

Business Insider

Kennebec Valley Chamber of Commerce

July 2015



Four Great Sources For Valuable Business and Marketing Trends

By: Suzanne Doiron

When I start my monthly writing process for the Kennebec Valley Chamber, the first thing I do is search for up-and-coming trends that business owners may find interesting or useful. This month, while I was attempting to narrow down the topics that caught my interest, it dawned on me that knowing where to find *what's trending* would be far more useful than hearing about one new idea at a time. Here, direct to you from me, are my four favorite resources for discovering new trends that keep the world of business fresh and exciting!

1. Google Trends. Google does everything and more. The company that loves to gather information (sometimes it seems for its own amusement) is using this information to help you! With the Google trends tools, you can see what hot topics everyone using Google is searching or looking for, many of which you can use in your own marketing strategies. Trending topics are especially good for social media marketing. Try it out at: www.google.com/trends.

2. Twitter and Facebook. Speaking of social media marketing, Twitter and Facebook are great places to go to see what people want to talk about. If you want to keep politics out of your business, that's ok:

there are plenty of friendly topics that you can read more about, as well!

3. Good Old Fashioned Print (or its online, paperless cousin). Magazines like Forbes and Fast Company are two of my personal favorites because they are constantly changing the direction of their content to keep up with the innovations happening in business, worldwide. If you're looking for a more local viewpoint, take some free time to read the local newspaper (or the online version and all of its dreaded comments sections) and see what people in your community are interested in.

4. Search Engines. Sometimes finding the next trend to focus your marketing strategies on is simply a click away. By using search terms like "Maine business trends" and "summer marketing ideas" I found a wealth of free resources useful to businesses of any type.

If you're ever running short on ideas for your next business move, just

CEO Corner

Our chamber and our region are in great shape! The economy is picking up and businesses throughout our footprint report a positive outlook. Here at the Chamber we have added some staff and we are working harder than ever to ensure we are meeting your needs. Please come join us on the golf course on the 13th and make sure you get registered for the October Expo soon, it will fill up! Be sure to use this positive economic time to rebuild and renew. "The time to repair the roof is when the sun is shining!" ~ JFK



remember that there is an audience filled with people more than willing to put their interests and opinions out there for the world to see. Since these interests are coming straight from the people you wish to interest with your goods and services, it seems the most logical thing to consider when making your next marketing move.



Whatever Family Festival Events
Find more information and photos on page 5.

IN THIS ISSUE: Whatever Kids Day in Capitol Park



A child poses with Clifford at Whatever Kids Day at Whatever Kids Day (photo by Cynthia Ross)

Saturday, June 27th, Capitol Park in Augusta was full of the sounds of laughter, music and happy children once again as the Kennebec Valley Chamber of Commerce hosted another fantastic Kids Day in Capitol Park.

Thanks to the support from EJP, Hannaford, Summit Natural Gas, Marketplace at Augusta and Central Maine Power. The park was filled with over 100 events, performers and free activities for the children of the Kennebec Valley region.



Continued on Page 5...

Welcome NEW Members!

Please welcome & give your personal support to our newest members:

Blistered Fingers, Waterville

Greg & Sandy Cormier, 873-6539
blisteredfingers.com

Magnusson Balfour Commercial & Business Brokers, Gardiner

Dennis Wheelock, 242-5588
balfourcommercial.com

Veterans Inc., Lewiston

Jason Palitsch, 508-791-1213 x145
veteransinc.org

Sutherland Conservation & Consulting, Augusta

Amy Coles Ives, 242-0618
sutherlandcc.net

Member Anniversaries

The following businesses and organizations recently renewed their investment support of the Chamber.

35 years and over

O'Connor AutoPark
Pine State Trading Co.
WMME/WEBB/KOOL AM

25 years and over

Maple Hill Farm Inn & Conference Center
Spectrum Generations

20 years and over

Uncle Henry's

15 years and over

BONNEY Staffing Center
Capital Area Technical Center
Cives Steel Co.
Golden Pond Wealth Management, Inc.
Kennebec Behavioral Health
Kennebec Valley Council of Governments
Maine Veterans' Homes

10 years and over

FirstPark
Gibson LeClair, LLC
Nadeau Chiropractic
Oxford Networks
Reny's Department Store
Winthrop Commerce Center, LLC

5 years and over

Kennebec Valley Physical Therapy
MK Orthodontics
Roger Pomerleau Entrepreneur

Also renewing

Augusta Downtown Alliance
Augusta Elks Lodge #964
Camden National Bank
Care & Comfort
Finard Properties LLC
Fowler's Roofing & Construction
Free ME from Lung Cancer
Kaplan University
Kennebec Physical Therapy
Maine Department of Economic & Community Development
Maine Job Trust
Rocky's Stove Shoppe LLC
Stained Glass Express

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Cynergy Spotlight – Erika Bush

Born, raised and now working in Augusta, Erika Bush's passion and love for the Kennebec Valley area is vibrant, making her a fantastic addition to the Cynergy group. Erika left Augusta for a brief period of time to attend City College of New York where she graduated with a degree in Public Relations, but she quickly traded the tall buildings for pine trees and moved back to her hometown. While she loved New York, she loves Maine more. Moving back, she found herself able to, in her own words, "make a difference in the community that shaped her."

Erika now works as the Development Director at the Kennebec Valley Humane Society, which has allowed her to work closely with another passion of hers: animals. While Erika has

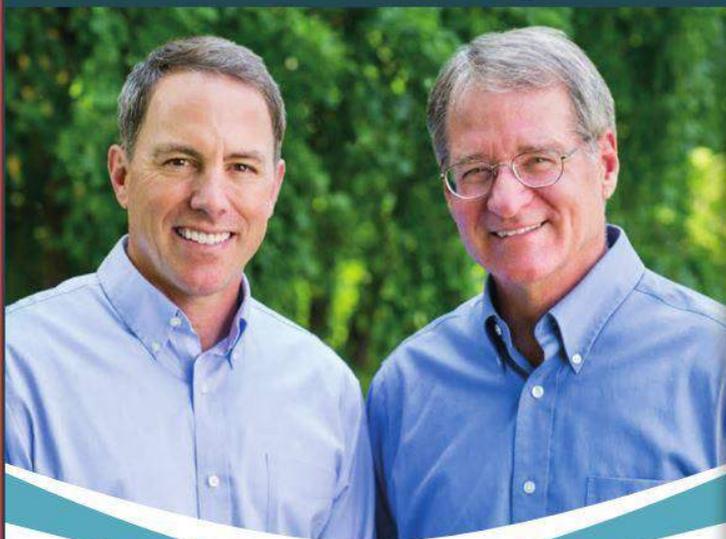
always loved animals, it wasn't until she rescued her dog Camden that she understood how truly important they were to her. She had spent much of her life learning and reading about animal behavior, so being able to incorporate that love with her career is an exciting opportunity for her. While she says it can be hard when animals are at the shelter for long periods of time, it's all worth it when they finally go home with a family!

Want to get involved in the Humane Society as well? The Kennebec Valley Humane Society is reaching its peak season for kitten and cat intake, but that doesn't mean that the other four-legged friends don't need some extra attention too. If you'd like to spend your lunch breaks enjoying the outdoors this summer, they would love to have you as a dog walker at KVHS! The process is simple. All you have to do is fill out a volunteer application at www.pethavenlane.org, and

Volunteer Outreach Coordinator, Amanda Thompson, will get you trained so you'll be able to walk dogs whenever you'd like at KVHS.



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Whatever Family Festival and Kid's Day in Capitol Park June 17–July 4, 2015

Special thanks to these sponsors and supporters of the 38th annual Whatever Family Festival. Their support helps present the "FREE FAMILY FUN" community festival and assists the Chamber perform its many roles in support of a stronger economy, better business climate and higher quality of life in the Capital area.

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Pine State Trading ● University of Maine at Augusta

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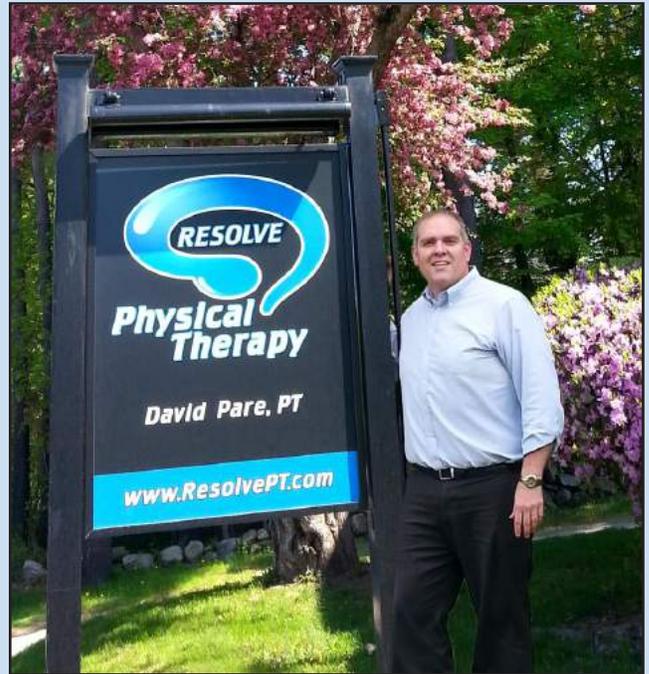
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Spotlight on a MEMBER



Resolve Physical Therapy

Resolve Physical Therapy recently opened at 75 Stone Street in Augusta and is welcoming new patients! Dave Pare, a licensed physical therapist for 19 years, is the owner and operator of this new business venture. Unlike many rehab providers, your entire treatment time at Resolve Physical Therapy is spent with the physical therapist.

Dave uses manual treatment of both soft tissues and bones to truly treat the source of pain, numbness, stiffness or other orthopedic symptom. Treatments include advanced forms of soft-tissue work and mobilization of joints to restore normal, pain-free movement. Over the past 10 years, Dave has primarily focused on work-related orthopedic injuries. Practicing alongside many excellent occupational health physicians and other clinicians has enhanced Dave's overall orthopedic expertise considerably.

Resolve Physical Therapy offers Functional Capacity Evaluations, also known as FCE's. This service is a battery of physical tests administered to analyze an injured worker's physical capabilities and develop a detailed profile of work tolerances. Dave provides a clear and informative report to those professionals needing answers as to the current status of their clients' work capacity.

Whether you are feeling pain from injury, a disability following surgery, or any other issue that limits your ability to enjoy movement and live comfortably, Resolve Physical Therapy can help. Dave's objective is to help you resolve your pain and disability whether it is new to you or if it has been part of your life for years.

This section, dedicated to highlighting a member business, is given away at the monthly Business After Hours!



Photos Courtesy of Gardiner Main Street

Greater Gardiner River Festival

The weather was perfect, the music was great, the games were fun and the fireworks were spectacular! Waterfront park was filled with kid's games, food vendors, novelties, and showcases from community organizations. The afternoon and evening air was filled with live music and entertainment. The community rallied around their favorite culinary masterpiece in Gardiner's Best Pizza Competition. Congratulations to Gerard's Pizza for that sought after title! Boys and Girls Club of Greater Gardiner Talent Show in Waterfront Park highlighted the many gifted artists in the area. The evening culminated with a spectacular fireworks display at dusk. It was a fantastic event, one that will signify the beginning of summer for ages to come!

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Kids Day in Capitol Park

While Union Street was filled with an incredible selection of "Touch a Truck" options, highlights in the park included performances by local dance groups, karate teams and medieval battles. Performances and demonstrations by Wayne from Maine, Mike Miclon, the Taiko Drummers and the State Police K-9 unit entertained at the children's stage and the B98.5 "Bee a Country Star" competition thrilled audiences on the main stage. New this year, a variety of food trucks provided a great selection of ethnic food options including Greek, French Canadian and Philippine. Thousands of families had a fantastic day and enjoyed the perfect weather and huge variety of children's activities around the park during this great event.



A medieval battle takes place in Capitol Park (photo by Craig Nelson)



A child grins while enjoying a tour of a dump truck (photo by Craig Nelson)



Thousands of families attended the various activities at Kids Day in Capitol Park (photo by Craig Nelson)



A young volunteer gets her face painted at Kids Day in Capitol Park (photos by Ross Cunningham)



Blistered Fingers Bluegrass Festival

If you did not make it to the Blistered Fingers Bluegrass Festival in Litchfield, you missed out on a weekend of wonderful music and friendly gatherings. The festival ran from June 17th-20th at the Litchfield Fairgrounds and highlighted numerous bluegrass legends including The Gibson Brothers, Little Roy & Lizzy Long, The Cleverlys, and many more. Don't fret if you missed it, Blistered Fingers Bluegrass Festival will be back at Litchfield Fairgrounds August 26th-29th. Check out blisteredfingers.com for more information.



Photos Courtesy of Blistered Fingers

Meet the Staff:

Cynthia Ross

Cynthia M. Ross, Membership & Marketing Coordinator, joined the Chamber in June to aid in the marketing efforts of the chamber and reach new members throughout the region.



In this brand new position, Cynthia will be voicing the mission of the Chamber and news concerning their many members on social media platforms. She will also be identifying and meeting with potential new members and educating them on the many benefits of Chamber membership.

Cynthia resides in Windsor with her husband Brandon and their two children Rozalynn and Ryder. Together they enjoy making art at home and spending time enjoying outdoor activities in the area. On rainy days, you can find them discovering the many treasures of the Maine State Museum.

KVCHAMBER BUSINESS EXPO

Wednesday, October 14

4:00 – 7:00 p.m.

**Augusta Civic Center
Main Auditorium**



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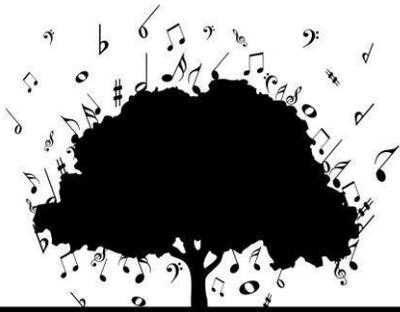
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Chamber Notes

Snow Pond Center for the Arts kicks off their 2015 Summer Concert Series on July 4th. Each concert begins at 3:00 p.m. and is held at their outdoor venue, Bowl In The Pines. Concerts will be held July 4, 5, 11, 12, 19, 25, 26 and August 1, 2, 8, and 9. For more information visit snowpond.org or call 844-476-6976.

Kennebec Valley Community College (KVCC) Foundation has awarded more than \$1 million in scholarships to students since 2005, and these awards are now reaching more than 200 students annually. For more information visit www.kvcc.me.edu.

Theater at Monmouth's Family Show runs through mid-August with a production of *The Fool of the World and the Flying Ship*. Adapted by Dawn McAndrews, this classic Russian fairy tale encourages the power of believing in yourself, the value of friendship, and the importance of following your dreams. For calendar and reservations, please contact the TAM Box Office at 933-9999 or visit www.theateratmonmouth.org.

Visit the **Harlow Gallery** in July for a varied selection of work by Maine artists: painting, drawing, printmaking, fiberarts, photography, sculpture, fine craft and more. Exhibitions at the Harlow are always free and open to the public. Gallery hours are Wednesday-Saturday 12-6 pm. Harlow Gallery was named Readers' Choice Best Gallery in Down East magazine's annual poll of reader and editor favorites, featured in the July issue.

Old Fort Western, the 1754 National Historic Landmark fort, store, and house museum on the Kennebec River in downtown Augusta, invites children of all ages interested in local history and stewardship to register for one of their Summer Youth Programs. These one-week sessions continue through August 28th. For more information call 626-2335.




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2015 Hosts

July 22...The Red Barn
August 26...Oakes & Parkhurst Glass
September 23...Dube Travel Agency
October 28...UMA 50th
November 4...Stained Glass Express
December 9...Maple Hill Farm Inn & Conference Center

Business Insider

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July After Hours at The Red Barn



The Red Barn will host the **July Business After Hours on Wednesday, July 22 from 5:00 – 7:00 p.m.** KV Chamber members and guests are welcome to join us for networking, great food and entertainment!

Many local businesses have donated awesome door prizes and there will be a chance to win the 50/50 raffle.

KVCC Business After Hours receptions are where some of your best Chamber networking happens. Be sure to bring along extra *business cards* to share with all your new friends. Please RSVP by calling us at 623-4559.

WHAT'S HAPPENING? KVCC Calendar July & August

July 2015

07/03 July 4th Holiday observed
07/08 KLI Comm., 12 p.m. @ ADA
07/08 KVCC Expo Comm., 4 p.m. @ Macomber, Farr & Whitten
07/13 **KVCC Golf Tournament**, 12 p.m. @ Augusta Country Club
07/22 **Business After Hours**, 5-7:00 p.m. @ **The Red Barn**

August 2015

08/05 KLI Comm., 12 p.m. @ ADA
08/19 **Business Insider Breakfast**, 7:30 a.m.-9:00 a.m. @ Senator Inn
08/19 Membership Comm., 11:30 a.m. @ KVCC
08/26 **Business After Hours**, 5-7:00 p.m. @ **Oakes & Parkhurst Glass**

Happy 4th of JULY



KVCC Staff

Ross H. Cunningham, President & CEO
Patty M. Hewett, Vice President, Operations
Lynne M. Burney, Program Director
Deborah R. Camporiale, Information Coordinator
Cynthia M. Ross, Marketing & Membership Coordinator

Our Mission:

The KV Chamber exists to enhance life quality by strengthening our regional economy.

www.AugustaMaine.com

Are you following us?

Stay up to date on Chamber events, enter contests, and learn more about the Kennebec Valley region!





The Kennebec Valley Chamber of Commerce Business-To-Business EXPO 2015

Augusta Civic Center ~ Wednesday, October 14th ~ 4:00 to 7:00 pm

Network, learn and prospect your way to increased sales and contracts – this excellent pre-holiday show has it all!

- ❖ **THEME** – Halloween! Prizes named below for best use of theme with your business/organization.
- ❖ **Business to Business** – ways to improve your visibility and networking.
- ❖ **NEW 2015 – WE’VE MOVED TO THE MAIN AUDITORIUM!!** More space = more exhibitors...and more room!
- ❖ The bar will be open throughout the show with a special Business After Hours reception beginning at 5:30 pm.
- ❖ **Win some fabulous door prizes including a \$1000 cash grand prize!**



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EXHIBIT SPACE

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Single Display 10’ x 8’

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Premium Display 10’ x 8’

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Please check all that apply

- Electricity \$40 fee** (available at all displays!)
- Other special needs _____

Exhibitor Prizes:

- 1st Place:** Free 2016 EXPO single display space
- 2nd Place:** One free KVCC 2016 Newsletter Insert
- 3rd Place:** Six (6) free KVCC Business Insider Breakfasts or Women’s Network Luncheons (valid Nov. 2015-Oct. 2016)

Registration Payment

Display(s): \$ _____

Special needs & extras + _____

Total Amount Enclosed = \$ _____

Registration Form 2015

Please print all information EXACTLY as it should appear in the Expo Program

Booth Choice:

1st 2nd 3rd

Business/Organization Name

Contact Person

Mailing Address

City State Zip

Phone Fax

Email

Website Address

Brief description of organization for program:

Please use my 2014 program description

***RAFFLE PRIZE min. value \$50 – ONE per exhibit**

My raffle prize is:

Raffle Prize Value \$ _____

Raffle Information

From 5:30 to 6:30 PM raffle. Each business is responsible for holding their individual raffle. Most raffle holders collect business cards so they should already have a contact name & number. Please keep the following in mind when planning raffle:

- ❖ **Raffle items not included with registration materials will not be considered.**
- ❖ Use a special *basket or bowl* to collect business cards – this can be used for the raffle and you get to keep the cards for future contacts!
- ❖ Popular items branded with your business logo or name are always fun to share with attendees. If you wish to raffle off coffee mugs or tee shirts feel free to do so individually at your exhibit. (these items do not qualify as official EXPO raffle prizes.)
- ❖ **The KV Chamber will only allow ONE (1) raffle item per exhibitor, with a minimum value of \$50.00. If you wish to participate at this level, please be sure to list your raffle item on the registration form so we can include it in our publicity. High end item announcements may be saved for the evening reception at the discretion of the Chamber.**

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Return registration to:

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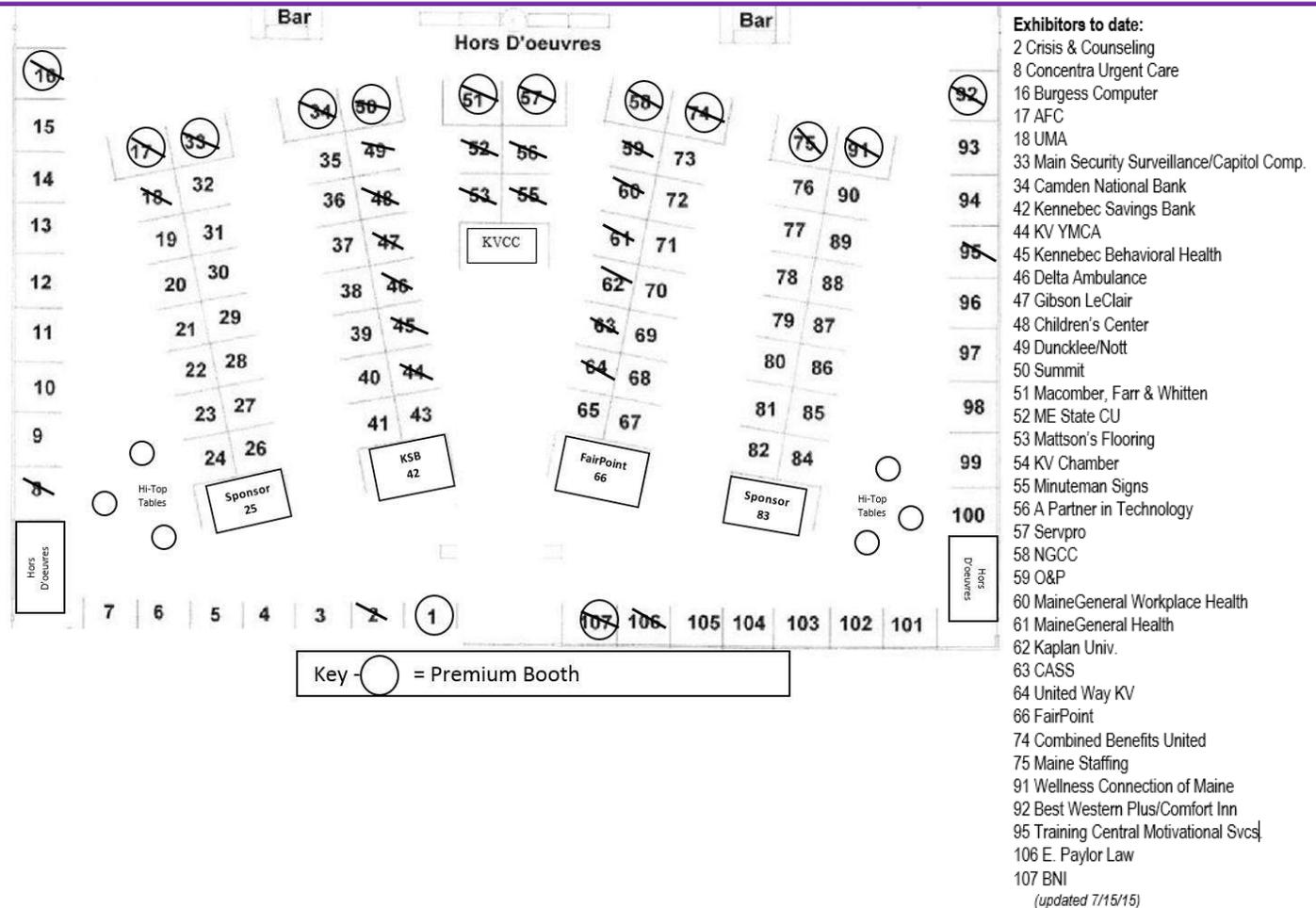
Exhibitors Floor Plan

Please choose your space from the attached diagram and **note top three choices** on registration form. Register Early for best selection.

Important Notes

- ❖ **Electricity available** for an additional \$40 fee.
- ❖ **Be sure to mail in your completed registration form to reserve your spot.**
- ❖ **PLEASE - NO EARLY BREAKDOWN.** With just three (3) hours, we need to be up and running until the 7:00 conclusion. Be Professional -- please comply and help keep us looking good!

IMPORTANT: If you don't see your business or organization listed, we have not yet received your registration form. We need your registration to confirm your participation.



— YOU'RE INVITED TO THE 45TH ANNUAL —
GOLF SCRAMBLE

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MONDAY, AUGUST 17, 2015

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THE 45TH ANNUAL
GOLF SCRAMBLE

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REGISTRATION FORM

Please check the items you would like, then fill out the information at the bottom and return to the United Way.

GOLF OPPORTUNITIES

- Individual Golfer(s) \$125
- Team(s) of 4 \$500
- Team of 4 & Hole Sponsor \$650
includes 1 SuperTicket
- SuperTickets \$35
2 Mulligan
Putting Competition
10 Raffle tickets
Closest to the Line
Hole in 1
- Putting Competition \$20
- Mulligans \$25
For a team
1 per player/per 9 holes

SPONSOR OPPORTUNITIES

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- Putting Contest Sponsor \$500
- Closest to the Line Sponsor \$500
- Pro Shop Sponsor \$500
- Lunch Sponsorship \$1,000
- Dinner Sponsorship \$2,000



GOLFER INFORMATION

Name _____ Handicap _____ Name _____ Handicap _____

Name _____ Handicap _____ Name _____ Handicap _____

Team Captain _____ Email _____ Phone _____

of golfers staying for dinner _____

Total: \$ _____

Please return to: United Way of Kennebec Valley
121 Commercial Street
Augusta, ME 04330

My Method of Payment:
 Check Enclosed
 Invoice Me

Call 626.3400 with any questions!

Elk Summer Music Festival

Augusta Elks Lodge

July 31 - August 1, 2015.

*Featuring some of the best bands in
Central Maine*

*Proceeds to benefit the
Travis Mills Foundation*

Tickets: \$10 per day or \$15 per weekend

Friday July 31st

5:00 pm Gates Open

6:00 pm Opening Ceremonies
Followed by a
presentation to
Travis Mills

6:30 pm-8:30 pm Music Starts with the
Working Class Band

8:45 pm- Mid Emerald Sky

Saturday August 1st

11:00 am Gates Open

Live Music from Noon Until Midnight
Featuring

"Elvis"

Amber Jack

Elton John Tribute Band
(Yellow Brick Road)

Little Twisted\

False Alarm

GE3KS



**Benevolent and
Protective Order of Elks**

**ELK SUMMER
MUSIC
FESTIVAL 2015**

*Proceeds to Benefit the
Travis Mills Foundation*



SSG TRAVIS MILLS

ELKS CARE ELKS SHARE

ABOUT

Retired United States Army Staff Sergeant Travis Mills of the 82nd Airborne is a wounded warrior, motivational speaker, actor, and an advocate for veterans and amputees. Despite losing portions of both arms and legs from an IED while on active duty in Afghanistan, Travis continues to overcome life's challenges, breaking physical barriers and defying odds. Travis lives by his motto:

“Never give up. Never quit.”



Monetary Sponsorship Opportunities

\$1000 Platinum

Your sponsorship at this level includes:

- Company mention and appreciation at the event
- Full page ad in the program
- Company name on our season banner
- Recognition on our website
- 1 ticket in the Super Drawing
- 2 passes to attend the weekend event

\$500 Gold

Your sponsorship at this level includes:

- Company mention and appreciation at the event
- Full page ad in the program
- Company name on our season banner
- 2 passes to attend the weekend event

\$250 Silver

Your sponsorship at this level includes:

- Company mention and appreciation at the event
- 1/2 page ad in the program
- Company name on our season banner
- 2 passes to attend the weekend event

\$100

Your sponsorship at this level includes:

- Company mention and appreciation at the event
- Company name in the program

Travis's story has been featured on local and national news including [Fox News' Happening Now with Jenna Lee](#) and [The O'Reilly Factor](#) with Bill O'Reilly.

On April 10, 2012, United States Army Staff Sergeant Travis Mills of the 82nd Airborne was critically injured on his third tour of duty in Afghanistan by an IED (improvised explosive device) while on patrol, losing portions of both legs and both arms. He is one of only five quadruple amputees from the wars in Iraq and Afghanistan to survive his injuries.

Thanks to his amazing strength, courage, an incredible will to live, the heroic actions of the men in his unit, the prayers of thousands, and all the healthcare providers at the Walter Reed Army Medical Center, near Washington D.C., Travis remains on the road to recovery. Every day is a battle, but Travis continues to astound friends and family alike with his progress and with his amazing spirit. SSG Travis Mills is a genuine American hero, and for his incredible sacrifice, we are forever in his debt.

In September 2013, Travis founded the Travis Mills Foundation, a nonprofit organization, formed to benefit and assist wounded and injured veterans.

Travis also founded the Travis Mills Group, LLC where he consults with and speaks to companies and organizations nationwide inspiring all to overcome life's challenges and adversity.

The Benevolent and Protective Order of Elks

Augusta Elks Lodge #964
Elk Summer Music Fest
P.O. Box 2206
Augusta, ME 04338-2206

Phone: 207-623-9623
Fax: 207-622-6329
E-mail: elk964secretary1@myfairpoint.net

Contact Person: **Tim Rodrigue**
207-314-9857
trodrigue@taxtechindustries.com

207-947-3321 (Bangor) 207-623-2674 (Augusta)

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