19th Annual Central Maine

Business Journal

2016-2017

Special Advertising Supplement
Kennebec Journal
Morning Sentinel
Here are 49 reasons to trust your surgical care to MGMC

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Stevan Kung, MD  Roy Tan, MD

OBSTETRICS & GYNECOLOGY

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OPHTHALMOLOGY

Christine Boulanger, DO  Karen Bouts, DO  Loretta Coolan, MD  William George, MD  Ameer Ghilani, DO  Ronnie Lucas, DO  Eric McAllister, MD  Kathleen Petersen, MD  Danielle Salsbury, DO

ORTHOPAEDICS

Stuart Atieno, MD  Mica Golden, DO  James Johnson, MD  Anthony Maujols, MD

ORTHOPAEDICS

Jose Ramirez, MD  William Rogers, MD  John Thistle, MD  David Ussia, MD  David Wible, MD

OTORHINOLARYNGOLOGY

Sharon Allen, MD  William Chaver, MD  Michael McMartin, MD

PODIATRY

William Benson, DPM  Michael Ripp, DPM  Allen Ryman, DPM  Douglas O'Hei, DPM  Richard Swanson, DPM  Andrew Smith, DPM

PROCTOLOGY

Jerad Hurdle, DO

UROLOGY

Gabriel Schenker, MD  Rob Kemm, MD  Joseph Leona, MD  Derrick Banks, MD

VASCULAR SURGERY

Mark Bolduc, MD

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TABLE OF CONTENTS
Growth Council works to maintain momentum ..................................6
Mid-Maine Chamber focuses on fishing and future ............................7
Kennebec Valley Chamber of Commerce revamps its program ....8
Farming becomes thriving business in central Maine ......................10
Thayer Center for Health continues to offer expert services........12
Education enhances the lives of many ...........................................14
Inland Hospital named one of the best places to work in Maine ....16
New fiduciary rule can save billions in fees on retirement accounts 19
Kennebec Behavioral Health create change/promote independence 20
Community, health network partner in Franklin County ..........22
Older workers can fill a growing need in Maine .........................24
Franklin County business presence grows .................................26
All business is by and between people - Nancy Marshall ....28
The job market is looking up ....................................................38
Central Maine Healthcare hires new CEO/president ...............41
Over $1M in federal funds awarded to Greenville airport ....43
Event Planning is the first step for a successful program ..........44
Sebasticook Valley Health makes “Top Ten” list of workplaces .46
Business owners face challenging choices: buy, lease or build? 48
Career opportunities in health care expected to grow ..........51
How to avoid unhealthy habits at the office ............................52
Veggies for All program redirects unused crops to local tables .54
Gayne becomes new face of Skowhegan Area .........................60
Chamber of Commerce ..........................................................60
Make a relocation go smoothly ...............................................63
Learn a trade: HAVC certification can offer relatively high wages..64
Local newspapers help build communities ..............................66
Majors that might help get you hired .......................................70

About this section
This special advertising supplement was produced by the
Kennebec Journal/Morning Sentinel.
The cover design was by Bridget Campbell.
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# INDEX OF BUSINESSES

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Category</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aable Cremation Service, LLC</td>
<td>Cremation Services</td>
<td>56</td>
</tr>
<tr>
<td>Advance 1 Cleaning Services</td>
<td>Cleaning Services</td>
<td>65</td>
</tr>
<tr>
<td>All Season Home Improvement</td>
<td>Home Improvement</td>
<td>42</td>
</tr>
<tr>
<td>Allied Realty, Heather Blodgett</td>
<td>Real Estate Services</td>
<td>68</td>
</tr>
<tr>
<td>Allied Realty, Judy Reeves</td>
<td>Real Estate Services</td>
<td>68</td>
</tr>
<tr>
<td>Allied Realty, Susi Pearson</td>
<td>Real Estate Services</td>
<td>68</td>
</tr>
<tr>
<td>Allied Realty, Sylvia Turner</td>
<td>Real Estate Services</td>
<td>68</td>
</tr>
<tr>
<td>Antiques Directory</td>
<td>Antiques</td>
<td>63</td>
</tr>
<tr>
<td>Audette's Hardware</td>
<td>Hardware</td>
<td>67</td>
</tr>
<tr>
<td>Augusta Business</td>
<td>Business Services</td>
<td>19</td>
</tr>
<tr>
<td>Augusta Civic Center</td>
<td>Civic Center</td>
<td>19</td>
</tr>
<tr>
<td>Augusta Tool Rental</td>
<td>Tool Rental</td>
<td>42</td>
</tr>
<tr>
<td>Automotive Service Directory</td>
<td>Automotive Service</td>
<td>59</td>
</tr>
<tr>
<td>Berkshire Hathaway Home Services</td>
<td>Home Services</td>
<td>56</td>
</tr>
<tr>
<td>Berkshire Hathaway Home Services</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Daniel Pooler</td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>Eileen St. Amand</td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>Bob's Cash Fuel</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Boynton's Greenhouses, Inc.</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Bragdon-Finley Funeral Home</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>Buddies Meats &amp; Groceries</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>Business Journal Profiles</td>
<td></td>
<td>35-40</td>
</tr>
<tr>
<td>Caron's Collision Repair Center</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Catholic School Directory</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Cayer Security Services</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Central Maine Disposal</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Central Maine Medical Center</td>
<td></td>
<td>71</td>
</tr>
<tr>
<td>Central Maine Motors Auto Group</td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>Century 21 Alliance Real Estate</td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>Century 21 Nason Realty, Inc.</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Chalet Moosehead Lakefront Motel</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>Coldwell Banker Plourde RE,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beth Satow</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Coldwell Banker Plourde RE,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steve Roy</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Coldwell Banker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rizzo Mattson Realtors</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Collision Plus 2</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Connected Credit Union</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>Copy Center, The</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>Cornerstone Insurance Agency</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>Crosby &amp; Neal Funeral Homes and Cremation Services</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>Cunningham Security Systems</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Damon's Pizza &amp; Italians</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Dan &amp; Scott's Cremation &amp; Funeral Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day's Real Estate</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>Delta Ambulance</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Dining and Catering Guide</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Direct Cremation of Maine</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>Duratherm Window and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>York Spiral Stair</td>
<td></td>
<td>66</td>
</tr>
<tr>
<td>Eric's Restaurant</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Evergreen Self Storage</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>Eye Care of Maine</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Fairfield Antiques Mall</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Farmington Businesses</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Farmington Motel</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Farriss Country Auctions Inc.</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Farris Law</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Franklin Savings Bank</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>Funeral Alternatives Group</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>Funeral and Cremation Planning</td>
<td></td>
<td>56-57</td>
</tr>
<tr>
<td>Directory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallant Funeral Home, Inc.</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>George's Banana Stand</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Geising &amp; Bolduc Agency, Inc.</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>High Tide, Low Tide Seafood</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Hoang Realty, Heidi Witham</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Home Improvement Directory</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Houston-Brooks Auctioneers</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Huhtamaki</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Ingraham Equipment</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>Inland Hospital</td>
<td></td>
<td>72</td>
</tr>
<tr>
<td>Joseph's Fireside Steakhouse</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Joyce's</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Kennebec Behavioral Health</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Kennebec Eye Care</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>Kennebec Federal Savings</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Kennebec Medical Consultants</td>
<td></td>
<td>41</td>
</tr>
<tr>
<td>Kennebec Savings Bank</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Kennebec Valley Chamber</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Kirkpatrick's Service and Repair</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Knowlton Hewins Roberts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSW Federal Credit Union</td>
<td></td>
<td>31</td>
</tr>
<tr>
<td>Lakepoint Real Estate, Gail Rizzo</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Local Realtor Directories</td>
<td></td>
<td>68-69</td>
</tr>
<tr>
<td>Longfellow's Greenhouses</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Maine Armory Rentals</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Maine Armory Rentals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maine Center for Wealth Management</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Maine State Credit Union</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>Maine General Medical Center</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Maine-ly Elder Care</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>Mainely Real Estate, Tom Munson</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Maja's Body Arts</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Maple Leaf Self Storage</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>Mavis' Flooring &amp; Window Treatments</td>
<td></td>
<td>51</td>
</tr>
<tr>
<td>Maurice &amp; Son Auto Body Shop Inc</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Mid-Maine Chamber of Commerce</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Mosher's Seafood-N-More</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Motor Supply</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Mount Merici Academy</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Mt. Blue Drug</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Nancy Marshall Communications</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>New England Animal Hospital</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Nichols Self-Storage</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>Northeast Laboratory Services</td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>NS Storage</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>Old Mill Pub</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Peacheys Builders</td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>Phoenix Home Improvement Professionals</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Poor Bob's Storage</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>Redington-Fairview</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Hospital</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>RTD Roofing</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Saint Dominic Academy</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Sarah Dunkel and Associates</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>Sebastian Valley Health</td>
<td></td>
<td>72</td>
</tr>
<tr>
<td>Skowhegan &amp; Waterville Tire Center</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Skowhegan 201 Service</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Skowhegan Businesses</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Skowhegan Businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solon Corner Market</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Spanky's Pizza</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>St. John Catholic School</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>St. Michael School</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Stoney Creek Antiques</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Sweet Chilli Thai Restaurant</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Thomas College</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>T-Mobile</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>Unity Businesses</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>Unity Flower Shop</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>University of Maine at Augusta</td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>University of Maine at Augusta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilsons on Moosehead Lake</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>Winslow Businesses</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Winslow Supply</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Winthrop Area Federal Credit Union</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Winthrop/Manchester Businesses</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Younton Winery</td>
<td></td>
<td>55</td>
</tr>
</tbody>
</table>
Growth Council works to maintain momentum during exciting times

Agency helps recruit IT company to Waterville

BY NANCY GALLAGHER
Correspondent

Attracting a sophisticated Information Technology (IT) company like Collaborative Consulting to Waterville is “probably one of the most significant economic development events to occur in quite some time,” said Garvan D. Donegan, senior economic development specialist for Central Maine Growth Council (CMGC). The Council was a critical team member of the recruiting group.

“When you pair this firm’s recruitment with the processes going on with the downtown revitalization initiatives in the City of Waterville with key partners, with Colby College, I would argue that these events are the most important positive economic development events to occur to the region in decades,” Donegan said.

In addition to contributing to GDP (gross domestic product) growth and job growth, it has generated excitement about a thriving downtown, a brilliant workforce and quality educational institutions sitting right by the Kennebec River, Donegan said. Colby College, Thomas College, Kennebec Valley Community College and the university system have proven themselves to be not only world class educational institutions, but also leaders and drivers in economic and community development, he said.

A new Trafton Road interstate interchange — jointly funded by the Maine Department of Transportation, private developer American Capital Corporation and the City of Waterville — has received a $1 million EDA (Economic Development Administration) grant to leverage $34 million of private capital. A thousand contiguous acres on this heavy traffic corridor represent a promising growth district for Waterville within a proposed Tax Increment Finance District, Donegan said.

In recognition of this development, GrowSmart Maine, a group dedicated to building lasting prosperity without sacrificing Maine’s quality of life, announced it will hold its October summit in Waterville. Donegan expects attendees such as developers, urban planners and individuals interested in downtown revitalization to number in the hundreds.

The CMGC board of directors has deliberated at length regarding a regional economic development strategy that is “not a race to the bottom in terms of competing from one town or city to another,” Donegan said. He believes the following five-point plan can be adapted into larger, perhaps statewide economies:

• Cultivate a robust and brilliant workforce;
• Catalyze the emergence of growth, technology and innovation businesses into our region;
• Utilize existing land, space and infrastructure to push against sprawl;
• Think regionally and globally, act locally;
• Leverage the region’s quality of life.

Donegan sees workforce development as the region’s, as well as the state’s, most pressing need. He believes the CMGC has taken a significant step in furthering that top priority through a healthy collaboration with the Mid-Maine Technical Center, which has quadrupled the Center’s pre-apprenticeship model — offering participants focused skill-building and a peek inside the door of future careers.

“We’ve seen a dramatic uptick in business development — probably a 100 to 150 percent increase in business lead generation. From healthcare to IT to tourism and leisure, it’s been very exciting.”

Garvan D. Donegan, senior economic development specialist for Central Maine Growth Council

Central Maine Growth Council celebrates the groundbreaking and historical revitalization of the iconic former Seton Hospital in Waterville, a $10 million, mixed-use redevelopment that will include commercial spaces and approximately 50 market-rate housing units. The 80-plus acre campus, next to Mayflower Hill, holds significant development potential and will be the site of a new office for Woodfords Family Services.

While the generation of most leads has come from a 30- to 60-mile radius, inquiries regarding Waterville downtown real estate and business development have also come from the greater Boston area and New York. Donegan believes it’s largely driven by the collaborative planning process of the city, Colby College, education systems, nonprofits, economic development agencies and community leaders who continue to discuss maintaining momentum toward a thriving young city that attracts a brilliant workforce.

The Central Maine Growth Council is open from 9 a.m. to 5 p.m. Monday through Friday at 50 Elm Street, Waterville, Maine 04901. For more information, call 680-7300, fax (207) 877-0087 or consult the website at www.central-maine.org.
Mid-Maine Chamber focuses on fishing and future workforce development

Luring business to Mid-Maine

BY NANCY GALLAGHER
CORRESPONDENT

After hosting a “Major League Fishing Summit Cup Tournament” — which had a national viewership of 1.2 million in its original airing of the final episode — the Mid-Maine Chamber of Commerce next hosted “Fishing University,” a program that provided excellent business leads.

To build upon these successes, the Chamber’s Business Expansion and Retention Committee formed a sub-committee focused on promoting bass fishing in the central mid-Maine region. More information is available on its Facebook page and on its website, www.midmainebass.com, which provides information the committee believes is important to bass fishermen. Data includes such items as views and locations of local boat landings and parking areas, as well as a Local Lunkers and Photo Gallery section for individuals to post detailed information on their catches.

The Chamber purchased a GoPro action camera to capture website footage, and is in the process of producing two Catharsis Media 30-second television commercials for use in spring of 2017 to attract more bass fishermen to the region. The Chamber also will continue its major sponsorship of Man vs. Bass Maine Trail tournament events located throughout the area.

Because Waterville does not have a career center, the Chamber in 2013 launched a program in cooperation with other area partners, including PeakCareers, KVCP and Waterville Public Library’s business and career center. They will gather service providers at “Workforce Practitioners” meetings to serve the unemployed and underemployed for whom traveling to Augusta or Skowhegan creates a significant financial barrier.

The group pools its information regarding services in order to cross-reference and coordinate activities and avoid wasteful duplication, thus cross-pollinating information and resources.

“We invite all the people in our region that provide workforce assistance to the unemployed or underemployed,” said Lindlof. This group of about 60 meets three times a year for two hours at Educare on Drummond Avenue in Waterville. At each meeting two of the professionals explain in depth the programs they offer and what they do for the unemployed and underemployed.

“We invite two local employers that are in constant hire mode to come and to educate those workforce practitioners as to what they’re looking for in a skilled workforce,” Lindlof said. “It’s increased networking and knowledge among the practitioners as to what employers are looking for and what colleagues are doing to help the un- and underemployed become employed.”

Another workforce initiative is The Chamber’s Perfect Attendance Program for fourth and fifth graders, which has grown exponentially in its first three years at the Albert S. Hall School in Waterville. It piloted this monthly program featuring awards prizes, certificates of attendance and announcements to address chronic school absences.

“We need our students, our future workforce, actually at school so they can learn and grow up to be productive members of our workforce,” Lindlof said.

And it’s working. Before the Chamber’s involvement, there was one student in the entire school who received perfect attendance. Once the Chamber became involved, it increased to eight students in the first year and five in the second (possibly influenced by a bad flu season.)

In year three, 26 students received an awards package valued at over $200 in products donated by several area businesses.

In an effort to help develop the leaders of tomorrow, the Chamber also has assumed oversight of KV Connect, the 21- to 40-year-old young professionals association in the greater Waterville area. Additionally, Lindlof also has recently undertaken the chairperson duties of the Kennebec Valley Tourism Council.

“We need our students, our future workforce, actually at school so they can learn and grow up to be productive members of our workforce.”

MAINE CHAMBER OF COMMERCE
PRESIDENT/CEO KIMBERLY LINDLOF

Each year, the Chamber hosts 11 Business After Hours, 10 Business Breakfasts, four Leading Women’s Luncheons, two or three Meet the Reps and five major fundraising events.

The Mid-Maine Chamber of Commerce is located at 50 Elm Street, Waterville, Maine 04901. Office hours are 9 a.m. to 5 p.m. Monday through Friday. Telephone is 873-3315. Fax is 877-0087. Website is www.midmainechamber.com. It is also on Facebook, LinkedIn and Twitter.
Kennebec Valley Chamber of Commerce revamps its program

New location welcomes more walk-in traffic

BY NANCY P. McGINNIS
Correspondent

Things are hopping in Augusta and throughout the central Maine region — and KV Chamber President and CEO Ross Cunningham wouldn’t have it any other way. He considers this exciting trend a reflection of the positive energy and promotional efforts of the Kennebec Valley Chamber of Commerce.

“Augusta, Maine’s capital city and its neighboring cities and towns are rich in history, culture, industry and commerce. Catch a show, catch a fish, or catch a great deal...” says the KV Chamber website.

Augusta’s rekindled energy has earned it a place as a contender on the short list for select Maine locations of Krispy Kreme Donuts. Workers have been readying a storefront space for the new Five Guys eatery at Journal Square, and Day’s Jewelers has announced its new retail location at the Marketplace Mall.

Meanwhile, Homewood Suites by Hilton has opened for business on Western Avenue, offering additional central Maine lodging and meeting room options. Augusta is earning a place on the map as a destination. For example, the Seacoast Division of the National Model Railroad Association brought more than 1,350 enthusiasts to the Civic Center in September for the annual National Narrow Gauge Convention.

“At our Chamber roundtables, our board members, representing just about every industry, have been reporting that they are selling more cars, filling more rooms, processing more loans and so on,” said Cunningham.

“It’s definitely been a busy year for us,” he said, pausing to enumerate some of the accomplishments and initiatives that have marked 2016. A year ago, the Chamber’s big news story was its impending move. A mid-December 2015 ribbon cutting marked the official opening of the new location of the Kennebec Valley Chamber of Commerce at 269 Western Avenue in Augusta.

The highly visible, accessible venue has made a “night and day” difference in increased numbers of walk-in visitors stopping by for information and brochures, according to Cunningham. “The enhanced daily traffic has helped us toward our goal of serving as a local and regional information center,” he said.

With its expanding roles, mission and membership over the years, the Chamber has outgrown its former home, a stone’s throw from the Civic Center — although the now vacant and available space would be the perfect home for a small nonprofit enterprise or professional office space, Cunningham said.

The Chamber offices now occupy the former Verizon retail location, a spacious, light-filled setting attractively remodeled to include on-site meeting space.

“It didn’t hurt that Spenser Ouellette launched his brick-oven Pizza Degree business literally right next door, within days of our own opening,” Cunningham said with a smile. He sees it as a win-win situation that both enterprises have revitalized this prominent Western Avenue lot, conveniently across the street from the Senator Inn, Journal Square and Augusta Crossing.

In addition to the move, members have taken a strong look at the Chamber’s future. “We’ve taken a careful look at every program we run, tweaking a bit here and there to keep them fresh and exciting,” he said. “We want to be sure to pay attention to serving new sectors, such as young professionals, and our new entrepreneurs.”

The Chamber’s annual awards dinner, a long-standing tradition held in January, has been moved over into the “Kenney Awards.” Still held at the Civic Center, “we now utterly transform the space to host a black-tie formal event, complete with live music and even a red carpet,” he said. “It’s been a huge hit! We’ve also re-structured three of our award categories to now include finalists, with the winners revealed that evening. This approach not only builds excitement, it also gives us the chance to spotlight more successful businesses and deserving individuals among our 700 members.”

This past June, the KV Chamber hosted the first annual Color Dash, in collaboration with the Augusta Downtown Alliance. More than 500 runners participated in the “Color Dash 5K,” which followed a course from Fort Western to Capitol Park via Water Street in downtown Augusta. “This brought young, professional, active families to Augusta to see the great things happening here. It was a day filled with music, laughter and lots of color,” Cunningham said.

Perennial favorites such as the Whatever Festival are still going strong. “This is a wonderful family event that lasts two weeks or more, from mid-June through the Fourth of July, with many of our communities taking part,” he said. “This coming year, we’re looking to shift our focus back to the River, as it’s one of the strongest draws to our communities along the Kennebec.”

The Chamber is celebrating three decades of its Kennebec Leadership Institute (KLI) this year. “The hundreds of KLI alumni who have gone on to distinguish themselves and make a difference in the extended community will be honored in early November at an anniversary celebration, to be held at Snow Pond Center for the Arts.

Over the past year, a number of the Institute’s alumni and Chamber members have accepted the KV Chamber’s challenge to help area small businesses grow by agreeing to serve as mentors in their respective fields of expertise. Companies with 10 or fewer employees make up a large percentage of the Chamber’s membership, Cunningham acknowledged.

The Small Business Resource Team, a new initiative of the Chamber, is available to help small business owners (or prospective owners), whether they are Chamber members or not, to answer questions and address legal, financial and insurance concerns and other business-related issues. Cunningham and his hard working staff, whom he can’t praise highly enough.

“At our Chamber roundtables, our board members, representing just about every industry, have been reporting that they are selling more cars, filling more rooms, processing more loans and so on.”

ROSS CUNNINGHAM, PRESIDENT AND CEO OF KENNEBEC VALLEY CHAMBER OF COMMERCE

Inside their new Western Avenue location, Kennebec Valley Chamber of Commerce President and CEO Ross Cunningham pauses for a photo with his dedicated office team, including from left, Information Coordinator Debbie Camporiale, Program Director Katie Doherty and Vice President Patty Hewett.

Nancy McGinnis photos

More KV CHAMBER, PAGE 9
KV Chamber
CONTINUED FROM PAGE 8

for their contributions to the Chamber’s ongoing success, have embarked on a major challenge to totally revamp KVCC’s online presence and its voice on social media. “It’s a critically important tool to stay connected with our members, as well as visitors and area residents,” he said. Since coming on board as the KV Chamber president and CEO in January of 2015, Cunningham has posted a weekly blog entry, sharing his thought-provoking perspectives on topics of interest to businesses new and old, large and small.

What’s next on the to-do list? Cunningham is determined to cultivate the central Maine area’s reputation as a tourism destination.

“We have wonderful attractions, but need to do more to promote them, and seize opportunities such as when visitors arrive to area summer camps,” he said. “Out-of-town parents of campers typically make three trips to our area, to drop off their campers and pick them up, as well as Parents’ Visiting Day,” he said. “We need to inform them about the array of lodging, shopping, cultural and recreational opportunities we offer while they are here.”

Vibrant tourism also supports population growth, according to Cunningham. “The perception persists that Augusta is geared for legislators and professionals, but it has so much more,” he said. Individuals attracted to join the skilled workforce often bring families along to settle here, and an inviting arts component is one essential key to a well-rounded community that instills a sustainable sense of place, according to the Chamber’s president. He cited the example set by Dr. James Conneely, the new president of the University of Maine at Augusta. “Jim has deliberately chosen to reside downtown in an apartment in Augusta. He’s jumped in full throttle, to demonstrate his personal commitment to seeing the region thrive and prosper: “This past summer the Chamber facilitated the first-ever meeting of representatives of the Augusta Downtown Alliance, Hallowell Area Board of Trade, and Gardiner Main Street,” Cunningham said.

One goal of such a collaboration is to develop a region-wide calendar to make it easy for locals and visitors to find out where to enjoy live music, for example, every night of the week. Additionally, Cunningham has brought together many of the regional performing arts venues to create a unified voice to represent the arts in this region.

A longtime Lisbon resident, Cunningham confessed that before he came on board at the KV Chamber and realized what he was missing, he himself was guilty of what he calls the “heading south mindset.” “Whether for shopping, dining, entertainment, professional services, and such, people tend to think that they need to drive down to Portland, or even Boston or beyond, for more or better options. Folks in Lewiston-Auburn and Yarmouth need to discover that we have an amazing group of 23 communities with so much to offer right here, and a friendly and neighborly way of life, to boot,” he said. “I’ve learned firsthand that the Kennebec Valley is blessed with a remarkable group of business leaders with great character and a deeply ingrained sense of community, demonstrated by their commitment to investing in the future to benefit all of us.”

FOR MORE INFORMATION
Kennebec Valley Chamber of Commerce
269 Western Avenue
Augusta, ME 04330
623-4559
info@kennebecvalleychamber.com
kennebecvalleychamber.com

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Farming becomes thriving business in central Maine

BY WARREN WATSON
CORRESPONDENT

It has been a good year for farming in Maine.
— The Common Ground Fair, which describes itself as a “celebration of rural living,” celebrated its 40th anniversary when it opened its gates in Unity Sept. 23.

— Dozens of central Maine farmers gathered in Augusta Sept. 17, parading with vehicles full of fresh produce as part of a campaign to fight hunger.

— Continuing a trend beginning with the 2012 federal census, the state’s agricultural sector has been the most robust in New England with more farms — more than 8,000 — than any other state.

— In Maine, farms are now being started at a rate four times faster than the national average.

Only 15 years ago, there were 7,000 Maine farmers working 1.36 million acres, according to the Maine Farm Bureau. Today, there are 8,176 farms with 1.45 million acres of land in use.

And the farmers are getting younger all the time — like Kevin Leavitt, 25, owner of Farmer Kev’s Organic LLC, a 30-acre farm in rural West Gardiner. In a five-year period that straddled the last U.S. Census (2010), the number of Maine farmers 34 and younger grew by 40 percent, far surpassing the national average of 1.5 percent.

The big picture with Maine farming contains few surprises. Approximately 80 percent of farming revenue still comes from livestock, with 40 percent coming from crops. Maine’s leading agricultural products include dairy, potatoes, chickens-eggs, greenhouse and nursery products, and aquaculture, according to state and federal agricultural websites.

About 740 farms, many in Aroostook County, produce potatoes — perhaps Maine’s most famous crop — with 61,336 in acreage.

Of course, the sheer size of Maine relative to the other New England states, makes it easier for its farms to dwarf the region. The average Maine farm is 167 acres.

Outside writers, including experts such as Modern Farming magazine, point to several factors in the success story that is Maine farming. Cited frequently is the Maine Organic Farmers and Gardeners Association (MOFGA), which sponsors the Common Ground Fair and lectures and support activities.

The Maine Farmland Trust, which preserves and expands acreage making it easier for young farmers to break into the sector, is also mentioned.

The history of Maine agriculture is well chronicled by author Clarence Day in his “History of Maine Agriculture.”

European settlers arrived early in the 1600s, but native Americans were already growing beans, corn and squash. The new arrivals largely farmed for themselves and their animals. Family farms grew throughout the state.

By the 19th century, families began selling surplus products locally. That changed after the introduction of railroads, and as the population grew after the Civil War.

Regional markets, including the accessible Boston area, became available for Maine products such corn, dairy, potatoes, apples and poultry. The term “Milk Run” became associated with the early-morning departures all along the Boston and Maine Railroad.

“I took it up and learned by doing it.”

KEVIN LEAVITT
KEV’S ORGANIC LLC

FARMER KEV’S ORGANIC
In rural West Gardiner on a recent Wednesday morning, Kevin Leavitt and partner Kay Harris were packing fresh vegetables into boxes bound for their multi-colored van. Final destination in a few days hence: the Common Ground Fair, one of the highlights of their agricultural season.

Kevin Leavitt, one of the aforementioned young farmers, is now committed to his 30 acres about three miles west of Interstate 95. His business is Farmer Kev’s Organic LLC, a modest farm where he grows varieties of vegetables through wholesale arrangements and farm share agreements that clients buy into both summer and winter.

Leavitt’s story is both typical and atypical of the Maine farmer. He started off in the Winthrop area as a gardener and then expanded as he was learning the vocation. “I’d lease an acre (of land), and then two acres, and then three.”

By the time he finished high school, he knew agriculture would be a career.

So, agriculture became his major at the University of Maine at Orono. He was only of three students in his class, “I took it up and learned by doing it,” Leavitt said.

He and Harris work particularly hard at the farm share aspect of the business. “People take out shares and get vegetables regularly delivered right to their door,” he said.

This year, they have expanded that reach by building greenhouses to expand their customer base of 300 from staples such as peas and carrots and potatoes to kale and lettuce. This winter, they also will sell frozen veggies.

And it’s such a seasonal business. “It’s hard to find workers when you need them,” he said.

More FARMING, PAGE 11
Farming
CONTINUED FROM PAGE 10

Maine farms benefit from direct sales/farm stands, but also from wholesale distribution.

OTHER AREA FARMS
In Skowhegan, Cayford Orchards owners Jason and Heather Davis have been in business for 21 years. Jason said he focuses on his retail shop for apple and maple products, but one third of his sales come through wholesale, including a sales arrangement with Hannaford grocers. He also sells through local schools and hospitals.

In Newport, Lakeside Family Farm, in fact, focuses on wholesale only. Married owners Stewart Smith and Sarah Redfield sell to stores and distributors while they develop a farm share program for 200 customers. The program, run in winter and summer, is much like Leavitt’s. Redfield is the marketing specialist.

Lakeside also works with Hannaford with products from its 159 acres. Smith terms the account “substantial.”
Thayer Center for Health continues to offer expert surgical services

Program remains in a familiar setting with a renewed purpose

**BY JOHN D. BEGIN**

*Communication Specialist*

MaineGeneral Health
Special to Business Journal

Nearly two years after the transformation of MaineGeneral’s Thayer Campus in Waterville into the Thayer Center for Health (TCH), Gail Labbe still fields an occasional, puzzling question from someone in the community: “Do you still do surgery at Thayer?”

Labbe, nurse manager for surgical services at Thayer, and general surgeon Dr. Carlo Gammaitoni of MaineGeneral Surgery said the answer is a resounding “Yes!”

Not only do Thayer’s expert surgeons and surgical team offer comprehensive outpatient surgical services—ear, nose and throat (ENT); general; orthopaedic and hand; plastic and cosmetic; urologic; and pediatric and adult ophthalmologic among them—but the facility is a vital part of overall surgical services at MaineGeneral.

“The nature of the facility changed but the people and standard of care haven’t,” Gammaitoni said.

Labbe said more than 3,000 surgeries were done at Thayer last year and she expects the total to climb with the recent additions of Dr. Sam Pakraftar, a general surgeon and colorectal surgery specialist, urologist Dr. Gabriel Belanger and ophthalmologists Dr. Michael Nolan and Dr. Erin Lichtenstein.

Cases range in complexity from ear tubes and tonsils to ACL repairs and shoulder surgery, Labbe said, and include just about everything in between that doesn't require overnight observation or a hospital stay. The cases that do are performed at the Alfond Center for Health (ACH) in Augusta.

As an outpatient surgery center, Thayer offers many benefits to patients including a firm surgical schedule that isn't impacted by emergent or unplanned situations. Patients also can have surgery in a smaller setting that boasts both a strong tradition of excellent care and a veteran team of nurses and staff.

“Many nurses have been here 30 to 40 years, me included. So not only are we very familiar with the community, we’re familiar with the type of care patients need,” Labbe said. “We’re prepared for the day-to-day things as well as anything out of the ordinary.”

Orthopaedic hand surgeon Dr. John Thaller and ENT surgeon Dr. William Chasse do most of their surgery at Thayer. Of the 550 cases he did last year, Thaller estimates 500 were done in Waterville.

“Having Thayer for elective outpatient surgery on a very efficient basis is so valuable,” Thaller said. “It allows for timely scheduling for patients while also removing those types of cases from the OR at the ACH, where you need more flexibility to do urgent, unpredictable cases. So it really helps both surgical populations.”

“Thayer offers the efficiency of getting in, getting out, having your surgery done in a timely manner, and having it done in a way in which people continue to feel good about the care they’ve received,” Labbe said.

“We make it as easy as possible for patients to come in and have their surgery,” she said. “We also work to make it as easy as possible for our surgeons to come here and do their surgery.”

Chasse, who has operated at Thayer for many years, said that maintaining a comprehensive offering of surgical and other services in Waterville benefits patients and their families seeking care close to home.

“Offering the broadest range of surgery possible at Thayer is extremely important. Many people don’t want to travel if they don’t have to, so the more we can do here the better it is for them. And from a personal perspective, Thayer’s a very nice place to work. We have an incredibly well-trained and motivated staff and people really help each other and have a special camaraderie.”

**WILLIAM CHASSE, MD**

**MAINEGENERAL, EAR, NOSE & THROAT Surgeon**

MaineGeneral Ear, Nose & Throat’s Dr. William Chasse, performs a septoplasty—a procedure to straighten the septum and remove tissue to improve breathing—a patient at the Thayer Center for Health in Waterville. The outpatient surgery is one of many he performs at the Center.

“Offering the broadest range of surgery possible at Thayer is extremely important. Many people don’t want to travel if they don’t have to, so the more we can do here the better it is for them,” Chasse said. “And from a personal perspective, Thayer’s a very nice place to work. We have an incredibly well-trained and motivated staff and people really help each other and have a special camaraderie.”
When adopting more eco-friendly lifestyles, it can be easy for men and women to overlook their offices. While drivers can drive in ways that conserve fuel and homeowners can take steps to reduce their energy consumption at home, few people give as much thought to making their offices more friendly to the environment. But there are many environmentally friendly practices that business owners and their employees can adopt around the office.

- **Turn computers off at quitting time.** Frequently turning computers on and off can produce small surges of energy each time the computer is turned on. But the United States Department of Energy notes that this energy surge pales in comparison to the energy consumed when computers are left on for long periods of time. When going home for the day or leaving your desk for more than 20 minutes, whether it’s during lunch hour or to attend a meeting, turn your monitor off. If you expect to be away from your computer for more than two hours, turn both the computer and the monitor off. Employers who make these suggestions to their employees may reduce their office energy consumption and save money along the way.

- **Recycle old equipment.** Advancements in technology now occur at a breakneck pace, so the equipment businesses use today may very well be obsolete tomorrow. Businesses that want to be more eco-friendly should recycle rather than discard old equipment. Simply throwing equipment away could even be illegal depending on where an office is located. Some electronics contain mercury, lead or arsenic, hazardous materials that can do significant damage to the environment when not properly disposed of. Some retailers, including the office supply chain Staples, accept old equipment for recycling at their stores at no charge to business owners. If equipment is still functional but somewhat outdated, look into donating it to local organizations in need.

- **Cut back on printing.** Printing documents used to be the most effective way to share them with coworkers and clients. But nowadays printing is one of the least efficient and least eco-friendly ways to share documents. Instead of printing documents to show coworkers, create PDFs and email the PDFs instead. And rather than mailing contracts to prospective clients, email contracts that accept e-signatures, ultimately storing the contracts on your file server rather than in a dusty old filing cabinet.

- **Develop telecommuting policies.** In analyzing data from the U.S. Census Bureau’s 2005-2014 American Community Survey, GlobalWorkplaceAnalytics.com found the population of regular work-at-home, non-self-employed persons grew by 103 percent between 2005 and 2014. Working from home is often seen as employee-friendly, but it also can benefit employers and the environment. When employees work from home, their employers need not purchase or lease as much office space, saving them substantial amounts of money. In addition, working from home cuts down on the number of commuters driving to work, decreasing fuel consumption and vehicle emissions. Employers who cannot allow employees to work from home full-time can still help the environment and their employees by allowing workers to work from home one or two days a week.

Offices are not always eco-friendly, but there are several ways to make office life more efficient and environmentally friendly.
Education enhances the lives of many

A job, career improvement, better pay are among possibilities

BY WANDA CURTIS Correspondent

Each year, thousands of Mainers of all ages enroll in courses to further their education. Some hope to climb the career ladder; others enroll in courses for their own personal enrichment. Whatever the reason, there are many programs available to Maine residents seeking more education. Those programs range from the often less expensive adult education courses to actual college courses leading to a degree.

Director of Augusta Adult Education Zane Clement reports that during the 2014-2015 school year, there were 51,659 adults enrolled in adult education programs throughout the state. Those programs included adult high school completion courses, college preparation courses, workforce preparation courses, English language acquisition and civics education courses, adult basic education courses, credit recovery courses for high school students and personal enrichment courses.

“Adult Education programs in Maine support adults along all aspects of their education journey. All studies indicate that more education equals more income.”

Clement explained that “adult education” refers to education programs primarily operated for individuals who are beyond the compulsory school age. He said those programs are administered by school administrative units and, except for enrichment programming, those programs include “intake, assessment, career advising, instruction and individual learning plans.” He said that adult education courses are designed to meet identified local needs.

According to Clement, Augusta Adult Education offers the following five types of programs.

- High school completion courses, which are meant to support adults with the academic skills necessary to either meet the requirements of a local adult education high school diploma or prepare them to pass a high school diploma equivalency exam.
- College transition courses, which are meant to support adults with high school diplomas who are not academically prepared to take college courses and would thus have to pay and take developmental classes at a college that would not matriculate towards a degree. The people who are eligible to participate in this program include recent high school graduates, adults who have attended college but did not earn a degree, and people who have earned a degree, but require skill upgrades in order to be successful in a new college experience in pursuit of a new profession.
- Career Pathways, which is a program consisting of a sequence of courses providing individuals with the academic and technical knowledge and skills they need to prepare for further education and for careers. These services include an initial skill assessment, intake, orientation, career awareness and exploration, advising, instruction and a college campus experience.
- Basic literacy instruction or instruction in English as a Second Language courses, which include instruction based on individual needs and goals for adults whose skills in reading, writing, numeracy, speaking or listening are below the grade level. It includes adult basic education and English as a Second Language instruction.
- Enrichment courses, which are noncredit courses provided under the supervision of an instructor and in accordance with a course outline identifying instructional goals for its participants. Courses are offered to increase community members’ interest in activities that broaden their knowledge and skills about a wide range of hobbies, trades, etc.

Hannah Bard, director of Mid-Maine Regional Adult Community Education, reports that the office received a $7,000 grant this year from Dollar General in Kennebec Valley Community College. She said the grant money is being used to develop modules that focus on basic skills to help students overcome obstacles that often prevent them from completing education. Each module is four week long. Students can earn elective credits that can be applied towards their high school diploma by completing modules. That district also offers a variety of other courses.

For more information regarding specific offerings in local school administrative districts, see www.maineadulted.org/.

Another area resource for people interested in advancing their career is the Kennebec Valley Community College. “Part of the mission for the Maine Community College System is to meet the workforce needs of the state’s employers, which is a benefit for both employer and employee,” said staff member Elizabeth Fortin. “Continuing education provides an opportunity for people to enhance existing skills and gain certifications in their industry, which allows for increased job security and career advancement.”

Fortin said that continuing education also provides people looking to change careers with an opportunity to master a new skill in a short time.

KVCC’s Workforce Training and Professional Development department offers the following courses and more:

- CPR healthcare training
- CPR Instructor
- CPR recertification
- Professional certifications
- Paralegal
- Advanced paralegal – bankruptcy law
- Advanced paralegal – estate planning
- Legal secretary
- Employment law
- Energy services courses
- 200 hour oil burner
- Solid fuel
- Geothermal
- Solar heating
- Solar photovoltaic
- Small wind
- IT training
- Wild game cooking classes
- Beginner, intermediate and advanced welding
- Culinary classes

Thomas College offers an associate’s degree in accounting, arts & sciences, or business administration through its continuing education department. It also offers a bachelor’s degree in business administration, business administration (economics/finances) and human resources management. Online and hybrid instruction in some of the classes also make it easier for students who work during the day to complete their degree.

Assistant Dean of Graduate and Continuing Education Merlene Sanborn said that Thomas College allows part-time bachelor’s and master’s degree students whose employers are signed up with Next Step ME to complete their first class at the college for free. She said the college also offers a 10 percent discount on tuition to those students from that point on. She said that many local employers such as Johnny’s Selected Seeds, MaineGeneral Hospital, Inland Hospital, and others participate in that program. A complete list of participating employers can be viewed at mei_overview.php.
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Inland Hospital named one of the best places to work in Maine

*Gets an “A” grade for patient safety*

**BY NANCY GALLAGHER**
**Correspondent**

Inland Hospital has been named one of the “2016 Best Places to Work in Maine,” an award weighting 75 percent of its determination on the responses of a confidential employee survey. “It’s a source of pride for our employees, but … it’s also a recruiting tool,” said President and CEO John Dalton.

Inland Women’s Health Care has earned the first Safety Certification in Outpatient Practice Excellence (SCOPE) patient safety award for women’s health in Northern New England. This comprehensive patient safety review program of the American Congress of Obstetricians and Gynecologists (ACOG) is available to all obstetrics/gynecology (OB/GYN) practices. According to ACOG, Inland Women’s Health is one of the first 85 of 180,000 OB/GYN practices in the United States to earn this safety credential.

Students aren’t the only ones to earn straight As. For the fifth straight year, Inland has earned an “A” grade for patient safety from the Leapfrog Group, an independent nonprofit that “recognizes hospitals for their dedication to patient safety and rates how well hospitals protect patients from preventable medical errors, injuries and infections within the hospital,” according to an Inland Hospital press release. Inland Hospital is one of only 98 of the 2,600 hospitals assessed nationwide to earn this recognition.

As a member of Eastern Maine Health Systems (EMHS), Inland has been awarded Healthcare’s Most Wired for Small and Rural Organizations for 2016 by the American Hospital Association’s (AHA) Health Forum. Nine of the 11 Maine hospitals recognized as Most Wired represent EMHS.

The Centers for Medicare and Medicaid now rank all the hospitals in the country from one to five stars. Inland Hospital is among the 20 percent nationally to receive a four-star ranking. No Maine hospital earned a five-star ranking, said Dalton. The rankings reflect a compilation of quality, patient satisfaction and service indicators.

Inland Women’s Health Care recently welcomed Dr. Danielle Gagnon, to its practice. Gagnon is a Hartland native who said, “being from the area, I have a strong affiliation with the people and I want to work where I can be proud.

In this era of medicine, patients have choices. I feel it is my job to educate my patients and come up with a plan together.” She is board-eligible in Obstetrics/Gynecology.

Other recent medical staff additions include Dr. Christine Edwards, a board-certified general surgeon; R. Tyler Jacob, PA-C, a board-certified physician’s assistant, and Dr. Michael Moffatt, hospitalist.

It’s year five for Inland’s Family Fun Series, a calendar of healthy low- to no-cost monthly activities for families with young children. With community partners, Inland coordinates a diverse array of active events, including paddle boarding, ice skating, hiking, biking, swimming and a kite festival. More than 400 families participate yearly, Dalton said. Inland plans to employ a school coordinator for the Let’s Go Kennebec program this year. A free 2016 Activity Resource Guide has just been published. For more information on the Guide and on the Let’s Go program, see www.letsgo.org.

As an Accountable Care Organization (ACO), “for some 24,000 Medicare recipients between here and the Canadian border, we have an agreement with Medicare that we will be 100 percent at risk for their health and wellness,” Dalton said. “It’s a new approach. It’s based on this premise that if you can minimize visits to the emergency department, if you can minimize readmissions, if you can keep people healthy, you can actually get the cost of health care under control.”

Inland Hospital is located at 200 Kennedy Memorial Drive, Waterville, Maine 04901. Business office hours are 8 a.m. to 5 p.m. Monday through Friday. The Emergency Department is open around the clock. To contact the hospital, please telephone 861-3000.
Networking is often seen as a means to further one’s career, but developing a group of professional contacts can also be a great way for professionals to stay abreast of the trends in their particular fields. Networking also can benefit small businesses as they look to connect with vendors that can help them grow their businesses.

A strong professional network is not built overnight; many professionals spend years nurturing relationships with people in their networks. Individuals and business owners can take several approaches when building professional networks they will rely on for years to come.

• Ask around. Some individuals may hesitate to seek networking advice out of fear of appearing opportunistic. But successful professionals understand the need to network, so your colleagues will likely be glad to offer referrals if they’re in a position to do so. When receiving a referral, ask if you can use the person’s name, which should help you establish a connection during the introductory process. Resist the idea that using a colleague’s name when meeting a professional you hope to work with is something sinister; as the name will only help you with the introduction. Once the introduction has been made, it’s up to you to do the rest.

• Get active in your industry. Referrals are not the only way to develop professional contacts. Being active in your industry by joining professional organizations and attending seminars and other industry events is a great way to expand your network. Volunteer to work with professional organizations when possible or offer to host information sessions or educational workshops at your business.

• Reconnect with your college or university. Another great way to build a professional network is to reconnect with your college or university. When meeting people affiliated with your alma mater, the ice has already been broken in a sense, as the school is essentially a built-in connection. You also won’t have to worry about the awkwardness that might come when meeting a professional contact with whom you have less in common. Alumni organizations and local chapters can introduce you to people who earned a degree at your school, and many people love to help out their fellow alumni.

• Employ social media. Social media is not just for kids. In fact, social media is a great way for professionals to make and maintain professional contacts. LinkedIn, for example, makes it easy to connect with fellow professionals who are looking to do the same. Twitter can be used to promote professional events such as seminars or workshops you are working with. These platforms can be used to grow your network quickly and easily, but be sure to vet each person you connect with to make sure you are affiliating yourself with the right people.

Building a strong professional network takes patience and hard work. But the right network can pay dividends for years to come.
New fiduciary rule can save billions in fees on precious retirement accounts

Regulation set to go into effect April 2017

BY TERRI HIBBARD
Correspondent

A retirement account such as a 401k is a huge help when the paychecks stop and Social Security checks don’t stretch far enough to cover all the expenses.

But most of us have been paying hidden fees on those retirement account investments, fees that are eating away great chunks of our savings, up to $17 billion a year nationally, according to the U.S. Department of Labor.

The problem with these retirement accounts is that they are investments and most of us don’t know enough about stocks, bonds and other investments to choose those that will preserve and grow our funds.

That’s why we go to financial advisors.

They are supposed to be knowledgeable enough to help us put our money where it will prosper and be there when we need it.

Financial advisors, however, do need to earn a living and many earn it from fees that are tucked into those investments, fees that are not mentioned on monthly statements. The new Department of Labor fiduciary rule set to go into effect next April is going to change that. Fiduciary relates to or involves trust, such as the trust between a customer and a professional.

When it comes to retirement accounts, every financial advisor will now have to invest a client’s retirement fund where it will benefit the client first and foremost. That means that an investment product that pays a nice fat fee to the advisor but does not best serve the client’s interest could make that advisor liable for a lawsuit under the fiduciary rule.

“The DOL’s rule proposal was designed to create a broader definition of fiduciary so that all individuals providing advice are held to the fiduciary standard,” said Bert Languet, Certified Financial Planner® and vice president at Golden Pond Wealth Management in Waterville.

As it stands now, some financial advisors are required by law only to recommend investments that are “suitable” for the client. Other advisors are required by law to act as fiduciaries and to make investment recommendations that are in the “best interests” of the client. Understanding what investments are “best” for each of us is not easy for a client to learn as much as they can about all of these issues, said Stevens.

Craig Stevens, an Augusta licensed investment advisor and president of Maine Center for Wealth Management, LLC, wants his clients to be very knowledgeable about their financial matters.

“It encourages all my clients to learn as much as they can about all of these issues,” Stevens said. “They’re going to affect us throughout our retirement, all our lives.”

I encourage all my clients to learn as much as they can about all of these issues,” Stevens said. “They’re going to affect us throughout our retirement, all our lives.”

Many advisors are licensed to sell insurance products as well as securities (stocks, bonds and mutual funds), while others provide advice but do not sell investments.

So, Stevens said, it’s difficult for a client to know under which license the person has made recommendations and whether the recommendation meets a suitability standard or a fiduciary standard.

Bert Languet, a Certified Financial Planner® and vice president at Golden Pond Wealth Management in Waterville, discusses plans and scheduling with Judy Albair, client services associate.

More FINANCIAL, PAGE 19
“Choose an advisor who has pledged to always act as a fiduciary in every transaction. If that service is available, why not seek it out?”

CRAIG STEVENS, LICENSED INVESTMENT ADVISOR AND PRESIDENT, MAINE CENTER FOR WEALTH MANAGEMENT, LLC

Financial
CONTINUED FROM PAGE 18

“Under the new fiduciary rule, advisors must act as fiduciaries when providing recommendations regarding securities within retirement accounts. Regarding retirement accounts, advisors will have to disclose conflicts of interest as well as details about any commissions to be earned,” he said.

Nevertheless, the new fiduciary rules do not cover non-retirement accounts, so investors will still need to consider the type of advice they’re receiving regarding these accounts.

“Whenever a person sits down with a financial advisor, he or she should understand under what standard their advisor is providing advice,” Stevens said. “If the advice falls under the suitability standard rather than the fiduciary standard, it is the investor’s responsibility to determine whether the investment is in fact ‘best’ for them.”

What you can do, he said, is ask “In this transaction, what is the standard you’re using? The suitability standard, or are you acting as my fiduciary?”

Finally, he said, “Choose an advisor who has pledged to always act as a fiduciary in every transaction. If that service is available, why not seek it out?”

WHAT IS FIDUCIARY?
Relating to or involving trust, such as the trust between a customer and a professional.
From the Latin, fidere, “to trust.” A fiduciary is a person who acts in a fiduciary capacity.
Clubhouses of Kennebec Behavioral Health create change and promote independence

BY ELIZABETH KEANE
Kennebec Behavioral Health
Special to Business Journal

For many living with a mental illness, employment is too often a seemingly unreachable goal. A job can be an important step to recovery, but according to the National Alliance on Mental Illness, the national unemployment rate for individuals receiving public mental health services was around 80 percent in 2014, or more than 5.5 million people.

It is the mission of Vocational Clubhouses, programs of Kennebec Behavioral Health (KBH), to identify and act upon the causes for this unemployment in central Maine. High Hopes Clubhouse in Waterville, Capitol Clubhouse in Augusta and Looking Ahead Clubhouse in Lewiston strive to enrich the lives of people with mental illnesses using an evidence-based practice and membership model of psychiatric rehabilitation. The Clubhouses create environments for individual and group growth, empowerment and independence with training and employment opportunities.

The impact the Clubhouses have had on their members and other businesses in the community has been profound. People who may have faced discouragement on the road to employment are wanted and needed by the Clubhouse community with their participation being essential to the functions and tasks of the programs.

Offering training in computer skills, billing and accounting, data entry, budgeting, meal planning and more, Clubhouses begin to break down the barriers to employment by expanding members’ skill sets and resources.

“By participating at Capitol Clubhouse, I was able to build my self-confidence to start working on my office skills certificate, which is something I’ve always wanted to do. I’m not just a disability. I’m more,” said Heather, a member of Capitol Clubhouse.

Breaking down barriers to employment remains a significant step to gainful employment for members. Helping members acquire the necessary resources, such as transportation, on-site training and clothing, for a job have become an important component of the programs’ missions. Specified funds, such as the Employment Funds, are used to enable members to financially obtain these resources.

Partnering and sustaining relationships with local businesses and the community became another component in connecting members with access to employment. There are three types of employment available, each decreasing in the level of Clubhouse involvement. Transitional Employment or TE is a part-time, temporary placement that gives members full support in training for a job, interviewing and retaining a job.

“Employers choose to hire our members for TE positions because it is 100 percent covered by the Clubhouse, if for any reason the member in that position cannot go to work that day,” said Christine Berry, director of Looking Ahead Clubhouse.

“We maintain a relationship with employment sites and offer on-site training to members to ensure that they have the skills and education to work effectively there.”

Members also can choose Supported Employment or Independent Employment.

With Supported Employment, members are now more independent in the interviewing process, working either part or full-time with no absence coverage. In Independent Employment, positions belong fully to the member, though members are still assisted with career development and the job search.

Liz Wing, a member of Capitol Clubhouse, has become more autonomous while working her TE position at Old Navy.

“I’ve moved into my own apartment and I’m also taking classes to go back to college. Three years ago when I started, I didn’t even know I was capable of all of this,” Wing said.

As a result of the dedication of members, staff and local businesses, hundreds of members living with mental illnesses in Maine now have the tools and support to reach their goals and give back to the community and the economy. High Hopes members alone,

“We couldn’t do the work we are doing without the support of the community. They are truly effecting change by expanding the opportunities for people with mental illnesses to obtain independence and be able to become more productive members of society.”

LISA SOUCIE, DIRECTOR OF HIGH HOPES CLUBHOUSE

Members and staff working together to clean up trash on Earth Day 2016.

Contributed photo

More KBH, PAGE 21
Contributed photo
Capitol Clubhouse in Augusta, pictured, as well as High Hopes Clubhouse in Waterville and Looking Ahead Clubhouse in Lewiston, strive to enrich the lives of people with mental illnesses using an evidence-based practice and membership model of psychiatric rehabilitation.

KBH
CONTINUED FROM PAGE 20
both active and former, achieved over $1.5 million in payrolls last year.
“We couldn’t do the work we are doing without the support of the community. They are truly effecting change by expanding the opportunities for people with mental illnesses to obtain independence and be able to become more productive members of society,” said Director of High Hopes Clubhouse, Lisa Soucie.
“At 50 years old, I thought that having a job had passed me by. But, I worked a TE job through High Hopes Clubhouse and earned my first-ever paycheck!” said Anita Anderson. “I am now starting my own business with the support of the Clubhouse. Clubhouse has really changed my life.”
Learn more about KBH and the Clubhouses at www.kbhmaine.org.

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Community, health network partner in Franklin County

Three-year plan expected to enhance programs

BY VALERIE TUCKER
Correspondent

Franklin Community Health Network is leading Franklin County’s community health improvement efforts, but their success depends on their ability to build and sustain working partnerships locally and even beyond the western Maine region.

Starting nearly 40 years ago, FCHN began to identify and partner with entities that influence community health — from government agencies to businesses to not-for-profit organizations to the general population. According to FCHN’s Vice President Jerry Cayer, a healthy community is a shared responsibility of its citizens, public health agencies and health service providers.

“We want everyone to feel a sense of ownership as we move forward,” he said.

The community will become more involved if residents are informed, according to Cayer. FCHN has reached out to health organizations, along with business, government, community organizations, faith communities and individuals, to understand their perception of immediate priorities.

Franklin Community Health Network has a responsibility to be involved in shaping health improvement efforts based on sound data, personal or professional experience and community need. Getting the word out is a continuing challenge, he said.

The Maine Shared Community Health Needs Assessment developed a comprehensive review of health data and community stakeholder input on a broad set of health issues in Maine. The shared review was conducted through a collaborative effort among Maine’s four largest healthcare systems — Central Maine HealthCare, Eastern Maine Healthcare Systems, MaineGeneral Health, and MaineHealth — as well as the Maine Center for Disease Control and Prevention, an office of the Maine Department of Health and Human Services. While it covers a broad range of topics, the shared comprehensive review is not an exhaustive analysis of all available data on any single health issue.

“These data help identify potential priorities and should lead the reader to conduct a deeper investigation of the most pressing health issues,” said Cayer.

The collective effort of the focus groups disclosed three primary concerns needing the most immediate action: poverty, obesity and access to health care.

“Data are important and a solid starting point, but we should not forget these numbers represent people who live in Maine,” Cayer said. “The goal is to turn data into action.”

The perspectives of those who live in area communities bring these numbers to life.

“Together we can set priorities to achieve measurable community health improvement” he said.

The forums and interviews allowed community members to review the data and identify the next steps in addressing community health priorities.

Participants met in small groups to discuss opportunities for collaboration, specific issues and action steps for each priority. The conversations largely informed both the implementation strategies and strategic plans for the hospitals, and the results were presented to the hospital’s board of trustees. The group has chosen priorities and strategies that will increase community involvement.

The FCHN board has approved the next three-year strategic plan. The plan incorporates the priorities generated by the planning process. Operational teams will develop and lead the initiatives and report at regular intervals to the board of directors. Some goals will incorporate programs already in place.

“We’ve had success with the “5-2-1-0-Go!” program and SNAP supplemental nutrition programs,” he said. “We plan to not only continue but grow these programs.”

Over the next three years, The Health Network implementation strategy will move forward. Community engagement is critical and an ongoing next step, Cayer said. Reaching out to communities, for example, could include expanding the use of the Mobile Health Unit and establishing a Community Health Advocate/Navigator Program. FCHN will continue to support Let’s Go! 5210, SNAP-Ed and programs that focus on prevention and children. Other possibilities could include:

• Explore offering primary care weight management visits;
• Weight management clinic/support group;
• Increased diabetes and pre-diabetes screening (Mobile Health Unit);
• Pre-diabetes education;
• Cooking classes with chronic disease themes;
• Bringing existing food-security programs to capacity, such as WIC and Meals on Wheels;
• Explore opportunities for universal referrals, and shared communication tools;
• Host quarterly community conversations;
• Develop and implement poverty competence and sensitivity training;
• Join community partners in implementing the Opportunity Community Model;
• Partner with community agencies to support economic development in Greater Franklin County;
• Support Community Care Teams and social workers in primary care practices;
• Leverage connections with the Franklin Resource Collaborative;
• Actively engage vulnerable populations in strategic development initiatives.
Supporting a charity can benefit small businesses

Small businesses are continually seeking ways to compete in ever-competitive markets. While they often fill a niche not easily met by larger corporations, small businesses sometimes find it difficult to gain traction in a community and fully showcase all they have to offer. Getting more involved in their communities, including working collaboratively with nonprofit organizations, can provide the boost small businesses need to connect with their communities.

Many large companies boast programs that promote social responsibility and community involvement, and it can be a smart move for small businesses as well. There are plenty of ways small businesses can get involved with local charities.

- **Find a good match.** Consider working with a charity that has a connection to your business so that there is a common purpose. For example, a pet groomer may want to work with an animal welfare organization. Service-related businesses, such as law firms or accounting firms, can assist groups that offer services and business counseling to needy families. Landscapers may find a good fit with an environmental protection charity.

- **Donate goods or services.** Charitable organizations are always in need of more money to fund their efforts, but small businesses can contribute in other ways as well. Businesses can donate supplies and services, such as a printing firm offering to print business cards or brochures for the charity. Business owners and their employees can volunteer their time, which can be a great way for employees to connect outside of the office and boost morale in the process.

- **Support a fundraising event.** A highly visible way to support a charity is to host or support a fundraising activity. Small businesses can offer to collect donations at their offices or stores. Warehouse spaces can be used to store supplies, while other venues may be ideal spots for dances, walks or charity dinners. Businesses can ask that the charity mention the sponsorship in event advertisements and marketing.

- **Financial donations can make “cents.”** Giving to charity is a way to increase tax deductions and reduce annual tax bills. Small businesses can work with their financial officers or accountants to develop a budget for charitable giving.

- **Obtain meaningful exposure to influential people.** Working with established nonprofits can help provide a connection to influential people in the community and beyond. The more exposure a business can get, the more access it has to networking opportunities. In addition, more contacts in the community can increase word-of-mouth marketing that increases your customer base and improves your standing in the community.

Supporting local charities can benefit small businesses in various ways. Small business owners can explore the various charitable opportunities at their disposal in an effort to connect with their communities and grow their businesses.
Many older Mainers would like to get a job to supplement their Social Security income or to quickly disappearing or non-existent retirement savings. But fear of age discrimination or rusty skills may hold them back.

Don’t worry. Things are looking good for the grey-haired set.

“About 7,000 baby boomers retire each year in Maine,” said Julie Rabinowitz. “There will be about that many retiring every year for the next 15 years. We don’t have enough younger workers to replace them so there will be an increasing need.”

Rabinowitz, director of policy, operations and communication with the Maine Department of Labor, said age should not be a deterrent to a job search because older workers have valuable ‘soft skills’ that are beneficial to employers.

“They show up on time; they’re respectful; they understand the culture of working,” she said.

Older citizens, like any job-seeker, should start by thinking about what they’d like to do for work.

“Do you want to do something along the lines of your former career path but with less responsibility? Or something completely different?”

“Figure out what you do and don’t want to do,” Rabinowitz said. “What level of responsibility do you prefer? What flexibility do you want?”

Potential employers try to fill jobs by matching employee skills, capabilities and experience with open slots. For example, she said, “If it’s a job requiring lifting 50 pounds, maybe that’s not suitable for the older worker.

“Seasonal employers, especially, are having a tough time finding workers. Jobs are mainly in the tourism or hospitality industries but there are a lot of different options.”

Maine Careers Centers can be a great help to workers who don’t know where to start.

“They have a lot of tools. They can take a look at your former career and see what other jobs may be a good fit for the skills you have,” Rabinowitz said.

After an assessment, they may well say to the job seeker, “Here are three other jobs that take advantage of the skills you have.

“One worker who was laid off from a mill went through this evaluation and it came back to him that his skills would be perfect for a funeral director. I’m not making this up,” she said. “He ended up working for us with the Rapid Response Team (which assists workers faced with job loss due to downsizing or closure). He works with laid-off workers who (like the people funeral directors work with) are going through grief, loss, big changes and stress.”

Another way to step back into the labor market, Rabinowitz said, is to sign up with a temporary staffing agency.

“They can try out different jobs and different employers without a long-term commitment.”

Work later in life has more than a monetary value for elders, she said.

“You not only earn money, but you meet people and build relationships.”

Some people, who have either never worked or have been out of the workforce for a long time, may need to learn workplace skills as basic as knowing how to use email — The Able Network can help.

With funding from the Department of Labor, The Able Network places people in jobs at host training sites, such as libraries, hospitals, veterans centers, animal shelters, the Salvation Army, Goodwill, city theaters and other sites where they begin to acquire job skills.

While at the training site, participants work 18 hours a week and are paid minimum wage.

Dan Harfoush, area program manager with the Able Network, said that participants must be at least 55, have been out of the workforce for a significant length of time and have low income (about $15,000 for a single person not counting Social Security).

Once applicants have interviewed at a host site and been accepted, Able staff will meet periodically with the staff there and with the participant to be sure things are going well. Sometimes, it’s not a good fit and the person will be moved to another training site. Often, however, the trainee will eventually be hired by the host site.

One memorable case: “We placed a woman when she was 84 and she stayed until she was 88,” Harfoush said. “Our program allows a maximum of four years. But when it ran out, she was at a veteran’s agency and they found funding to continue to employ her until last July when that funding ran out. She was 91.

“Just a couple of weeks ago, I got a call from the Career Center. She was looking for employment.”

Many of Able’s participants are in their 70s.

“The monthly income of $540 is not a lot, but for many of them, it’s huge, keeps them out of shelters and away from food pantries. It also can bring

Older workers can fill a growing need in Maine

Several agencies are available to help
“One worker who was laid off from a mill went through this evaluation and it came back to him that his skills would be perfect for a funeral director. He ended up working for us with the Rapid Response Team. He works with laid-off workers who (like the people funeral directors work with) are going through grief, loss, big changes and stress.”

JULIE RABINOWITZ, DIRECTOR OF POLICY, OPERATIONS AND COMMUNICATION
MAINE DEPARTMENT OF LABOR

Seniors

CONTINUED FROM PAGE 24

some meaning to their lives.”
For more information, visit nationa-
ble.org or call 855-994-8300.

Then there are the older workers who are tired of working for someone else and want to be their own boss. If they have a great idea for a business but don’t know where to start, SCORE can help.

SCORE (formerly known as Service Corps of Retired Executives), has six offices around the state providing help to business “newbies.” The main service is mentoring. According to the Port-
land website (portlandme.score.org), mentors with expertise and experience in a variety of fields have a wealth of knowledge they’d love to share. They can advise and encourage those who need help and support with business strategy and planning, marketing, public relations, technology and IT services, among other topics.

According to a spokesperson at the Portland office, developing a business plan and guidance on how to get needed financing are what would-be business owners generally need first.

SCORE also offers a variety of educational workshops. For more information check the website or call 622-8376 (Augusta office) or 772-1147 (Portland office).

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Seniors

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Franklin County business presence grows

Housing, restaurants, welding firm added

BY VALERIE TUCKER
Correspondent

Franklin County economic growth is expanding at a healthy rate, according Chamber of Commerce Executive Director Penny Meservier. Several new businesses are opening their doors, while established businesses are expanding and will provide new employment opportunities.

A seventh Woodlands Memory Care facility will open in Farmington in the fall of 2017, according to Farmington Town Manager Richard Davis. Woodlands has several other facilities around the state, said Davis, and this area of western Maine has long needed a facility that will allow family members to be close to loved ones.

“We are an aging population in the state of Maine,” Davis said. “And there are more issues with that population.” Owners bought property on the Knowlton Corner Road and have begun construction. The 20,000 square-foot, $4 million facility will have 12 private rooms and 12 double rooms, including MaineCare-subsidized beds. The facility expects to provide as many as 30 full-time jobs.

Several smaller retail businesses in the downtown area are moving and expanding. Ellen Davis’ Mixed Up Kitchen and baking supplies store, originally located on U.S. Route 2, has moved to the center of downtown, into a storefront next to Liquid Sunshine on Main Street. The Thai Smile restaurant has moved across Front Street into the former Stone Hearth Cafe and Greenwood Dining Room. A Mexican restaurant, Uno Mas, has moved into that Thai Smile space overlooking the Narrow Gauge Cinema’s parking lot.

The Stone Hearth Cafe’s pizza and gelato eatery moved to the Snack Shack, near the Narrow Gauge Cinemas and the University of Maine at Farmington’s Prescott Field.

New to the area is El Toro, a mobile food truck that parks near Gifford’s Ice Cream and Tuck’s Ale House.

Franklin County has a daily bus service through western Maine bus transportation, but riders must schedule pick-ups in advance. When Rodney Judkins, owner Farmington-based Town Taxi, retired, the area was left without transportation, but riders must schedule pick-ups in advance. When Rodney Judkins, owner Farmington-based Town Taxi, retired, the area was left without transportation, but riders must schedule pick-ups in advance. When Rodney Judkins, owner Farmington-based Town Taxi, retired, the area was left without transportation, but riders must schedule pick-ups in advance. When Rodney Judkins, owner Farmington-based Town Taxi, retired, the area was left without transportation, but riders must schedule pick-ups in advance. When Rodney Judkins, owner Farmington-based Town Taxi, retired, the area was left without transportation, but riders must schedule pick-ups in advance.

“With the auto parts business seems to be very popular in Farmington,” Davis said.

Tire Warehouse and AutoZone, both big box stores, have determined there’s a market for its products and have opened stores along Wilton Road–Route 4.

In Wilton, a new business is carving a niche in a specialty trade, Carrier Welding & Fabrication. Owner Nathan Carrier of Dixfield spent several years traveling around the country as a welder and fabricator in the oil industry. He has worked on pipelines and projects from Texas to North Dakota and a number of places in between. He said he is happy to return home and start his own business in Wilton.

“We’ve moved into a 5,200-square-foot shop at 469 Depot Street in Wilton,” Carrier said. “We can take on any project, big or small.”

He also offers a mobile welding and fabrication service.

Carrier and his family already have

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GAME CHANGERS

More FRANKLIN COUNTY, PAGE 27
“We’ve moved into a 5,200-square-foot shop at 469 Depot Street in Wilton. We can take on any project, big or small.”

NATHAN CARRIER, CARRIER WELDING & FABRICATION

Franklin County

CONTINUED FROM PAGE 26

jumped into community activities, including the August Wilton Blueberry Festival.

“We had the second place float this year,” he said. “The theme was sports, and we had an ice fishing themed float displaying some of the ice fishing shacks I’ve made.”

For more information, call 491-7668, email natecarrier@myfairpoint.net or visit carrierweldingandfabrication.com.
All business is by and between people

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“If you believe relationships build business, then make building them your business.”

SCOTT STRATTON, AUTHOR, UNMARKETING

“People will listen to other people they know, like and trust.”

ZIG ZIGLAR, THE LATE GREAT SALES GURU

BY NANCY MARSHALL, THE PR MAVEN®
Special to the Business Journal

When a baby is born, the first thing he or she wants to see is the adoring face of a loving mother. Then, throughout our lifetime, we are conditioned as human beings to connect with happy, smiling and familiar faces, whether we are a newborn baby, an elderly person in a nursing home or a business executive giving a presentation in a crowded convention hall. There is nothing more compelling in business or in life than a bright smiling face with an open attitude of warmth and acceptance.

If people have the opportunity to do business with a happy, smiling professional they know, like and trust, or another professional they don’t know anything about, they are most likely going to go with what they know. It’s the human connection that makes the difference.

Whether we’re in the business-to-business world or the business-to-consumer world, human interaction is ingrained in the fabric of everything we do. In our day-to-day dealings with clients, potential clients, vendors or our professional peers, we should strive to make authentic connections so the people in our professional network know us, like working with us and trust us.

Zig Ziglar, the late great sales guru, said, “People will listen to other people they know, but they will do business with those whom they trust.”

What does it take for people to know, like and trust you? They need to know you care about them as individuals, not just as talking heads you are only interested in because they can further your business goals in some way. You establish the “know, like and trust” factor by asking them about things other than work and finding common ground.

For example, I find that asking about a person’s family, where they grew up, upcoming vacation plans or hobbies they are passionate about are all good conversation starters. By asking these basic questions, you are guaranteed to find something you have in common with virtually anyone.

People love to talk about themselves, and everyone loves a good listener. Being a good listener and giving the person you are talking to your full attention are important parts of the equation, too. Make eye contact with the person you are speaking with and treat them as if they are the only person in the room. Say their first name frequently. During the course of your conversation, also refer back to things they mentioned earlier to show you are really hearing what they are saying.

Like the business contacts we are working to connect with, we ourselves want to do business with people who we know have “got our back.” It takes a great deal of time to identify, build and maintain business relationships that are fortified by a strong foundation of trust. However, it is very much worth the investment.

Aligning yourself with individuals who share your values, respect you as a business person, are competent in what they do and are trustworthy themselves is critical to building a strong circle of trust that will bring you personal happiness, as well as success in business.

OTT Communications
is the premier provider of Cloud Hosted Telephone Solutions in the State of Maine.

Hosted phones provide all the functionality of traditional telephone systems without the need for costly switching equipment or the space to store it. Additionally, hosted phones offer a level of versatility that is impossible with traditional systems as users can essentially work from anywhere.

Fully supported OTT Hosted Phone Solutions, with both reliability and system redundancy can free up existing IT staff to concentrate on other strategic business functions.

To date, OTT supports more than 10,000 hosted phone users in every type of business including the private sector, government, education, and medical. Whether a small town in Maine with 5 users, a mid-sized business with 60, or a large school district with 600 users, an OTT Hosted Phone System can be custom designed to meet any telecommunication criteria.

In a world driven by technology, social media now plays an important role in building human connections. While it can never take the place of face-to-face contact, social media can be critical to maintaining and strengthening the connections you have within your professional and personal networks.

Also think of it this way: thanks to social media, you can maintain a connection with many more business contacts than you ever could before. I travel a great deal to conferences, workshops and networking functions throughout the country as part of my position as CEO. I always meet lots of great people with interesting stories to tell and professional experience to share. It’s one of the most gratifying parts of my job.

Before social media, I could never make the time to maintain connections with all of those people. The occasional email, phone call, or holiday card was just not enough. With social media tools such as Facebook and LinkedIn, I have established a community in which I can communicate with my “tribe” on a near-daily basis. When we do have the good fortune of meeting again in person, we can pick up right where we left off without missing a beat.

I encourage you to get out from behind that desk and get to know those you do business with on a personal level. Cultivate your network with the help of social media, but don’t rely on it to do all the work. If you work at it consistently, your own happy, smiling face will begin opening doors where there were once only walls.

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Women make headway in the workplace

Take a cue from their successes

Women had another successful year in 2015. According to the Fortune 500 list, 2015 tied the record set for the highest number of female CEOs in America’s largest companies by revenue. Twenty-four women, including Mary Barra of General Motors, Meg Whitman of Hewlett-Packard and Ginny Rometty of IBM, made the list. Although women make up 45 percent of the labor force and only 5 percent head Fortune 500 companies, women are making greater strides than ever before. For example, in 1998, just one woman led a Fortune 500 company, but today’s accomplishment women have lim-
career opportunities.

• Recognize your strengths. Today’s professionals are less likely than their predecessors to stick with one company or line of work for their entire working lives. But just because you change jobs or career paths does not mean your past experience is useless. Successful women know what they do best, whether it’s public speaking, writing or making sales pitches. Apply those strengths when looking for a new job or career:

• Know when to ask for help. Even the most accomplished women have limitations. Asking for help when you need it can help you overcome those limitations. To be good at what you do, you first have to learn from others. Sometimes the smartest way to overcome an obstacle is having several hands on deck to provide a boost. Thinking that the work is better left to you alone could be a mistake. Enlist help when you need it and never hesitate to ask for another perspective.

• Make time for exercise. A sluggish body can make for a sluggish mind. Successful people need to be sharp, and exercise can help them maintain their mental focus. According to John J. Ratey, Ph.D., a clinical associate professor of psychiatry at Harvard Medical School, muscles send hormones rushing to the brain where they mix with a sub-
stance called brain-derived neurotroph-
ic factor, or BDNF. BDNF plays a role in the brain cell growth and learning. Without it, brains can’t absorb new information or grow and learn. Exercise also helps relieve stress, which can make resolutions easier to see and make tasks less overwhelming.

• Go easy on yourself. While many successful people strive for perfection, achieving perfection is unlikely, if not impossible. Successful people often admit to being their own worst critics, but don’t beat yourself up if you endure some trial and error. Mistakes can be a great teacher, so use any you make to your advantage.

• Don’t be afraid to take risks. Successful women are not afraid to take risks. Many may have decided they don’t fit a specific mold and want to affect change. However, calculated risks are different from reckless decisions, and it is important to recognize the difference. A calculated risk may involve starting your own business after learning the ropes in a specific field and testing the waters. Reckless behavior would be opening that business with no relevant experience.
1935 - Charles Gaunce, Jr. and his 2 partners incorporate their business naming it, Central Maine Motors selling Pontiacs, La Salles and Cadillacs at 198 College Avenue.

1947 - A major addition to the existing facility included a modern service department and body shop.

1952 - Charles Gaunce, Jr. becomes sole owner of Central Maine Motors.

1960 - Charlie Gaunce joined his Dad at the dealership.

1962 - Charlie Gaunce becomes Dealer Principal.


1971 - Central Maine Motors began operating a long term leasing company.

1975 - Peugeot was added to the line up.

1984 - C&G Motors opened in Skowhegan.

1985 - The existing facility was renovated adding a two story parts department.

1991 - Central Maine Motors purchases Northwest Dodge-Toyota, moving Pontiac, Cadillac franchises to 420 KMD.

1992 - Central Maine Motors acquires a Chrysler-Plymouth dealership and added Dodge combining the 3 nameplates back to the 198 College Avenue.

1994 - Central Maine Motors purchases a Buick-Oldsmobile-GMC dealership and relocates them to the 420 KMD rooftop, now offering Pontiac, Buick, GMC truck and Toyota at that location.

1996 - Central Maine Motors purchases a building on 30 Airport Road which becomes a state of the art collision center and a rental department.

1997 - Chris Gaunce, after working with GM for 4 years moves back to Maine to join the company.

1997 - Jeep was added to the College Avenue rooftop, now housing Chrysler, Plymouth, Dodge and Jeep.

1998 - Central Maine Chrysler Dodge Jeep was moved to its new locations at 300 KMD.

1999 - The Chevrolet franchise was added to the 420 KMD store, now selling Chevrolet, Pontiac, Buick and Toyota.

2001 - A new building was constructed on 15 Airport Road to house the Toyota franchise, Operating as Central Maine Toyota.

2005 - Central Maine Toyota adds the all new Scion franchise to its line-up.

2007 - Central Maine Motors Reconditioning Center was opened at 23 Airport Road providing reconditioning services for all of our locations as well as for the general public.

2010 - Celebrating 75 years as a family owned business while serving the automotive needs of the Central Maine area.

2011 - Company structure change from two operating companies, to 4 operating companies due to large growth from operations.

2012 - GM and Toyota build new additions for service.

2013 - Service addition at Central Maine Toyota.

2015 - Complete renovation at Central Maine Motors, including a drive-thru service area.

2015 - Late fall, we broke ground to expand and remodel the Toyota building. The project was completed in 2016 leaving the Toyota store with an upscale and modern feel complete with quiet area work stations for our customers, a new children’s play area and new coffee bar.

Thank you to all of our customers and employees for your loyalty over the past 81 years.
CAYER SECURITY SERVICES, INC.
- Contact Information:
  208 College Ave.
  Waterville, ME 04901
- Phone: (207) 453-9177
- Fax: (207) 453-4115
- Web: www.cayersecurity.com
- Email: info@cayersecurity.com
- Chief Executive: Robert Cayer
- Founded: 1997
- Employees: 9
- Hours: Mon.-Fri. 9 a.m.-5 p.m.


CENTRAL MAINE MEDICAL CENTER
- Contact Information:
  300 Main Street
  Lewiston, ME 04240
- Phone: (207) 795-0111
- Web: www.cmmc.org
- Chief Executive: Tina Legere
- Founded: 1891
- Employees: 2,100

About Us: Services include Cardiac surgery, angioplasty, electrophysiology, minimally-invasive valve surgery, including TAVR • Minimally-invasive vascular surgery • Orthopaedic Institute of Central Maine • Bariatric surgery • Special Delivery Family Birthing Center and Neonatal Intermediate Care Unit • Central Maine Comprehensive Cancer Center • Inpatient rehabilitation • Trauma program and LifeFlight of Maine Base • Diabetes care • Numerous surgical and medical sub-specialties

CENTRAL MAINE MOTORS AUTO GROUP
- Contact Information:
  • GM Store:
    420 Kennedy Memorial Drive
    (207) 872-5591
  • Chrysler Store:
    300 KMD
    (207) 872-9211
  • Toyota Store:
    15 Airport Rd.
    (207) 872-5444
    Waterville, ME 04901
- Chief Executive: Charles R. Gaunce
- Email: info@cmautogroup.net
- Web: www.cmautogroup.com
- Founded: 1935
- Employees: 197
- Annual Payroll: $9,750,000
- Hours:
  Mon.-Fri 8 a.m.-7 p.m.
  Sat. 8 a.m.-5 p.m.

About Us: Automobile sales and service. Chrysler, Dodge, Jeep, Ram, Fiat, Chevy, Buick and Toyota. 5 locations, new and used car, truck sales; three service depts., three parts departments, one body shop, reconditioning center and rental department.

COLDWELL BANKER RIZZO MATTSON, REALTORS
- Contact Information:
  219 Capitol St.
  Augusta, ME 04330
- Phone: (207) 660-9000
- Web: www.rizzomattson.com
- Email: brizzo@rizzomattson.com
- Chief Executive: Brian Rizzo
- Founded: 1981
- Employees: 23
- Hours:
  Mon.-Fri. 8 a.m.-5 p.m.
  Sat. 9 a.m.-12 p.m.

About Us: Coldwell Banker Rizzo Mattson is a family owned company meeting the real estate needs of the Capitol Area since 1981. With a friendly office staff and supportive team of 23 full-time agents, we offer a wealth of expertise in Commercial, Residential, Waterfront and Investment real estate. As an affiliated agency of the Coldwell Banker network, we utilize our national and international connections to assist our buyer and seller clients regardless of where their move may take them. We are proud to be a part of the Kennebec Valley business community and look forward to being the “go-to” source for sound real estate advice and professional real estate service.
CONNECTED CREDIT UNION
- Contact Information: 85 Civic Center Drive
  Augusta, ME 04330
- Phone: (207) 623-3857
- Web: www.connectedcreditunion.org

- About Us: We connect with 4000 members in Maine’s educational system, as well as the communities of Kennebec and Somerset counties. Our definition of connected can be measured not only by the longevity of the credit union but also by the success of the membership we serve, the success of the communities we live in and the ability to provide the necessary products and services our members need. Being connected has allowed our friends and neighbors to establish a long-lasting relationship with our credit union family.

CUNNINGHAM SECURITY SYSTEMS
- Contact Information: 10 Princes Point Road
  Yarmouth, me 04096
- Phone: (207) 846-3350
  (800) 210-0257
- Web: www.cunninghamsecurity.com
  info@cunninghamsecurity.com

- Chief Executive: Michael Major
- Founded: 1983
- Employees: 60
- Hours: Mon.-Fri. 8 a.m.-5 p.m.
  24-hour emergency service

- About Us: Design, installation and monitoring of residential and commercial security and fire alarm systems, monitoring of elevator telephone systems, as well as design and installation of access control systems, video surveillance and recording systems, intercom systems and other low voltage wiring. We also offer a telephone answering service, elevator telephone monitoring and third party central station monitoring.

DURATHERM WINDOW CORPORATION
- Contact Information: 720 Main Street
  Vassalboro, ME 04989
- Phone: (207) 872-5558
  (800) 996-5558
- Web: www.durathermwindow.com
  info@yorkspiralstair.com
  www.yorkspiralstair.com

- Chief Executive: Timothy P. Downing
- Founded: 1979
- Employees: 74
- Annual Payroll: $2,500,000
- Hours: Mon.-Fri. 8 a.m.-4:30 p.m.

- About Us: Custom wood windows and doors, wood spiral stairs, and clean burning fuel from the company’s reclaimed/recycled wood waste. Manufacturer and distributor of custom wood windows and doors. Also manufactures and markets York Spiral Stairs, a line of wood spiral stairs with no center post, as well as the Dura-Brique, a clean burning wood briquette for wood stoves, furnaces and fireplaces.

FRANKLIN SAVINGS BANK
- Contact Information: 197-203 Main Street, P.O. Box 825
  Farmington, ME 04938
- Phone: (207) 778-3339
  (800) 284-0752
- Branch Offices: Jay, Rangeley, Wilton, Skowhegan, Mt. Blue High School and Ellsworth
- Web: www.FranklinSavings.Bank
  info@franklinsavingsbank.com

- Chief Executive: Richard Lachance
- Founded: 1967
- Employees: 12
- Hours: Mon.-Fri. 8:30-4:30

- About Us: Franklin Savings Bank is proud to be ranked as The Strongest Bank in Maine by Weiss Ratings every year since 1989 and the only “A” rated bank in Northern New England. Full service banking and financial services through Western Mountain Financial Services. Franklin Savings Bank is a state-chartered Universal Bank with $352 million in assets and eight office locations serving west central Maine and business needs Downeast in Ellsworth. Franklin eBranch online and mobile banking and Franklin Bill Pay are available free to customers. We are a member of the Maine Cash Access fee-free ATM network.

THE COPY CENTER
- Contact Information: 1921 US Route 202
  Winthrop, ME 04364
- Phone: (207) 623-1452
- Web: www.thecopycenterplus.com
  info@thecopycenterplus.com

- Chief Executive: Peter McCarthy
- Founded: 1977
- Employees: 11
- Hours: Mon.-Fri. 8 a.m.-5 p.m.

- About Us: We are a full service printing and copying business specializing in short run digital color and black & white printing - including direct mail, book printing, brochures, cards, envelopes, booklets, posters, etc. We continue to invest in new technology to better service our customer needs.

DELTA AMBULANCE
- Contact Information: 29 Chase Avenue
  Waterville, ME 04901
- Phone: (207) 861-4244
- 10 Corry Road
  122 Medical Center Parkway
  Augusta, ME 04330
- Phone: (207) 623-4900

- Chief Executive: Timothy A. Beals, MBA, EMTP
- Email: info@deltaambulance.org
- Web: www.deltaambulance.org
- Founded: 1972
- Employees: 140
- Hours: 24 hours a day, 7 days a week.

- About Us: Delta Ambulance is the leading provider of high quality, compassionate emergency services, and non-emergency medical transportation in central Maine, as well as an important regional resource for emergency care, health and safety education and a strong supporter of the community. Winner: Margaret Chase Smith Maine State Quality Award - 2000; Kennebec Valley Chamber of Commerce President’s Award - 2010; Department of Defense/ESGR Pro Patria Award - 2011; MidMaine Chamber of Commerce - Business of the Year Award - 2012.

EYE CARE OF MAINE
- Contact Information: 325A Kennedy Memorial Dr.
  Waterville, ME 04901
- Phone: (207) 873-2731
- (800) 660-3403
- Founded: 1922
- Doctors: Steve R. Wilkin, M.D.
  Peter C. Kohler, M.D.
  James R. Putnam, M.D.
  Marc B. Daniels, M.D.
  Helen Bell-Necevski, O.D.
  Lorie Lepley Parks, O.D.
  Michael C. Parks, O.D.
  Ian M. Jones, O.D.

- About Us: Eye Care of Maine is an ophthalmology referral and general eye care practice. We provide the most current and comprehensive services in eye care. We also have a stand-alone surgery center.

GHM INSURANCE AGENCY
- Contact Information: 325A Kennedy Memorial Dr.
  Waterville, ME 04901
- Phone: (207) 873-5101
- Web: www.ghmagency.com
  info@ghmagency.com

- Chief Executives: Bill and Paul Mitchell
- Founded: 1901
- Employees: 30
- Hours: Mon.-Fri. 9 a.m. - 4:30 p.m.
  (24-hour claim service)

- About Us: Personal insurance, business insurance, employee benefits, life, health, disability, long-term care insurance, bonding and human resources consulting. A family-owned independent insurance agency providing exceptional service, competitive insurance rates, loss control and 24-hour claim service to individuals, families and business owners throughout Central Maine.
GIBSON LECLAIR, L.L.C.

- **Contact Information:**
  150 Capitol Street
  Suite 3
  Augusta, Maine 04330
  Phone: (207) 623-8401
  (800) 639-2150
  Web: www.GibsonLeClair.com

- **About Us:** We offer audit, financial statements, consulting and tax services. Certified Public Accountants specializing in:
  1) Non-profit auditing and taxation
  2) Business and individual taxation
  3) Reviews and compilations
  4) Closely held business issues

H & R BLOCK

- **Contact Information:**
  233 Main St.
  Waterville, ME 04910
  207-873-2600
  835 Kennedy Memorial Dr.
  Oakland, ME 04963
  207-465-2424

- **About Us:** Tax, Corporate Tax, Bookkeeping, Payroll, Audit

HAMMOND TRACTOR COMPANY

- **Contact Information:**
  Exit 132 W. off I-95
  216 Center Rd
  Fairfield, ME 04937
  (207) 453-7131
  Route 17, Union
  Route 121, Auburn

- **About Us:** John Deere and Kubota farm, garden and turf equipment. New England’s largest farm and garden equipment dealership. Full product support at all 3 locations.

HUHTAMAKI

- **Contact Information:**
  242 College Ave.
  Waterville, ME 04901
  Phone: (207) 873-3351
  Web: www.huhtamaki.com

- **About Us:** Huhtamaki is one of the world’s largest packaging companies and one of the few truly global players. Our focus and expertise is in paper, plastic, films and molded fiber. We offer products from stock, custom designs as well as total packaging systems and solutions.

INLAND HOSPITAL

- **Contact Information:**
  200 Kennedy Memorial Drive
  Waterville, ME 04901
  Phone: (207) 861-3000
  Web: www.inlandhospital.org
  Founded: 1943

- **About Us:** Inland is a dynamic healthcare organization where patients and their families always come first. Services include: compassionate and respectful care, primary care providers in Waterville, Augusta, Oakland, Madison, North Anson and Unity, private inpatient rooms, a full range of outpatient and diagnostic services, family birthing center, cardiology, neurology, general surgical services, OMT, podiatry, rheumatology, wound care, diabetes and nutrition services, OB/GYN care, emergency care with on-site helipad, orthopedics, rehabilitation, and infusion services. Lakewood, located on the Inland campus offers skilled nursing, dementia and long-term care. Inland is a member of EMHS.

GOLDEN POND WEALTH MANAGEMENT

- **Contact Information:**
  29 Silver Street
  Waterville, ME 04901
  Phone: (207) 873-2200
  Email: info@goldenpondwealth.com
  Web: www.goldenpondwealth.com

- **About Us:** Investment Management and Financial Planning. Independent financial services firm providing comprehensive wealth management services to families and institutions throughout Maine.

HIGGINS & BOLDUC AGENCY, INC.

- **Contact Information:**
  56 Main St.
  Oakland, ME 04963
  Phone: (207) 861-3000
  Email: matt@higginsandbolduc.com
  Web: www.higginsandbolduc.com

- **About Us:** We are a family owned insurance agency offering all lines of personal, commercial, life and health insurance. We specialize in providing exceptional customer service.

HAMMOND LUMBER COMPANY

- **Contact Information:**
  Route 27, P.O. Box 500
  Belgrade, ME 04917
  (207) 495-3303
  1-800-HEY-BELG
  - Auburn, Bangor, Boothbay Harbor, Brunswick, Damariscotta, Fairfield, Farmington, Greenville, Pemaquid, Portland, Skowhegan and Wilton.

- **About Us:** Family-owned building materials retailer that supplies materials to home owners and contractors throughout New England. Branch stores in Auburn, Bangor, Belgrade, Boothbay Harbor, Brunswick, Damariscotta, Fairfield, Farmington, Greenville, Pemaquid, Portland, Skowhegan and Wilton. Free on-site estimating, computer design help, kitchen and bath centers, Maine Pine Log Homes, Shoremaster Docks, free delivery.

INLAND HOSPITAL

- **Contact Information:**
  200 Kennedy Memorial Drive
  Waterville, ME 04901
  Phone: (207) 861-3000
  Web: www.inlandhospital.org
  Founded: 1943

- **About Us:** Inland is a dynamic healthcare organization where patients and their families always come first. Services include: compassionate and respectful care, primary care providers in Waterville, Augusta, Oakland, Madison, North Anson and Unity, private inpatient rooms, a full range of outpatient and diagnostic services, family birthing center, cardiology, neurology, general surgical services, OMT, podiatry, rheumatology, wound care, diabetes and nutrition services, OB/GYN care, emergency care with on-site helipad, orthopedics, rehabilitation, and infusion services. Lakewood, located on the Inland campus offers skilled nursing, dementia and long-term care. Inland is a member of EMHS.

HUHTAMAKI

- **Contact Information:**
  242 College Ave.
  Waterville, ME 04901
  Phone: (207) 873-3351
  Web: www.huhtamaki.com

- **About Us:** Huhtamaki is one of the world’s largest packaging companies and one of the few truly global players. Our focus and expertise is in paper, plastic, films and molded fiber. We offer products from stock, custom designs as well as total packaging systems and solutions.
**Kennebec Behavioral Health**

- **About Us:** Kennebec Behavioral Health (KBH) provides high quality clinic-based and community-based substance use disorder and mental health services primarily in Kennebec and Somerset counties. Clinics are located in Waterville, Skowhegan, Augusta and Winthrop, and community-based services are offered from Bangor to Rockland to Farmington. Vocational Clubhouses are located in Waterville, Augusta and Lewiston. KBH has been offering effective, innovative care since 1960.

**Kennebec Federal Savings**


**Kennebec Savings Bank**

- **About Us:** Look to us for your personal AND commercial banking needs. Why? For 107 straight quarters, Kennebec Savings Bank has been recognized by Bauer Financial Services with its quarterly 5-Star rating, a feat matched nationwide by only 4% of all banks. Kennebec Savings Bank is an $841 million, state-chartered mutual savings bank with offices throughout Kennebec County, providing personal, commercial, investment management and trust services. Plus, our mobile banking, bill pay, and online access are available around the clock, wherever you are.

**Maine Center for Wealth Management, LLC**

- **About Us:** Maine Center for Wealth Management, LLC (“MCWM”) provides financial services as a fiduciary for its clients. As a Maine licensed investment advisor, MCWM provides wealth management and advisory services to its clients by designing and managing investment portfolios that consist of individual stocks and bonds, stock or bond mutual funds, stock or bond exchange traded funds (ETFs), no-load variable annuities and cash or cash equivalents. Portfolios are designed consistent with each client’s investment objectives, risk tolerance, time horizon and other individual needs of each client.

**Kennebec Eye Care, P.A.**

- **About Us:** Medical and routine eye care, contact lenses, spectacle frame and lenses. In-house lab makes photochromic, glare-free, high index and aspheric lenses. Our friendly, courteous technicians and opticians make each patient's experience a pleasure. One hour service available, some restrictions apply.

**Maine Credit Consultants**

- **About Us:** Dermatology: Acne, Skin Cancer, Psoriasis, Eczema, Atypical Moles, Hair Disease, Nail Disease, Blu-u Therapy, Laser Treatment. Hemorrhoids, Genital Warts, Rectal Bleeding, Irritable Bowel Syndrome, Colorectal/Proctology: Hemorrhoids, Genital Warts, Rectal Bleeding, Irritable Bowel Syndrome, Inflammatory Bowel Disease, Pelvic Floor Rehabilitation, Colonoscopy and Constipation.

We are accepting new patients and accept Medicare and all major insurance plans.

**KSW Federal Credit Union**

- **About Us:** Description of services/products: Founded in 1954, KSW FCU offers convenient banking solutions for those who live, work, or attend school in Kennebec and Somerset County, Belfast, Unity, Thorndike and other towns in Waldo County. KSW FCU offers Savings, Checking, Business Products, Auto Loans, Mortgages, Home Equity, Youth Savings Programs, ATMs, Certificates, IRA’s, Gift & Travel Cards, Visa Debit & Credit Cards, Home Banking, Mobile Banking, Bill Pay Services, E-Statements and Mobile Remote Capture. Financial Planning is also available.

**Maine State Credit Union**

- **About Us:** Maine State Credit Union builds financial relationships that last a lifetime. We support our exceptional service and products. Maine State Credit Union is federally insured by NCUA.
MAINEGENERAL HEALTH

- **Contact Information:**
  35 Medical Center Parkway
  Augusta, ME 04330
  149 North Street
  Waterville, ME 04901

- **Chief Executive:** Chuck Hays
- **Email:** public@mainegeneral.org
- **Web:** www.mainegeneral.org
- **Founded:** 1985
- **Employees:** 4,446
- **Hours:** 24 hours a day, 7 days a week

- **About Us:** The state’s third-largest health care system, MaineGeneral is an integrated not-for-profit organization with a range of services that includes: a 192-bed acute care medical center in Augusta; a comprehensive outpatient center in Waterville; a cancer treatment center which was the first center in Maine to earn the Quality Oncology Practice Initiative (QOPI®) certification; primary care and specialty physician practices; mental health and substance abuse services; long-term care facilities; rehabilitation; home health care and hospice services; special care for patients with memory loss; community outreach; and retirement living options.

MATTSON’S FLOORING & WINDOW TREATMENTS

- **Contact Information:**
  276 Whitten Rd.
  Hallowell, ME 04347
  Phone: (207) 620-8888
  Email: sgoranson@mattsonsflooring.com
  Web: www.mattsonsflooring.com

- **Chief Executive:** Bill Logan
  Steve Goranson, Manager (pictured)
- **Founded:** 1965
- **Employees:** 6
- **Hours:** Mon.-Fri. 8:30 a.m.-5 p.m.
  Sat. 9 a.m.-2 p.m.
  And by appointment

- **About Us:** Residential and commercial floor covering and window treatments. Professional installation available on all products we sell. We also carry Old Village Paints and Wallpaper. Voted the Best place to buy floor covering and interior design in the Greater Augusta area. We guarantee you will love your new floor. Our staff are specialists and will gladly come to your home or business at no charge and offer suggestions and a free estimate. Our main goal is 100% customer satisfaction.

OTT COMMUNICATIONS

- **Contact Information:**
  56 Campus Drive
  New Gloucester, ME 04260
  900 D Hammond St.
  Bangor, ME 04401
  Phone: (207) 688-9911
  (877) 643-6246

- **Chief Executive:** Robert Souza
- **Founded:** 1993
- **Employees:** 100
- **Hours:** Mon.-Fri. 8 a.m.-5 p.m.
- **Web:** www.ottcommunications.com

- **About Us:** OTT Communications is a premier provider of telecommunication and IT solutions. Cloud services, Hosted VOIP Phone Systems, Colocation, SIP Trunking and Hi Speed Data are but a few of the services OTT delivers along with the Managed Services to support them. OTT hosts and supports 10,000 VOIP phones and 30,000 traditional phone lines for businesses throughout Maine.

PRIME FINANCIAL, INC.

- **Contact Information:**
  753 West River Rd.
  Waterville, ME 04901
  Phone: (207) 877-9450
  Web: www.primefinancial.biz

- **Chief Executive:** Roland Fournier
- **Founded:** 1985
- **Employees:** 6
- **Hours:** Mon.-Fri. 8 a.m.-5 p.m.

- **About Us:** Financial Planning, Investments, Retirement Planning, Life Insurance, Health Insurance* (*not offered through INVEST).

Registered Representative of INVEST Financial Corporation, member FINRA/SIPC, and its affiliated insurance agencies offer securities, advisory services, and certain insurance products and are not affiliated with Prime Financial, Inc.
BUSINESS JOURNAL PROFILES

SEBASTICOOK VALLEY HEALTH

- Contact Information: 447 N. Main St. Pittsfield, ME 04967
- Phone: (207) 487-4000
- TTY: (207) 487-4590
- Web: www.sebastiancookvalleyhealth.org
- Hours: Hospital - 24/7
- Chief Executive: Teresa P. Veira
- President/CEO: Founded: 1963
- Employees: 335
- Established: Not-for-profit critical access hospital with Surgical Services (general, trauma, laparoscopic, and specialty surgeries), Diagnostics (CT, MRI, Nuclear Medicine, Ultrasound, Digital Mammography, Bone Density Screening), Full Service Laboratory, SVH Family Care practices in Clinton, Newport, and Pittsfield, Women’s Health Center, Outpatient Specialty Services, Emergency Services (emergency department, ambulance service, helipad), Rehabilitation Centers in Pittsfield and Newport, Surgical Services, Urology Services, Cardio Pulmonary Services, SVH Courtesy Van, Community Health and Education, Diabetes and Nutrition Clinic, Business Health Services, EMHS member.

SPRAGUE AND CURTIS REAL ESTATE

- Contact Information: 75 Western Ave. Augusta, ME 04330
- Phone: (207) 623-1123
- Email: bill@spragueandcurtis.com
- Web: www.spragueandcurtis.com
- Established: Full service real estate firm handling properties in the greater Augusta, Winthrop and Gardiner regions. Buyer and seller representation, statewide and national MLS; nationwide and global referrals; member Leading Real Estate Companies of the World.

UNIVERSITY OF MAINE AT AUGUSTA

- Contact Information: 46 University Drive Augusta ME 04330
- Phone: (877) UMA-1234
- Chief Executive: James F. Conneely, Ph.D.
- Web: www.uma.edu
- Founded: 1965
- Hours of Operation: Mon.-Fri. 8 a.m.-5 p.m. Saturday 8 a.m.-1 p.m. Other times by appointment
- About Us: UMA is one of only two campuses in the University of Maine System with a statewide mission. In addition to its main campus in the state’s capital, UMA also serves students at its campus in Bangor (UMA Bangor) and through University College centers around the state. With its multiple locations and long-term expertise in online and distance learning, UMA is generally considered the university of choice for Mainers of all ages who want to attend college without uprooting their lives.

SHERIDAN CORPORATION

- Contact Information: 33 Sheridan Drive
  Portland, ME 04101
  - Phone: (207) 859-1111
  - Web: www.sheridancorp.com
- Chief Executive: Mr. Bradley B. Nelson
- Founded: 1947
- Employees: 10
- Annual Payroll: Over $3 million
- Hours: Mon.-Fri. 8 a.m.-5 p.m.
- About Us: Construction and engineering services for commercial, institutional and industrial building projects. Building contractor delivering general contracting, construction management and design/build construction services. In-house design capabilities for site design and permitting.

THOMAS COLLEGE

- Contact Information: 180 West River Road
  Waterville, ME 04901
  - Phone: (207) 859-1111
  - Web: www.thomas.edu
- Chief Executive: President Laurie G. Lachance, M.B.A. ’92
- Founded: 1894
- Employees: 175-200
- Hours of Operation: Mon.-Fri. 8 a.m.-5 p.m.
- About Us: Founded in 1894, Thomas College is at the forefront of affordability, access to college education, and providing students with a good return on investment. The private, career-oriented college is committed to preparing its undergraduates for careers in all forms of business, technology, criminal justice, psychology, and education. On average, 94 percent of Thomas graduates are employed within 90 days of graduation. The college is accredited by the New England Association of Schools and Colleges and awards a Master of Business Administration (with concentrations in Accounting, Health Care Management, Human Resources, and Project Management); a Master of Science in Education; Educational Leadership, and Literacy Education; a Bachelor of Science, a Bachelor of Arts; an Associate in Science, and an Associate in Arts.

WINTHROP AREA FEDERAL CREDIT UNION

- Contact Information: 33 Sheridan Drive
  Portland, ME 04101
  - Phone: (207) 377-2124
  - Web: www.winthropcreditunion.org
- Chief Executive: Jeffrey J. Seguin, CEO
- Founded: 1937
- Employees: 14
- Hours of Operation: Mon.-Thurs. 8:30 a.m.-5 p.m. Fri. 8:30 a.m.-7 p.m.
- About Us: Financial Services: Real estate loans, consumer loans, deposit accounts, etc.
Kennebec Medical Consultants
13 Railroad Square, Suite 2 | Waterville, ME 04901 | 207-877-9562

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Area employment agencies and re-
source centers report that the job market
in general has improved significantly in
recent years. Whether employment is
temporary, temp-to-hire, light industrial,
clerical or managerial, the job market is
looking up.
Potential employers want someone
with a stable work history, while potential
employees want to know there’s room to
grow in a company.
Employment professionals can offer
help with trends and tips, and matching
job seekers with employers. Still, those
looking for a first job, a career change or
re-entry into the job market can expect
challenges. Candidates may be reject-
ed because they are under-qualified,
overqualified or lack a history of work
experience.
For more than 40 years, Bonney Staffing
Center, Inc. has been a resource for em-
ployers and employees in the office staff-
ing and light industrial job market, and
applicants and employees don’t pay a fee
for their services. As Vice President/Area
Manager of Northern/Central/Mid-Coast
Maine as well as North Carolina, Donna
Dumond’s client employers — including
J. S. McCarthy Printers — prefer to have
her company do screening and interview-
ing. Recently, Market Surveys of America
voted Bonney Staffing’s Bangor office as
the “Best Employment Agency” in the
area for the second year in a row, accord-
ing to Dumond.
“Our staff is constantly reminded of how
much their work is appreciated,” Dumond
said. However, they occasionally gets rec-
ognized on a bigger scale for dedication to
finding ‘the right job, the first time’ for job
seekers,” she said.
All employment counselors have proven
tips and advice for job seekers. Don’t leave
an unintended trail of clues on Facebook
and other social media. Learn about

More JOB MARKET, PAGE 33
the company, including its services or products. Be sure shoes are clean, cuffs aren’t dirty and jackets aren’t wrinkled. Even if the potential job is in a casual work environment, dress well for the interview.

At all Maine CareerCenters, including Skowhegan, Augusta and Wilton, job counselors look at each step of a client’s career decision-making process and make recommendations for helpful resources.

Employers can post listings online for free at Maine JobLink (www.joblink.mainegov). Staff at the CareerCenters’ host multi-company job fairs, individual-employer recruitment and screening, interview space, workforce information and training resources.

“You do not need to be claiming unemployment benefits or be out of work to use our services,” said Jim Trundy, Career Center Services Program Manager for Franklin County.

He offered one critical tip for every potential employee, no matter the person’s age or experience level — “Turn off your cell phone.”

The Waterville Public Library Business, Career & Creativity Center provides employment services to the community, according to Tammy Rabideau, coordinator for the center. Staffed by the Augusta CareerCenter and New Ventures Maine, the drop-in job search lab is available from 10 a.m. to noon on Tuesdays. The center also works with the local adult education program and Kennebec Valley Community College. Workshops help with steps to higher education, including admissions, financial aid, and career and study skills.

Heidi Sawyer, manager of Market Engagement for Manpower Maine, said that, today, potential employees have resources online that can streamline the job search, but they also need to present a professional public image.

“Employers can search anywhere you have been on social media,” Sawyer said. “Make sure your image online is the one you want them to see in the interview.”

Sawyer also suggested thinking of the interview as starting while driving into the company’s parking lot.

“Be sure to greet other employees, especially the receptionist, in a friendly but courteous manner,” she said.

Learn to describe positive qualities creatively. Mention a perfect attendance record, an internship, or community service. Don’t use friends or relatives as references, and don’t use a former employer, supervisor, coach or teacher without asking first. Double-check the spelling of a reference’s name, phone number, email address and job title.
Did you know?

The home improvement market, which includes both improvements and maintenance, has rebounded considerably from its most recent low point in 2011. The Joint Center for Housing Studies (JCHS) of Harvard University indicated in early 2015 that the upcoming year would surpass the $324 billion spent on improvements during the peak of the housing boom a decade ago. Even though homebuilding and the home industry in general is still not at complete recovery, trends within the home improvement industry do suggest that homeowners have once again become comfortable investing in their homes.
Central Maine Healthcare hires new CEO/president

Brickman started in September

BY WANDA CURTIS
Correspondent

The Central Maine Healthcare Board of Directors recently named Jeff Brickman as its new CEO/President; he assumed the position on Sept. 19.

The hospital announced in a press release earlier this summer, that Brickman comes to Central Maine Healthcare from Centura Health in Englewood, Colorado, where he served as group president for Mountains and North Denver Operating Group, as well as president and chief executive officer of St. Anthony Hospital.

Centura Health, a not-for-profit, faith-based healthcare organization comprised of 17 hospitals in Colorado and western Kansas, is the largest health system in its region.

The hospital said that as group president of the largest division of Centura Health, Brickman had responsibility for the strategic and operational planning for the region’s integrated health care delivery system. They said that network includes eight hospitals, two of which are contract-managed, critical access hospitals, as well as an extensive ambulatory footprint and a comprehensive range of outpatient services, including post-acute care facilities.

According to the press release, the Board unanimously endorsed Brickman as the next president/CEO after a thorough search and interview process. He leads a three-hospital system based in Lewiston. The chairperson of the board, Deborah Dunlap Avasthi, said that Brickman’s “extensive experience in complex healthcare environments and his commitment to quality and patient satisfaction all complement the goals of Central Maine Healthcare.”

Brickman succeeds the former president and CEO Peter E. Chalke, who announced his retirement last January. Chalke served in that role since 2002 and has been on staff at Central Maine Healthcare for 33 years. The hospital said that Chalke plans to remain involved in a number of key community initiatives in the near future.

In other news, the Maine College of Health Professions collaborated with the hospital this past year to introduce the Earn While You Learn program for Certified Nursing Assistant (CNA) students.

Director of Admissions Erica Watson said that the course was designed to provide knowledge and clinical skills necessary for a student to become a CNA. To be listed on CNA Registry, students were required to successfully complete the Maine State Certification Examination.

According to the hospital, applicants were allowed to apply with Central Maine Healthcare for a CNA trainee position.

Upon acceptance, CMH agreed to pay for tuition, fees and books. They also agreed to compensate the students for up to 30 hours per week of work while they were enrolled in the program.

In exchange, students agreed to work as CNAs at Central Maine Healthcare for at least two years after successfully completing the state certification exam, according to Watson.

Watson said that the program was a success and the school would offer the program again if requested by the hospital. She said that the program had helped to fill the need for certified nursing assistants at the hospital.
Starting a business can be daunting, but rewarding

Many people dream of owning their own businesses, while some business owners find that necessity is the mother of invention when it comes to their careers. In a volatile economy, sometimes it’s best to create a job when finding one proves too difficult.

According to the Small Business Administration, small firms represent the majority of businesses throughout the United States, generating more than half the new jobs created over the past 17 years. An estimated 500,000 new businesses are born each year. Starting a business is a considerable undertaking, and there’s no guarantee of success, but the following are a few pointers for men and women thinking of starting their own businesses.

- **Understand your potential market.** Once an idea is born, research economic conditions, competitors and the customers you will be serving. You have to figure out if there’s room for your business, and how you can provide something the market currently lacks. Conduct hands-on research and peruse official government data so you can see how the market for your industry is faring. This information can provide an accurate portrayal of what you are getting yourself into.

- **Write a business plan.** Business plans help prospective business owners explain their businesses. The Small Business Administration advises that business plans should include company descriptions, market analyses (what you learned in your research), clear rundownsof organizational structures, details of what you will sell, marketing strategies and information on funding the business to eventually realize a profit. Business plans will be needed to attract potential investors, including lenders.

- **Gather your financial resources.** Funding is one of the most important elements when starting a business. Every business—large or small—has start-up costs. These include registering the business name, printing business cards and getting a website or phone line. Expect scores of business expenses, even if you are working out of your house in the beginning. If you cannot fund these start-up costs on your own, you will need loans from financial institutions or private investors. In some instances, the government may offer assistance. Prospective business owners may also be eligible for grants from the public and private sectors.

- **Consider getting a mentor.** A mentor has been where you are before and can guide you along the process. Starting a business can be stressful and this person can not only offer guidance, but emotional support as well.

- **Get a good team.** Successful businesses often assemble great staffs. Qualified, ready-to-work individuals can help businesses thrive. Devote as much time as is necessary to assemble a great staff. You can do this on your own through referrals, or by relying on staffing agencies that specialize in placing talent.

While starting a business is a popular dream and a daunting task, it can be made easier with some simple know-how and support.

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**BUSINESS START-UP CHECKLIST**

The following is a list of steps that provide a general guideline to anyone who is starting a business in Maine.

- Prepare a written business plan, complete with pro-forma financial statements. This can serve as an operating guide as well as a financing prospectus.
- Decide whether you wish to operate as a sole proprietorship, partnership, limited liability company or corporation.
- If you decide to incorporate, form a limited liability company, or a partnership, you should consult an attorney. However, you can obtain incorporation papers from the Maine Secretary of State, Bureau of Corporations, State House Station #101, Augusta, ME 04333. Telephone: 624-7736. Forms and information are also available at www.state.me.us/sos/cec/corp/index.html. If already incorporated in another state, obtain an application to do business in Maine from a foreign corporation from the same office.
- If you decide not to incorporate and wish to protect the name of your business, you may file a TRADEMARK or SERVICE MARK with the Secretary of State's office. For information regarding filing marks, you may call 624-7736 or visit www.state.me.us/sos/cec/corp/index.html.
- If your business will operate under a business name that is different from your given name, you must register that name in the CITY or TOWN where your business is located. This is called filing a d/b/a (“doing business as”) and the fee varies slightly, according to your location.
- Determine whether you need to obtain any state licenses or permits to operate your business. Business Answers, a program of the Maine Department of Economic and Community Development, has a One-Stop Licensing Center for all the information needed to obtain appropriate licenses for your business. This service can be reached at 1-800-872-3838 or visit www1.maine.gov/cgi-bin/online/businessanswers/index.pl. You should also inquire about local licenses or permits at your local town office or city hall.
- Check with the local code enforcement officer to determine if your business will be in compliance with local zoning ordinances.

If you decide to incorporate, or if your partnership or proprietorship has employees, you will need to:

- Register for a Federal Employer Identification Number (EIN). Complete and file IRS Form SS-4, EIN. You are required to file this if you: pay wages to one or more employees; or are required to have EIN to use on a specific return, statement or document (often banks will require this for business checking account); or plan to incorporate (in which case owners drawing salaries are considered employees). This form can be obtained from the nearest IRS office, or call 1-800-829-3676. IRS forms and publications can be downloaded from: www.irs.gov.
- Register for Maine State Income Tax Withholding and Unemployment Insurance. Complete and file the Application for Tax Registration from the Maine Revenue Services. Telephone: 207-624-5644. The application can be downloaded from www.state.me.us/revenue.
- Have employees complete and keep in employer's files: Employee's Withholding Certificate W-4 obtained from the IRS and Employment Eligibility Verification Form I-9 obtained from the U.S. Citizenship and Immigration Services. This form can be downloaded from: USCIS website or call 800-870-3676.
- Obtain Worker's Compensation Insurance from the business's insurance carrier.
- Maine employers are required to report newly hired or rehired employees to the Maine Department of Human Services (DHS) within 7 days. The report must include the employee’s address, social security number and date of birth, as well as the employer’s name, address, employer security reference number or employer identification number. Employers may report by sending a copy of the employee’s W-4 form or facsimile thereof. For more information contact DHS Support Enforcement and Recovery at 207-624-4100.
- Obtain and post the required labor posters that summarize state and federal labor laws by calling the Maine Department of Labor at (207) 623-7900 or visit their website for more information.
- If you plan to sell a taxable product or service, you must obtain a State Sales Tax Number by filing the Application for Tax Registration with the Maine Revenue Services. Telephone: 624-5644. This form is also used to register for State of Maine income tax withholding.
- If necessary, contact the Maine Department of Labor; Bureau of Labor Standards to determine compliance with the Occupational Safety and Health Act. Telephone: 623-7900.
- Contact an insurance agent regarding the necessary insurance coverage your business will require.

If you have further questions or would like to speak to a business advisor, contact the Maine Small Business Development Centers at 780-4420 or visit www.mainesbdc.org.
Over $1M in federal funds awarded to Greenville airport

BY STAFF

Airports across the state continue to receive federal grant funding for projects. The latest is Greenville Municipal Airport, which was awarded $1,014,117 for the construction of a 4,700-foot parallel taxiway, easing safety concerns of town officials.

The offices of U.S. Sens. Angus King and Susan Collins said the construction of a parallel taxiway will separate aircraft that are taxiing and taking off from the airport. Currently, aircraft share the same runway for taxiing and taking off, which town officials identified as a serious safety concern.

“Maine's regional airports boost the economy, connect communities and serve as fundamental components of our state’s transportation system,” Collins and King wrote in a joint statement. “This investment for the Greenville Municipal Airport will enhance safety and help ensure that the airport can continue to support the Moosehead region.”

The funds were awarded through the Federal Aviation Administration's Airport Improvement Program following a letter by King and Collins, as well as U.S. Rep. Bruce Poliquin to the FAA.

Did you know?

Designed to serve as the unofficial kickoff to the holiday charitable giving season, Giving Tuesday is celebrated on the Tuesday following Thanksgiving in the United States. While events like Black Friday and Cyber Monday have become incredibly popular among holiday shoppers looking for great deals on gifts for their loved ones, Giving Tuesday aims to capitalize on the holiday spirit of giving by celebrating philanthropy and promoting charitable giving. Giving Tuesday began in 2012 and was the brainchild of the team at the Belfer Center for Innovation & Social Impact at New York City’s 92nd Street Y, which has brought people together around the values of service and giving since 1874. Nonprofits, civic organizations, for-profit businesses and corporations, individuals, and families have participated in Giving Tuesday since its inception. In 2015, with the cooperation of donors, volunteers and organizations in 71 countries, the Giving Tuesday movement raised nearly $117 million. More information about Giving Tuesday is available at www.GivingTuesday.org.
Event planning is the first step for a successful program

Several Maine businesses have the know-how

BY VALERIE TUCKER
Correspondent

Whether a business can afford to hire an event planner or assigns the task to an employee, planning is one of the most important ingredients for a successful gathering.

Dividing the job into three stages — before, during and after — keeps the focus on important details, according to the experts.

A company may want to announce a new product or service. Managers may want to celebrate the accomplishment of a team or individual. Maybe the staff is gathering for a holiday celebration.

People in the business say to determine the number of people who will attend because the need for seating can determine the choice of venue. A large group might need to break into smaller training workshops, requiring one large and several smaller rooms, and not all venues can accommodate that option.

Several central Maine businesses focus on the details that can make a gathering memorable.

Geoff and Jamie Houghton, owners of the John Calvin Stevens-designed Governor Hill Mansion in Augusta, say they have no problem accommodating the challenges their customers present. They say their Receiving Room is perfect for a small meetings or gathering and The Gold Room is suited for lunch- eons, seminars or board meeting, and can comfortably accommodate a group of 15.

They also have an area called The Parlor, a warm and elegant space for festive occasions, conferences and meetings for up to 35 guests. Columbus Hall, best for large gatherings, offers seating for up to 200 guests. The entire mansion can be reserved for private events.

Events Director Elaine Sounier oversees the details of planning each event. Clients coordinate with her on room set-up, food and equipment needs. Not only does she know many of the guests by name, she knows the full history of the Colonial Revival style building and shares intriguing stories of Maine’s past.

“We are not surprised when clients tell us that they felt more like special guests in someone’s home than at a formal meeting or function,” said Jamie Houghton. “We all consider the Governor Hill Mansion to be our home, and we treasure it as such.”

Eric’s Restaurant in Waterville hosts and caters business gatherings, serving up to 60 people for smaller business gatherings, including meetings and conferences. Owner Eric Veilleux says he also is fully equipped to take meals for up to 300 people to an off-site location. He is busy planning business functions for the holidays, but he also hosts retirement parties, awards banquets business meetings. Many clients have been steady customers for years.

“We do most of the credit unions’ holiday parties, and we have a lot of customers who reserve their next year’s party while at this year’s party,” he said.

While he tries to accommodate all possible last-minute events, he suggests the business contact person call early enough to ensure he and his staff can accommodate a particular date, especially during holiday seasons.

The Augusta Civic Center is a popular spot for every size of business gathering. According to manager Earl Kingsbury, the Center can host nearly every size and type of group, including conventions, corporate meetings, sporting events, expositions and trade shows. Smaller spaces include the same support services, so groups can have meals, break-out sessions in other rooms, light refreshments and sound systems.

“We are easily accessible from anywhere in the state, and visitors have many choices nearby for accommodations,” he said.

Erika and JR Russell, owners of the Vintage Manor Event Center and Country Manor Beer and Steer restaurant, have a combined retail, restaurant and banquet space, with options for nearly any size business function. Different rooms in the facility are designed for groups and catered events.

“We have a great banquet staff and a varied menu for any size group,” Erika Russell said.

At this time of year, she is busy planning holiday events, but has equal demand for businesses looking for meeting space and more formal gatherings.

Other business gatherings are just
"We are not surprised when clients tell us that they felt more like special guests in someone’s home than at a formal meeting or function. We all consider the Governor Hill Mansion to be our home, and we treasure it as such."

JAMIE HOUGHTON, WHO, WITH GEOFF HOUGHTON, OWNS GOVERNOR HILL MANSION IN AUGUSTA

Events
CONTINUED FROM PAGE 44

plain fun, she said. The Maine Children’s Home for Little Wanderers recently hosted its popular annual fundraiser at the Vintage Manor Event Center. Nearly 200 attendees came to the catered dinner, an auction and the Passion for Fashion show. The organization’s Development Director Stephen Mayberry said the evening was a great success.

“Erika and her staff did an amazing job,” Mayberry said. “We have done this fundraiser for 11 years, and we were extremely happy with the service and the venue.”
Sebasticook Valley Health makes the “Top Ten” list of workplaces

Hospital also garners long list of other awards

“The Best Places to Work in Maine” for the second year in a row, Sebasticook Valley Health was selected as one of the Top Ten on that list.

According to Linda Cregnole, SVH’s Director of Community Relations, SHRM’s Best Companies Group gathered information from all nominees, including employee benefits, workplace policies and employee responses to a satisfaction survey.

This year’s Best Places to Work in Maine list included 75 companies in three size categories: small (15-49 employees), medium (50-249 employees) and large (250-plus employees).

To be considered for participation, companies had to fulfill the following eligibility requirements:

- Have at least 15 employees working in Maine;
- Be a for-profit or not-for-profit business or government entity;
- Be a publicly or privately held business;
- Have a facility in Maine; and
- Have been in business at least one year.

SVH was recognized and honored at the Maine Human Resources Convention awards ceremony and will be profiled in a special publication by the Mainebiz publication.

“I am exceptionally proud of the highly skilled and talented staff here at SVH. It is their daily contributions in serving our patients and community that makes our hospital a great place to receive care.”

TERRI VIEIRA, PRESIDENT AND CEO OF SEBASTICOOK VALLEY HEALTH

Accredited by the Joint Commission, the hospital comprises a progressive 25-bed, critical access hospital and a wide range of outpatient services throughout the region.

It offers a wide range of both inpatient and outpatient services, including surgical services, a new inpatient wing with special care units and extended care “swing bed” program for patients who need additional specialized care. The hospital also offers a Women’s Health Center and rehabilitation centers in Newport and Pittsfield, primary care offices in Clinton, Newport and Pittsfield, access to specialists and surgeons at Pittsfield and Detroit locations and a diabetes and nutrition clinic. Also included is courtesy van transportation service for outpatients, community health and education and more than 20 specialty services.

This is the second year that Sebasticook Valley Health has earned the “Best Places” honor. Other awards and recognition have come from a variety of national standards review organizations. The Joint Commission is the nation’s primary standards-setting and accrediting body in health care. For 65 years, it has offered state-of-the-art, professional-based study and evaluation, measuring compliance of health care organizations against established benchmarks. The Commission has designated SVH as a “Top Performer on Key Quality Measures.” Other recognitions include:

- One of the top 10 critical access hospitals in the U.S. for clinical excellence by Vizient national network;
- Workplace Wellness Excellence (Platinum level) by the Wellness Council of America;
- Each of the three SVH Family Care primary care practice received the highest level certification as a Patient-Centered Medical Home from the National Committee for Quality Assurance;
- Leapfrog Group recognition for five consecutive years as one of the best rural health care hospitals in the U.S.

For more information about Sebasticook Valley Health, contact Cregnole at 487-4024 or visit sebasticookvalleyhealth.org.
Reduce greenhouse gas emissions around the office

Greenhouse gases are gases that trap heat in the atmosphere. Because these gases increase atmospheric heat, they are significant contributors to global warming and climate change.

Successfully combatting climate change is a goal for many environmentalists and environmental organizations. But environmentalists and the organizations they work with or for cannot go it alone, as reversing climate change is a global responsibility shared by all people.

Reducing energy consumption is a great way to decrease greenhouse gas emissions. Office workers and their employers can employ several strategies to fight climate change around the office.

• Power down computers when not in use. According to the United States Environmental Protection Agency, the total electricity consumed by idle electronics equals the annual output of 12 power plants. Employers can instruct their employees to power down their computers when leaving for the day or when they know they will be away from their desks for extended periods of time.

• Conserve around the office. Many people go to great lengths to conserve at home, but similar efforts at the office can lead to even greater savings. Rather than printing documents, email PDFs so you are not wasting paper and contributing to the emissions necessary to produce that paper. If you must print documents, use your office printer’s double-sided printing feature so you use as little paper as possible. Employers can purchase only those office products made of recycled materials. When replacing equipment, donate old items to local schools or charities rather than throwing the items away.

• Sponsor or encourage carpooling programs. Employers can sponsor or encourage company carpooling programs that can greatly reduce emissions from automobiles workers use to get to the office. Carpooling reduces fuel consumption and even encourages a greater sense of family within a company. In addition to promoting carpooling, employers can look for offices within walking distance of public transportation so fewer employees feel they need to drive to work.
Business owners face challenging choices: buy, lease or build?  

Contracts, brokers weigh in  

“Look at the age of the building and the age of the facility before leasing or buying an existing building,”  

BILL MITCHELL, WATERVILLE-BASED PROPERTY OWNER AND MANAGER  

A landlord also may decide to sell the building or raise the rent; with a mortgage, the owner will have a fixed amount each month. With a lease, the lessee has the option to move to a new spot as needs change. Leasing also provides the opportunity to determine whether an area of town is in a convenient location for clients and staff.  

“Look at the age of the building and the age of the facility before leasing or buying an existing building,” Mitchell advised.  

There are tax benefits for the business person who owns a building, he said, including the possibility of a secondary income from tenants. The building also can appreciate in value.  

More BUY, LEASE, BUILD, PAGE 49
Renters should visit tenants who would be their neighbors. Property managers handle upkeep, maintenance and repairs. They should look out for a tenants’ best interests. Business people should note whether the building exterior and landscaping look professional and welcoming. The also should ask who handles security issues, a heating system failure, burglary or a structure fire, according to experts.

A business owner may have to build a space or expand when buying and renting are not viable options. The successful restaurant owner planning to expand the dining area and add a bar may have to think about adding on or starting in a new location. Central Maine is fortunate to have contractors who handle all types of commercial building construction. One of those is the Sheridan Construction Corporation whose workers at the Fairfield location have completed several projects for Thomas College in Waterville. “We added a new 100-bed residence hall, and a 300-seat auditorium complex,” Senior Vice President Mitch Sammons said.

The company also completed a renovation of both the Student Center and Dining Hall, he said. Another project was the renovation of the century-old Gerald Hotel into senior housing.

Gary Peachey, of Peachey Builders in Augusta, said commercial business owners come to him with a variety of project proposals and opportunities. “Car dealerships want their look to reflect the vehicles they sell, and the Central Maine Toyota and Central Maine Chevy-Buick dealerships wanted to upgrade their showrooms and add some service space,” he said.

When MaineGeneral Hospital built its new facility, Dirigo Capital Advisers bought their former downtown Augusta site. Since then, Peachey’s family-owned company, now in its 69th year, has been part of the renovation of the space that has become home to several businesses. Peachey said each business has its own specific goal, so no two construction projects are alike.

These are just a few of the complex choices owners must make in today’s market to determine what makes the most sense for their business and the building that houses it.
Protecting the world’s resources for generations to come is a motivating force for many eco-conscious men and women. People go to great lengths to reduce, reuse and recycle in an effort to save the planet. But such efforts also save money, making attempts to go green financially advantageous.

Cutting down on paper waste is one of the easiest ways to save money and benefit the planet. From bank statements to bills to advertisements from retailers, many people find their mailboxes are inundated with mailings they pay little or no attention to. The following are a handful of ways to reduce paper waste and possibly even save some money at the same time.

**Opt for online bill pay**
Most financial institutions now have online bill payment software available at no cost to customers. Banks or credit unions can automatically send funds to your various creditors, and these businesses no longer need to send you a paper bill in the mail. Information regarding bank accounts and retail and utility accounts can now be delivered electronically, eliminating the need for paper statements. In addition, some companies offer discounts to customers who pay their bills online or choose e-statements instead of paper statements. Paying bills online also ensures the payments arrive on time, helping consumers avoid penalties on late payments.

**Shop or conduct research online**
Shopping online can reduce fuel consumption, save money and reduce the time you spend going from store to store looking for the perfect item. Even if you prefer to do your shopping in-store, when planning your shopping trip peruse an online catalog instead of signing up for paper mailings.

**Use credit cards**
Online shoppers rely on debit or credit cards to make purchases, which cuts down on the use of personal checks. Cutting down on check usage means reducing the number of checks that have to be printed, which reduces paper and chemical ink consumption. Checks often need to be mailed, which means consumers must use envelopes and pay postage fees. But credit card payments can be made over the telephone or through secured websites, making online credit card transactions an easy and eco-friendly option.

**Create digital records**
Choosing e-statements and receipts enables you to create a digital file of important data. This information can be stored on an external hard drive or a computer and accessed when necessary. Digital files reduce paper clutter and take up less space. Plus, digital records stored on your computer are less likely than paper receipts to go missing.

Small changes to handling finances can result in significant environmental and financial benefits that make it worthwhile to try to reduce paper usage.
Career opportunities in health care expected to grow

The interest in health and wellness has grown increasingly popular over the last several decades as more and more people have adopted lifestyles designed to improve their immediate and long-term health.

Not surprisingly, career opportunities in healthcare and health and wellness are on the rise, and the following are a handful of careers men and women interested in health and wellness may want to consider.

**Health educator**  
The United States Bureau of Labor Statistics reports that between 2012 and 2022, the job outlook — which projects the percent change in employment, for health educators and community workers — was 21 percent, nearly twice the average growth rate for all occupations during the same period. Health educators perform a host of tasks, including teaching and promoting various wellness practices. They also may also develop strategies and campaigns to promote wellness.

**Massage therapist**  
These workers help people recover from injury and relieve stress, but they also might be used to improve circulation and increase relaxation, both of which can contribute to their patients’ long-term health. The BLS projects the job outlook for massage therapists between 2012 and 2022 to be 23 percent, indicating that there could be an array of opportunities available to men and women interested in pursuing massage therapy. Such people should know that massage therapists typically must complete a substantial amount of postsecondary education before they can earn their license or certification.

**Nutritionist**  
Men and women with an interest in food and nutrition may want to consider a career as a nutritionist. Dietitians and nutritionists often fall under the same career umbrella, and the BLS reports the job outlook for both careers between 2012 and 2022 is 21 percent. Dietitians and nutritionists often serve as advisors to people or organizations looking to embrace or encourage healthy lifestyles, and both may work in hospitals, nursing homes, cafeterias and clinics.

**Occupational therapists**  
People in these jobs employ everyday activities to treat patients dealing with injury, disability or illness. Occupational therapists may help their patients re-learn how to feed and dress themselves, while some might work exclusively with stroke patients who have lost their ability to perform certain tasks as a result of their strokes. The BLS reports the job outlook for occupational therapists — who earned a median annual wage of roughly $75,000 — between 2012 and 2022 is 29 percent.

These Bureau of Labor statistics are one of several indicators that people deciding on a career for the future over the next six years might do well to consider a job in health care and its related field.
How to avoid unhealthy habits at the office

According to the United States Bureau of Labor Statistics, working professionals spend an average of 8.5 hours per day at work. Many professionals spend much of their time at work sitting down in front of a computer, which can be detrimental to long-term health.

Staying sedentary for long periods of time can contribute to a host of health ailments, including being overweight and obese. But professionals who work in offices can take various steps to ensure all that time at work is not having an adverse effect on their overall health.

- **Get out of your seat.** Modern workplaces are built around sitting, so workers must find some time to stand up and stretch. Sitting too long can compromise posture and lead to craning of the neck for looking at the computer screen. Get out of your chair, walk around the office and get the blood moving in your body.

- **Pack your lunch.** Bringing lunch to work puts you in greater control over the foods you are eating. You can pack a healthy and diverse selection of foods. Don’t forget to also bring some snacks that offer a healthy mix of protein and carbohydrates to keep your energy levels up. Otherwise, you may succumb to the temptation of the lunchroom snack machine.

- **Take frequent breaks.** Stale air inside an office environment can make you feel fatigued and less productive. Also, spending too much time behind your desk may contribute to feelings of stress and tension. Use every opportunity possible to get up and leave your office. Instead of sending an instant message or making a phone call to a coworker, visit him or her in person. Use your lunch hour to get outside instead of eating at your desk. Plan a brief, mid-afternoon walk outside of your office to clear your mind and get some fresh air.

- **Disinfect surfaces often.** Sometimes, when one person at the office gets sick, many others soon follow. Colds and the flu can spread rapidly in close quarters. Keep your desk drawer stocked with some alcohol swabs or disinfecting spray and routinely clean your keyboard, mouse, touchscreen, and desk surfaces. You also can wipe off door handles and knobs around the office if you want to be proactive.

- **Rest your eyes.** Close your eyes and look away from the computer monitor every 20 minutes. Focusing on objects of varying distances can help keep the eyes strong and reduce fatigue.

It’s not difficult to remain healthy at work. Breaks, exercise and watching what you eat can help.
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STAFF REPORT

A generous and industrious plan to put fresh vegetables on local tables and eliminate farmers’ garden waste at the same time is underway in western Waldo County.

Unity Barn Raisers is collaborating with Veggies For All — a project of Maine Farmland Trust — to glean food from farmers and make sure it reaches people who might not otherwise have access. Gleaning — gathering what is left by a reaper — may be done on farms or in gardens, or from stores or restaurants.

Veggies For All is a food bank farm that works to relieve hunger by growing vegetables for those in need, while collaborating with partners to distribute and increase access to quality nutritious food. Maine Farmland Trust is a statewide organization that protects farmland, supports farmers and advances farming.

Veggies for All and Unity Barn Raisers are teaming up to implement the gleaning program in western Waldo County, where produce is either grown in a community and harvested by volunteers, or provided by farmers who have vegetables left over and don’t want to see them go to waste, according to Mary Leaming, program director for Unity Barn Raisers, which is teaming up with them for the Waldo County effort.

“We direct unused products to food access partners,” Leaming said. “Maybe the farmers had too much, or had a crop that wasn’t good enough to market, had a blemish, or it came back to them and, instead of feeding it to the (livestock) or putting it into a compost, they redirect it to us.”

Mary Leaming, Program Director for Unity Barn Raisers

Volunteers glean a share of farmer’s produce

“We direct unused products to food access partners. Maybe the farmers had too much, or had a crop that wasn’t good enough to market, had a blemish, or it came back to them and, instead of feeding it to the (livestock) or putting it into a compost, they redirect it to us.”

Mary Leaming, Program Director for Unity Barn Raisers

Veggies for All program redirects unused crops to local tables

“Volunteers glean a share of farmer’s produce”

Mary Leaming, Program Director for Unity Barn Raisers

Eliza helps her mom (behind her), who is a volunteer, as well as Unity Barn Raisers staff, and Johnny’s Selected Seed staff pick 650 pounds of carrots to be distributed through the Volunteer Regional Food Pantry in Unity and The Open Door, monthly soup kitchen at the Unity Community Center.

More VEGGIES, PAGE 56
If they don't carry them, they should.

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Veggies
CONTINUED FROM PAGE 54

potential for local agriculture to relieve hunger. Veggies For All became a Maine Farmland Trust program in 2014.

The program has distributed more than 130,000 pounds of high quality, nutritious, locally-grown food through 10 partner food pantries in 25 towns. The services reach approximately 1,500 low-income persons each year.

Veggies For All cultivates four acres of sustainably-managed vegetables. It focuses on storage crops, such as cabbage, potatoes, winter squash, onions and carrots. The plots are located on Unity College campus and in the surrounding community, on previously underutilized land.

“Food waste is a major issue in this country,” Leaming said. “So many people are in need of not only food, but healthy food.”

Leaming said they not only rescue vegetables, but help people better utilize whole foods by supporting companion educational programming, such as cooking and gardening classes in conjunction with partners. These efforts encourage food pantry clients to use more local farm products.

“As such, they also encourage greater use of SNAP benefits to purchase local fruits and vegetables,” Leaming said.

“Food waste is a major issue in this country. So many people are in need of not only food, but healthy food.”
MARY LEAMING

Unity Barn Raisers and Veggies For All staff and volunteers gleaning 300 pounds of beets from Johnny’s Selected Seed to be distributed through the Volunteer Regional Food Pantry and The Open Door, monthly soup kitchen at the Unity Community Center.

Contributed photos
Carrots in forefront with Unity Barn Raisers, Veggies For All, and Johnny’s Selected Seed staff gleaning 300 pounds of carrots to be distributed through the Volunteer Regional food Pantry in Unity and The Open Door.
The Benefits of Pre-Planning Your Funeral

Coping with the death of a loved one is never easy. Dealing with a sudden, unexpected death of a beloved friend or family member can be even more difficult, especially for those people who have to make important financial decisions while grieving. To remove the burden and stress associated with funeral planning, many adults pre-plan their funerals. Adults can be as specific as they prefer to be when pre-planning their funerals, and doing so gives relatives peace of mind knowing that their loved ones’ funeral services were conducted in accordance to their own wishes.

Pre-planning a funeral may sound morbid, as few people want to think about their deaths or discuss dying with their families. But there are numerous benefits to pre-planning funerals.

• Pre-planning provides time to make the best decisions. Men and women who pre-plan their funerals have ample time to decide just what they want their memorial services to be like and how they want to fund those services. Men and women trusted to make those decisions upon the death of a loved one will need to make those decisions more quickly and likely won’t be in the correct frame of mind to make decisions that will honor their loved one’s legacy.

• Pre-planning ensures your wishes are honored. Men and women who formalize their funeral plans will ensure their wishes are honored. That can give men and women peace of mind and will provide peace of mind to the loved ones they leave behind, who can attend funeral services knowing those services are being conducted in adherence to their loved one’s wishes. Even men and women who discuss their wishes for their funerals with loved ones may not have those wishes honored if they are not put in writing.

• Pre-planning can help control costs. Pre-planning often includes men and women setting aside money for their funerals before they pass away. Knowing that a funeral, which can be expensive, is already paid for can provide additional peace of mind. Instead of worrying that their relatives will be forced to handle the burden of financing their funerals, men and women who pre-plan can rest easy knowing their insurance money and life’s savings will be going to their surviving loved ones and not toward paying for funeral expenses.

• Pre-planning protects families faced with sudden death. Few people want to think about their deaths, and fewer still want to think about dying suddenly and/or dying young.

Pre-planning a funeral and setting money aside early can protect and help families faced with sudden deaths. That can be especially important for young parents, who won’t want to leave their spouses and children financially destitute should they suddenly pass away. Pre-planning a funeral may not be something to look forward to, but doing so can protect families and provide men and women with some peace of mind.
Experts suggest the right ways to update a resume

The job market can be competitive, as new graduates flood the field each and every year. But graduation season is not the only time of year when the competition to find work gets heated.

According to the employment resource Simply Hired, the first Monday after New Year’s Day tends to be the busiest day for job search activity. Companies are returning to full production after the holidays and, as a result, there is a flurry of new activity. This means applicants can use the last quarter of the year to prepare for job searches they will institute once the calendar turns.

Many job seekers may benefit from revamping their resumes before beginning their search. It’s not uncommon for recruiters to receive thousands of resumes for each job opening they post, and the sheer volume of applicants can make it difficult for job seekers to get their resumes seen.

In such instances, job seekers must take steps to tip the odds in their favor. By following these guidelines, job seekers may have a better chance of getting their resumes into the right hands.

Include a professional purpose. Modern standards may suggest that listing a career “objective” is old fashioned. However, it is helpful to customize your resume so that it is geared toward the position for which you are applying. A career objective may reflect why you are a strong candidate for each specific job you apply for. Use some specifics that tie into the particular job or company and you may catch the hiring manager’s attention in the process.

Embrace keywords. Many employers now use application tracking software to sift through the scores of resumes that are submitted for each opening they post. Keywords make it easy for employers to sort through thousands of resumes. The right keywords will flag your resume and increase your “relevancy score” in the main HR/recruiting software programs available. Adapt your resume for each application you submit. Use some of the words listed in the initial job posting and description. In addition, look at similar job postings and incorporate some keywords listed in those ads so that you have all the bases covered.

Trim the fat. Less is often more regarding resumes. List all of the pertinent information, then go over the resume again and again and cut out any irrelevant information to remove clutter. Only include information that is relevant to your career goals.

Highlight what you have done. Rather than listing every job responsibility and position in chronological order, use a resume to highlight specific career accomplishments. This is a time to be your biggest fan and tell the world all of the great things you have accomplished. Remember to include evidence to back up the claims. According to a 2015 survey by CareerBuilder, employers say that resumes that include links to a candidate’s portfolio, website or blog garner more attention than resumes without such links.

Put your own voice in the resume. Rather than using standard verbiage on your resume, personalize what you want to say. Hiring managers want to hire a human, not a machine. When speaking about yourself, be sure to use strong action words that define your skills even further. HR professionals cite terms such as “managed,” “achieved” and “improved” as examples of positive, assertive words.

Updating a resume with the goal of standing out among a crowded pool of applicants is a great way for job seekers to land a new job.

<table>
<thead>
<tr>
<th>Industries Projected to Gain or Lose the Largest Number of Jobs in Maine Between 2014 and 2024</th>
<th>Industries Expected to Gain Jobs</th>
<th>Industries Expected to Lose Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambulatory health care services</td>
<td>3,728</td>
<td>Paper manufacturing -1,851</td>
</tr>
<tr>
<td>Administrative and support services</td>
<td>3,132</td>
<td>Transportation equipment manufacturing -881</td>
</tr>
<tr>
<td>Hospitals</td>
<td>2,310</td>
<td>Wood product manufacturing -685</td>
</tr>
<tr>
<td>Nursing and residential care facilities</td>
<td>1,942</td>
<td>Food manufacturing -595</td>
</tr>
<tr>
<td>Food services and drinking places</td>
<td>1,785</td>
<td>Computer and electronic product manufacturing -458</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>1,424</td>
<td>Merchant wholesalers, durable goods -440</td>
</tr>
<tr>
<td>Social assistance</td>
<td>873</td>
<td>Plastics and rubber products manufacturing -419</td>
</tr>
<tr>
<td>Educational services</td>
<td>530</td>
<td>Printing and related support activities -407</td>
</tr>
<tr>
<td>Chemical manufacturing</td>
<td>414</td>
<td>Fabricated metal product manufacturing -385</td>
</tr>
<tr>
<td>Motor vehicle and parts dealers</td>
<td>375</td>
<td>Publishing industries, except Internet -362</td>
</tr>
<tr>
<td>Accommodation</td>
<td>344</td>
<td>Leather and allied product manufacturing -297</td>
</tr>
<tr>
<td>Gasoline stations</td>
<td>220</td>
<td>Clothing and clothing accessories stores -276</td>
</tr>
<tr>
<td>Management of companies and enterprises</td>
<td>219</td>
<td>Textile Mills -259</td>
</tr>
<tr>
<td>Securities, commodity contracts, investments</td>
<td>160</td>
<td>Merchant wholesalers, nondurable goods -238</td>
</tr>
<tr>
<td>Amusements, gambling, and recreation</td>
<td>158</td>
<td>Forestry and logging -208</td>
</tr>
<tr>
<td>Private households</td>
<td>142</td>
<td>Credit intermediation and related activities -198</td>
</tr>
<tr>
<td>Construction of buildings</td>
<td>124</td>
<td>Telecommunications -185</td>
</tr>
<tr>
<td>Building material and garden supply stores</td>
<td>112</td>
<td>Furniture and related product manufacturing -183</td>
</tr>
<tr>
<td>Electronic markets and agents and brokers</td>
<td>102</td>
<td>Nonstore retailers -174</td>
</tr>
<tr>
<td>Support activities for transportation</td>
<td>88</td>
<td>Textile product mills -166</td>
</tr>
<tr>
<td>Membership associations and organizations</td>
<td>88</td>
<td>Utilities -151</td>
</tr>
<tr>
<td>Real estate</td>
<td>87</td>
<td>Broadcasting, except Internet -128</td>
</tr>
<tr>
<td>Performing arts and spectator sports</td>
<td>86</td>
<td>Apparel manufacturing -116</td>
</tr>
<tr>
<td>Health and personal care stores</td>
<td>82</td>
<td>Insurance carriers and related activities -103</td>
</tr>
<tr>
<td>Museums, historical sites, zoos, and parks</td>
<td>77</td>
<td>Furniture and home furnishings stores -94</td>
</tr>
</tbody>
</table>
Winter auto prep checklist

- Tire pressure can drop in cold weather. When tires are under-inflated, you lose fuel efficiency, so monitor and maintain tire pressure throughout the winter.
- Switch from all-season to winter tires. Much as you wear winter boots to provide more traction and protection than sneakers, so should you equip your vehicle with tires that will stand up to winter terrain.
- Check on the status of your battery and its starting power. Cold weather can put more strain on a car battery. A battery that is already weak may not turn over when you need it most.
- Replace worn wiper blades and upgrade to a windshield fluid that is rated for subzero temperatures. Each of these items will improve visibility when winter precipitation is making its presence felt.
- Schedule an oil change at the beginning of winter. Dirty oil can hinder cold-weather starts and, if coupled with low coolant levels, can make it difficult for the engine to turn over.
- Keep jumper cables, a battery booster pack and warning cones in your vehicle. These can come to the rescue if your battery dies and you’re stranded on the side of the road.
- While you’re stocking the trunk or cargo bed, include a shovel, sand or cat litter, a flashlight, an ice scraper, water, and a blanket. These are good emergency items to have in the event your car breaks down in the winter. You can dig your tires out of a snow drift with the shovel and apply litter to increase traction. The blanket will come in handy if you have to sit in a cold car for a while awaiting roadside service.
Gayne becomes the new face of Skowhegan Area Chamber of Commerce

Executive director ready to show off his skills

By Susan Varney
Correspondent

It is said if you want something done ask a busy man. Well, Jason Gayne, at 30, the new executive director of the Skowhegan Area Chamber of Commerce, is that man.

He had already been working several jobs when he took over as interim director at the Chamber several weeks ago. He continued to manage Somerset County Hospice and remained on the roster of part-timers at the Skowhegan Police Department.

A graduate of Skowhegan High School and the University of Maine at Fort Kent, he is married to Dori Bonelant of Fort Kent and they have an infant son.

Gayne Management Services Facebook page is filled with business management advice and commentary including this:

“Businesses can measure many misleading numbers. A company might show healthy profits, but be losing customer loyalty in the long run. Another might show solid top-line growth, but could be struggling to retain their top employees. What happens to businesses when they measure impact to employees, communities, and a greater cause?”

Good question, and definitely someone working with the business community should be concerned about, he said.

Gayne’s goal is to work with businesses to get them all the benefits he can for economic development and prosperity. He also hopes to bring more business to the area, whether it is recreational, manufacturing, agricultural or tourism.

“Skowhegan is the hub,” he said.

It is central to many activities, from Riverfest to the Skowhegan Fair and grounds, according to Gayne. He said the fairgrounds are busy with activities from horse shows to bread making year round.

Meanwhile, the farmers market remains a very active and integral part of downtown Skowhegan. Over the last several years, the former jail downtown has been converted to a mill for grinding local grain into flour and a restaurant, the Pick-Up Cafe, which is currently closed for renovations.

Gayne said he is excited to become part of the support team that want improvements all over Skowhegan. He is ready and to begin adding his touch to a downtown that he said has many interesting and colorful shops, including The Bankery — a bakery created in a former bank — a jewelry store, a Thai restaurant, picture galleries, antique shops, a children’s store, a furniture store, and various other stores. Across the river businesses also have begun to sprout and expand.

Chapter 11 opened in the former mill on Island Avenue, shops have opened in the Skowhegan Plaza by the bridges and West Front Market, Angelo’s and Snack Shack eateries remain busy as does a toilet rental business.

Other projects that pique Gayne’s interest include the recent purchase of Skowhegan Village Plaza (beside Pizza Hut) by developer Dana Cassidy, who already is at work on improvements. Most recently, Cassidy paved the entire parking lot and seeded in a lawn area.

Cassidy also purchased Spring House Gardens, low-income, elderly housing on Silver Street that is being upgraded.

There is energy and activity going on in the Somerset county seat, he said.

Gayne says flexibility is important for him to be able to juggle his many interests and tasks, which include marketing and attracting new businesses to the area, as young people continue to go off to school or find work in other areas.

There are 185 members of the Skowhegan Area Chamber of Commerce, many of whom work with other location organizations to network, brainstorm, showcase the town and fundraise. Business After Hours meetings move to new venues each time for showing off businesses and allowing other members to visit and share what they are doing with fellow members.

Main Street Skowhegan works with the chamber to enliven and entertain with activities throughout the year.

Area banks help with renovations, upgrades and restorations, Skowhegan Parks and Recreation staff help beautify and bring music and events to the area, and everywhere about town are the Bernard Langlais sculptures, including the now restored Skowhegan Indian.

Skowhegan is a town on the move and with a new executive director, the Chamber is looking forward to continued growth.

Skowhegan Area Chamber of Commerce sign over the office in downtown Skowhegan.

“Skowhegan is the hub.”

Jason Gayne newly-appointed executive director of the Skowhegan Area Chamber of Commerce is a busy man ready to take on the challenge.

The office in the municipal parking lot is the first harbinger of change from Gayne. The inside has been reorganized and spiffed up with racks for member brochures, maps, lists of things to do, copies of Langlais art, and souvenirs and keepsakes for tourists. It’s also a great place to stop and get information for friends and guests from away. For people who are new to town, it’s a good place to start to get to know the area.

Gayne, meanwhile, said he is looking forward to putting his plans and ideas to work to make the Chamber the center of activity.
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How to organize office gift exchanges

Close-knit groups of employees commonly exchange gifts with one another come the holiday season. Friendly coworkers enjoy bringing smiles to the faces of their friends and fellow employees, and these informal gift exchanges can benefit company morale and establish a familial atmosphere at the office.

In spite of the good-natured reasons to exchange gifts with coworkers, some people are nervous about the prospect of gifting fellow employees. Questions regarding what makes an appropriate gift or how much to spend may arise, turning office gift exchanges into potentially puzzling situations.

Those ready to participate in office gifting can follow certain etiquette guidelines to take the anxiety out of the prospect of gifting fellow employees, some people are nervous about the process. Some businesses may have a specific policy in place that establishes guidelines on what makes acceptable, appropriate gifts for coworkers. The larger the company, the more specific the policy is likely to be.

• Consider the overall office climate. Is yours a relaxed working environment, or is it ultra-formal? Allow the corporate culture to play a part in your gifting decisions. A gift that may be appropriate for a smaller, casual company may not be fitting for a large, rules-heavy corporation. Always let common sense prevail.

• Establish a spending limit. Spending limits let everyone know just how much to spend. Resist the urge to go above and beyond. While you may just want to be generous, others may view an expensive gift as a way to show off or an attempt to flatter a coworker or even a boss.

• Think of life outside the office. When shopping, start thinking about what your coworkers like to do when they are not at work. For example, golf enthusiasts may enjoy a box of balls or a gift certificate to play at an area course. Stick to generic gifts if you are unsure of what your coworkers do when they are not working. Personalized holiday mementos, gadgets for entertaining, items that can be used around the office or food-related gift baskets make great holiday gifts. Remember to take into account others' religions and traditions when shopping.

• Avoid gifts that are overly personal. Steer clear of giving fragrances or cosmetic products because you do not know what the other person will like. Scented products also may send the wrong message, indicating you think someone needs to cover up with an aroma. Clothing is another gift to avoid, as certain items may be seen as suggestive and you may not be in tune with the recipient's personal style.

• Consider personal or handmade gifts as well. Engraved picture frames, hand-picked gift baskets filled with homemade treats or gift certificates to favorite coffee shops or lunch spots in the vicinity of the office make ideal office gifts.

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Make a relocation go smoothly

Relocating to a new city for a job is different than moving from one home to another within the same community. Relocating to a new city can be a life-changing event that requires planning and maybe even a little luck to make it work.

• Examine your finances. Moving is expensive, and it can be even more expensive when moving to an entirely new city. If you are moving to pursue career opportunities but don't yet have a job offer in hand, examine your finances and work out a worst-case scenario in the event that your job hunt takes longer than you hoped for. Unless you have a benefactor who can help you pay your bills and avoid debt while you look for a job, make sure you have several months' worth of living expenses saved up before moving.

• Research the job market. Certain cities have more opportunities for people in certain fields than others, so make sure the city you plan to relocate to is a place where you will have ample opportunities in your chosen line of work. Otherwise you might find yourself settling for a career you don't like or relocating again to a job market more accommodating to someone in your field.

• Research the real estate market. Before hitting the road and heading for your new home, research the real estate market in that area. Try to find out the average rental price via online forums or even online newspaper classified sections. Find out if people tend to live with roommates or go it alone in the city you're relocating to. If you are moving to a city where you know very few people or no one at all, consider becoming someone's roommate. The right roommate can provide an instant social network and help you learn the ropes of your adopted home. If you plan to live alone and rent, recognize that many landlords will require a guarantor before renting to tenants with no income.

• Don't be shy. Unless you are moving to a place where you already have a built-in social network, you should expect to encounter some loneliness upon arriving in your new location. Resolve to make the most of all your new home has to offer by joining a social organization, connecting with your university's alumni group or volunteering with local charities. If you have a job lined up, sign up for company-sponsored outings or teams.

Relocating to a new city can produce mixed feelings of anxiety and excitement. Planning ahead and doing some homework can help you as you transition to your new home.
Learn a trade: HVAC certification can offer relatively high wages

BY J. CRAIG ANDERSON
Portland Press Herald

In the weeks leading up to the Bucksport paper mill closure in 2014, Verso worker Curtis Hamilton realized he needed to change careers.

The 34-year-old Belfast resident did some research and decided that his best option was to join the growing industry that installs and repairs heating, ventilation and air-conditioning systems.

But Hamilton had no prior experience in the field known as HVAC, so with financial help from a state program, he enrolled in a three-month crash course at a Brunswick school funded in part by Maine energy companies.

Four weeks before his graduation in May 2015, Hamilton already had a job lined up with Maritime Energy in Montville, about 18 miles from his home.

“I was working for Maritime about two weeks after I finished school,” he said.

For Maine workers in declining industries, it can be difficult to find a new career with comparable pay that doesn’t require years of college. The challenge is even greater for those living in rural communities.

But since 2004, the Maine Energy Marketers Association has been operating a school in Brunswick to train workers in HVAC job skills. Graduates can obtain certifications to install, maintain and repair oil, electrical, propane and natural gas heating systems, as well as air-conditioning and refrigeration systems.

According to the U.S. Department of Labor, the HVAC industry is poised for “extremely high” job growth of 14 percent over the coming decade, making it an ideal second career for displaced workers in declining industries such as forest products.

“Companies right now are looking for new apprentices to bring into the trade,” said Bryan Champagne, senior instructor at the Maine Energy Marketers Association’s Technical Education Center.

The school, known as MTEC, graduated about 400 students in 2015, said Jamie Py, president of the association. Roughly one-third of those graduates were referred to the school by the state Department of Labor’s Career Centers and Rapid Response programs for displaced workers from other industries.

HVAC jobs are desirable because they offer relatively high wages without requiring a four-year college degree. According to the U.S. Labor Department’s Bureau of Labor Statistics, the mean annual wage for HVAC workers in the U.S. is $47,830.

And most importantly, HVAC companies in Maine are hiring.

“If someone has an HVAC license, they can pretty much go out and find another job right now,” said Ed Upham, director of the Maine Department of Labor’s Bureau of Employment Services.

Upham, who oversees the state Career Centers and Rapid Response program

More HVAC, PAGE 65
HVAC

CONTINUED FROM PAGE 64

for displaced workers, said MTEC is one of several state-approved schools for worker retraining. In addition to HVAC, other common career moves for former mill workers include health care, information technology, and precision machining and manufacturing.

“A lot of it depends on where you live,” Upham said. “If you live in the Portland area, obviously your opportunities are a lot more diverse.”

In most cases, workers in Maine who have been laid off because of a facility closure can get the cost of their job retraining partly or fully subsidized by the state. Hamilton said the cost of his $8,500 MTEC tuition, tools and living expenses were fully covered through Rapid Response and another program for veterans.

Upham said the most important criterion for the Department of Labor’s approved schools list is the school’s ability to help place graduates in a new career. On that score, he said, MTEC has an excellent track record.

“The whole purpose of these programs is re-employment, so there has to be a job at the end of it,” Upham said.

Steven Sweet works on a gas furnace. Strong job growth is forecast for the HVAC industry.

Other students enrolled in MTEC said they are seeking a better-paying career with greater opportunities for advancement.

Brunswick resident Sara Myers was working in day care when she decided to enroll in the school. Now, with two weeks left until graduation, she already has job interviews lined up.

Although she had no prior HVAC training before enrolling in MTEC, the 22-year-old Myers said it seemed like a good fit for her interests.

“Ever since I was little, I’ve always liked working with my hands,” she said.

Other MTEC students, including 28-year-old Trevor Rollins, already work in HVAC and are taking specific courses to expand their areas of expertise. Rollins, who works for Branch Brook Fuels in Arundel, said he is licensed in oil heating systems but came to MTEC to learn propane systems and appliances.

“It gives you the basics,” Rollins said. “The company is paying me to attend.”

Hamilton said the three-month course at MTEC is intense and requires students to study hard and learn quickly. He said it could easily be expanded to six months with all of the material that is covered.

Still, he said those willing to put in the effort will acquire the foundation they need to go out and train as apprentices in HVAC. It’s a challenging but rewarding career, he said.

“You’re going to be working long hours, weekends,” he said. “The colder it is, the more you work.”

Steven Sweet works on a gas furnace. Strong job growth is forecast for the HVAC industry.

Primesetters.com
Local newspapers help build communities

*Education, communication, businesses see benefits*

Local newspapers play a vital role in communities across the globe. The Information Age has changed the way many people get their news, but local newspapers continue to serve as valuable resources for readers interested in learning more about and becoming more involved in their communities.

While local publishers continue to adapt to the changes brought about by technology, the following are a handful of benefits unique to local newspapers.

Local newspapers keep readers up-to-date on their own communities. Globalization may be here to stay, but that does not mean local communities are no longer home to newsworthy events. National and international newspapers and 24-hour cable news channels can keep men and women up-to-date on national and world news, but in many instances, local newspapers are the only means people have to learn about what's going on in their own communities. Local politics impact residents' lives every day, and local newspapers cover local politics extensively.

Local newspapers also benefit nearby businesses. Small business owners often connect with community members via local newspapers. A strong, locally based small business community can improve economies in myriad ways, creating jobs in the community and contributing tax dollars that can be used to strengthen local schools and infrastructure.

And local newspapers do their part by providing affordable and effective advertising space to local business owners looking to connect with their communities.

Local newspapers can strengthen communities. They are great resources for residents who want to become more active in their communities and learn more about community events. These newspapers often showcase community events such as carnivals, local theater productions and projects like park cleanups.

These are great ways for readers to become more active in their communities and build stronger communities as a result.

Local newspapers also can benefit children.

National newspapers may have little age-appropriate content to offer young children, but local newspapers tend to include more soft news items than national periodicals, and such stories typically are appropriate for young readers.

According to Newspapers in Education, students who participated in an NIE group in Florida performed significantly better in spelling and vocabulary than nonreaders. Additional studies have indicated that students who use newspapers in the classroom perform better on standardized reading tests than those who do not use newspapers in class.

Many local newspapers have played vital roles in their communities for decades, providing a go-to resource for local readers and business owners.

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How to negotiate (and get) a salary increase

Negotiating salary increases requires finesse, timing and being informed. It also requires a certain measure of gumption.

Here’s how to get the pay you deserve:

• Time it right. Many workers wait until they’ve become dissatisfied with their jobs to try to negotiate a raise, likely thinking that the higher salary will justify the stress or unhappiness they associate with their work. But workers may find it easier to discuss salary when they are happy and satisfied at work. Employers may sense your enthusiasm, and you’ll be more likely to focus on the positive rather than the negative aspects fueling your request.

• Give yourself a confidence boost. Going into negotiations feeling grateful to accept anything is the wrong tactic. Sell your skills to yourself first before you share them with a boss. Make a list of why you deserve a raise and then back up those points with clear examples. Include past successful projects, your developing skill set, software experience, education, training and anything else that boosts your resume.

• Know your worth in advance. Find advertised positions that are similar to yours to determine the mean salary for your job, and request a salary that’s more in line with the going rate for your position.

• Don’t share why you want the raise. When discussing a potential raise, keep it about business and avoid personal reasons. You’re more likely to get the raise if you keep personal reasons (i.e. bills piling up, school expenses, family vacations) out of the mix. Maintain your professionalism during the discussion. Otherwise, you may risk losing your boss’s respect.

• Bring convincing materials. Have your “proof” in writing or in substantiated documents. You’ll need to be as confident as possible, and having the right information on hand can help seal the deal. Double- or triple-check your info before the meeting. Negotiating raises can be nerve-wracking. But do not hesitate to ask for compensation commensurate with your experience.
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5. Business Administration

Most in demand doctorate degrees:
1. Electrical Engineering
2. Computer Science
3. Software Engineering
4. Computer Engineering
5. Mechanical Engineering

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Reggie Smith stands and offers his hand in greeting. He asks if you feel the strength of his handshake.

2007

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— Son, Reggie, Jr.

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