamber of Commerce**. At the general meeting on Thursday, October 27 (held in conjunction with the Business After Hours event at Kennebec Savings Bank), the Chamber membership approved a bylaw change that was required for the name change to occur. The new name change will go into effect on January 1, 2012.

November Breakfast Meeting to HIGHLIGHT KBH CLUBHOUSE

Christine Berry, director of Kennebec Behavioral Health's soon-to-open Clubhouse in Lewiston, will be the speaker at the Chamber breakfast meeting on Thursday, November 3. The Clubhouse on Main Street in Lewiston is slated to open in January 2012. Berry will discuss the plans for the new clubhouse, including how Kennebec Behavioral Health's Winthrop clinic will provide support linkages to new or potential clubhouse members from the Winthrop region. Berry will also provide information on the clubhouse concept.

Kennebec Behavioral Health's clubhouses are based on the Clubhouse Model of Psychiatric Rehabilitation, which is used to improve the quality of life for adults who experience mental illness by focusing on their strengths and abilities and providing them with social, educational, and employment opportunities. Clubhouses assist members with overcoming barriers to employment by offering them job development, placement, coaching, and support services.

Breakfast meeting information continued on page 2



Kennebec Behavioral Health's Winthrop Clinic is familiar building on Old Lewiston Road.

Chamber Readies for Holidays WITH ADOPT-A-POLE & PARADE

Chamber and community members are beginning to prepare for the holiday season activities—especially Adopt-a-Pole and the ever-popular holiday parade!



Holiday information continued on page 2

Breakfast meeting information continued from page 1

“The relationships that clubhouses develop with their communities are essential to the success of the programs,” says Berry, who has been dedicated to assisting people with mental health disabilities pursue competitive employment for more than 20 years and has traveled the world to attend and present at international clubhouse seminars. “As I develop the clubhouse in Lewiston, I will continue my work of partnering with local community organizations, businesses, and civic groups in Androscoggin County.”

Berry has been employed by Kennebec Behavioral Health since 1996, when she was hired to develop Maine’s very first clubhouse, High Hopes in Waterville. In 2002, she started the second one, Capitol Clubhouse in Augusta. She served as Director of Clubhouse Services for 11 years until she became the Director of Capitol Clubhouse. Her current responsibilities consist of overseeing the Capitol Clubhouse and establishing the new and yet-to-be-named clubhouse in Lewiston. Berry graduated from the University of Maine in Farmington with a degree in rehabilitation and psychology.

The Chamber breakfast meeting on Thursday, November 3 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 information, call 207-377-8020, send an email to info@winthropchamber.org, or visit www.winthropchamber.org.



Mark Your Calendars: UPCOMING CHAMBER EVENTS

Thursday, December 1:

Breakfast Meeting: Edie Smith, Public Relations Director of the Maine Department of Inland Fisheries and Wildlife, will be the speaker.

Saturday, December 3:

Holiday Parade: The 27th Annual Holiday Parade will take place at 3:30 pm on Main Street in Winthrop.



Thursday, December 15:

Business After Hours: The Holiday Business After Hours event will be held at Hoyt Chiropractic Center on Route 202 in Winthrop.

Holiday information continued from page 1

Different Adopt-a-Pole Program, SAME GREAT BIZ PROMOTION

The season of holiday-related Chamber events will begin with Adopt-a-Pole. In response to feedback from contestants, Adopt-a-Pole is being handled differently this year. No longer a decorating contest, the Adopt-a-Pole program is now an opportunity for area businesses and organizations to sponsor holiday decorations in downtown Winthrop.



The Chamber will supply and install seasonal flags or wreaths on poles that businesses and organizations can “adopt” for \$50. Each adopted pole will have a sign to identify the sponsor.

Pole adoption is a great way to advertise your business or organization and help to celebrate the season at the same time! Poles are available for adoption on a first-come, first-served basis, so sign up ASAP! For additional information, call Victoria Christopher at 207-441-1463.



It's Holiday Parade Time! SIGN UP TO PARTICIPATE

There will be plenty of opportunities to participate in the 27th Annual Holiday Parade in Winthrop at 3:30 pm on Saturday, December 3. (Storm date: Sunday, December 4.) The parade, which is coordinated by the Winthrop Area Chamber of Commerce with major sponsorship by the **Winthrop Area Federal Credit Union**, will begin at the top of Main Street with participants lining up at 2:30 pm.

Floats, marching bands, sponsors, and volunteers are all needed to make the 27th annual holiday parade something truly special.

- **Floats/Marching Bands/Musical Groups/Participants:** As in past years, all are invited to participate by entering a float or marching as a business, club, scout troop, or other organization. Marching bands and musical groups, in particular, are being recruited.
- **Sponsors:** Support in the form of sponsorship has helped to make the parade happen for decades. The business, individual, or organization name of parade sponsors is listed in all parade-related advertising.
- **Volunteers:** Volunteers are needed to help organize and promote the holiday parade.

If you'd like to participate in the parade, you must complete a participation form. Please use the form on page 6 or go to www.winthropchamber.org to download it.

Need to Give a Holiday Gift? GIVE CHAMBER CASH!

As you begin to prepare for the holiday season, please keep CHAMBER CASH* on your list of gift options. CHAMBER CASH gift certificates are a convenient and terrific way to give gifts that suit every taste *and* support the local economy!



CHAMBER CASH gift certificates, made available by the Winthrop Area Chamber of Commerce, are easy to purchase through the Winthrop Area Federal Credit Union. They may be redeemed at any of these businesses:

A Touch of Health
Annette Barney, Hypnotherapy
Apple Valley Books
Audette's Ace Hardware
Augusta Fuel Co.
Becky's Second Time Around
DR Struck Landscape Nursery
Fairpoint Communications
Foshay-Carlton Cards & Gifts
Homestead Realty
Lakeside Motel & Marina
Dr. Kenneth F. Nuzzo, OD
The Potter's House
Rent-A-Geek, LLC
Shepherd Chiropractic Center
Sir Lines A Lot
The Theater at Monmouth
The Write Approach
Village Wellness
Winthrop Fuel Company
Winthrop Subway
Your Maine Stamper



Support the businesses that support the community by giving CHAMBER CASH! For information, call the Winthrop Area Chamber of Commerce at 207-377-8020.

**CHAMBER CASH gift certificates do not expire, and like cash, are non-refundable if lost or stolen.*

Member News & ANNOUNCEMENTS

Chamber members are invited to attend a welcome reception for the new Director of the **Theater At Monmouth** at **D R Struck Landscape Nursery**:

You are cordially invited to join Executive Producer Robin Struck and the Board of The Theater At Monmouth as we welcome Dawn McAndrews, our new Producing Artistic Director, into our community.

*Tuesday, November 15th 5-7 pm at
D. R. Struck Landscape Nursery
Route 202 in Winthrop
RSVP to Robin at 458-4112 or
drstruck@fairpoint.net by Nov. 11.*

*Light hors d'oeuvres, beer, wine and seasonal soft drinks will be served.
We look forward to seeing you this evening!*

On Saturday, November 5 from 5 to 9 am, the **Rotary Club** is hosting a Hunters and Families Breakfast at the **Winthrop Congregational Church**. The breakfast will cost \$6 for adults, \$3 for children, and \$18 for families. All proceeds will go toward the Rotary's community projects, which include the food pantry, the hot meals program, scholarships for Monmouth and Winthrop and more.

The Winthrop Center Friends Church is

hosting an Alternative Holiday Fair on Sunday, November 13 from 2 to 5 pm. Items for sale will be locally produced and/or available to buy to support good causes.

Delicious apple crisp made from local apples will also be on sale.

Businesses and organizations with special holiday activities planned should contact the Chamber for listing. Please call 207-377-8020 or email info@winthropchamber.org.



The Winthrop Education Corporation (WEC), in partnership with the Winthrop Lions Club, is pleased announce the upcoming musical concert by Grammy-award-winner Suzy Bogguss on Friday, November 18 at the Winthrop Performing Arts Center. Known for her hits such as "Aces," "Drive South," "Someday Soon," "Outbound Plane," and "Letting Go," Bogguss' most recent endeavor is the American Folk Songbook CD and book project. The project is Bogguss' effort to preserve and revive some of American's most beloved traditional folk songs such as "Beautiful Dreamer," "Red River Valley," and "Shenandoah."

Tickets for the Suzy Bogguss concert are \$42 for premium reserved, \$37 for reserved, and \$32 for general admission. All tickets are available online at www.winthropconcerts.org. In addition, general admission tickets are available at the following locations in Winthrop: Dave's Appliance, Kennebec Savings Bank, and the Winthrop Area Federal Credit Union. For more information, please contact WEC President Victoria Christopher at 207-441-1463 or wecpresident@winthropcorp.org.

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.

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 send an email to info@winthropchamber.org.

Did You Know November 26th Is SMALL BUSINESS SATURDAY?!!

Small Business Saturday is a day for dedicating a portion of holiday shopping to local, independently owned small businesses. American Express, the founding sponsor of Small Business Saturday, created the national program in 2010 in response to small business owners’ most pressing need--more demand for their products and services. The second annual event will build on last year’s inaugural effort which drove millions of dollars to main street merchants.

Social media will play a central role in helping raise awareness about the importance of supporting small business and recognizing Small Business Saturday. The Small Business Saturday Coalition will drive consumers and business owners to facebook.com/smallbusinessaturday where they can participate in many ways, including:

- American Express is giving \$100 of free Facebook advertising to 10,000 business owners who sign up at facebook.com/smallbusinessaturday to help build online buzz and drive customers to their stores on Small Business Saturday. By simply entering a few pieces of information and clicking a button, these business owners can create a personalized, geo-targeted ad that will run on Facebook leading up to November 26.

- American Express is giving a \$25 statement credit to 200,000 Cardmembers who register their card and use it to shop on Small Business Saturday at any locally-owned, independent small business that accepts American Express.
- Small business owners can go to Facebook.com/smallbusinessaturday to download online promotional materials that will help them drive sales to their business on Small Business Saturday.
- Everyone can spread the word about the day and their favorite businesses by giving a shout-out to their favorite local shops and restaurants via Facebook and Twitter.

One and a half million Facebook users, 130 public and private organizations, and 41 elected officials declared their support for Small Business

Saturday last year. One hundred thousand small businesses downloaded marketing materials, 10,000 businesses signed up for free Facebook advertising, and 200,000 consumers registered their American Express cards to receive \$25 statement credits when they shopped at a small business. In the first year, small retailers who accept the American Express Card saw a 28% increase in sales on Small Business Saturday.



27TH ANNUAL WINTHROP HOLIDAY PARADE



PARTICIPATION FORM

Date: Saturday, December 3. (Storm date: Sunday, December 4.)

Time: Line-up is at 2:30 pm and start is at 3:30 pm.

Location: Begins at top of Main Street in Winthrop.

Group/Business/Float Name: _____

Address: _____

Contact: _____

Phone: _____ Email: _____

Brief Description of Float or Group: _____

Please mail form to Holiday Parade, c/o Winthrop Area Chamber of Commerce, PO Box 51, Winthrop, Maine 04364.

For more information, call Victoria Christopher at 207-441-1463.