

# Business Insider

Kennebec Valley Chamber of Commerce

March 2015



## ***Kennebec Valley legislators meet with KV Chamber Board of Directors***

On the 4<sup>th</sup> of February, the KV Chamber Board of Directors invited the State Legislators to meet for breakfast and discuss the Public Policy Agenda for the 2015 session.

In attendance were: Senator Roger Katz, Representative Gay Grant, Representative Craig Hickman and Representative Matthew Pouliot.

It was refreshing to feel a positive energy in the room that was clearly focused on making our region more successful. The group spent a good deal of time discussing the Governor's budget proposal and how the tax proposal would affect both

large and small communities alike.

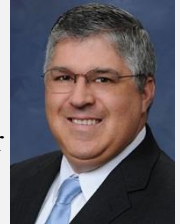
We also discussed at length, the need to develop improvements to workforce training that would result in the ability to provide an educated workforce that would meet the needs of local businesses.

One item that the entire group agreed on was that this is a great place to live and we need to do a better job of promoting our region and state. Advancements in technology are allowing more and more people to be selective about where they live and telecommute from. Maine can, and should be, the first choice for folks who are looking for a great quality of life. The KVCC Board looks forward to working with these legislators to grow our region.

## CEO Corner

Your Chamber continues to work very hard to ensure we are meeting your needs. This new revised newsletter will hopefully provide more information and increased access. I look forward to seeing you all at Charlamagne's on the 25<sup>th</sup> in beautiful downtown Augusta!

As always, please don't hesitate to call us if we can be of assistance!



*Women's Network, Mar. 11, Senator Inn*

## **Stacy Cummings presents "Dress for Success"**

In 1998, Stacy Cummings-Gervais stepped up to become the buyer, creative director and mascot for the store that since 1973 has shared her name. Practicing the philosophies her father Richard Cummings taught (and continues to teach) her, Stacy has enjoyed personal and professional milestones, including marrying her best friend David in 2005; writing, producing and starring in a series of well received cable commercials; and maintaining the quality and warm professionalism of her beloved downtown shop in the face of an economy that has been hard on small independent businesses. She will discuss how to dress for success and bring some examples from her store to share.

She has served on the Augusta Parking District since 2005, and was instrumental in creating the public relations ad campaign that encourages shoppers to park and enjoy all the Riverfront Downtown district has to offer. Women's Network sponsors are **Anthem Blue Cross & Blue Shield** and **Bangor Savings Bank**.



*Business Insider, Mar. 18, Senator Inn*

## **Amanda Rector, State Economist, to discuss Economic Outlook.**

Amanda Rector is the State Economist at the Governor's Office of Policy and Management (OPM). She serves as the Governor's liaison to the U. S. Census Bureau, is a member of the Revenue Forecasting Committee, and supports the director of OPM on economic and tax policy issues affecting Maine. She conducts ongoing analysis of Maine's economy and demographics to inform policy decisions.

Ms. Rector started working for the State in 2004 and has been State Economist since 2011. She earned a BA in Economics from Wellesley College and a Master's degree in Public Policy from the Muskie School of Public Service. She is also a graduate of the Leadership Maine program. Business Insider sponsors: **Kennebec Savings Bank** and **Central Maine Power Company**.





### Who Are We?

Cynergy is a networking group of young professionals, ages 21-40, from the Kennebec Valley area, with a three-part mission; to provide networking, professional development, and community growth opportunities for those involved. Cynergy connects young people to one another and their community in an effort to help support the future success of the Capitol area. As young professionals, we understand that we have an important role in shaping the area's future, so we strive to play an active role in supporting our community and the people within it.

### What Do We Do?

In order to achieve our mission, Cynergy organizes eight high-quality events throughout the year, with four focused on supporting professional development and the other four encouraging social networking. In addition, Cynergy also coordinates projects that directly connect young professionals with the community that supports them, which often consists of working with local non-profits in different ways. In the past, we have helped to collect food for local food banks and supported the United Way in their delegation process. Cynergy also designed and raised the funds for the beach volleyball courts behind the Buker Center.

Cynergy is a division of the Kennebec Valley Chamber of Commerce and is sponsored and supported by the community and the businesses that serve it. "Like" us on Facebook for more information, updates, events and more.

## Welcome NEW Members!

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

**Aquatic Technology, Inc., Augusta**  
Andrew Worcester, 877-7900  
poolweb.com

**Columbia Classic Cars, Winthrop**  
Roy Weymouth, 377-2709  
columbiaclassiccars.com

**Communicado!, Hallowell**  
Nancy McGinnis, 485-1468

**Kayak Concepts LLC, Gardiner**  
Buddy Doyle, 462-4327  
kayakcondos.com

**Mix Maine Marketing, Augusta**  
Renée Black, 660-5168  
mixmainemarketing.com

**Natural Gas Conversion Company, Augusta**, Tammy Poissonnier, 621-8002  
naturalgasconversioncompany.com



## Member Appreciation Day is April 14<sup>th</sup>

Tuesday, April 14<sup>th</sup> is the KV Chamber's 2015 Member Appreciation Day. During the morning, volunteers team up to visit members in the greater Augusta area, ask a couple of questions, deliver a nice bag of gifts and thank you sincerely for your continuing support of the chamber.

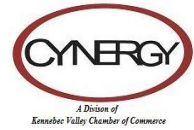


The Membership committee is seeking volunteers for the morning visits. Call the KV Chamber (623-4559) or complete the enclosed RSVP form if you can help. We look forward to seeing you on April 14<sup>th</sup>!

**\*Advertising Opportunity!\* If you or your business have a promotional item for the "goodie bag" please let us know (we need 600 of each).**

## Cynergy and KLI joint get together! 31 Days of Yuck! A Social Adventure with Substance

Kennebec Leadership Institute (KLI) Alumni and Cynergy members prepare yourselves...and register for the social event of the longest month of the year, March. Embrace the opportunity to learn more about the Chamber's award winning leadership institute – Maine's oldest such class. As an added bonus, KLI facilitator, Steve Pecukonis, will be in attendance, doing a 15-20 minute presentation on: *Working Styles - How They Translate Into Leadership and Working Behavior*. Music will be provided by Rick Graham with special guest, Allison Ames. Here's the info:



### 31 Days of Yuck

**KLI Alumni and Cynergy Members**

**Tuesday, March 24**

**5:00-7:30 p.m.**

**at The Gin Mill**

300 Water Street, Augusta  
**\$5 per person, RSVP required**  
*includes hors d'oeuvres and cash bar*

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## KLI Class XXIX – Jumping in feet first and hitting the ground running!

KLI Class 29 started their experience with an overnight weekend away in Waterville. The class takes place every Wednesday from the beginning of February through graduation at the May 6 Business Insider Breakfast. Each class member has made a commitment to 100% attendance – something that makes

the class unusual, setting it apart from many traditional training courses. Each month we will highlight what the class topic will be each week, and where they will be meeting.

### March 2015

- 3/4/15 – Leadership II... @ Kaplan
- 3/10/15 – Education PreK-12 @ TBD
- 3/18/15 – Post Secondary Education & Workforce Development @ UMA
- 3/25/15 – Leadership III... @ Bangor Savings Bank

KLI Class XXIX front row l-r: Jessica Norton, Joshua Turner, Heather Pouliot, Jason Mills and Randy Robbins. Back row l-r: Rhonda Garber, Buck Pushard, Jim Lagasse, Mei-Ling Cheung, Courtney Rustemeyer, Steve Pecukonis (KLI facilitator), David Gant, Katie Cormier, Rita Skidgell, Leo LaBranche and Alison Paine.

*Thanks to our KLI Corporate Sponsors:*



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## Chamber Notes

A book launch celebration for *The Amethyst Stone* will take place Sunday, March 1, between 2 and 4 p.m. at the **Harlow Gallery** at 160 Water Street in Hallowell. Author Lloyd Ferriss, a writer of fiction and non-fiction works, will read from his novel, answer questions and sign books. Light refreshments will be provided. The event is free and open to the public. For more information call 622-3813 or visit the Harlow Gallery online at [harlowgallery.org](http://harlowgallery.org).

The **U.S. Small Business Administration of Maine** hosts an event: **Meet the Lenders – Bangor**, on March 24<sup>th</sup> from 9:00 a.m. to 12 noon. Meet the Lenders & Resource Partners events are like speed dating for lenders and businesses - not only a fantastic place to meet possible customers, but a great place to network with all the various resource partners in our state. For more information and to participate, contact Jim Pineau at [James.Pineau@sba.gov](mailto:James.Pineau@sba.gov) or by calling 945-2021!

The **Old Fort Western** Lecture Series continues through March with the following offerings: **Sunday, March 8**, speaker Ian Saxine, Visiting Instructor of History, Bates College. Topic: *“Properties of Empire: Owning Land in the 18<sup>th</sup> Century.”* **Sunday, March 15**, Presentation: James Howard Company, topic: *“Life of a Fort Western Soldier during French & Indian War.”* For more information call 626-2385, or e-mail [oldfort@oldfortwestern.org](mailto:oldfort@oldfortwestern.org).

## Spotlight on a MEMBER

*This section, dedicated to highlighting a member business will be given away as a drawing prize at each Business After Hours Starting in February!*



### C. CAPRARA FOOD SERVICE EQUIPMENT

Owned and operated by the Caprara family, Chris, Carl, Carol and Victor, is celebrating 40 years in the restaurant equipment business and 20 years as C. Caprara Food Service Equipment. Forty years ago Carol and Victor had a dream - a need to carve out a living in the great state of Maine. Victor and Carol moved from New York with four kids and no jobs. From that moment on they began a journey selling products and services to the food service industry, which is still being done by their sons Chris and Carl, who run the business today. The products and customers have changed over the years, but the great customer service, which the business was built on, still thrives today. The customer's needs are the most important part of their business.

C. Caprara, a member of the Kennebec Valley Chamber of Commerce, is located in Winthrop, Maine and operates from a 30,000 sq. ft. facility – 15,000 sq. ft. of which is showroom space. The showroom is open to the public and commercial accounts to explore the endless varieties of cooking equipment and supplies. C. Caprara schedules three to four trucks with crews of four to six delivery personnel daily. They have eight sales people actively promoting business throughout the state. C. Caprara employs 16 people year-round with seasonal additions.

C. Caprara, assists customers with kitchen design and layout, shipping products across the country and around the world, to delivering small items to nearby customers. C. Caprara has the ability to adjust to ever changing market forces while staying true to their loyal customers. Maine and New Hampshire are the primary market. C. Caprara, is a full service equipment dealer offering thousands of items in stock from basic flatware to large institutional walk-in freezers.

C. Caprara contributes to many local community events, clubs and sports teams. C. Caprara, is a long standing member of Pride Marketing and Procurement Inc., Maine Restaurant Association, Maine School Food Service Association, Kennebec Valley Chamber of Commerce and the Food Equipment Dealer Association.

Did you know??...There is an indoor Farmers Market at the **Viles Arboretum** in Augusta? Every Friday from 2:00 - 5:00 p.m. Seasonal vegetables, meats, eggs, breads, baked goods, pickled beets, often a hot dish and a whole lot more. Call 626-7989 for more information.







*This segment is part of an ongoing series, in collaboration with the Healthy People of the Kennebec, designed to highlight an organization that is pursuing a healthy work environment and what they have done to achieve this goal.*

Kennebec Technologies has an aggressive, employee driven safety and wellness program which benefits their bottom line and is fully supported by senior management. The safety program has been in place for many years and has resulted in a consistently low rate of injuries and a performance discount of 35%.

With that as a model, they approached wellness. The insurance market can't be controlled, but if claims are less, it opens up the possibility of competitive pricing (a secondary benefit). Kennebec Technologies Core Values stress respect for balance in employee's lives and in their careers at Kennebec Technologies, and the wellness program supports both.

Initial HRA and biometrics screenings at the inception of the wellness program



indicated that as a group they were at high risk of having potentially very serious medical conditions, many that were preventable. In confidential one-on-one meetings with the health coach, risk factors were discussed and individuals developed their own unique personal health goals which are now tracked as often as monthly. What changed? Everyone began to realize that each of us has the opportunity to positively impact our own health, often with relatively small changes. Over 90% of Kennebec Technologies employees voluntarily participate in the wellness program, all are rewarded for participating and the results have been dramatic. In 2010 when

the program began, 35% of the employees were at high risk and 26 % were at low risk. Today 8% are high risk and 43% are low risk. As with life, this is a work in progress and the results are even better than hoped. KT now has an active wellness team which plans events throughout the year to keep everyone engaged. They even have their own employee planned and tended organic garden which produces fresh vegetables all summer. All in all, Kennebec Technologies have become Wellness Champions.



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# Meet the Staff – Lynne Burney

Lynne Burney is the KV Chamber Program Director. Since 1998 she has been responsible for growing and enhancing the overall Chamber Program offerings, including the Whatever Family Festival & Day in Capital Park, Kennebec



Leadership Institute, Business EXPO, Annual Awards Program, Business After Hours and Business Insider Breakfasts, etc. She also secures sponsorships for a number of the above programs. Lynne works with contractors, developers, ad agencies and others as needed. She enjoys assisting with writing and publication of materials including the Business Insider Newsletter, overseeing the work of vendors as needed and ensuring quality control.

When she's not busy working at the Chamber, Lynne spends her time accompanying the Coney Madrigals on the piano and playing the organ at Waterville First Baptist Church and South Parish Congregational in Augusta. For 40-plus years she has been an accompanist for many local theater productions and groups including the Augusta Symphony Chorus (now KPAC) and CODA. Lynne lives in Augusta with her husband, Bill. Daughter Blaire is a resident of Washington, DC.

## Newsletter Inserts

Consider your Business Insider newsletter to announce a special program, service, product, promotion, etc., to some **1,450** recipients. (Inserts are also included in the online newsletter at [www.AugustaMaine.com](http://www.AugustaMaine.com)).

**Important:** The Chamber will insert preprinted literature – unfolded 8 ½" x 11" sheets only – in the monthly newsletter for a **basic fee of \$250.00**. Insert space must be reserved in advance –and **1,450 copies of insert received** by the office, **no later than the 15<sup>th</sup> of the month prior**. Call the Chamber for more information @ 623-4559.



# Member Anniversaries

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

## 35 years and over

Central Maine Power Co.  
Macomber, Farr & Whitten

## 30 years and over

Maine Development Foundation  
MaineGeneral Community Care  
Perrow Audio and Backline  
Theater At Monmouth

## 15 years and over

Anthem BlueCross BlueShield  
Hershey's Ice Cream  
North Country Rivers –  
Whitewater Rafting

## 10 years and over

A Partner in Technology  
Concord Coach Lines  
FairPoint Communications

Ganneston Construction Corp.  
Spurwink School  
Harold Warren Construction

## 5 years and over

Adams Speech Therapy  
Beads on the Kennebec  
curtisWorks Communications Solutions  
Fieldstone Media  
Kennebec Land Trust  
Line-X of Augusta  
Maine Mathematics and Science Alliance

## Also renewing

A-COPI Tennis and Sports Center  
Capitol Dental Care  
Community Health & Counseling Svcs.  
Electricity Maine  
Susan Farnsworth, Attorney at Law  
Harvest Time Natural Foods  
Jems d'Amour  
LegalShield  
New Dimensions Federal Credit Union  
New England Music Camp  
Oxford Casino  
U.S. Small Business Administration

KV Chamber Advertising Rates 2015				
Ad Size	Approximate Inches	Cost		
		Monthly	6 months 10% discount	12months 20 % Discount
1/2 page	5.5 x 8.5	\$ -----	<b>SOLD OUT</b>	30
1/4 page	4.25 x 5.5	\$ -----	<b>SOLD OUT</b>	30
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






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## Sponsors Make it Happen!

We are fortunate to have a very supportive business community here in the Kennebec Valley. Currently, we are searching for sponsorships of all levels, and have a couple of openings left for major festival sponsors. Please contact the KV Chamber office for more information. Our hats are off to the following MAJOR SPONSORS for their commitment to the 2015 Whatever Family Festival:



## FREE FAMILY FUN! Whatever Family Festival & Day in Capitol Park 2015

The 2015 Whatever Family Festival is in full planning mode. Event planners in Gardiner, Hallowell, Winthrop and Augusta are making plans and meeting deadlines for Whatever's 17 days of FREE FAMILY FUN!

The Day in Capitol Park features 75++ events – music, dance, hands-on activities for the kids and more. Start planning today! For more information contact us at 623-4559 or at [www.AugustaMaine.com](http://www.AugustaMaine.com). Be sure to mark these dates in your calendar and join us for Maine's Premiere Summer Festival!



**Greater Gardiner River Festival**  
Saturday, June 20<sup>th</sup>

**Hallowell Triathlon**  
Saturday, June 20<sup>th</sup>

**Day in Capitol Park**  
Saturday, June 27<sup>th</sup>

**Augusta 4<sup>th</sup> of July**  
**Capital City Riverfront**  
**Celebration**  
Saturday, July 4<sup>th</sup>

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## KVCC Board of Directors

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Central Maine Power Company

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**It's not too early to think about GOLF!!**  
**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!*  
**Thanks to Major Sponsor**



## Business Insider

**Kennebec Valley Chamber of Commerce**  
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## WHAT'S HAPPENING? KVCC Calendar March & April

### March 2015

- 03/04 KLI Comm., 12 p.m. @ KVCC  
03/10 KVCC Board Meeting, 5:30 p.m.  
03/11 **Women's Network Lunch**,  
11:30 a.m.-1:00 p.m. @ Senator Inn  
03/18 **Business Insider Breakfast**,  
7:30-9:00 a.m. @ Senator  
03/18 Membership Comm., 11:30 a.m.  
@ KVCC  
03/24 **KLI & CYNERGY Social**,  
5:30-7:30 p.m. @ The Gin Mill  
03/25 **Business After Hours**, 5-7:00 p.m.  
@ **Charlamagne's**

### April 2015

- 04/01 KLI Comm., 12 p.m. @ KVCC  
04/08 **Women's Network Lunch**,  
11:30 a.m.-1:00 p.m. @ Senator Inn  
04/14 **KVCC Member Appreciation Day**  
04/14 KVCC Board Meeting, 5:30 p.m.  
04/15 **Business Insider Breakfast**,  
7:30-9:00 a.m. @ Senator  
04/20 Patriot's Day Holiday  
04/22 **Business After Hours**, 5-7:00 p.m.  
@ **Lapointe Lumber Co.**  
04/27 **CYNERGY 3rd Annual Bowling**  
**Tournament**, 6:00-8:00 p.m. @  
Sparetime Recreation

### KVCC Staff

Ross H. Cunningham, President & CEO  
Patty M. Paquet, 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.*

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

March-Free reception 03/25/15

## Charlamagne's Hosts March After Hours

KV Chamber members and their guests are invited to come and enjoy a fabulous evening of food, fun, and more at our **March Business After Hours on Wednesday, March 25<sup>th</sup>** from 5-7:00 p.m. at **Charlamagne's** in Downtown Augusta.



Owner Tina Charest is planning a fabulous pizza buffet along with Charlamagne's signature Mini Cocktail Cupcakes. Plus, door prizes from neighboring downtown merchants 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 completing the enclosed RSVP form or by calling us at 623-4559.

*Are you following us?*

