



November 2017

Insider Newsletter

Kennebec Valley Chamber of Commerce
KennebecValleyChamber.com

Upcoming Events

November

- 11/8 **Women's Network Luncheon**
 11:30 a.m. - 1:00 p.m.
 @ Senator Inn & Spa
- 11/14 KVCC Board of Directors
 5:00 p.m.
- 11/15 **Modern Mornings**
 7:30 - 9:00 a.m.
 @ Senator Inn & Spa
- 11/29 **Business After Hours**
 5:00 - 7:00 p.m.
 @ MaineGeneral's Harold Alfond
 Center for Cancer Care

December

- 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

*Bolted items are open to the public

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SEO for Small Businesses: Increasing your online visibility

As a small business, you may see SEO (search engine optimization) as unnecessary. It used to be only a major player for large and mid-sized businesses, but, now, it is also an important tool for small businesses. SEO continues to grow in importance for businesses of all sizes.

SEO is the art of making your website a prominent figure in web searches by being rated highly for search terms, which are known as keywords. Being ranked highly increases the visibility of the website, leading to a higher number of visitors to the website. These results are called unpaid results which are also often referred to as organic or earned results. Why are SEO and more unpaid results important? SEO allows your business to connect with those searching for your product or service, converting them into customers.

Although it can be complex, much of SEO costs nothing other than your time

and efforts. With most people conducting a digital search for businesses prior to doing business with any, your digital efforts can be more effective than traditional marketing tactics.

First, you must identify the keywords your target audience is searching for. You can use The Google Keyword Planner, which is free, to find your keywords by entering the URLs of competitors' sites. You can also brainstorm keywords that are unique to you and your niche. Once the keywords that people are using to find products and/or services similar to yours are identified, begin implementing them into your website as well as in social media posts and blogs. It is important to add them in naturally and strategically while focusing on the quality and not quantity of the keywords.

Next, promote your website through

Continues on Page 2



Michelle Ibarguen
 Cross Insurance

Personal & Commercial Insurance Industry Trends

Learn about the insurance trends affecting you and your business.

November 8, 2017
11:30 am - 1:00 pm
The Senator Inn & Spa

RSVP to Info@KennebecValleyChamber.com

Thank you to our sponsors!



David Cullen
 Intelligence Security International

Physical Security

How to mitigate your liabilities and increase the safety of your employees and customers alike.

November 15, 2017
7:30 - 9:00 am
The Senator Inn & Spa

RSVP to Info@KennebecValleyChamber.com

Thank you to our sponsor!



WELCOME NEW MEMBERS!

Dewey's Shellfish

www.facebook.com/deweysshellfish
207-242-8357

G-Force Adventures

www.gforceadventures.co
207-227-5562

Strategic Real Estate Services

www.jimrideout.com
207-485-1105

The Study Hall

www.thestudyhall.com
207-485-0013

Please take a moment to introduce yourself to the members above when you see them in the community.



MEMBER ANNIVERSARIES

30+ YEARS

Downeast Energy
Peachey Builders
PERFORMANCE Foodservice—
NorthCenter
The Copy Center

10+ YEARS

Black Diamond Consultants
Tallwood Design

20+ YEARS

Sam's Club
Sparetime Recreation

5+ YEARS

Aveda Institute Maine
Home Resources for Maine, Inc.
Lowe's Home Improvement

ALSO RENEWING

Black and Tan
Bouchard Cleaning and Restoration
Downtown Yoga and Healing Arts
Holocaust and Human Rights Center
Jack Skehan & Associates

Maine Technology Group
Minuteman Signs, Inc.
Redzone Wireless
Waterville Creates!



the kenney awards

January 26, 2018
5:00 pm



Tickets and Table Reservations
go on sale December 1, 2017

Continued from Page 1, *SEO*

social media and ensure you have claimed your Google My Business listing, Yelp listing, and Yahoo listing. Social media is a great place to share information from your website or the blogs you have written to drive traffic to your website. Your content is what drives results.

By sharing relevant content that others will also share on your website and on social media, the more opportunity you have for people to interact with your business and become paying customers.

Without SEO, your digital visibility is minimal and your potential customers won't find you. Start small with your SEO efforts by beginning with the basics and building gradually as your business also grows.

Did you know as a member of the Chamber you can buy a membership list?

Call the Chamber at 207-623-4559 for more information.

Join us in welcoming Sue Grenier to the KV Chamber Board!

Ask Sue Grenier and she will tell you that some of the most fulfilling hours of her life have been spent volunteering with others. As a twelve year employee of G&E Roofing, and with company support, Sue has taken many opportunities to get involved and help in the Kennebec Valley area.



Sue grew up in Lewiston, graduated with an Associate's degree in Accounting from the University of Southern Maine, has worked as a licensed cosmetologist, worked at a non-profit organization, and, now, works as a sales assistant.

Calling Augusta home for the last 24 years, Sue has gained knowledge, support, and ideas from others while volunteering and has been recognized by several organizations. Sue currently serves on the Board for the Kennebec Valley United Way and serves as a co-chair of the annual Kennebec Valley YMCA Auction as well as on the fundraising golf committees for several organizations.

Sue looks forward to joining the KV Chamber Board and being involved in Chamber events and activities.



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We're known for our legendary Roadside assistance but did you know a membership provides many other cost saving benefits?

- Insurance
- Full service travel agency
- DMV Services
- Travel discounts

Join For As
Little As \$49!



Employee Highlight:

Samantha Harvey—Insurance Agent

Samantha is a licensed insurance agent and willing to help with all of your insurance needs. Stop in to see Samantha at our Augusta office or email her at Harvey.samantha@nne.aaa.com

Turnpike Mall

20 Whitten Road Suite. 11 Augusta Maine

207-622-2221

KV CHAMBER BUSINESS EXPO

#KVEXPO17

Thank you to our exhibitors and committee as well as all in attendance for making this a successful and great event!

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 TRC Engineering • Wellness Connection of Maine



Congratulations #KVEXPO17 Winners!

**Best Individual
 Costume**
 Jeb Murphy
 Crisis & Counseling
 Centers



First Place Exhibit
 Blane Casey Building
 Contractor, Inc.



Second Place Exhibit
 Macomber, Farr &
 Whitten



Third Place Exhibit
 Amerigas



Grand Prize Winner
 Tammy Lapierre
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	4 x 5.25			
1/8 Page	4 x 2.625	\$75	\$405	\$720
	2.625 x 4			
Double Sided Insert	8.5 x 11	\$250	—	—


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Chamber Member News

Bar Harbor Bankshares' employees in Maine, Vermont, and New Hampshire dressed "Casual for a Cause" to support hurricane relief efforts. Employees were invited to dress casual on October 2nd by making a contribution of \$5.00. The Bank matched the funds donated by employees, and a total give of \$5,578 was presented to the American Red Cross to support those impacted by the recent hurricanes.



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Big Brothers Big Sisters of Mid-Maine's 2017 Golf Fore Kids' Sake, presented by Kennebec Savings Bank, raised \$30,000 to benefit school and community-based mentoring services for children in Kennebec and Somerset counties. Twenty-two teams competed



in the 18th annual golf tournament, held September 1st at Belgrade Lakes Golf Club. 2017 Golf Fore Kids' Sake Tournament Winners: 1st Gross—Charlie's Family of Dealerships; 1st Net—GHM Insurance/Allen Insurance & Financial.



Camden National Bank celebrated the hard work and achievements of its employees at its annual all-employee event on September 19th at the Augusta Civic Center. It also announced that over \$184,000 has been donated to local homeless shelters through its Hope@Home community giving program. At the event, Camden National Bank presented Cullen Ryan, Acting Chair of Maine's Statewide Homeless Council and Executive Director of Community Housing of Maine, with 650 blankets to be donated to home-

less shelters in local communities on behalf of each Camden National Bank employee. This year's award winners were: *Employee of the Year*: Danica Hooper (Customer Assistance Center, Rockport); *Office of the Year*: Kevin Throckmorton (Branch Operations Associate, Ellsworth); *Commitment to Core Values*: Kayla Roberts (Assistant Banking Center Manager, Richmond) and Chris Paradis (Physical Security Manager, Gardiner); *Commitment to the Customer*: Bradley De Rosa (Assistant Banking Center Manager, Kennebunk) and Dean Waterman (Commercial Banking Officer, Auburn); *Commitment to the Community*: Viktorie Mathiau (Commercial Loan Administrator, Rockport) and Jody Landrith (Banking Center Manager, Camden); *Commitment to the Employee*: Nancy Cobb (Branch Supervisor, Bangor) and Susan Weber (Credit Risk Officer, Rockport); *Commitment to Internal Service*: Kristen Matson (Deposit & Payment Services Supervisor, Rockport) and Jamie Pellerin (Marketing Manager, Portland); *Commitment to our Shareholders*: Brandon Plourde (Budget & Financial Analyst, Camden) and Tori Stewart (Wealth Management Project Manager, Portland); *Bob Daigle Award for Achievement through Innovation*: Andrew Fortin-Trimble (Digital Marketing Manager, Augusta)



Ellis & Meader Attorneys at Law recently opened its office in the heart of Downtown Augusta. The law firm provides services to individuals, businesses, and government entities across the state. Amanda Meader is in her fourteenth year of offering practical, cost-

effective advice to clients in both the private and non-profit sectors. Prior to co-founding Ellis & Meader, Elisa Ellis owned E. Paylor Law, LLC. She advises businesses and non-profits in all areas from formation to dissolution. Together, they take a genuine interest in their clients, making certain to understand clients' objectives and provide real world advice.



Free ME from Lung Cancer hosts the 6th Annual Save Your Breath 5k Run or Walk on November 5th. Doors open at 7am and the ceremony will begin at 7:45am with the run/walk to follow immediately. The run will take place on the Kennebec River Rail Trail from the YMCA to Hallowell and return. Capitol Park has been reserved for those who wish to walk. Online registration closes November 4th.

GHM Insurance team members, Melissa Cox and Reilly Kons, have successfully completed the Certified Insurance Counselors program. The three day insurance institute was one of the five parts of the Certified Insurance Counselors Program offered annually. After the successful completion of all five institutes, covering all major areas of the insurance field and five rigorous examinations, Melissa Cox and Reilly Kons will be awarded the CIC (Certified Insurance Counselors) designation by The National Society of Certified Insurance Counselors, the nation's largest provider of professional insurance education.



GMH Insurance team member Martha Wentworth earns Certified Risk

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

Info@KennebecValleyChamber.com

Chamber Member News

Manager (CRM) Designation. Martha is part of an elite group of risk management professionals who were selected by Certified Risk Managers International to complete the rigorous five-course program. To attain the CRM designation, Martha was required to complete the courses and pass examinations in the subject areas of Principles of Risk Management, Analysis of Risk, Control of Risk, Financing of Risk, and Practice of Risk Management.



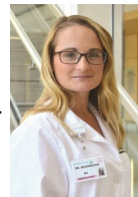
Kennebec Behavioral Health has been awarded the Pro Patria Award from the Maine ESGR (Employers in Support of Guard and Reserve) Committee. The Pro Patria award is presented annually to a public sector employer that has demonstrated the greatest support to Guard and Reserve employees through their leadership and practices, including adopting personnel policies that make it easier for employees to participate in National Guard and Reserve.



Kennebec Behavioral Health recently opened a new residential treatment program designed especially for young adults, 18-24 years of age. Located at 86 Stone Street in Augusta, the Young Adult Treatment Program offers a home environment where young adults who are living with serious and persistent mental illness can focus on rehabilitation in a highly supportive environment. The program offers opportunities for residents to gain the skills necessary to live on their own after a period of two years and works hand-in-hand with other support programs such as

case management and Clubhouse (vocational rehabilitation). **Kennebec Pharmacy & Home Care** announced the official launch of KennePac™ — a new multi-dose medication packaging system designed to help patients take their medications as directed — to retail pharmacy customers throughout Central and Mid Coast Maine.

MaineGeneral OB/GYN welcomes new provider Amanda McDonough, MD, MPH. Dr. McDonough received her medical degree from Tufts University School of Medicine and completed her residency at Saint Francis Hospital and Medical Center in Hartford, CT.



MaineGeneral Surgery welcomes new surgeon, Stephanie Joyce, MD, to its highly skilled team. Dr. Joyce received her medical degree from The Royal College of Surgeons in Ireland, completed a general surgery residency at Baylor University Medical Center in Dallas, TX, and a surgical critical care fellowship at University of Colorado, Denver School of Medicine.



The Maine State Museum hosted Maine Earth Science Day on October 17, a statewide celebration highlighting Maine's geology and earth products. With over 1,000 students and teachers involved, it was an opportunity for people across the state to explore geology, examine fossils, talk to scientists, and learn about Maine's mineral industries.

The Sexual Assault Crisis and Support Center hosted its 18th Annual Celebrity Dinner on September 16th. The event was attended by more than 300 community members and raised over \$60,000, an event record! All of

the proceeds from the event will assist the SAC&SC in providing services to individuals impacted by sexual violence.



The Sexual Assault Crisis and Support Center unveiled the first Rusty's Buddy Bench at Atwood Primary School in Oakland. SAC&SC educator, Sean Landry, presented the bench to the school's K-2 students during a weekly "Town Meeting" in September. The buddy bench was the top prize awarded for the agency's 3rd Annual Create a Hero contest with the winning entry created by Atwood Primary

School student, Prudence Baltazar. Rusty's Buddy Bench promotes friendship



among students, conveying messages of kindness and inclusion. Focusing on bystander intervention, the program teaches students how to overcome the bystander effect and encourages them to become upstanders—everyday, real-life heroes.

United Way of Kennebec Valley has launched an Emerging Leaders Society to recognize and celebrate people for their combined charitable efforts.



Membership is open to individuals who make an annual gift of \$400 or more to United Way and commit to volunteering in their community.

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

info@KennebecValleyChamber.com

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Our Mission:

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



Join us at MaineGeneral's Harold Alfond Center for Cancer Care as we celebrate its 10 year anniversary!

MaineGeneral's Harold Alfond Center for Cancer Care will host the Business After Hours on Wednesday, **November 29th** from **5:00 – 7:00 p.m.** in Augusta as we celebrate the 10 year anniversary of our regional cancer care center, which has been greatly supported by our community over the years! KV Chamber members and guests are welcome to join us for networking and great food!



361 Old Belgrade Rd., Augusta

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.

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

Business After Hours events are sponsored by:

