



Presque Isle Area Chamber of Commerce

Chamber Connection

Jan-Feb 2009

Board of Directors

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#Rick Duncan

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#Industrial Council

Chamber Staff:

Theresa M. Fowler
Executive Director

Valerie M. Lunn
Administrative Assistant

PRESQUE ISLE AREA CHAMBER OF COMMERCE

ANNUAL DINNER—FEBRUARY 26, 2009

Join your business acquaintances, neighbors and friends at the 2009 PIACC Annual Dinner on February 26th. Northern Maine Community College will host this event in their gym which will be transformed into a 1940's USO hall. This evening's social will begin at 5:30 pm and dinner will be served at 6:30 pm.

As part of the Sesquicentennial celebrations held in the County in 2008 and 2009, the PIACC thought it would be appropriate to relive a bit of "the life that was" when the site of NMCC was part of an active military air base. The former air base is now the site of many businesses that contribute a great deal to the economy of the area.

We will be recognizing many contributions to the Presque Isle area with the presentation of Citizen of the Year, Business of the Year and Lifetime Achievement Awards. Once again the selection committee was challenged by the many deserving nominees.

The Citizen of the Year award, recognizing contributions to the area in 2008 will be awarded to Stephen Farnham. This very deserving recipient has gone above and beyond what would be considered a normal degree of generosity and service to the community.

The Business of the Year recipient, Café Sorpreso has added to the quality of life in the area.

The Lifetime Achievement Award winners, Richard "Dick" and Maxine Duncan have contributed to many aspects of Aroostook County life and touched numerous lives with their continuous generosity and service.

Tony Burgess and Glenn Capps will receive the Economic Development Award for their investments in Presque Isle and their generosity to many organizations.

In addition other contributions to the PIACC over the past year and retiring Board of Director members will be recognized.

You will be receiving your formal invitation in the next few days, please respond quickly to reserve your seat. Ticket prices are: Individual — \$35.00, Couple — \$65.00 and Table of eight — \$240.00. Tickets can be purchased at the PIACC office Tuesday to Friday from 9:00 am to 4:00 pm. If you would like more information or to reserve your seat, please call the Chamber office at 764-6561.

MaineBusiness.com helps businesses go green

Despite the sour economic news, running an environmentally-friendly business is a growing concern among Maine businesses. That's because making money and helping the environment are not mutually exclusive choices.

Businesses that reduce their impact on the environment are also able to reduce expenses. This is especially true in the area of energy consumption.

Green and sustainable practices have also become strong marketing messages for businesses that realize customers want to patronize businesses with green practices.

But how do businesses go green? MaineBusiness.com has created a guide to becoming a green and sustainable business. The guide contains:

- Weekly profiles about Maine businesses that have created green solutions to problems.
- Tips on reducing waste, energy usage, carbon footprints and costs.
- Stories about green trends in Maine.
- Events where you can learn more about green and sustainable practices.
- Links to organizations that promote green and sustainable practices.
- Blogging tools that let you promote your green and sustainable practices.

You can find out how to make your business a profitable, green one at

Aroostook Football Update January 10, 2008

The Board of Directors of Aroostook Football held the Annual Meeting on January 10, 2009 followed by a Coaches Meeting. Present for the meetings were Board President Stu Wyckoff, Treasurer Dick Engels and various Board Members and Coaches including Dan Bagley, Derik Smith, John Defelice, Tim Buhro, Mike Hohnadel, Richard Cleary and others. Several topics were discussed at the meetings including a new slate of officers being elected, recognition of the outgoing Treasurer Dick Engels, and the need for volunteers and players among other issues.

It's the start of another exciting year in Aroostook Football. Capitalizing on the success of last year, Aroostook Football's High School Program is considering expansion of it's schedule to include games against some new teams in the Ellsworth and Guilford area. Back to compete this upcoming season at the High School level will be the BCH Knights, Madawaska Mustangs, Houlton Knights, and Central Huskies among others.

The Aroostook Football Middle School Program also completed a successful first year with exciting play from two teams out of the Central Aroostook Area and one from the Madawaska area. The Middle School program is also looking to expand it's schedule and is considering the addition of a team from the Houlton area.

More teams and more games ties in with the philosophy and mission of Aroostook Football. Our community based Board is dedicated to raising sufficient funding for the purpose of developing football programs in our area that will promote healthy growth and development of the youths in our area of Aroostook County, Maine.

With more teams and more games comes the need for more players, more officials, more volunteers and more fundraising. The Board of Aroostook Football specifically recognizes a great need for Officials. If you are a responsible, community minded individual with a love of football and a desire to assist the youth of Aroostook, we encourage you to get involved. Training courses are available through an online resource that Aroostook Football endorses and there is no need to have prior football or officiating experience.

If you are interested as a potential Official, member of the Coaching Staff, a potential player or any individual who would be willing to help with any Aroostook Football related tasks please visit the "Contact Us" section of our website www.arostookfootball.com or contact Stu Wyckoff at 764-7651 or Dan Bagley at 551-3545.

Striking Out on Your Own Despite The Economy
Expert Offers Tips for Starting Your Own Business During Recession

Scottsdale, AZ- Most people get up in the morning, grab some coffee and head out to a job where they work for peanuts, work hard, and work for someone else. Many people wonder if they worked just as hard for themselves, if they could make as much money and maintain a living. The truth is, according to Maria Simone, author of *Passion 2 Prosperity*, from BookSurge (www.passion2prosperity.com), most people can make far more working for themselves. And they can do it, even in a down economy – even in a recession. Her foundations for a strong entrepreneurial business apply even to the wage slaves and hourly workers who think they don't have what it takes to succeed:

Start with Your Passion – The French writer Francoise de Motteville once wrote, “The true way to render ourselves happy is to love our work and find in it our pleasure.” Those words ring true with any entrepreneurial enterprise, because if you start with an occupation or vocation that drives our passion, then you'll never have to worry about losing interest.

Have a Vision – Visualizing your business, from what you want to do, how you'll do it, how you'll market it and how you'll appeal to your customers and clients is the first step. Most new businesses start and fail quickly not because of a lack of market opportunity, but because of a lack of vision.

Make Millions Serving Millions – Find a way to bring your company to the masses, so that you aren't serving just a few people, but a whole lot of people. If you do something you love, and do it to help a lot of people, it's virtually impossible to fail.

Multiple Income Lifestyle – Many entrepreneurs choose one idea and market it one way. In reality, the same idea or concept can be sold many ways and many times. The film industry makes its money by making a movie once, and then selling it many times (box office, DVD, first-run broadcast, premium cable, pay-per-view, basic cable, syndication and product licensing). If you can mirror that model, you can increase your income exponentially and make multiple incomes from essentially the same job.

Be Creative – One of the main secrets to success in business is being able to package and promote what you do in unique and creative ways. Think three-dimensionally, and approach how to market yourself in ways that separate you from your competition and emphasize your unique selling proposition.

No Fear – There isn't a single decision you can make in your personal or professional life that is based on fear and anxiety. If you plan well, do what you love, and market yourself creatively, there is no reason you shouldn't believe in yourself. Make decisions based on strategy and accentuating the positive.

“The most important thing an entrepreneur can do is give themselves permission to do their dream and realize that success is possible for anyone,” Simone said. “You need to know how to live an enlightened life and break through any limiting beliefs that get in the way.”

In her consultancy, Simone helps people “architect” the most perfect business and give NEXT STEPS to transform ideas and talents into revenue generating products, attract investors and sponsors, and manifest customers with ease. She's also incorporated spiritual principles in her business and life, and she feels her career has really taken off because of it. She also believes in collaboration as a way to succeed, as opposed to constantly competing against others.

“Dog-eat-dog” is becoming a thing of the past,” she said. “People are complaining about the economy but I think this is a great time to start a business. There should be no separation between personal and business life--- people should have complete integration for a more meaningful life.”

About Maria Simone

Maria Simone is an entrepreneur, speaker, author, conscious business “architect” and marketing expert who has been featured on ABC News and Fox TV as well as interviewed for a number of national publications including *Business Week* and *Inventors Digest*. She has launched several companies and has raised millions of dollars in funding. Her products have been sold on department store shelves; she has licensed her ideas for profit and has created a multiple income lifestyle. Upon retiring from a successful career in healthcare with a Fortune 500 company in 1999, Maria completely re-invented herself and began her entrepreneurial adventure. Besides creating her own successes, Maria has helped hundreds of people access the resources they need to do the same with her mentoring and coaching programs. She skillfully shows inventors, start-ups and service providers the exact “next steps” they need to take to package their ideas, attract investors, develop a steady stream of customers and create revenue. She is the founder of Signature Accents, makers of *City Scarves* and is an advisor to start-ups Consumer Trend News and Women's Information Network. Download her free business building tools at <http://www.passion2prosperity.com>

To interview Maria Simone or request a review copy of “*Passion 2 Prosperity*”, contact Rachel Friedman at 727-443-7115, ext. 206 or e-mail ra-chel@newsandexperts.com. Please include your name, publication, and mailing address with your request.

Rachel Friedman
Print Campaign Manager
News and Experts
1127 Grove Street · Clearwater, Florida 33755

Renewing Members

A & L Construction Inc.
Allstate Insurance Co.
AMI Property Maintenance, Inc.
Aroosta Cast, Inc
Aroostook Area Agency on Aging
Aroostook County Electric Supply
Aroostook Family Dental Health, PA
Ashland Auto Supply Inc
Barresi Financial
Big Cheese Pizza
Blaine Country Cabins
Bonzan Family Restaurant
Buck Construction, Inc.
Buck's Market
Budget Traveler
Campers Paradise
Cary Medical Center
Cassidy Orthodontics, LLC
Chandler Farms, Inc.
City Drug Store
Clark's Lodge
Columbia Forest Products
County Physical Therapy, LLC
County Super Spud
Cyr Construction Company /Presque Isle Public Storage
Dana's Auto Sales
Delmont Wood & Sons, Inc.
Door Services, Inc
Edward Jones
Exquisite Homes, inc.
Farm Credit of Maine, ACA
Felch & Company LLC
Gagnon's Auto & RV Sales, Inc.
Hedrich Vending, Inc.
Hogan Tire Inc.
Husson University
Jim's Automotive
KeyBank
Kofstead Agency Inc.
Made In Aroostook
Maine Farmers Exchange
Maine Potato growers, Inc.
Merchants on the Corner LLC
NEHE-MRI
Netherland Office Products
Northern Maine Pure Spring Water, LLC
P & D body Shop, Inc.
Pancsofar's Bridal Shop
Portland Glass
Presque Isle Historical Society
Presque Isle Inn & Convention Center
Rathbun Lumber Co.
Riverside Inn Restaurant
Rod Brewer Designs
Star City Sanitation, Inc.
Sullivan's Floor Covering
TD Banknorth NA
Tempo Employment Services

Renewing members cont'd

The Sled Shop, Inc.
Tompkins Plumbing & Heating Inc.
Town & Country Apts.
Wilder's Jewelry Store

New Members

ACE Rent-A-Car started in April 2007 with one employee and one branch. We currently have 3 locations and 4 employees. We also have just earned the right to place our fourth branch directly on-site at the Northern Maine Regional Airport. We offer a variety of makes and models of vehicles. From cars, truck, minivans, suv's to large vans and a moving truck. We offer 200 miles/day or 1000 miles/week or 3000 miles/month. We have a variety of discounts for our corporate customers as well. ACE prides itself on it's pick-up and delivery service, and our ability to get a vehicle to any customer within Aroostook County. Our customer service is bar none the best you will find. And as our motto states, "We do it right, and we make it easy!"

Ashland Diner—11 Exchange Street, Ashland ME; Homemade foods at low prices. Diner open year round; 4:00 am to 2:00 pm Monday through Saturday; 6:00 am to 11:00 am Sunday. Drop in for breakfast or lunch!

Maine Woods Company LLC—Portage Lake ME; Established in 1998 to manufacture high quality hardwood lumber, kiln dried to customer specifications and further processed as required to meet customers demands. The Portage Lake mill is one of the top 10 hardwood lumber mills in the United States. In 2006 with the acquisition of a hardwood chipping facility they began production of chips, a major portion of which, are used in the manufacture of rayon.

Just Value Associates—P.O. Box 1357 10 Third Street, Presque Isle ME; Mike MacPherson provides property assessments and related services.

Hotham's Veterinary Services, Inc.—307 Centerline Road Presque Isle ME; Office Hours: 7:30-4:30 monday thru Friday; 7:30-1:00 Saturday; a new, full service veterinary clinic located in the central Aroostook community of Presque Isle. At our facility we provide wellness exams, vaccinations, medicine, surgery, affordable dentistry and much more. We are the only veterinary service in Central Aroostook offering both large and small animal veterinary services, giving your family and friends the care they need locally.

Eleventytwo LLC— P.O. Box 191, Presque Isle, ME; office and apartment rental agency

Breezy Hill Designs—36 North Street, Suite 2, Presque Isle, ME; Breezy Hill is a progressive graphic, website design and online marketing company known for delivering work of the highest quality, and empowering business owners with the knowledge necessary to compete and successfully leverage the Internet.

IRS TAX TIP 2009-01

- 1. Gather your records...now!** It's never too early to start getting together any documents or forms you'll need when filing your taxes: receipts, canceled checks, and other documents that support an item of income or a deduction you're taking on your return. Also, be on the lookout for W-2s and 1099s, coming soon from your employer.
- 2. Find your forms.** Whether you file a 1040 or 1040-EZ, you can download all IRS forms and publications on our Web site, IRS.gov.
- 3. Do a little research.** Check out Publication 17 on IRS.gov. It's a comprehensive collection of information for taxpayers highlighting everything you'll need to know when filing your return. Review Pub 17 to ensure you're taking all credits and deductions for which you're eligible.
- 4. Think ahead to how you'll file.** Will you prepare your return yourself or go to a preparer? Do you qualify to file at no cost using Free File on IRS.gov? Are you eligible for free help at an IRS office or volunteer site? Will you purchase tax preparation software or file online? There are many things to consider. So, give yourself time to weigh them all and find the option that best suits your needs.
- 5. Take your time.** Rushing to get your return filed increases the chance you will make a mistake and not catch it.
- 6. Double-check your return.** Mistakes will slow down the processing of your return. In particular, make sure all the Social Security Numbers and math calculations are correct as these are the most common errors made by taxpayers.
- 7. Consider e-file.** When you file electronically, the computer will handle the math calculations for you, and you will get your refund in about half the time it takes when you file a paper return.
- 8. Think about Direct Deposit.** If you elect to have your refund directly deposited into your bank account, you'll receive it faster than waiting for a check by mail.
- 9. Visit IRS.gov often.** The official IRS Web site is a great place to find everything you'll need to file your tax return: forms, tips, FAQs and updates on tax law changes.
- 10. Relax.** There's no need to panic. If you run into a problem, remember the IRS is here to help. Try IRS.gov or call our customer service number at 800-829-1040.

Presque Isle Sesquicentennial Parade August 15, 2009

As part of the Sesquicentennial celebrations in Presque Isle, August 15 will see the streets alive with clowns, go-carts, music and much more. The Presque Isle Area Chamber of Commerce, in cooperation with the Aroostook Shrine Club and the Sesquicentennial Committee, will be hosting a parade. This will correspond with an Anah Shrine Field Day hosted by Aroostook Shrine Club, drawing more than 500 Shrine members and their families from all of Anah Temple to Presque Isle. Anah Temple has seven regional Shrine Clubs: namely, Aroostook County Shrine Club, Bangor/Brewer Shrine Club, Hancock County Shrine Club, Northern Penobscot Shrine Club, Old Town/Orono Shrine Club, Schoodic Shrine Club, Tri-County Shrine Club, Waldo County Shrine Club and the Washington County Shrine Club. There are 32 Units in Anah Temple, some with distinctive equipment such as lobster boats and miniature tractor trailers that participate in parades.

When the Shriners gather for a field day, they bring their many troops which includes the Anah Temple clowns, go-carts, 4x4s, NASCARS, Anah Bands.

Given this incredible base for a parade, what a great opportunity to show the community and visitors what we have to offer in Central Aroostook. This will be a celebration of 150 years of Presque Isle's growth and prosperity.

We are hoping to showcase the many businesses, organizations and clubs that enrich the life in Central Aroostook. On a beautiful summer day just as students return to classes, what a wonderful way to spend a few hours being entertained by an assortment of sights. The day will start with a 5km road race, and end with fireworks at 9 pm.



Social media can boost customer loyalty

Whether you take advantage of communities such as Facebook, tools like Twitter or the power of apps, savvy marketers know social media can help CRM efforts. Four industry experts share their best tips.

As social networking experiences explosive growth, sophisticated marketers are building friend communities into high-performance loyalty tools. Rather than launching marketing messages at an increasingly indifferent audience, today we're seeing marketers not only participate in digital communities, but organize and promote their own community programs that cultivate a brand's loyal following of "friends." says **Brad Vettese**, EVP and managing director, Ipsos

Erick Mott Communications director, Lyris adds the following comments and information. Like other Web 2.0 topics, social media marketing is not clearly defined or broadly understood. However, marketing messaging in general — distributed via e-mail, social and mobile channels — is becoming more conversational in nature and less oriented to pitch-like tactics.

If you agree with this point of view, then consider a marketing strategy that applies "tri-messaging" as a catalyst for conversations. Tri-messaging is essentially marketing messages that are written, packaged and unleashed on the modern e-mail, social and mobile channels.

An example of tri-messaging is sending out an e-mail with a subject line at the same time as a Tweet and an SMS text. All three of these messages have a common denominator: They're easy to consume, pique interest and stimulate action.

People solve problems with conversation. E-mail has become a way of life and people demand ubiquity and immediacy, so social media or networking, which is inexpensive and often free, fulfills an innate need to connect with others. These facts will continue to influence the way marketers execute loyalty-building campaigns.

Tri-messaging is not a fad, but rather a 21st-century best practice through which marketers can serve and interact with their target audiences via e-mail, social and mobile channels. This approach facilitates conversations and loyalty that can be measured and monetized.

Daina Middletown SVP of Sunao, Moxie Interactive further explains the use of technology in enhancing your business. Participants enter social networks to foster relationships and find items of interest. They expect to have a voice and participate. This means understanding who you're trying to reach in order to provide something of value. It also requires developing innovative creative that goes beyond traditional advertising such as using technology or content that is meaningful and relevant as well as consistent with a brand's positioning.

A perfect example is the Marley Fetch application that was created for 20th Century Fox's *Marley and Me*. The application provided community value, while at the same time delivered the underlying message of the movie. The application used an adorable Marley dog widget, which could be deployed on Facebook, MySpace or other sites to "fetch" gifts for participant friends utilizing their social media profile information and Amazon's shopping infrastructure.

Launching a gift finder around the holidays was timely; however the core technology and shelf life of the application had the capability to live beyond the holidays. If participants do find value in an offering like Marley Fetch, they aren't going to be excited to have it suddenly disappear.

Understanding an application's lifespan and how it connects a brand with participants is essential especially when developing the media plan and technology. If planned correctly, connecting brands with participants in social networks can effectively drive loyalty.

Healthy Maine Works

Healthy Maine Works is a project of the Maine CDC, Maine Office of Substance Abuse, and Maine Department of Education delivered in collaboration with local Healthy Maine Partnerships. The purpose of Healthy Maine Works is to guide and support Maine employers in developing worksite wellness programs which support the health of employees. Supporting employee health is good for business – it can improve business performance and impact the bottom line; it helps individuals and families stay well; and ultimately it is good for Maine. Regardless of whether or not a worksite has a wellness program, Healthy Maine Works is a useful tool. For employers just getting started, the simple, guided, and no-cost process for developing a worksite wellness plan is a great first step. If you are interested in developing or enhancing worksite wellness contact Healthy Aroostook at cbell@acap-me.org or call 768-3056.



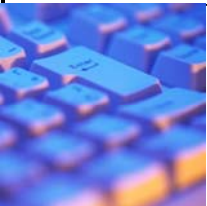
Presque Isle Downtown Revitalization Committee seeks marketing firm to establish Downtown brand identity

Presque Isle, Maine – January 1, 2009. The Presque Isle Downtown Revitalization Committee is in the process of developing a logo and tagline for Downtown Presque Isle incorporating the theme of “The Star City”; using the logo as a visual representation and symbol of recognition for area residents, business owners and the public.

The Downtown branding project is a collaborative effort between the City of Presque Isle and the Presque Isle Downtown Revitalization Committee, which is coordinating the branding and marketing efforts of Presque Isle’s forward-moving community in the City’s downtown area. This is the first initiative of the New Year by the Downtown Revitalization Committee, and is being coordinated by the organization’s Promotions Sub-Committee.

Written proposals are being reviewed and selected firms will be invited to develop presentations relating to the logo, tagline and marketing plan to come before the PIDRC’s Promotions Committee as well as select members of the PIDRC Executive Board. The involved process will include input from the downtown business community as well as the public at large, who will be invited to future forums to help the selected design firm gather information to develop logo and slogan options for the city. Ultimately, a public vote will decide the new image of the Star City’s Downtown from options developed by the selected firm and reviewed by the committee.

“The Presque Isle Downtown Revitalization Committee is excited to take this next step toward establishing the city’s Downtown Presque Isle brand that will help to reaffirm the area as an important destination spot and reinforce the Downtown area as an integral part of the “Star City,” said Cathy Beaulieu, Chair of the PIDRC. “We also look forward to a very inclusive process that will hopefully build additional community interest and excitement in what is happening downtown.”



Keeping in touch with Members!!

In this age of technology, I find that the easiest way to ensure everyone knows what is going on at PIACC, disseminate information I receive and ask for your assistance with various things, is through email. I ask that you **send me an email at tfowler@pichamber.com to tell me the best email address at which to contact you.** I will be sending out an email in the near future, asking you to subscribe to receive email from my address.

TAX TIDBIT – Internal Revenue Service (Excerpt-2008) Dependents & Exemptions: **Question:** If I claim my daughter as a dependent because she is a full-time college student, can she claim herself as a dependent when she files her return?

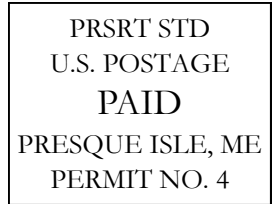
Answer: If you claim your daughter as a dependent on your income tax return, she cannot claim herself on her income tax return. If an individual is filing his or her own tax return, and the individual can be claimed as a dependent on someone else’s return, the individual cannot claim his or her own personal exemption.

In this case, your daughter should check the box on her return indicating that someone else can claim her as a dependent. This tax tidbit is provided for information purposes only as a courtesy of Advantage Payroll Services, Presque Isle, Maine. Please contact your tax advisor for more information.



Presque Isle Area Chamber of Commerce

P.O. Box 672
Presque Isle, ME 04769



The Final Word

By Theresa Fowler

As preparations for the Sesquicentennial celebrations in Presque Isle develop, I look forward to an exciting new year, filled with activity, increased tourism, and hopefully a stable economy that will allow all members to enjoy a year with growth and fewer worries. Plans have started for the August 15 parade, which will be a major event for the celebration of the Sesquicentennial. In 1959, there was a large parade and of course, we are hoping to outdo that. This is an opportunity to show your pride in the area, have some fun and promote your business or organization at the same time. We are fortunate to have the participation of the Anah Temple this year. There will be over 500 Shrine Club members and their families in town for that day. We encourage groups and organizations to plan an event that will add to the festivities There is a 5K road race planned for the morning and fireworks at 9:00 pm.

We are fortunate to live in Aroostook County where, according to many business owners, we have neither peaks nor valleys and incomes are fairly constant. The recent economic turmoil and the layoffs in the forestry industry have certainly raised many concerns. We all look optimistically to the reopening of many of those facilities and the continued contribution of the forestry industry to our economy and way of life.

The Maine Department of Tourism tells us that tourism is now the major industry in Maine. In this part of the state it is not as major an influence as it is in the southern section, but we are seeing an increase in tourism traffic. The rest of the world wants to experience our natural beauty, safe life style, dark night skies for star gazing and all of the simple things we take for granted. Every tourism dollar is a benefit and is received without depleting our resources.

The Public Relations Committee would like to assist members in receiving media coverage. To help you do that, I ask that you keep us abreast of what is going on in your business. If there are new employees, new procedures, new products let us know. We will contact the media and encourage them to give you some press coverage.

In the year ahead, I look forward to visiting more members and determining what topics will be most beneficial to your business interests. I will be involved with Aroostook County Tourism, work closely with Northern Maine Development Commission and municipal representatives from our member communities. Please feel free to drop in or call at any time.