

Business Insider

Kennebec Valley Chamber of Commerce

June 2015



Make An Impression: Improve Your LinkedIn Profile

By: Suzanne Doiron

During my time working at a bookstore, I was amazed by how many people would ask me to show them the best books available about the website LinkedIn. Once I looked into this social media platform built for business networking, I immediately understood what all the fuss was about. *What an amazing tool for business savvy people from all around the world to connect and share ideas and resources! No wonder everyone wants to learn to create and maintain an impressive LinkedIn page.*

According to officials at LinkedIn, users conducted 5.7 billion searches on the site for professional reasons in 2012 alone. Now that LinkedIn has even more convenient

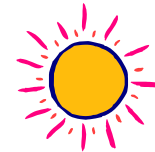
advanced search options, those numbers will continue to climb. It goes without saying that your LinkedIn profile needs to be the best it can be to come up in searches and optimize your ability to make business friendly connections.

So how do you make your LinkedIn profile the best it can be? Digital marketing expert Ronan Keane would say these are three of the most important profile tricks when using LinkedIn:

1. Always use a profile photo; and not just any photo. Have your headshot taken by a professional photographer.
2. Keep your name "clean"-- and your URL. In the space dedicated for your name, keep it strictly for that purpose. Don't include any other information. You want to be able to come up in LinkedIn and search engine inquiries. Keep your URL basic, as well, with no additional letters or numbers.

3. Be choosy with groups. According to Keane, there are three types of groups you should join for great visibility: your competitors' groups, local interest groups (like your friendly neighborhood chamber of commerce), and groups for people who share your place in the business world whether you are a CEO, CFO, or an intern.

For more helpful social media strategies, check out Ronan Keane's case study called "*How I Got 7 Hot Leads In 24 Hours With Social Selling.*" The study is loaded with great information, tips, and tricks; and it is free for electronic download on his website ronankeane.com.



Women's Network, June 10, Senator Inn

Sarah Fuller: "Turning Human Capital into Brand Capital"

The best marketing dollars you can spend are those counted as payroll. Learn how to turn your employees into brand ambassadors and boost the company's bottom line.

Sarah Fuller, president and owner of Fuller Ink, works with businesses and nonprofits throughout Maine and the northeast on all aspects of their branding, marketing and public relations campaigns. Serving clients in a wide range of industries from forestry and electronics, to construction, manufacturing, social services, hospitality and art, she crafts custom plans and projects to meet each client's specific needs.

Sarah holds a Bachelor's degree in Geography from The George Washington University and a Master's in Public Relations from the University of Miami. She is currently serving as Chair of the Winthrop Town Council and President of the Winthrop Lakes Region Chamber of Commerce. She also serves on the advisory board of the Kennebec Land Trust and the board for Legal Services for the Elderly.

Women's Network is sponsored by **Anthem Blue Cross, Bangor Savings Bank and Summit Natural Gas.**



Business Insider, June 17, Senator Inn

Travis Mills: "Never Give Up. Never Quit."

In 2012, U.S. Army Staff Sergeant Travis Mills, 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. Thanks to his amazing strength, courage and will to live, Travis fully recovered and continues to overcome the daily challenges of living life as a quadruple amputee.

During his recovery, Travis found a passion for uplifting others and inspiring people to overcome their physical and emotional wounds by staying the course through their recovery and beyond, the unwavering support of his family and his community was critical to Travis' recovery and became the genesis of the Travis Mills Foundation (TMF).

TMF is creating the first fully accessible retreat for combat wounded veteran families. The Mt. Vernon retreat will be uniquely designed to provide state-of-the-art "smart home" technology in a comfortable lodge setting for relaxation, adaptive sports, and family recreation. Come hear Staff Sergeant Mills' inspirational message.

Business Insider sponsors: **Kennebec Savings Bank and Central Maine Power Company.**



Welcome NEW Members!

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

Blue Ray of Light, Pittston
Cynthia Gagne, 557-5070
bluerayoflight.com
Heartland Payment Systems, Augusta
Diane Pepin Beaulieu, 215-9671
Travis Mills Foundation, Hallowell
Christine Toriello, 512-4212
Travismills.org

Member Anniversaries

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

25 years and over

Comfort Inn – Civic Center
Super 8 Motel

20 years and over

Charlie's Motor Mall
Fairway Motor Lodge
Kennebec Valley Humane Society

15 years and over

Bread of Life Ministries
Discover Maine Magazine
Homestead Realty
Mainebiz
Pinkham Insurance Agency
Reay Excavation & Trucking
Rockingham Electric Supply Co.
Skowhegan Savings Bank

10 years and over

A.C.A.R.
Aerus
Axell's Scandinavian Inn

5 years and over

Adventure Climbing
Augusta Pediatric Dentistry
Fielding's Oil and Propane Co.
Hallowell Area Board of Trade
Edward Jones
Milestone Communications
Pine Tree Council, Boy Scouts of America
Sullivan Tire
United Insurance
Viles Arboretum
Wendy's

Also renewing

Patricia Buck Bridal
Central Maine Drywall, Inc.
Efficiency Maine Trust
Family Violence Project
J.R. Metal Frames
LaRoche Interior Design
Maine Fiber Frolic
Mortgage Network

SHOP LOCALLY

More than 100 Free Family Fun Events!

Greater Gardiner Riverfest
Gardiner, Maine
Saturday, June 20

Kid's Day in Capitol Park
Augusta, Maine
Saturday, June 27

Capital City Riverfront Fourth
Augusta, Maine
Saturday, July 4

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www.AugustaMaine.com

Summit Natural Gas | CENTRAL MAINE POWER | KENNEBEC VALLEY CHAMBER | EP | Hannaford |

Special Supplement Tuesday, June 16, 2015 Kennebec Journal Morning Sentinel

GOLF



KV Chamber 20th Annual Golf Tournament
Monday, July 13, 2015
Mark your calendar now and be ready to play in our **SUMMER TOURNAMENT** at the **Augusta Country Club** to benefit the **Kennebec Leadership Institute!**
Registration enclosed

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Cynergy Happenings

In addition to a number of social events and professional development programming, Cynergy also coordinates day-long volunteer trips to local organizations. As members of this community, Cynergy strives to give back through volunteer hours whenever possible. This past month, the group made their way up to DEW Haven for a messy but fun day of park clean up. If you've never been to or

heard of DEW Haven, it is worth checking out. The facility is a non-profit family founded zoo of sorts, built from the ground up by Bob and Julie Miner. DEW is a haven to over 200 animals from all over the world, some from zoos, others from individuals who got in over their heads, people moving, people dying, rescues and some bought to educate and preserve. The entire facility is family and volunteer run.

While visiting, Cynergy members raked and cleared pathways, animal dens and donkey pens, helping the zoo prepare for their May 9th season opening. While a couple of boots got

stuck in the mud and a few people were chased by geese, the general consensus was that it was a fun, successful day, and the black bears were definitely the star of the facility!

Next up, Cynergy will be helping to build raised beds for the Buker Youth Gardening Program. For more information about Cynergy and upcoming volunteer opportunities, check out our facebook page!



CYNERGY Summer Kick-Off Party!

Thursday, June 25, 2015
5:30 – 7:30 p.m.
@ **Brews n' Views**
234 Water St, Hallowell
Food & Cash Bar

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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.

Major Sponsors



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Kennebec Journal

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Funeral Homes ● Markham Tent Rentals ● Mix 107.9
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Downtown Diner ● Longfellow's Greenhouses ● Motor Supply Company
North Country Rivers ● Sprague & Curtis Real Estate ● Tri-State Staffing

Spotlight on a MEMBER



The Hair Gallery

The Hair Gallery, owned by Missy Horne Tobias, first opened on Capitol Street in Augusta in 2002. In December of 2012 The Hair Gallery moved to downtown Augusta. What a great decision! Business is booming and we love being part of the downtown!

When you walk into The Hair Gallery, you will always be greeted with a friendly hello. We are a relaxed, fun group who enjoy working together, have common goals and love taking advanced education classes. The salon has an urban upscale look with lots of brick and a tin ceiling, while also feeling casual.

The name "The Hair Gallery" is a bit deceiving because we do a lot more than create beautiful colors, haircuts and styles. All of the Gallery Girls have a specialty:

- *Danielle Weeks* is an electrologist. She performs permanent hair removal using a machine that produces an electric current that eliminates the hair growth cells. Both men and women see Danielle for her expert touch.
- *Trena Martin* has a passion for dimensional color placement. When color is placed in specific areas to compliment a haircut, the results are stunning.
- *Vickie Hebert's* talent is making natural nails healthy and beautiful complementing your hands and feet with a Spa manicure and pedicure. Shellac gel polish remains perfect for weeks!
- *Samantha Emmons* has a talent for precision haircuts and color Sam will individualize a color formula and haircut that is specific to you, working with your hair type, lifestyle and needs.
- *Kathie Jermyn's* expertise is skin care (she does hair too)! She will meet with you and design a treatment plan specific to your skin care goals and needs. Kathie's uses a clinical skincare line and treatments that range from mild to aggressive. Nova Lash lash extensions are another specialty service offered by Kathie as well as all aspects of waxing.
- *Lisa Hutchingson* is a master at barbering. Her expertise is second to none.
- *Missy Horne Tobias* loves up dos and blow out styling. If you have an event and want to look red carpet ready, you will want to see Missy. A blow dryer, round brush and voila! A style all your own.

The Hair Gallery is full of professional, fun people who have a true passion for what we do. Calling it work just doesn't seem right!

This section, dedicated to highlighting a member business will be given away as a drawing prize at monthly Business After Hours!



Chamber Notes

The **American Lung Association** is proud to present *the 31st Annual Trek Across Maine* on June 19-21. They are looking for volunteers to help make this another successful event. Come help support the mission of the American Lung Association; to save lives by improving lung health and preventing lung disease. There are multiple volunteer opportunities available.

Volunteers receive a t-shirt as well as food and housing if applicable. Volunteers can wear company t-shirts to gain visibility. Please visit the website: LungNE.org to register to volunteer or contact Melissa Walden at 624-0306 with any questions you may have.

On June 27 and 28, **Viles Arboretum**, in partnership with the Maine Living History Association, will be hosting a *Civil War Living History Weekend*.

There will be an encampment in the arboretum fields and multiple living history exhibits for the public to view and participate in. Call 626-7989 for more information.

For 2015 **Theater at Monmouth** has planned a season of Magic, Murder, and Mayhem! From Shakespeare to Stoppard and Coward to James, the 2015 Season is sure to be a perception-altering ride. To reserve single tickets, subscriptions, or arrange group sales, please visit theateratmonmouth.org or call the box office at 933-9999.

Red Cloak Haunted History Tours is open for the season conducting tours from now through the end of October. Evening tours are currently at 7:30 pm, but in September and October they will be held at 7:00 pm. Please call for reservations, 380-3806, redcloakhauntedhistorytours.com

The **Augusta Downtown Alliance's** Design Committee and the **city of Augusta** brought together more than 20 volunteers who worked together to clean up Market Square and Riverfront Park as part of the



Clean & Green Augusta Earth Day Celebration. Volunteers of all ages celebrated the 45th anniversary of Earth Day in downtown Augusta by participating in an hour-long community clean-up event, brought together more than 20 volunteers.

Harlow Gallery artist members are invited to submit one piece of art depicting or inspired by birds for the annual Members' Show and Sale. All media welcome, including painting, drawing, printmaking, fiber arts, photography, sculpture and fine craft. One work of art per member. For more information, call the Harlow direct at 623-4132, or check them out online at: HarlowGallery.org.

Gardiner Main Street will be holding a unique "kinetic sculpture" parade and Whatever Land Race during the Greater Gardiner Riverfest on Saturday, June 20. Participants are asked to build simple structures to roll down Water Street to the waterfront park. As for the design...think back to the old Whatever race days. Be a part of resurrecting this great part of central Maine history!

Whatever Family Festival
Kids Day in Capitol Park
Saturday, June 27
11:00 a.m. – 3:00 p.m.



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Meet the Staff

Patty Hewett

Patricia M. Hewett (formerly Paquet), Vice President, Operations, joined the Chamber in 2002 as Office Manager to manage bookkeeping and finance issues for the Chamber and a couple of subsidiaries. Patty has played key roles also in the execution of many Chamber programs and has provided leadership in CYNERGY (our Young Professional program), Membership Committee and Membership Appreciation Day.



Patty was promoted in 2009 to Office Manager and Staff Administrator, assuming additional responsibility in a supervisory role, and late last year was again promoted to Vice President, Operations. She is accountable for the overall administration of the internal operations of the Chamber office, including staff and financial management, as well as general administrative work and projects as assigned.

Patty resides in Sidney with her husband, Eric, and their two children, Izaak and Ana. She spends her free time with her family.

CEO Corner

Six months passes in the blink of an eye. Seasons change, and suddenly everything old is new again. June 27, the Day in Capitol Park, marks the anniversary of my first six months here at the KV Chamber. At writing, I have visited with 90 of you at your place of business and spoken with an additional 200 members on the telephone. Your honesty and candor has been much appreciated and reminds me of how fortunate we are to live, work and play in an area of growth and positive change. As we enter the season of vacations and relaxation after a long, tough winter, let's celebrate our successes together. Check out our Whatever calendar of events, find something you like to do and come enjoy life with us!



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Something's Missing?

There is something missing from this newsletter. After a lot of consideration, we have decided to let the pink RSVP form rest in peace. Technology has been taking over for a long time, and while the form may have sentimental value, email has won. We are greener and leaner, and may even save a few trees this way. So, rest in peace R.V.S.P. form. Your time has come...and gone. *Special member note:* If you're not receiving our email updates, you're not on the KV Chamber Information Highway. Please shoot us an email at: info@AugustaMaine.com, and we'll sign you up. It's a great way to keep up-to-date on what's going on.

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KV CHAMBER BUSINESS EXPO

Wednesday, October 14
4:00 – 7:00 p.m.
Augusta Civic Center
Main Auditorium



*Lots of
exciting
changes at
the 2015
KV
Chamber
Business
EXPO!*



*We're moving –
from the North Wing to the
Main Auditorium at the
Augusta Civic Center.
Learn more and get in on the
excitement. EXPO 2015
Registration is enclosed!*



Whatever is almost here...are you ready?

It's true. **The 38th Annual Whatever Family Festival and Day in Capitol Park** is not that far away. Calendars are here! Permits are in process. Parades are being planned. And in a couple of weeks, posters will start popping up in your favorite stores and markets. It really is the unofficial kick-off to summertime in Maine. Start planning now before it gets here!

The Chamber's signature event, the Day in Capitol Park, will be held on Saturday, June 27. To do this, we need your help. **Volunteers help us with safety, parking, check-in, decorating and more. Can you spare a couple of hours on a Saturday? FREE FAMILY FUN** is great – but we need many hands to pull it off. Sign up today – email: info@AugustaMaine.com.



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Business After Hours Plan ahead!

June 24...Augusta Country Club

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

Kennebec Valley Chamber of Commerce
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WHAT'S HAPPENING?

KVCC Calendar

June & July

June 2015

- 06/03 KLI Comm., 12 p.m @ Augusta Downtown Alliance office
06/09 KVCC Board Meeting, 5:30 p.m.
06/10 **Women's Network Lunch**, 11:30 a.m.-1:00 p.m. @ Senator Inn
06/17 **Business Insider Breakfast**, 7:30-9:00 a.m. @ Senator
06/17 Membership Comm., 11:30 a.m. @ KVCC
06/17 **Whatever Family Festival Begins**
06/20 **Greater Gardiner River Festival**
06/24 **Business After Hours & Whatever Sponsor Reception**, 5-7:00 p.m. @ **The Augusta Country Club**
06/27 **Whatever Family Festival Kid's Day in Capitol Park**, 11 a.m.-3 p.m.

July 2015

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

Free reception 06/24/15

Augusta Country Club is June Host!

Do Not Miss This! The **Augusta Country Club** will host the **June Business After Hours**

and **Whatever Sponsor Reception on Wednesday, June 24 from 5:00 – 7:00 p.m.** Join us as we thank our many



Whatever sponsors for their support of this year's 18-day festival, enjoy some incredible food, drink and more! There will be tours of the facility, plus, door prizes and a chance to win the 50/50 raffle. Our friends from Townsquare Media will be there, too.

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.

KVCC Staff

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

Our Mission:

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

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