



Making the Most of the Holiday Season

With the holiday season upon us, there are countless opportunities to grow your customer base and create loyal customers. According to the annual survey conducted by National Retail Federation and Prosper Insights & Analytics, consumers are expected to spend an average of \$967.13 this holiday season.

If you are service provider who's peak season is not during the holiday season, send cards or small gifts to your customers thanking them for choosing your business for their service needs and for their continued support. These small gestures show that you truly care about your customers and invest the time and energy in providing an enjoyable experience for each and every one of them.

If you are a business owner who sells products and goods, you're in luck. Shopping local and small is trending this holiday season. Consumers are looking for unique items from local businesses that they can't find elsewhere. The large

box stores and online retailers, like Walmart and Amazon, are good sources for mass produced items but often lack the uniqueness and niche products many consumers are looking for. Consumers also recognize the importance of supporting local stores over large chain and box stores or online retailers.

For businesses during the holiday season, it is important that the customer's experience is the main focus. You already have the quality goods they are looking for but you need to get them in the door and keep them coming back. You can compete with the large retailers by reminding consumers that you are the friendly neighborhood shop and they don't need to travel far, wait in long lines, and compete with the rush for holiday shopping. Local businesses must provide excellent customer service and expertise, both which will enhance the shopping experience and make for an

Continued on Page 3

Upcoming Events

December

- 12/06 **Membership Orientation & Refresher**
11:30 a.m. - 12:30 p.m.
@ KVCC
- 12/12 KVCC Board of Directors
5:30 p.m.
- 12/13 **Women's Network Luncheon**
11:30 a.m. - 1:00 p.m.
@ Senator Inn & Spa
- 12/13 **Business After Hours**
5:00 - 7:00 p.m.
@ Kennebec Savings Bank
- 12/20 **Modern Mornings**
7:30 - 9:00 a.m.
@ Senator Inn & Spa

January

- 01/09 KVCC Board of Directors
5:30 p.m.
- 01/10 **Women's Network Luncheon**
11:30 a.m. - 1:00 p.m.
@ Senator Inn & Spa
- 01/17 **Modern Mornings**
7:30 - 9:00 a.m.
@ Senator Inn & Spa
- 01/24 **Business After Hours**
5:00 - 7:00 p.m.
@ Skowhegan Savings Bank
- 01/26 **KVCC The Kenney Awards**
5:00 - 10:00 p.m.
@ Augusta Civic Center

*Bolted items are open to the public

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Michelle Anderson & Jill Jamison
Junior Achievement of Maine

Educating the Next Workforce in Maine

December 13, 2017
11:30 am - 1:00 pm
The Senator Inn & Spa

RSVP to Info@KennebecValleyChamber.com

Thank you to our sponsors!



Tim Walton
Tim Walton External Affairs, LLC

Your Government is Your Business

December 20, 2017
7:30 - 9:00 am
The Senator Inn & Spa

RSVP to Info@KennebecValleyChamber.com

Thank you to our sponsor!



MEMBER ANNIVERSARIES

30+ YEARS

- Augusta Tool Rental
- Charlie's Toyota
- Staples Funeral Service

20+ YEARS

- B.H. Builders, Inc.
- Caron's Collision Repair Center
- Camden National Bank Ice Vault
- Coldwell Banker Rizzo Mattson Realtors
- Companion Animal Clinic
- D.R. Struck Landscape Nursery
- James D. Julia Auctioneer
- Kennebec Technologies
- Manpower
- Maple Hill Farm Inn & Conference Center
- Sexual Assault Crisis & Support Center
- Uncle Henry's

10+ YEARS

- A-COPI
- Augusta Orthodontics, P.A.
- Brennan Partners, Inc.
- Brookewood Realty
- C.B. Mattson, Inc.
- C. Caprara Food Service Equipment
- Canty Construction
- Capital Area Federal Credit Union
- Fairfield Inn & Suites by Marriott
- First Park
- Granite Hill Estates
- The Home Depot
- HUB International New England Norton Insurance
- Johnson Hall Performing Arts Center
- Kennebec Behavioral Health
- Lawson Property Services
- Maine Association of Broadcasters
- Maine Children's Trust
- Maine Principal's Association
- Maine State Chamber of Commerce
- Mary Kay — Patricia Bernheim
- Mattson's Flooring Center
- McFarland Electric, Inc.
- Portland Glass
- Riley Engineering
- Servpro of Augusta/Waterville
- T-Mobile
- Valley Distributors
- Vickerson Appraisal Services
- Vickery — Downing Associates

5+ YEARS

- Bolduc Technology Group
- Combined Benefits United, Inc.
- Funeral Alternatives
- Gardiner Family Chiropractic
- Goggin's IGA
- Governor Hill Mansion
- Sargent Corporation
- Stoney Creek Antiques, LLC
- Thomas College

ALSO RENEWING

- Amy P. Trunnell, CPA
- Albison's Printing
- Atlee Gleaton Eye Care
- Augusta Housing Authority
- Bay Area Title Services
- Better Homes and Gardens — The Masiello Group
- Blais Property Management
- C.A.R.E.S., Inc.
- Capitol Car Care
- Capitol Dental Care comunicado!
- Day's Store
- Dimensions Web Design
- DR Designs
- Dreams Bridal Boutique & Tuxedo Center
- Emery's Meat & Produce
- Evergreen Dental
- Gagnon Dental
- Gary Crocker Maine Humorist
- Hunting Works for Maine
- Ideal Electric
- Jim Pepin Homes, LLC
- Law Office of Ronald Bourget
- Levesque Spas, Inc.
- Maeghan Maloney — District Attorney
- Maine Tourism Association
- Matt Maloney — State Farm Insurance
- NC Hunt Lumber
- Northern Mattress & Furniture 1st
- Moody's Collision Centers
- Pinnacle Tree
- Sarah J. Dunkel & Associates
- The Kyes Agency



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this Holiday Season!



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Continued from Page 1, *Making the Most of the Holiday Season*

excellent customer experience.

Not only will an excellent customer service and experience impact your holiday season, for both service and product providers, but it will also impact the period after the holidays. Receiving a card from your business or getting a gift from your shop puts you on their radar. Therefore, the period after the holidays is an important time of the year. This is when you really can begin creating loyal customers and gaining new ones. Word-of-mouth reviews of the thoughtful card or the high quality of the product purchased strengthens your brand and knowledge of your business.

Overall, during the holiday season, businesses should focus on the community and the customer experience. Providing a sincere and great experience for your customers will make all the difference in the perception of your business as well as your services or products.



Member Spotlight

LaRoche Painting Company

207-622-0153

Serving the Augusta, ME area



LaRoche Painting Company is a family-owned company founded in 1960, serving the Augusta, ME area. Taking over the business from her father, Donald, Jacqueline LaRoche is the sole owner and operator of her family's business. Jacqueline strives to keep the name and quality that the area's residents have learned to love over the years. The wall coverings LaRoche offers range from paper, vinyl, leather, fabric, bamboo, grass cloth, and even glass beads, sand, or crushed stone on vinyl.

LaRoche Painting Company also offers wallpaper removal and interior painting. Should damaged walls be discovered when removing wall hangings, LaRoche Painting Company can repair all damaged walls, prime them, and prepare them for new hangings or paint.

Additionally, LaRoche Painting Company is lead certified and licensed, which is especially important when dealing with homes built in 1973 or older.

LaRoche Painting Company prides itself on its quality work and honesty, utilizing its years of experience to provide genuine feedback on customers' design choices.

If you are looking for an experienced, professional wall hanging service, look no further than LaRoche Painting Company in Augusta, ME! For more information call (207) 622-0153.

the kenney awards

January 26, 2018

5:00—10:00 pm

Augusta Civic Center

Tickets on sale December 1, 2017

Peter G. Thompson Lifetime Achievement — Award Winner

This award is named for community leader Peter G. Thompson. Like Peter, nominees in this category have been active leaders in the Kennebec Valley region for many years. These business/professional leaders have made a lasting impression on the business climate in our area. Congratulations to this year's winner, **Norman Elvin!**

Large Business of the Year — Award Winner

The Large Business of the Year recipient is a KV Chamber members that has been in business for at least 4 years and has 10 or more employees. Throughout its history in the Kennebec Valley, it has demonstrated revenue growth and job creation. This business is recognized for excellence in its industry through its innovation, unparalleled customer service, staff development, and marketing practices. Its impact on the Kennebec Valley is measured through its community involvement and economic impact. Congratulations to this year's winner, **Lajoie Brothers, Inc.!**

Small Business of the Year — Award Winner

The Small Business of the Year recipient is a KV Chamber members that has been in business for at least 4 years and employs 9 or less people. Throughout its history in the Kennebec Valley, it has demonstrated revenue growth and job creation. This business is recognized for excellence in its industry through its innovation, unparalleled customer service, staff development, and marketing practices. Its impact on the Kennebec Valley is measured through its community involvement and economic impact. Congratulations to this year's winner, **Capital Area Staffing Solutions, Inc.!**

President's Choice — Finalists

Nominees in this category are KV Chamber members that have been in business for at least two years. Their impact on the Kennebec Valley is evident through their revenue growth and job creation. They are leaders in their industry and maintain an exemplary business image in our community.

Congratulations to this year's finalists **Darling's Auto Group, Marketplace at Augusta, and Thomas College!**

Community Service — Finalists

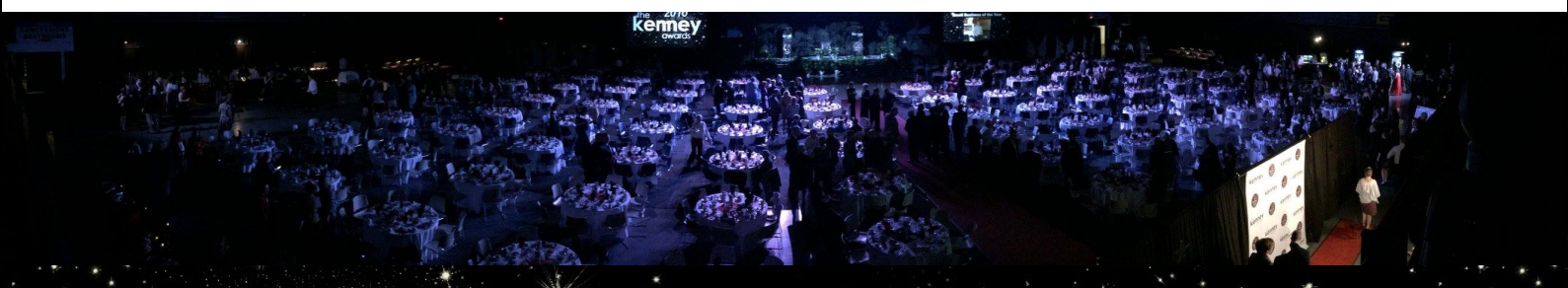
Nominees in this category are active in bettering the Kennebec Valley. They are recognized by their peers for their integrity and performance. Throughout their history, their track record of community leadership is evident.

Congratulations to this year's finalists **Ray Fecteau, Rick & Gina LoMonaco, and Cecil Munson!**

Cynergy Young Professional — Finalists

Nominees in this category are Kennebec Valley professionals between the ages of 21 and 40. For at least the past two years, they have shown exemplary leadership throughout our region. These individuals are recognized for their long term commitment to the betterment of the Kennebec Valley.

Congratulations to this year's finalists **Jac Arbour, Erika Bush, and Rachel Merriam!**



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Chamber Member News

Austin Associates, P.A. has been awarded a Workplace Wellness Mini-Grant from Healthy Androscoggin and the Lewiston Auburn Metropolitan Chamber of Commerce. Austin Associates, P.A. will use their award to purchase resistance bands for every employee to use in conjunction with predesigned fitness challenges provided by the wellness committee. The committee feels strongly that if they make it easier and more convenient for their employees to exercise during their work day, they will not only complete the challenges but enjoy them as well.

Bar Harbor Bank & Trust employees voluntarily contribute money from each paycheck into a charitable fund. Monthly, these funds are pooled, matched by the Bank, and donated to a local non-profit organization. This employee-driven donation program is called *Community Commitment*. For the month of June, employees at the Machias branch chose to split the funds between The Ark Animal Shelter and Arise Addiction Recovery. In July, employees at the South China branch chose Grace Academy as the beneficiary. For funds collected in August, the Bank's Operation Center employees in Ellsworth chose the SPCA of Hancock County to receive the funds.



Camden National Bank recently announced the launch of a new customer experience initiative called CamdenCircle, aimed at continuously collecting and processing customer feedback in order to meet customers' evolving needs. CamdenCircle brings to life the bank's vision of providing simple, secure, and innovative banking products and services.

Camden National Bank presented awards and \$22,000 in grants to seven Maine nonprofits at the annual Leaders & Luminaries Awards Luncheon on November 13th.



Since the grant program's inception in 2011, Camden National Bank has given \$107,000 in Leaders & Luminaries donations to 31 Maine nonprofits through its private charitable foundation, The Bank of Maine Foundation. This year's award winners are board directors for Area Interfaith Outreach (AIO), Camp Sunshine at Sebago Lake, Inc., Junior Achievement of Maine, Susan L. Curtis Foundation, Maine School Garden Network, and Sea Change Yoga.

Camden National Bank was presented with the *Lender at Work for Maine Award* by the Finance Authority of Maine (FAME) for lender with over \$1.5 billion in assets in 2017. This marks the 8th time that Camden



National Bank has won the award, which recognizes the bank's commitment to supporting Maine businesses and jobs.

Edward Jones Advisor Julie Barter Lucas celebrates ten years of strategic planning for peace of mind. Since acquiring her license and launching her business in August of 2007, Julie has diligently practiced the same approach that she teaches other, setting goals, and implementing strategies, to build her own Edward Jones practice from the ground up. She earned a spot in the top 25% of all Edward Jones advisors in recognition for service to clients and is now serving hundreds of clients and welcoming new ones.



Free ME from Lung Cancer held its annual live auction/dinner on October 14th at Le Club Calumet. This year's theme was Oktoberfest. The event raised over \$26,000 and over 240 were in attendance, some coming as far away as New York for the event. FMFLC announced at the gala that it will be funding its first research grant in the amount of \$100,000. FMFLC has partnered with International Association for the Study of Lung Cancer, a worldwide organization who will match FMFLC's funds to bring the grand total of the grant to \$200,000. FMFLC has chosen to study early detection. FMFLC also announced the Normand Dubreuil Radon Air Abatement Grant to help single family low income homeowners get access to an abatement system. FMFLC said they have enough funds to support two air abatement systems. Next year's event will be held October 13th.

Free ME from Lung Cancer held its Save Your Breath 5k on November 5th at the Kennebec Valley YMCA. The course venue was the Kennebec Rail Trail. More than 150 people came out to run/walk in support of lung cancer patients and their families. FMFLC raised more than \$45,000. Next year's event will be held November 4th.

Magnusson Balfour is delighted to be part of the exceptional real estate offerings at the Stevens Commons campus in Hallowell. The campus includes eight mixed-use buildings and two parcels of land available for purchase. Commercial office and retail spaces are currently available for lease, and some buildings and land are available for purchase to develop within the scope of the Comprehensive Plan. For more information, contact Dennis Wheelock of Magnusson Balfour.



MaineGeneral Medical Center earned the top grade of "A" on the Leapfrog Hospital Safety Grade released today. The grade uses 27 measures of publicly available data on

Chamber Member News

patient safety and quality.

Maine State Museum opened its newest exhibition, *Over There and Down Home: Mainers and World War I* on Saturday, November 4, 2017. *Over There and Down Home: Mainers and World War I* features the efforts of Maine industries, communities, and individuals in support of the Allied Forces as the United States struggled to define her place in the increasingly global conflict. The exhibit continues at the museum through November 11, 2018, the 100th anniversary of armistice between the Allied and Central Powers that ended the war.

Red Cloak Haunted History Tours is developing a new website that will include free listings for businesses in Maine that feel they may be haunted, or associated with some sort of mystery. Any businesses—lodging, retail, restaurant, and more—should feel free to participate. Send an email with a short description of your mystery to redcloak-tours@gmail.com with a telephone number and email address for further contact.

United Way of Kennebec Valley has raised 70 percent of

its overall campaign goal to date, with two months remaining in the fundraising season. Chuck and Maria Hays, who are chairing the organization's effort with their two adult children, convened a cabinet of business and community leaders to help successfully expand United Way's network of donors.



Zardus Art of Massage & Wellness Spa is holding a Holiday Open House at 1 Lincoln Avenue in Gardiner on December 2nd. Prepare for the holidays and treat yourself to a mini-session! Enjoy a variety of 20 minute wellness sessions for \$20, a 45 minute Yoga for Back Care Class for \$5, a 60 minute Essential Oil Make & Take Workshop for \$20, a 60 minute Make Your Own Diffuser Bracelet Workshop for \$20, and a Free Stability, Balance, and Range of Motion testing. Light fare and live music will be performed as well as door prizes throughout the day and a grand prize drawing at 3:00 pm. Call the spa (207) 446-7470 to reserve your session. Open to the public and must be over 18 years old to attend.

To submit Member News, just send your press release to:

info@KennebecValleyChamber.com

New Member Orientation & Refresher

When

December 6, 2017
11:30 am - 12:30 pm

Where

Kennebec Valley Chamber of Commerce
269 Western Avenue,

Open to all KV Chamber Members & Guests!

FREE Event

Sponsored by:



RSVP

Seating is limited!
207-623-4559
info@kennebecvalleychamber.com



Whether you joined in the last month or the last decade, you are welcome to join us for New Member Orientation & Membership Refresher! You will have an opportunity to learn about the many benefits of a chamber membership and network with other members. Join us and gain a wealth of information on putting your membership

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Insider Newsletter
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Our Mission:

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



Join us at Kennebec Savings Bank!

Kennebec Savings Bank will host the Business After Hours on Wednesday, **December 13th** from **5:00 – 7:00 p.m.** 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.



150 State Street, Augusta

To RSVP call 623-4559 or
Email info@kennebecvalleychamber.com

Business After Hours events are sponsored by:

