



October 2015

Upcoming Events October

- 10/07 **Business Insider Breakfast**
7:30 a.m. - 9:00 a.m.
@ Senator Inn
- 10/07 KLI Comm., 12 p.m. @ ADA
- 10/08 **Women's Network Luncheon,**
11:30 a.m. @ Senator Inn
- 10/12 Columbus Day
- 10/14 **KVCC BUSINESS EXPO**
4-7:00 p.m.
@ Augusta Civic Center
- 10/21 KVCC Membership Comm.
11:30 a.m. @ KVCC
- 10/28 **Business After Hours and
Annual Meeting,** 5-7:00 p.m. @
*UMA 50th Richard
Randall Student Center*

November

- 11/04 KLI Comm., 12 p.m. @ ADA
- 11/04 **Business After Hours,**
5-7:00 p.m.
@ *Stained Glass Express*
- 11/11 Veteran's Day
- 11/12 **Women's Network Luncheon,**
11:30 a.m. @ Senator Inn
- 11/18 **Business Insider Breakfast**
7:30 a.m.-9:00 a.m.
@ Senator Inn
- 11/18 KVCC Membership Comm.
11:30 a.m. @ KVCC
- 11/26 & Thanksgiving Holiday
11/27

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Business Insider

Kennebec Valley Chamber of Commerce
KennebecValleyChamber.com

Following Up On Your Leads

By Cynthia Ross

On October 14th over 100 area businesses will set up displays in the Augusta Civic Center Main Auditorium for the KV Chamber Business EXPO. Each of these businesses, including the KV Chamber, has been preparing for their booth at this event for a number of weeks. On the day of the event every person will get hundreds of new contacts for their business.

Research suggests that over 90% of leads from trade shows are never utilized. Can you imagine how many opportunities are missed? Here are some guidelines for a successful follow-up campaign:



1. Be Prepared. Draft your follow-up email BEFORE you leave for the show. Having your format prepared ahead of time will allow you to promptly contact all of your leads. This ensures that you are still in the forefront of the potential customer's mind and you may be weeks ahead of your competition's contact.

2. Change it up. Don't use the same exact email that you used last year or from another show. Tailor your response to your specific audience, making sure to include the name, date, and title of the show where you met—try to include a picture of your booth to jog their memory!

3. Be Specific. Give your lead a tangible call-to-action. Assign them to a specific representative with your company and give them an option to engage immediately such as a video or an opportunity to schedule a personalized meeting. Make sure to cover the important information about your company that they may not remember from the show.

4. Don't Stop There. Have a plan to continue following up over the days following the show. Your campaign may start with a simple email, but you can always add the personal touch of a phone call if time allows.

Whatever you do, don't forget about your leads. It may take some nurturing, but with the proper care they may turn into lifelong customers!



*Business Insider
October 7, Senator Inn*

**Michael Mitchell:
"Mental Health is
Good Business"**



Michael Mitchell, LCSW is the President and CEO of Crisis & Counseling Centers (C&C), a non-profit that provides mental health services to the Kennebec Valley Region. Beginning his career with C&C in 1986, Michael has nearly thirty years of clinical and management experience in the behavioral health field. Many organizations recognize Mitchell as a trailblazer in the behavioral health field, and he has served as a trainer and presenter at conferences in Maine and across the U.S. Join us to hear him underline the importance of good mental health in the workplace. RSVP to info@augustamaine.com.

Business Insider sponsors:



*Women's Network
October 8, Senator Inn*

**Attorney General,
Janet Mills:
"Elder Abuse"**



The Attorney General is Maine's chief law enforcement officer and represents the state in legal matters ranging from child support enforcement, civil rights and consumer protection to the prosecution of homicides, felony drug cases and major frauds. Janet Mills was re-elected for her second consecutive term as Attorney General in December of 2014 and continues to tackle issues of domestic violence, heroin and opiate abuse and the protection of elders in Maine. During her presentation, Attorney General Mills will discuss many of the barriers to reporting elder abuse as well as options should the need to report elder abuse arise. RSVP to info@augustamaine.com.

Women's Network sponsors:



CEO Corner

As we complete our final Major event of 2015, The Business Expo, we reflect on the great successes we have had this year. Our next challenge will be completing our renovations and our move into our new Western Avenue location. As always, we are looking to save pennies and move most of the items ourselves. If you are interested in being part of this historic move, please email us and let us know! Have a great October!



Ross Cunningham,
President & CEO

WELCOME NEW MEMBERS!

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

A2Z Computing Services, Inc.

Matt Hunt, 465-8312
www.a2zcomputing.com

Editor's Note Comics

Zach Bowen, 233-0348
www.editorsnotecomics.com

Kat Beaudoin Consulting

Kat Beaudoin, 446-8099
www.intentionalgardens.com

Mill Park Pétanque

Ray Fecteau, 622-3389

PGT Public Affairs

Peter Thompson, 242-0750

Progressive Synergy

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www.progressivesynergyllyc.com

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MEMBER ANNIVERSARIES

35+ YEARS

City of Augusta

30+ YEARS

Bunker & Savage Architects
Downeast Energy
Greater Augusta Utilities District
Longfellow's Greenhouses
Peachey Builders

25+ YEARS

Caron's Collision Repair Center
City of Gardiner
Eaton Peabody Consulting Group

20+ YEARS

D & D Realty
Fredericton Chamber of Commerce
Gagnon Home Improvements

15+ YEARS

Charlie's Honda
Kennebec Valley Community Action Program
Maine Association of Broadcasters
Maine Principals' Association
Tri-State Staffing, Inc.

10+ YEARS

American Lung Association in Maine
Augusta Armory Rental Program
Bean, Wendy I., C.P.A.
Brady Palmer Real Estate
Canty Construction
Maine Restaurant Association
Motivational Services Inc.
White Flour Catering

5+ YEARS

Black Diamond Consulting
Capilo School of Hair Design
Combined Benefits United, Inc.
Down East Magazine,
Books & Online
Kaplan Electric
Kennebec Performing Arts Co.
Kennebec Valley Community College
Lowe's Home Improvement
Maine & Co.
Manufacturers Association of Maine
McVety's Hearth and Home
Natanis Golf Club
Riley Engineering
Rotary Club of Augusta

ALSO RENEWING

Allen Insurance and Financial
Atlee Gleaton Eye Care
Augusta Food Bank
Charlamagne's
Drs. Timm and Desrosiers
Flatlanders BBQ
Fuller Ink
Gardiner Main Street
Goggins IGA
Gray Brothers Grounds Care Inc.
Hutchings Electric
Joyce's in Hallowell
Levey, Wagley & Putnam, P.A.
Mitchell Tardy Government Affairs
Red Cloak Haunted History Tours
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A Division of
Kennebec Valley Chamber of Commerce

Spotlight

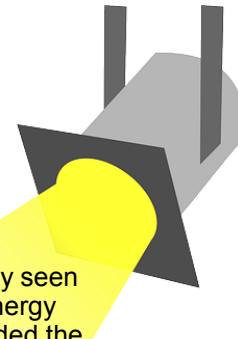
Peter Quigley

Peter Quigley's life has always been somewhat fast-paced. Growing up, his family moved many times to different places throughout Maine, and Peter worked two jobs while also attending high school. After graduation, Peter started working at the Bank of Maine, where he worked in 5 different branches in 3 years. Today, Peter juggles being a full time student at UMA (working towards his Bachelors in Business Administration), a full time Head Teller Supervisor at the Bank of Maine, and an active member of the Cynergy Steering Committee.



Peter celebrates one year of involvement with Cynergy this October.

Since joining, Peter has already seen major growth of the group. Cynergy recently divided the Steering Committee into sub committees, helping the group to focus and better execute Cynergy's mission. Peter has found that his involvement has helped him meet new people and build relationships with others who have similar goals to himself. With a full schedule of events and regular volunteering opportunities, it's looking to be a successful year for Cynergy. For more information about the group and a peek at upcoming events, visit kennebecvalleychamber.com/Cynergy.



NEXT EVENT:

CEO's UNPLUGGED

October 22nd
5-7:30 p.m.
at UMA Handley Hall,
331 Water Street,
Augusta

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KV CHAMBER BUSINESS EXPO

4:00 - 7:00 p.m.

Augusta Civic Center
Main Auditorium

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Augusta State Airport & Cape Air
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Bar Harbor Bank & Trust
Best Western Plus Civic Center Inn & Comfort Inn
Boys & Girls Club of Greater Gardiner
Budget Blinds of Augusta
Burgess Computer
Business Communications of Maine
Camden National Bank
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Capitol Dental Care
Children's Center: Early Intervention & Family Support
Combined Benefits United
Concentra Urgent Care
Concord Coach Lines
Crisis and Counseling Centers
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Current Media
Delta Ambulance
Duncklee & Nott
E. Paylor Law, LLC
Electricity Maine
Emery's Meat and Produce
Evergreen Dental Associates
FairPoint Communications
Finance Authority of Maine
Gibson LeClair, LLC
Heartland Payment Systems
IIS Financial Services
Johnson Hall
Kaplan University

Kat Beaudoin Consulting dba Evolving Nature
Kennebec Behavioral Health
Kennebec Journal/MaineToday Media
Kennebec Networkers
Kennebec Savings Bank
Kennebec Valley Chamber of Commerce
Kennebec Valley Community College
Kennebec Valley YMCA
Kents Hill School
KV Federal Credit Union
Lapointe Lumber
Liberty Mutual Insurance
Macomber, Farr & Whitten
Main Security Surveillance/Capitol Computers
Maine DECD
Maine Department of Labor
Maine Savings FCU
Maine Staffing Group
Maine State Credit Union
Maine Technology Group LLC
MaineGeneral Health
MaineGeneral Workplace Health
Mattson's Flooring Center
Minuteman Signs
Mix Maine Marketing
MK Orthodontics
Moody's Collision Centers
Mountain Wireless
Natural Gas Conversion Company
New Dimensions Federal Credit Union
O & P Glass
Perry, Fitts, Boulette & Fitton, CPAs
Premier Marketing Group, Inc.
Providence Human Services
SCORE
Servpro of Augusta/Waterville
Skowhegan Savings Bank
St. Michael School
Steven Dumas Catering

Steve's Appliance & Furniture
Sugarloaf
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Townsquare Media
Training Center at Motivational Services
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Verizon Wireless
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D.R. Struck Landscape Nursery

Happy Halloween



MEMBER SPOTLIGHT



EMBRACE HOME LOANS

Michael Bechard, born and bred in Hallowell, opened the Embrace Home Loans branch here just a little more than a year ago. Embrace Home Loans is an award winning direct lender based in Newport, Rhode Island that was founded in 1983. With over 40 Retail Branch offices, Embrace is pleased to have Michael heading up our Hallowell Branch. Michael received his Bachelor's Degree in Accounting from Husson University and currently lives in Pittston, Maine with his wife Karen and stepdaughter Kaylee. Michael is currently a school board member for the Gardiner Area School system and the Capital Area Recreational Area, also known as CARA. In what is a companywide commitment to serving in the community, Michael is also involved and has contributed to several other organizations including: Gardiner Gold Ball Basketball Club, Augusta Babe Ruth, Kennebec Valley Board of Realtors, and the Bulldog Strong Basketball Club. While Michael currently manages and maintains Embrace's Hallowell location on his own, he is actively looking to expand to meet the growing needs of the community by bringing on several experienced loan officers in the very near future.

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

FairPoint Awards Membership Grant



Several new members have received a grant for \$100 towards their membership fees from FairPoint Communications. This has allowed businesses with 4 or less employees to gain the advantages of Chamber membership with a smaller up-front obligation.

FairPoint understands the importance of Chamber membership to businesses of all sizes and they want to see our region flourish. Offering this grant allows the Chamber to meet the needs of smaller businesses and advance the initiative to grow our region.

Be sure to congratulate the following members on their new

- membership made partially possible by FairPoint:
- Dreams Bridal Boutique and Tuxedo Center**
- Gardiner Center for Stress Management**
- Editor's Note Comics**
- Mill Park Petanque**
- PGT Public Affairs**
- Tamara Lilly VO**

There are a limited number of grants still available. If you know of a small business that could take advantage of this opportunity, please direct them to Membership & Marketing Coordinator, Cynthia Ross via email at cmr@augustamaine.com or phone 623-4559.

If you would like more information about FairPoint and their services, please contact Steve Milks via email at smilks@fairpoint.com or phone 207-770-9507.

Meet the Board: Cathy DeMerchant

Cathy began her career in the staffing industry in 1996, and in 2003, founded Capital Area Staffing Solutions, Inc. In 2010, with the help and hard work of her Team, she opened her first branch office in Bangor.



Cathy currently serves on several Boards, including MaineGeneral Medical Center, Board of Overseers of the Bar (Vice-Chair), and President of the Sportsman's Alliance of

Maine. She also serves on the Department of Inland Fisheries and Wildlife's Advisory Council, representing Kennebec, Androscoggin, and Sagadahoc Counties. Cathy was appointed to the KV Chamber Board in January 2007, and was officially elected in January 2008. She then served as Board Chair in 2012. Cathy and her husband, John, reside in Vassalboro and have three adult sons. In her spare time, she enjoys hunting and fishing in the Maine outdoors.

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Chamber Notes

Gardiner Main Street is hosting the 6th Annual Swine & Stein Oktoberfest. In addition to beer, pork, and music, there will be a number of ongoing activities, including a chicken fling, frozen T-shirt race, and the 4th annual Maine Rock, Paper, Scissors Championship. The Annual Gardiner Beard & Mustache Competition will also be returning for its second year. This family-friendly event offers pumpkin carving and other children's activities. For more information visit gardinermainstreet.org or call 582-3100.

Care & Comfort, one of Maine's largest healthcare providers, is pleased to announce Michael G. Stairs has been named Chief Operating Officer (COO), effective immediately. As COO, Stair will have responsibility for the Company's operations statewide.

Kennebec Savings Bank Senior Vice President and Chief Commercial Banking Officer, David A. Grenier, has announced a promotion for Katie Coughlin Vickers to Vice President and Commercial Services Manager. Vickers joined KSB in June of 2012 as a Vice President and Commercial Loan Officer and she also serves as one of the Bank's corporators. Andrew Silsby, President and CEO, has announced the hiring of Russ Donahue as Marketing Director and Communications Officer. Donahue comes to the bank with over 20 years of experience in marketing, communications and community relations. Congratulations Katie and Russ!

Kennebec Valley Community College

began it's fall semester with 3 new programs. The new Sustainable Building and Design (Timber Frame Carpentry) program provides students with the technical knowledge and hands-on skills needed to gain entry-level employment in timber framing and/or other types of building construction. They have also added a new Medical Assisting program in which finishing students gain both an accredited license and an Associate in Applied Science degree. KVCC also offers a new certificate program for those seeking to become a Mental Health Rehabilitation Technician (MHRT). Visit kvcc.me.edu for more information.

Thomas College is excited to announce the hiring of Bernard (Bernie) Ouellette as the new Executive Vice President. As Executive Vice President, Bernie will oversee the internal, non-academic operations of the College and will help refine and implement strategies to help move Thomas towards its

vision for growth.

Johnson Hall continues it's 2015-16 season in October with the film *Creating Gardiner* (Oct. 9), Erica Brown & The Bluegrass Connection (Oct. 17), The Theater at Monmouth's *Henry V* (Oct. 24), and horror film *The Hanover House* (Oct. 31). Visit johnsonhall.org or call 582-7144 for more information.

The Kennebec Valley Art Association (KVAA) was recently awarded an Organizational Development grant of \$3,000 from the Maine Arts Commission in support of strategic planning through 2020.



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Deborah R. Camporale, Information Coordinator
Cynthia M. Ross, Membership & Marketing Coordinator

Our Mission:

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

October Business After Hours at UMA



University of Maine at Augusta will host the **October Business After Hours** on **Wednesday, October 28th** from **5:00 – 7:00 p.m.** at the Richard Randall Student Center Fireplace Lounge. KV Chamber members and guests are welcome to join us for networking and great food!

There will be a chance to win a 50/50 raffle and many other door prizes including tickets to the UMA

Christmas Concert, a ride in the Flight Simulator, Pay It Forward College course, and UMA merchandise. Delicious food, catered by Steven Dumas Catering, will be available to all who attend and there will be a cash bar available as well.

A short Annual Meeting for the Kennebec Valley Chamber will also be held at this event.

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 or emailing info@augustamaine.com.



Upcoming 2015 Hosts:

Nov. 4th - Stained Glass Express, Manchester

Dec. 9th - Maple Hill Farm Inn & Conference Center, Hallowell

Stay tuned for the announcement of 2016 Business After Hours hosts!