



November 2016

Upcoming Events

November

- 11/2 KLI Committee, 12:00 p.m.
- 11/3 KV Chamber Board retreat
9:00 a.m.
- 11/3 KLI 30th Alumni Celebration
5:30 p.m. @ Snow Pond
- 11/9 **Women's Network Luncheon**
11:30 a.m. - 1:00 p.m.
@ The Senator
- 11/9 **Business After Hours**
5:00 - 7:00 p.m.
@ Transco Business Technologies
- 11/16 **Business Insider Breakfast**
7:30 - 9:00 a.m. @ The Senator

December

- 12/1 **Cynergy Christmas Theatre**
5:00 - 9:00 p.m.
@ the Theater at Monmouth
- 12/7 **Business Insider Breakfast**
7:30 - 9:00 a.m.
@ The Senator Inn
- 12/7 KLI Committee, 12:00 p.m.
- 12/13 KVCC Board of Directors,
5:30 p.m.
- 12/14 **Women's Network Luncheon**
11:30 a.m. @ The Senator Inn
- 12/14 **Business After Hours**
5:00 - 7:00 p.m.
@ Quarry Tap Room

*bolded items are open to the public

Inside this issue:

Do Consumers Have "Free Will" ?	1
New & Renewing Members	2
Cynergy Spotlight	3
CEO Corner	4
EXPO	5
Member Spotlight	6
Meet the New Employee	6
Chamber Notes	7
Business After Hours	8

Do Consumers Have "Free Will" Over What They Are Attracted To?

By: Kate McAllister

Memories are stored and influences are constantly being accepted subconsciously, this is just human nature. Think about this, you walk into a grocery store and you often buy the same brand of products over and over again. You say "yea... because it's my favorite". But is it your favorite because that's what your mother always cooks with? Is it your favorite because it reminds you of a fabulous dinner you had with your children last Friday night? Let's look at pasta sauce. What if these memories were erased and you're looking at the different types of pasta sauce with no biased opinion. Most likely someone would buy the cheapest one available or the most expensive thinking

the sauce must have better quality than the others. My point is, every purchasing decision we make, is based off of a prior influence. Societal norms, media influences, and peers opinions all categorize as distractions in one's purchasing free will. Consumers do not have free will over what they are attracted to when it comes to wants.

While looking at a magazine, you could overlook a model wearing a gray sweater in the corner. You later go in the local mall and see a similar sweater. Without realizing, you will take a second look at that sweater, simply because it sparked your interest. You may never purchase the sweater or

wear it, but you will think twice about it, simply because that image has been subconsciously stored in memory. Indisputably it is still your decision to swipe your credit card at the cash register.

People can argue about free will, there are many opinions that can be made and different examples can be focused on. What is your opinion on consumer free will? Need help finding strategies on marketing on this idea? Let us know how we can help you.



*Women's Network
November 9th
11:30 a.m. - 1:00 p.m.
@ The Senator Inn*



Joyce Taylor
Chief Engineer Maine DOT

Joyce began working with the department in 1999 and has risen through the ranks holding several key positions. Joyce Noel Taylor was the first President of Maine's newly formed Women in Transportation Chapter. She is an active participant of the American Association of State and Highway Transportation officials (AASHTO) Standing



Committee on Highways. She is a member of the American Society of civil Engineers and serves on the Maine Board of Licensure for Professional Engineers.
 RSVP to Info@kennebecvalleychamber.com

Women's Network sponsors:



*Business Insider
November 16th
7:30 a.m. - 9:00 a.m.
@ The Senator Inn*



Give Reason To Your Holiday Season

No Matter What You Celebrate, You Can Make Someone's Holiday Great!

Volunteering this holiday season will help your community as well as yourself! Multiple non-profits will be joining us, as their opportunity to reach out to the people of Greater Augusta Area and ask for help. Representatives from each non-profit will have an opportunity to speak about how you can help their cause.

If you are interested in speaking at the Business Insider Breakfast please call the Chamber at 207-623-4559.

RSVP to Info@kennebecvalleychamber.com

Business Insider sponsors:



WELCOME NEW MEMBERS!

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

Dirigo Capitol Advisors
Real Estate/ Development/ Rentals
Aly Cram, 721-0884
www.Dirigocapitaladvisors.com

Hunting Works for Maine
Association & Organization
Rob Sexton, 614-531-4426
www.Huntingworksforme.com

Maine Aerial Media
Photography
Ken McAllister, 446-4705
www.facebook.com/MaineAerialMedia

McAllister Real Estate
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Kim Gleason, 621-2345
www.Mcallisterrealestate.com

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Harry Wolfington, 622-1706
www.Wolfingtongroup.com

Pinnacle Tree
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Greg Wright, 462-2222
www.Pinnacletreearborist.com

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Rebecca's Place

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Maine Drilling & Blasting, Inc.

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Augusta Orthodontics, P.A.
Granite Hill Estates
Maine State Chamber Of Commerce
Riverside Disposal, Inc.

10+ YEARS

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Maine Children's Trust
Mattson's Flooring Center
Neokraft Signs, Inc.
Portland Glass

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Funeral Alternatives
Gardiner Family Chiropractic
Governor Hill Mansion
Home Care for Maine
Joyce's In Hallowell
Kennebec Valley Family Dentistry
Maine Innkeepers Association
Stoney Creek Antiques, LLC
Valley Distributors

ALSO RENEWING

Augusta Computer Copy, Inc.
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C.A.R.E.S., Inc.
Capitol Dental Care
Capitol Car Care
Daniel's Auto Body
Day's Store
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Gold Bridge Partners, Inc.
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Matt Maloney State Farm Insurance
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30th Anniversary Celebration!!!

Come celebrate 30 years of leadership development and the creation of 437 graduate leaders in our community!

November 3rd, 2016 5:30 p.m.

Snow Pond Center for the Arts, Alumni Hall
 \$20 per person / \$30 per couple
 RSVP to info@kennebecvalleychamber.com

Sponsored by : 

Keynote Speaker ~ Shawn Moody



Shawn Moody has been recognized for his business acumen, strategic planning, his ability to build dynamic teams, and for his unwavering devotion to people and community. He will share his thoughts on the value of strong leadership.

Food / Open Bar / Music / DJ / Dancing!

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CYNERGY PRESENTS...

Join Us for a Night at the Theater!


The Theater at Monmouth and Cynergy are collaborating to present a holiday event you will not want to miss...

Thursday, December 1st
 5-7:15 PM Private Reception
 7:30-9 PM Enjoy a live production of Every Christmas Story Ever Told (and Then Some!)

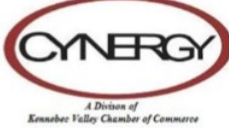
Admission \$25

Admission Includes: A private reception with the cast, FREE food, a cash bar, 1 ticket to the show, 1 entry for the door prizes (additional entries can be purchased at the reception)

[Email Cynergy@kennebecvalleychamber.com](mailto:EmailCynergy@kennebecvalleychamber.com) to reserve your tickets today!



**Show recommended for ages 13 and older*



Annual Program Sponsors




CEO Corner

I would like to give a “shout out” to our neighbors on Western Ave, Evergreen Dental. In the last month, they have made some significant landscaping improvements and the property looks fantastic. This has prompted us to make improvements as well to keep up! Our thanks to Gray Brothers Landscaping who keeps us looking great. What are you doing to improve your curb appeal? Take a new look and let’s put on our best face for the leaf peeping tourists!



Ross Cunningham,
President & CEO

ADVERTISE YOUR BUSINESS HERE!

Ad Size	Approx. Inches	Cost		
		Monthly	6 Months 10% Discount	12 Months 20% Discount
1/2 Page	5.5 x 8.5	\$150.00	\$810.00	\$1,440.00
1/4 Page	4.25 x 5.5	\$100.00	\$540.00	\$960.00
1/8 Page	4.25 x 2.75	\$75.00	\$405.00	\$720.00
1/16 Page	2.5 x 2.5	\$50.00	\$270.00	\$480.00

the kenney awards

January 27, 2017
5:00 PM

Tickets & Table Reservations go on sale December 1, 2016

Your smile is our priority



Capitol Dental Care welcomes new patients.
Give us a call to schedule an appointment!

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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KV CHAMBER BUSINESS EXPO

#KVEXPO16

Thank you to our amazing committee and all in attendance for making this a successful event!

\$1,000 Cash Grand Prize - sponsored by

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Kelly Allen,
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Congratulations #KVEXPO16 Winners!



1st Place Booth:
Maine State Credit Union



2nd Place Booth:
Emery's Meat & Produce



3rd Place Booth:
Aunt Gin's Restaurant



\$1,000 Grand Prize:
Leon & Debbie Emery

*KVCC Information**These workforce product(s) are funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. These product(s) are created by the grantee and do not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. These programs are funded by a grant from the U.S. Department of Labor, Employment & Training Administration. These are Equal Opportunity/Affirmative Action programs, adaptive equipment will be provided upon request to individuals with disabilities. KVCC is an equal opportunity/affirmative action institution and employer. FMI call the Affirmative Action Officer at (207)453-5117.

MEMBER SPOTLIGHT— MAINEGENERAL

MaineGeneral Medical Center's Alford Center for Health opened its doors to this community just three years ago. We want to say: Thank you! Thank you for believing in us; for supporting this project and the Thayer Center for Health renovations to ensure that high-quality services and health professionals remain here. We are honored and humbled to serve our community. Together, we've transformed health care in the Kennebec Valley.

At MaineGeneral Health, we promised our 88 towns and about 190,000 people that we would:

- Attract the best medical staff and other health professionals
- Bring the most advanced technology and more specialized services
- Retain 24/7 emergency care in both Waterville and Augusta

Promises realized

Since November 2013, we've:

- Recruited more than 100 medical staff
- Invested in new state-of-the-art medical equipment, like the new tomosynthesis equipment for mammography which gives 3D views of tissue, enabling small tumors to be seen earlier
- Provided emergency department services to more than 4,500 people each month

We're also proud to provide more ways to keep you healthy through Prevention and Healthy Living programs that help you eat more nutritious, locally sourced food, exercise more and enhance your mind/body health.

Whether it's maintaining good health or helping when you have acute or chronic health problems, MaineGeneral Health has the professional, compassionate team ready to serve you.



Shelley Goraj, Food & Nutrition Director at MaineGeneral Medical Center, helps make good nutrition fun for children in the Teaching Kitchen at the Alford Center for Health.

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Meet Our New Chamber Employee:

Kate McAllister

Kate McAllister, Membership & Marketing Coordinator joined the team in October 2016 with the eager desire to advance the Chamber's membership count. Kate's responsibilities will range from educating potential and current members on positive attributes the Chamber can offer to creating, appealing visuals for community events. Kate will be producing and publicizing the monthly newsletter, as well as be the contact for all membership needs.

Kate is a recent Thomas College graduate, where she achieved a Bachelors in Marketing Management and a minor in Sociology. While at Thomas, Kate was very active in extra curricular activities including Varsity Basketball and Tennis, finishing her collegiate basketball career with over 1,000 points. She enjoys anything involving the outdoors and can found in her free time hiking the many beautiful trails of Maine.



Camden National Bank recently celebrated and honored the extraordinary efforts of its employees and officers at the company's annual Employee Appreciation Event, held at the Augusta Civic Center in Augusta on September 28th.



Employee of the Year - Kathleen Dodge (Branch Operations, Portland)

Officer of the Year - Josh Nash (Information Technology, Bangor)

Commitment to Core Values - Kate Bellmore (Human Resources, Rockport) and Suzanne Cifaldo (Branch Operations, Rockport)

Commitment to the Customer - Brent Grace (Customer Assistance, Rockport) and Libby Arrico (Credit Administration, Bangor)

Commitment to the Community - MaryBeth Munroe (Kennebunk banking center) and Nancy Tracy (Retail Regional Manager – Central Region, Waterville)

Commitment to the Employee - Katie Rose (Commercial Loan Administration, Rockport) and Michelle Dunn (Stakeholder Development, Rockport)

Commitment to Internal Service - Andrew Eugley (Loan Servicing, Rockport)

Bob Daigle Award for Achievement through Innovation - Megan Kennedy (Deposit Services, Rockport)

Commitment to the Shareholder - Ray Jean (Project Management, Gardiner) and Al Butler (Collections, Gardiner).

Burgess Technology Services

Employees of Neokraft Signs install a new sign on Oak Grove in Bath last week. The organization recently rebranded and rolled out a new logo after 30 years, to better reflect having grown from a small computer company to offering comprehensive technology services.



MaineGeneral Orthopaedics

Dr. Aitken joins MaineGeneral from Edinburgh, Scotland, where he completed his orthopaedic residency. Dr. Aitken brings a specialty focus of complex fracture care to the comprehensive services already offered at MaineGeneral Orthopaedics, including total joint replacement, sports medicine, and surgery of the hand, foot, ankle and spine.



MaineGeneral Eye Center expands by hiring two new medical staff as well moving their practice to Fairfield. Dr. Lichtenstein joins



MaineGeneral from a practice in Portland. He specializes in pediatric and adult ophthalmology including eye surgery.

MaineGeneral Medical Center has been approved for grant funds to help eligible patients get early detection of lung cancer. The funds are made available by **Free ME From Lung Cancer** through a grant made possible by Maine Cancer Foundation. Medicare, Medicaid and most private insurance cover the cost of screening. The grant enables MaineGeneral patients who do not have insurance and meet certain criteria to receive their first lung cancer screening at no cost. A health provider must refer the patient for the no-cost screening.

FairPoint Communications is pleased to announce the completion of broadband upgrade projects in Chelsea, Pittston and Whitefield, Maine. As a result of these projects, faster broadband speeds are available to approximately 1,000 locations in these communities – some addresses for the first time.

Spectrum Generations

You are invited to the Living Well for Better Health Workshop to learn how to best manage your chronic conditions. It is delivered in a series of classes taught by trained community members, many of whom have chronic conditions themselves. A proven program developed by Stanford University and supported by Spectrum Generations. Participants have less pain, more energy and fewer hospitalizations. Discussions and activities focus on dealing with frustration, exercising at your level of ability, working with your healthcare provider, setting goals, and much more. Participants are able to live the lives they want, and gain the ability and confidence to care for their condition. The Living Well Program is a 6-week workshop series held on Wednesdays from November 16 through December 21 from 9:00 am-11:30 a.m. at the Muskie Community Center, 38 Gold Street, Waterville, Maine.

To register for this class or for more information, call Lyn at Spectrum Generations, 930-8082, or by e-mail at LNeiz@SpectrumGenerations.org.

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



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Deborah R. Camporale, Information Coordinator

Our Mission:

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

Join us at Transco Business Technologies!



Transco Business Technologies will host the **November Business After Hours** on **Wednesday, November 9th** from **5:00 – 7:00 p.m.** at Transco Business Technologies in Augusta. KV Chamber members and guests are welcome to join us for networking and great food! There will also be an Elvis Presley impersonator performance.

Every Business After Hours is an incredible opportunity to win amazing door prizes and take part in the 50/50 raffle. Transco will have drawings to give away Thanksgiving turkeys. Delicious hors d'oeuvres will be available from Rebecca's Place and drinks will be served. 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

Look forward to the next Business After Hours at
Quarry Tap Room, on December 14, 2016.



34 Leighton Road, Augusta

Business After Hours events are sponsored by



Capitol Dental Care