



August 2016

# Business Insider

Kennebec Valley Chamber of Commerce  
*KennebecValleyChamber.com*

## Upcoming Events

### August

- 8/2 KVCC Board Meeting
- 8/3 KLI Alumni Committee
- 8/3 KLI Committee
- 8/17 **Business Insider Breakfast**  
7:30 - 9:00 a.m. @ The Senator
- 8/24 **Business After Hours**  
5:00 - 7:00 p.m. @ Viles Arboretum  
co-host Skowhegan Savings Bank

### September

- 9/7 KLI Committee, 12:00 p.m.
- 9/13 KVCC Board Meeting
- 9/14 **Women's Network Luncheon**  
11:30 a.m. - 1:00 p.m.  
@ The Senator
- 9/21 **Business Insider Breakfast**  
7:30 - 9:00 a.m. @ The Senator
- 9/24 **Business After Hours**  
5:00 - 7:00 p.m. @ AFC

\*bolded items are open to the public

### Strut Your Stuff

By Ross H. Cunningham

As you know, our Business Expo is scheduled for October 12th at the Augusta Civic Center. Many of the area's larger businesses have been attending this trade show for years and find it extremely beneficial. Over the past few years however, we have seen more involvement from the large number of small businesses in the Kennebec valley. I began to wonder why every small business is not signed up yet, and what it was that the recent participants know that compels them to participate.

For most small business owners and sole proprietors, taking a day off from the office is a near impossibility and often involves closing the business for the day. While this may seem to be a dramatic step, let's look at some of the reasons that closing your doors and attending a trade show is

crucial to your success.

**1. Lasting Impression** An attractive booth, a few promotional items and a contest will leave your audience with your logo or impression for months to come.

**2. Face to Face** Nothing is better than interacting with potential customers face to face. You will be exposed to over 100 regional businesses and close to 500 visitors throughout the day who you will be able to interact with directly.

**3. Lead Generation** If you have QR codes to social media, or collect business cards, you will be creating a database of leads that are interested in your product and already have a connection. – Priceless.

**4. Cost Effective** The cost of marketing

directly to this many people and making the impression you can make in person runs in the thousands. Our Expo allows you to do this at a very reasonable rate.

**5. Level Playing Field** At our trade show you will be on par with large businesses and small alike and have the exact same status as some of the top firms in the region. To be seen in their company, and side by side, can really increase your credibility and status, for the same dollars

This event will fill up quickly. It is full of great connections, fantastic prizes and tons of smiles. Simply put, having a booth at this event will grow your business. You can't afford to miss it. Sign up today!

### Inside this issue:

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*Business Insider*  
 August 17th  
**Moving Maine from Poverty to Prosperity**  
 presented by  
**Gov. Paul LePage**



Since Governor Paul LePage took office in 2011, a steady decline in Maine's unemployment rate indicates that thousands of Mainers are working again. Gov. LePage plans to continue to increase job opportunities with good public policy that strengthens economic development, reduces taxes, and reforms welfare. At this month's breakfast, he will present his plans concerning taxes, welfare reform, and energy, as well as, inform us about the five ballot referendum questions presented to voters in November. RSVP to [info@kennebecvalleychamber.com](mailto:info@kennebecvalleychamber.com)

#### Business Insider sponsors:



*Women's Network*  
 will resume  
 September 14th

**Community Service**  
 presented by  
**Sue Grenier**



#### Women's Network sponsors:



## WELCOME NEW MEMBERS!

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

**DownTown Yoga & Healing Arts**  
Healthcare Services  
Rebecca Lambert, 500-3340  
[www.downtownyogame.com](http://www.downtownyogame.com)

**Management Plus, Inc.**  
Professional Services  
Don Sproul, 623-6430

**Shipwreck Coffee Co.**  
Retail & Wholesale  
Pati Carlson, 557-3208  
[www.shipwreckcoffee.com](http://www.shipwreckcoffee.com)

**Spectrum Medical Group**  
Healthcare Services  
Kelly David, 482-7800  
[www.sepctrummedicalgroup.com](http://www.sepctrummedicalgroup.com)

**The Gannet House Project**  
Museum  
Rebecca Lazure, 557-2290  
[www.gannethouseproject.org](http://www.gannethouseproject.org)

## MEMBER ANNIVERSARIES

### 40+ YEARS

Best Western Plus Civic Center Inn  
Pine State Trading Co.

### 10+ YEARS

American Lung Association in  
Maine  
Auclair Cycle & Ski  
Woodlands Senior Living

### 20+ YEARS

Children's Discovery Museum  
Kennebec Valley Council of  
Governments  
Markham Tent Rentals

### 5+ YEARS

Central Maine Drywall, Inc.  
Maine Savings FCU  
Seacoast Security/Capitol  
Computers  
Wendy's

### 15+ YEARS

Are You Ready To Party??  
Boys & Girls Club of Greater  
Gardiner  
Kennebec Valley Community  
Action Program  
LEE Credit Express  
Salvation Army

### ALSO RENEWING

Magnusson Balfour Commercial &  
Business Brokers  
Maine Department of Economic &  
Community Development  
Maine Job Trust

# Thank You

## Kennebec Leadership Institute Openings

The KV Chamber and the University of Maine at Augusta are preparing for the Kennebec Leadership Institute's (KLI) 31st class. KLI is an intensive, three-month (80 hour) training program that requires 100% commitment from its participants. The class concept is to assure a continuing flow of leaders in the Kennebec Valley area. If you are interested in becoming a better leader, investing yourself in your community, and creating lifelong connections **call us at 623-4559 for an application or visit [KennebecValleyChamber.com](http://KennebecValleyChamber.com).**



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**CEO Corner**

**Ross Cunningham,  
President & CEO**

*As our summer fades too quickly, I encourage you to get out there and see something in the Kennebec Valley you have never seen. Walk the*

*entire Rail Trail from Augusta to Gardiner. Visit the Vaughn Woods or the Viles Arboretum. Head out to the Belgrade Lakes region or to Mt. Vernon for a day. When you find something new – share it with us on Facebook. There's so much to see and so little time, have fun!*

**NEWSLETTER INSERT POLICY CHANGE:**

The Chamber offers an insert in their newsletter for \$250. This cost covers inserting each 8.5 x 11 sheet of paper (provided by advertiser) into 1,450 newsletters. All insert placements are on a first-come first-served basis and are limited to a total of 5 each month. Inserts in excess of 5 are considered on an individual basis and will be subject to an additional \$100 surcharge. Inserts are due at the Chamber office before the 15<sup>th</sup> of the month prior (i.e. July inserts are due June 15<sup>th</sup>). You must confirm your spot in the newsletter before dropping any inserts off.

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## Your smile is our priority



Capitol Dental Care welcomes new patients.  
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**207-622-9215**

Randall P. Cutri, DMD

At Capitol Dental Care, we understand that your smile is an integral part of who you are. Dr. Cutri and the team bring years of experience to the practice and are dedicated to meeting your preventative, restorative, and cosmetic dental needs. Your smile is our priority, and we want you to look and feel your best.

Capitol Dental Care values communicative and compassionate dentistry. From check-ups to advanced procedures, Capitol Dental Care will work with you to develop a treatment plan that fits your unique needs and goals. We see patients of all ages - **call today to schedule a visit!**

## Capitol Dental Care

**278 State Street, Augusta, ME**

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[www.capitoldentalme.com](http://www.capitoldentalme.com)

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## 21st Annual KLI Golf Tournament



**1<sup>st</sup> Place Low Gross**  
*Gosline Insurance*  
Will Purington,  
Ashley Purington,  
Eric Gosline,  
and Joe Lajoie



**2<sup>nd</sup> Place Low Gross**  
*Charlie's Motor Mall*  
Elissa Emmons,  
Charlie Shuman,  
Steve Shuman,  
and Jason MacDonald



**1<sup>st</sup> Place Low Net**  
*Rockingham Electric*  
Bob Pustis,  
Bob Emery,  
Dan Kaplan,  
and Ross Stover



**2<sup>nd</sup> Place Low Net**  
*McAvoy's On The Green*  
Scott Welch  
Bill Welch  
Wendy Bean,  
and Troy Kavanaugh

### MAJOR SPONSOR



### PLATINUM SPONSOR MaineGeneral

### GOLD SPONSORS

- Cape Air
- Central Maine Power
- Charlie's Motor Mall
- Commercial Paving
- G&E Roofing Co.
- Marketplace at Augusta
- O'Connor AutoPark
- PERFORMANCE  
Foodservice -  
NorthCenter
- Rocky's Stove Shoppe

### HOLE SPONSORS

- A-COPI
- Augusta Civic Center
- Augusta Country Club
- Bangor Savings Bank
- GHM Insurance Agency
- Gibson LeClair, LLC
- Goggins IGA
- Gosline Insurance Group
- J.F. Scott Construction
- Macpage, LLC
- Maine Drilling and Blasting
- North Country Rivers
- Paul Blouin Performance
- Pepsi
- Premier Marketing Group
- Quality Inn & Suites Maine
- Evergreen Hotel
- Servpro of Augusta/  
Waterville
- Snowpond Center  
for the Arts
- Sprague & Curtis  
Real Estate
- Sugarloaf
- TD Bank
- Townsquare Media

### CART SPONSORS

- Camden National Bank
- Connected Credit Union
- D.R. Struck Landscape &  
Nursery
- Damon's
- DR Designs
- Dube Travel
- Gagnon Dental
- Gardiner Federal Credit Union
- Homestead Realty
- Kennebec Valley YMCA
- Rockingham Electric Supply Co
- Vickerson Appraisal



Congratulations putting  
contest winner  
Eric Gosline - enjoy  
your new putter!

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# KV CHAMBER BUSINESS EXPO

Wednesday, October 12, 2016

4:00pm to 7:00pm

Augusta Civic Center

Standard Booth Price \$500

Member Rate \$345 • Premium Booth (members only) \$425

Sponsored By:



New this year! Online registration available:  
KennebecValleyChamber.com/business-expo

Visit KennebecValleyChamber.com for the most up to date  
registrations and booth assignments.

\$1,000 Cash Grand Prize - sponsored by



## Current Exhibitor List

As of 7/15/16

<b>A Partner in Technology</b>	<b>KV Chamber of Commerce</b>
<b>Augusta Civic Center</b>	<b>Kennebec Valley YMCA</b>
<b>Augusta Fuel Company</b>	<b>Kents Hill School</b>
<b>Bangor Savings Bank</b>	<b>KV Federal Credit Union</b>
<b>Boys &amp; Girls Club of Greater Gardiner</b>	<b>Macomber, Farr + Whitten</b>
<b>Burgess Technology Services</b>	<b>Maine Capitol Computers</b>
<b>Camden National Bank</b>	<b>Maine Staffing Group</b>
<b>Capital Area Staffing Solutions</b>	<b>Maine State Credit Union</b>
<b>Capitol Computers</b>	<b>MaineGeneral Health</b>
<b>Children's Center</b>	<b>Modern Pest Services</b>
<b>Combined Benefits United</b>	<b>New Dimensions Federal Credit Union</b>
<b>Cross Insurance</b>	<b>Oakes &amp; Parkhurst Glass</b>
<b>Delta Ambulance</b>	<b>Premier Marketing Group, Inc.</b>
<b>Disability Rights Maine/Maine Relay</b>	<b>RFB Advertising</b>
<b>Downtown Yoga &amp; Healing Arts</b>	<b>Sugarloaf</b>
<b>Emery's Meat + Produce</b>	<b>The Foster Agency</b>
<b>Evergreen Dental Associates</b>	<b>Tri-State Staffing, Inc.</b>
<b>Johnson Hall</b>	<b>United Way of Kennebec Valley</b>
<b>Kaplan University</b>	<b>University of Maine at Augusta</b>
<b>Kennebec Behavioral Health</b>	<b>Workplace Health/MaineGeneral Medical Center</b>
<b>Kennebec Savings Bank</b>	



# MEMBER SPOTLIGHT: LAROCHELLE INTERIOR DESIGNS



Portland Yacht Club Dining Room  
Photo by Corinne Wheelock

LaRoche Interior Design is a full service interior design firm servicing both residential and commercial clients. The firm opened in 2005 and originated in Newcastle, Maine. In 2011 relocated to Augusta, Maine and have recently moved to 11 Oak Street in the downtown area.

As principal designer Lori LaRoche has over 25 years experience and is one of 29 Maine Certified Interior Designers (MCID) that reside in Maine, with a few additional designers residing out of state. In August of 2015, Derrick White joined the firm as the Computer Aided Design (CAD) Manager. Derrick studied Culinary Art in college making him a great asset for kitchen design projects both residential and commercial.

As a design firm they provide concierge design services including decorating services, but are best known for their space planning skills, extreme room make over's, and project management. Taking problem spaces and creating design solutions that are functional environments providing a high level of functionality, durability and beauty. They cater to their clients every need. If your home or office needs a little assistance call Lori to schedule your consultation at 215-7872.

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

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OFFICES IN AUGUSTA & BANGOR



## Meet the Board: Chuck Hays

Chuck Hays, Chief Executive Officer of MaineGeneral Health, joined the state's third largest health care system in 1995 as Director of Engineering. In the more than nineteen years since Mid-Maine Health System joined Kennebec Valley Health System to become MaineGeneral Health, Chuck has held a number of positions of increasing responsibility with the state's third largest health care system. As Senior Vice-President and Chief Operating Officer, Chuck headed the team responsible for the construction and operation of the Harold Alfond Center for Cancer Care which opened in July 2007. In October 2007, he was named President and CEO of MaineGeneral Medical Center. In 2012 he became President and CEO of the parent company, MaineGeneral Health.



Chuck has been a member of many organizations including American College of Healthcare Professionals, Kennebec Valley Chamber of Commerce (Past Chair), United Way (Executive Board) - Past, TOGUS VA Board - Past, Kennebec Savings Bank Board (Vice Chair), Workforce Investment Board- Past, Kiwanis, Voluntary Hospital Association regional CEO Board, Maine Dartmouth Residency Board, Granite Hill Estates Board - Past, Waterville Opera House Board, Augusta Board of Trade, the Augusta Y Board and most recently Chair of the Maine Hospital Association Board. Chuck and his wife Maria live in Manchester, Maine and have two grown children.

*Come see what's new!*

Community Participation	Going Green(er)	New Products

**SMART**  
EyeCare Center  
[www.smarteyecare.com](http://www.smarteyecare.com)

Augusta 255 Western Avenue 207-622-5800	Farmingdale 210 Maine Avenue 207-582-5800	Bangor 824 Stillwater Avenue 207-947-7554
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**Johnson Hall** continues their Free Waterfront Concert Series with The Gawler Family (August 5), Bishop Avenue (August 12), Sassquatch (August 12), and Half Moon Jug Band (August 26). Visit [JohnsonHall.org](http://JohnsonHall.org) for more information.

**Sexual Assault Crisis and Support Center** is holding its 1st Annual Cash Raffle with a Grand Prize (1 Winning Ticket) of \$10,000 Cash! Tickets are \$100 each and may be purchased by an individual or by a team of up to ten individuals. Only 300 tickets will be sold and all proceeds will benefit SAC&SC. For more information visit: <http://www.silentnomore.org/assets/cash-raffle-form.pdf>



**Kennebec Valley YMCA** donors, supporters, Directors, and staff gathered on Tuesday, June 28th, to celebrate the community's support for the Y in 2015. Generous gifts from donors allowed the KV YMCA to provide over \$220,000 in financial support for memberships, programs such as swim lessons, youth sports, diabetes prevention education, and a summer to remember for kids at Camp KV and Julia Clukey's Camp for Girls at Camp KV. Gregory Powell, Chairman of the Harold Alfond Foundation, spoke at the event, thanking the Y's donors and praising the charitable work of the KV YMCA. The Foundation awarded the KV YMCA, after it met the Foundation's financial challenges, matching grant funds totaling \$250,000. The Foundation's support was a tremendous benefit to those in our community.

**Maine State Credit Union** is pleased to announce that Christina Marquis has been promoted to card services representative at Maine State Credit Union. She was previously a teller at the main office in Augusta. Congratulations Christina!



**MaineGeneral Pulmonary** welcomes Akshu Balwan, MD and Arun Ranganath, MD. These providers specialize in a range of pulmonary procedures such as bronchoscopy and endobronchial ultrasound and critical care such as central line placement, critical care ultrasound, echocardiography and invasive cardiac monitoring.



**The Harlow Gallery** Bookey Readings presents four poets who are completely new voices to the Harlow Gallery: Lisa Panepinto, Mark Swiedom, Matt Hopkins, and Dennis Pollock. The public is invited to attend and be inspired by an evening of vibrant spoken word from fresh, new voices. The event is on Friday, July 22 at 7pm at 160 Water Street in Hallowell. Refreshments are served and a \$3 donation to benefit the Gallery is appreciated at the door.

**Uncle Henry's** is announcing a brand new competition to encourage the ingenuity and entrepreneurial spirit of the people of Maine. The Uncle Henry's Pitch ME Challenge officially launched July 14, 2016 and is accepting applications through September 30, 2016. Camden National Bank and the Kennebec Valley Chamber of Commerce will be amongst the partners in the process, both as judges as well as providing awards/support for the eventual winners. For more information, please see the ads in the print editions of Uncle Henry's. Applications and a full outline of the process/rules can be found at [www.UncleHenrys.com/PitchMEChallenge](http://www.UncleHenrys.com/PitchMEChallenge).

## A LITTLE BIGGER & A LOT BETTER



We've grown quite a bit over the last few months. We've officially welcomed all the J&S Home Heating employees to the AFC family as well as 2 new KVCC graduates, a Master Electrician and experienced HVAC technician, plus two summer interns!

These new employees are as eager as ever to do their part in providing you with the best customer service around. As always, we want you to...

*Feel comfortable With Us.*



From Left to Right: Valerie Fredericks, Daryl Sawtelle, Laurie Hopkins & Spencer Cayer

[AFCCOMFORT.COM](http://AFCCOMFORT.COM) [JSHOMEHEATING.COM](http://JSHOMEHEATING.COM)

## KVCC Board of Directors

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\* Executive Committee ^ Full-time Executive

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FairPoint Communications  
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Stained Glass Express  
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### **KVCC Staff**

**Ross H. Cunningham, President & CEO**  
**Patty M. Hewett, Vice President, Operations**  
**Katie L. Doherty, Program Director**  
**Cynthia M. Ross, Membership & Marketing Coordinator**  
**Deborah R. Camporale, Information Coordinator**

### **Our Mission:**

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



## Enjoy the end of summer at Viles Arboretum with Skowhegan Savings Bank

Viles Arboretum and Skowhegan Savings Bank will host the **August Business After Hours** on **Wednesday, August 24th** from **5:00 – 7:00 p.m.** at Viles Arboretum in

Augusta. KV Chamber members and guests are welcome to join us for networking and great food!

Every Business After Hours is an incredible opportunity to win amazing door prizes and take part in the 50/50 raffle. Delicious hors d'oeuvres will be available and guests are welcome to partake in the cash bar.

Be sure to bring a large stack of *business cards* to share with your new business contacts.

To RSVP call 623-4559 or email [info@kennebecvalleychamber.com](mailto:info@kennebecvalleychamber.com)

**Look forward to the next Business After Hours at Augusta Fuel Company, on September 28, 2016.**



Business After Hours events are sponsored by **Capitol Dental Care**