Contents

2 Introduction
2 IWW Overview
3 Microbusiness 101
5 Why Support Locally Owned Businesses?
6 Maine Businesses for Social Responsibility

Directory

9 Original IWW Group
16 Alphabetical by Business Name (with contact information)
30 Alphabetical by Business Category
36 Alphabetical by Area
41 Not Currently in Operation
42 Missing Members

Resource Guide

45 Recent Presenters and Other Helpful People
48 Useful Websites for Small Businesses
50 Chambers of Commerce
51 Financing Resources

Cool Stuff

55 The 15 Secrets of Guerilla Marketing
56 100 Guerilla Marketing Weapons
57 Media Contact List
59 Four Special Headache Relievers
60 The Home Town Advantage Bulletin
61 Related Publications

IWW Success Stories

4 Prospect Harbor Soap Company and Harbor Girl Cafe
7 Barkheats
15 Out on a Limb and Eastern Maine Sales and Services
28 Downeast Refinishing and The Furniture Gallery
29 Heather Perry Fine Jewelry
34 Cobscook Hikes and Paddles
35 Daylily Weaving and Dyeworks and Salt Meadow Gallery
39 Sisters Salsa
40 Whole Life Natural Market
62 Credits and Acknowledgments

The mission of Down East Business Alliance is to help create jobs in eastern Maine by helping people start and grow small businesses. We provide workshops, one-on-one business counseling, and networking opportunities to businesses that qualify for our programs.
INTRODUCTION

Down East Business Alliance (DBA) created this handbook in an effort to maintain a cohesive, innovative networking approach for you, small business owners in Washington and Hancock counties.

Find your listing here if you completed one of the following programs:

- Incubator Without Walls (IWW)
- Hire and Higher
- Down East Micro-Enterprise Network (DEM N)
- Get ME Market Ready

HOW TO USE THIS BOOK...

✓ Stay connected
✓ Find your classmates
✓ Shop local
✓ Find your community’s small businesses
✓ Strategize
✓ Find others in your field, near or far, with whom you can collaborate (Read our success stories to find some examples and then create your own success story)
✓ Seek success
✓ Find shortcuts to information that will save you time, money, and headaches in the Resource section

ясь Be sure to keep us updated on any changes that should be made to your listing!

INCUBATOR WITHOUT WALLS

WHAT WE OFFER

NxLevel curriculum for microenterprise (developed by the University of Colorado at Denver) — a course on business management and business planning including:

- Business basics
- Cash Flow
- Communication techniques
- Customer Relations
- Understanding credit
- Time Management
- Goal Setting
- Market research
- Legalities of business
- Employees and employee management
- Contracts
- Risk management
- Marketing strategies
- Record keeping
- Accounting basics: Financing and conducting periodic business assessments

There is one other invaluable aspect of the class — learning from the experiences and support from one another.

WHAT YOU SAID

You have identified the following as the most critical benefits you gained from your time with us:

- Increased self-confidence
- Learned to network
- Figured out where to go for help
- Became more savvy about business practices
- Realized the importance of marketing
- Obtained financial assistance

WHAT’S NEXT

Inevitably challenges will arise. When they do, start looking for answers by flipping through your well-worn NxLevel book — you just might have it at your fingertips. If it’s not there — call Down East Business Alliance or look in the back of this guide to find excellent resources that are available to you.

the dba directory, Sixth Edition
**MICROBUSINESS 101**

**WHAT IS A MICROBUSINESS?**

*Definition*: A business with 5 or fewer employees (including those with no paid employees).

*Locations*: Everywhere from traditional settings such as stores or shops to homes, barns, boats, or garages. You, as a microbusiness owner, have a gigantic impact on Maine’s economy!

*See how many microbusinesses there are right in your backyard!*

**MAINE MICROBUSINESSES AND EMPLOYMENT LEVELS BY COUNTY, 2006**

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>NUMBER OF MICROBUSINES</th>
<th>TOTAL EMPLOYMENT¹</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Without Employees²</td>
<td>With 1–4 Employees³</td>
</tr>
<tr>
<td>Hancock</td>
<td>7,251</td>
<td>1,452</td>
</tr>
<tr>
<td>Washington</td>
<td>4,055</td>
<td>543</td>
</tr>
</tbody>
</table>

**DOWN EAST BUSINESS ALLIANCE ENTREPRENEURIAL SUPPORT TIMELINE**

Where do you fit in?

- **1996** *First Incubator Without Walls (IWW)*—An innovative program using the “Incubator” philosophy but redesigned specifically to match the geographical challenges faced by our rural participants. IWW’s are successfully continuing today!

- **2003–2005** *Higher and Hire* program offered.


- **2006–2007** Industry-specific business programs offered—*Experiential Tourism IWW* (for the tourism and tourism-related industry) and *Get ME Market Ready* (for local food producers).

**351**

Individuals have completed one or more of the DBA training programs!

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¹ Total employment includes proprietors and all non-farm part-time and full-time employees.
³ Source: 2006 County Business Patterns, U.S. Dept. of Commerce.
⁴ Businesses listed in the “statewide” category are included in the state total.
⁵ Includes microbusiness entrepreneurs (with and without employees) and estimated employment for businesses with 1–4 employees.
⁶ Microbusiness employment as a percent of total county employment.

Information in this table was compiled by James C. McConn, Jr., Extension Business and Economics Specialist and Professor, School of Economics, University of Maine.
IWW Success Story: PROSPECT HARBOR SOAP

“It was horrible,” says Alexis Souders of her first batch of soap. She and her sister-in-law, both craft-oriented, had made the batch together, from a grocery-sack of ingredients. Her sister-in-law lost interest, but Alexis wanted to get it right. She experimented, trying out recipes on family and friends, until she had a product she was pleased with—“very mild, specially designed for very dry skin,” (like Alexis’), “no animal products and, of course, no animal testing.”

Audrey Keller, a friend in Hawaii, got used to receiving “created lumps with no note.” She’d leave them on the table. If they grew moldy, she’d shrug, “I guess we should have eaten it.” If no mold appeared, it was soap, and was moved to the bathroom. Eventually, Audrey suggested that Alexis sell her soaps; Alexis thought, why not, and in 2002, Prospect Harbor Soap was founded. Her first trade show, she took in $50. “I thought I ruled the world! I thought this was great. I can do it!”

Alexis knew how to make wonderful soap, but had no background in running a business. She heard from friends about Incubator Without Walls, and signed up. Alexis didn’t know what a business plan was before IWW, but she has great instincts about following one—her second year after creating the plan saw her at her fifth-year projections. Put simply, her business has exploded.

IWW convinced Alexis to try the New England Products Trade Show for the first time. DBA’s marketing specialist helped design her booth (the key is focus!) and logo; a former IWW member provided a half-scholarship toward participation costs. Prospect Harbor Soap is now a regular at NEPTS, and Maine’s First Lady, Karen Baldacci, is also a regular—as a customer at Alexis’ booth!

Alexis credits IWW with giving her the business knowledge she needed, and acknowledges the immense help she received in marketing. Still, Alexis says the greatest thing IWW provided was the opportunity to network with other local business owners—“incredible,” she calls it—which provided her with a whole list of unofficial collaborators. Her customers ask about local B&Bs, dining, etc., and Alexis can send them to an IWW classmate. “Through knowing them, you know the quality of what you recommend... you don’t send (your customers) blind.”

Several years ago, Audrey Keller, now a Maine resident and a fellow craftswoman, as well as an antique dealer, approached Alexis about doing trade shows together. They did 21 craft fairs together in one year, and for three months had a kiosk at the Ellsworth mall. They were successful, but the schedule was grueling, particularly as Alexis still has part time work elsewhere. Alexis notes that they have had lots of success with the tourists, and local support has been great, as well.

Alexis hasn’t stopped at soap—the Prospect Harbor Soap Company introduces at least two new products every year. The line now offers body lotion, hand cream,

“I decide four things for my business before I’m out of bed!”

Owner, Alexis Souders
WHY SUPPORT LOCALLY OWNED BUSINESSES?

Local Character and Prosperity
In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

Community Well-Being
Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

Local Decision-Making
Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

Keeping Dollars in the Local Economy
Compared to chain stores, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.

Job and Wages
Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

Entrepreneurship
Entrepreneurship fuels America’s economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

Public Benefits and Costs
Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big-box stores and strip shopping malls.

Environmental Sustainability
Local stores help to sustain vibrant, compact, walkable town centers—which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

Competition
A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

Product Diversity
A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Excerpted from 40 Reasons Why Maine’s Homegrown Economy Matters and 50 Proven Ways to Revive It, written and published by:

Institute for Local Self-Reliance
1313 5th St. SE
Minneapolis, MN 55414
Tel: (207) 774-6792
www.newrules.org

Maine Businesses for Social Responsibility
PO Box 157
Belfast, ME 04915
Tel: (207) 338-8968
www.mebsr.org

the dba directory, Sixth Edition
Maine Businesses for Social Responsibility (MEBSR) is a diverse community of Maine business people who believe in the unparalleled power of business as an agent of positive social change. MEBSR provides education and tools to help companies adopt triple bottom line practices that integrate economic, social, and environmental concerns. MEBSR takes a leadership role in defining, demonstrating, and recognizing these innovative and sustainable business practices for the benefit of all.

For more information, contact MEBSR in Belfast at
PO Box 157
Belfast ME 04915
(207) 338-8908
or on the web at www.mebsr.org
IWW Success Story: BARKWHEATS

On a cold December night, Chris Roberts and Renee Johnson were searching for help to get started on their new business idea, Barkwheats Dog Biscuits. The internet led them to the WHCA website and information about the Incubator Without Walls program.

Since then, life has changed dramatically. Barkwheats has enjoyed national recognition in three magazines and garnered international press relating to their packaging decisions to have a compostable plastic envelope for their biscuits. They now serve over 40 stores across the country.

“The IWW program has played a major part in our success. Being able to have so many bright entrepreneurs to bounce ideas off of has been amazing.”

Barkwheats’ hard work and dedication to their community was acknowledged when they were awarded a grant to attend a business conference focusing on environmental and social responsibility. Barkwheats recognized the incubator program’s help in getting them there and so will bring that information back to teach classes about sustainable business and what it means to be socially responsible in business.

Chris and Renee look forward to growing their business to the point of having facilities across the country to support local agriculture communities not just in Maine, but also throughout the US. The help Barkwheats has received through the IWW program will allow Chris and Renee to succeed with their visions.

Barkwheats biscuits with biodegradable, compostable packaging.

“The IWW program has played a major part in our success. Being able to have so many bright entrepreneurs to bounce ideas off of has been amazing.” Chris says. Through the IWW program Chris and Renee have learned about designing a business plan and modifying it as time progresses, the importance of financial forecasting, and the extreme importance of collaboration.

The resources provided by the IWW program helped Barkwheats to get to where they are now, and will propel them to where they will go in the future. The opportunity to receive a micro-loan for a mixer went far beyond just the mixer. Another Maine entrepreneur helped Barkwheats obtain a full size convection oven for free with the purchase of that mixer. Without the financial help of the program, Barkwheats would be years behind the curve.

Owners, Chris Roberts & Renee Johnson
DIRECTORY

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A NOTE TO THE USER

In organizing these lists, we tried to come up with the most efficient ways to provide you with the information you might need while, at the same time, saving a few trees from early demise.

✦ Want to find out how to contact your classmates?  
  Look them up in IWW Original Group

✦ How about a full description of all the existing member businesses?  
  Check out Alphabetical by Business Name

✦ Want to contact only owners in certain fields?  
  Head for the Alphabetical by Business Category

✦ Interested in buying local?  
  Go to Alphabetical by Area

Please note: It is your responsibility to keep us updated about your listing.  
664-2424 or dba@whcacap.org
Bucksport IWW
Thomas & Beverly Andrews
Crystal Astbury
Bump N’ Run
Linwood Bridges
Lasting Impressions
Michael Fay
Mike & Susie Fay Band
Robert Fazzina
Rent-A-Handyman
Nancye Files
Walter Gaffney-Kessell
Echo Bay Studio
Tenney Gavaza
Donald Grindle
Dale MacAlpine
Debits and Credits
Sarina & Benjamin Speed
Summerfly
Trisha Terverliger
Innerscapes
Charles Wentworth, Jr.
Wo’s BBQ Grill
Charles Wentworth, Jr.
Wo’s Wicked Fine BBQ Sauce
Nicky Wight
S & D Landworks

Calais IWW G1
Viv Bridges Blatt
Nature’s Pantry
Julieo Dodge
Dodge’s Small Engine Repair
George Peterson
Joseph & Lea Sullivan
Katie’s on the Cove/Handmade Confections

Calais IWW G2
Leslie Daggett
Carol Davenport
Bev Lembo

Nannette MacNaughton
The MacNaughton Group
Sue Martell
Fabrications
Nancy Mozeliak
Nan Sepik
Daylily Weaving & Dyeworks
Nan Sepik
Salt Meadow Gallery
Pearl Young

Calais IWW G3
Guisinger Photography
James Kesel
Kesel Enterprises
John Leavitt
Crows Quill Studio
Susan Lehenen
Yellow Flower Design
Terry & Lisa Marie Pratt
Melissa Royer
My Favorite Things
Marjorie Townsend
Ben Wilson
Ben Wilson Renovations

Calais IWW G4
Lina T. Beal
Weownit Cranberry Company
Crystal & David Consalvi
Crystal Dawn Farms
Nancy Holmes
Jerry Mahar

Cheryl Mahar
OSCS Drug & Alcohol Testing
Nick & Debbie Marotta
Wanda Newman
Bernhard W. Sund
Jonesport Nautical Antiques

Calais IWW G5
Mary Beth Blanchard
First Light Images
Tess & Steve Ftoresk
Cobscook Hikes and Paddles
Ralph & Deen Hicks
Island Intarsia
Stephanie Hoyt
Georgiana Kendall
Kendall Farm Cottages
Roland Lavellee
Crow Tracks
Susan McIver
Sue’s Creative Creations
Linda & George McLaughlin

Calais IWW G6
Richard & Dora Adams
Vinny Gartmayer
Bold Coast Smokehouse
Holly Gartmayer
Peter Howland
St. Croix Valley Guide Service
Kelly MacDonald
Sheila Soule
Patricia Wyeth
Wyeth Associates

Calais IWW G7
Tyra Baker
Nan Bradshaw
Bradshaw’s Cranberry Farm
Brenda Cook
Ashley’s Gift Emporium
Irene Gallway
Heather Perry
Heather Perry Fine Jewelry

Linda & Al Salleroli
Rose Garden Antiques and Design

Linda & Al Salleroli
Rose Garden Café

Dorothy & David Turner
Sunset Cove Originals

David & Bili Jo Turner
Turner Signs

Samuel Wright & Karen Munday
Wharfratt Screen Printing

Calais IWW G8

Nancy Asante
A Better Image

Peggy Coleman
Stitch-It With Peggy

Gal Frey
Beaded Quill Designs

Craig Little

Meg McGarvey
Southmeadow Enterprises

Meg McGarvey & Nancy Asante
The Commons Eastport

Linda Rundin

Jon A. Speed
Biscuits

Jon A. Speed
Greeland Point Center

Russell Terry
Scythe Supply

Deer Isle / Stonington IWW

Elisabeth (Quint) Bixby
Forest Flower

Larry Babson

Maureen Farr
Mozelle Studio

Bill & Beth Fewell
Coastal Designs, LLC

Elke Free - Bernt

Melissa Hillard

Judith Hotchkiss

Jean Hylan

Audrey Joy

Virginia Lee

Nadine Lewis
New Visions Communications/ Nadine Lweis Designs

Bruce Matters
Coastal Caretakers

Richard Merrill
Autograff

Georgia & Brent Morey
Carol O'Brien
Peter Perez
Robert Rhodes
Judy Scott
Al Scott
Gretchen Volenik
Gabrielle Wellman

DEMN Hancock

Beatrice Blake
Key to Costa Rica

Kathryn Booth, Joan & Jordan Grant
The Alcycon Center

Anne-Claude Cotty
Ann-Claude Cotty Gallery & Workshops

Debbie Mountford
Brett & Jennifer Alexander
K & B Automotive

Marion & Eric Baron
Whipple Tree Farm

Hilde Bensheimer, Nicholas & Ursula D'Angelo
Pure Maine

Constance Carter
Operation Breaking Stereotypes

Anne Curtis
Food Magic

Tammy Deckers
Four the Fun of IT!

Deborah “Journey” Edgerly

Dustin Eirdosh
Black Sow Farm

Michael J. Good
Down East Nature Tours

Mary Harney

Cathy Hart
Jewelry Design & Repair

Robin Jettinghoff
WildWorks

Beverly Lamoureux
Shipyard Point Glassworks

Vicki Landman
Country Store Antiques

Marie LaRosee & Lance Grindle
Lance Grindle Designs

Susan Barrett Merrill
Weaving a Life

Bob Salesi
The Tree Feller

Trisha Terwilliger
Innerscapes

Michele Woodbury & Gibran Buell
Sullivan Memorial Stoneworks, LLC

DEMN Washington County

Nancy Asante
A Better Image

Lina T. Beal
Wequonit Cranberry Company

Lynda Caron
Rainmaker Soaps

Peggy Coleman
Stitch-It With Peggy

Wayne Coleman

Richard East
Growing Concern

Paula & Stephen Farrar
Done Roving Farm & Carding Mill

Tess & Steve Ftoerek
Cobscook Hikes and Paddles

Vinny Gartmayer
Bold Coast Smokehouse
Eugene Greenlaw
Bayside Chocolates
Shannon Grove
Carole Heinlein
The Calais Bookshop
Ruta Jordans
APPLE/Tours of Lubec & Cobscook
Al & Sue LaPlante
Chet’s Camps/Grand Lake Stream
Outdoor School
Loni Levesque
Elizabeth Ostrander
Ostrander Studio Gallery & Sculpture Garden
Heather Perry
Heather Perry Fine Jewelry
Alana Preston
Down East Planners
Pamela Arlene Ramsdell
Country Mouse Sewing Boutique
Karen H. Raye
Raye’s Mustard Mill
Patti & Mike Sansing
Whole Life Natural Market
Berhard W. Sund
Jonesport Nautical Antiques
Dorothy & David Turner
Sunset Cove Originals
Lora Whalen
The Woolly Moose
Scott Withers
Precious Metal Creations
Samuel Wright & Karen Munday
Warfratt Screen Printing

David Conary
Downeast Refinishing
Tom Davis
Marshall & Jo Duhaime
Classic Boatworks of Maine
Ralph Fahringer
Fahringer’s Framing Gallery
Emma Finn
Mary Mondello
Maine Coast Herbals
Dorothy Torrey
Connie Van Dam
Barbara Vittum
The Vineyard
Richard Weaver

Eastport IWW
Dana Bard
Moose Island Quilting
Ellen Brown
Sam Coes
Robert Cotsa
Robert G. Costa Land Surveyor
Elizabeth (Maggie) Dana
Native Wear Cothing
Don Dunbar
Eastern Maine Images
Frank Garcelon
Elizabeth Ostrander
Ostrander Studio Gallery & Sculpture Garden

Ellsworth IWW
Jennifer E. Beggs
Nancy Berkowitz
Ken Bradley
Jim Buddington
Sisters Salsa
Yvonne Cobb
Dave DeBalsi
DeBalsi Stonework
Rob Gaynor
The Screenprintery
Craig & Rosemary Gladstone
Gladstone’s Under the Sun
Mark Haskell
Karen Johnson
All Washed Up
Lorise & Tim Jordan
Out on a Limb
Lorise & Tim Jordan
Eastern Maine Sales and Services
Robin Kauffman
Glenn Manning II
Moonfire Enterprises
Kathleen Noyes
Kathleen Noyes Design Associates
Julia Ventresco
One Woman Studio “Artistic Recycling”
Amy Young
Rescue Bookkeeping

Downeast Business Association
Suzanne Aubrey
Peter & Anne Beerits
Nervous Nellie’s Jams and Jellies/Peter Beerits Sculptures
Cheryl Chase
Impressions
Cheryl Chase
The Red Book
Buddy Chase
Studio 3

William (Bill) Baker
Old Quarry Ocean Adventure
Kristie Billings
Shoegazer
Jim Buddington
Sisters Salsa
Sara Channell
Chuck Cobb
David Conary
Downeast Refinishing
Barry Flaherty
Barry’s Burner Service

Craig & Rosemary Gladstone
Gladstone’s Under the Sun
Lorise & Tim Jordan
Eastern Maine Sales and Services
Lorise & Tim Jordan
Out on a Limb
Jerry & Ann Maske
Angel Antics Glass Crafters
Bruce Matters
Coastal Caretakers
Roy & Evie Palmer
Palmer’s Plumbing
Jed Wood
E. G. Wood & Company

Ellsworth IWW G1

Directory  Original IWW Group
Ellsworth IWW G2

Collin Beggs
Timber Frames by Collin Beggs

Kristie Billings
Shoegazer

Susan Greenleaf

Stacie Jacques
Irene Lounier

Betsy McAlpine

Holly Simpson
The Quilted Cabin

Ellsworth IWW G3

Dolora Conley
formerly The Crop Shop

Anne Curtis
Food Magic

Greg Forrest
Richard Hamor

Kim Pettegrew
formerly The Crop Shop

Cory Plaisted
MillMark Productions

Ellsworth IWW G4

Vinal Coffin

Deborah “Journey” Edgerly

Beverly Locke
Downeast Connections

Kerri Ryan

Alexis Souders
HarborGirl Café

Alexis Souders
Prospect Harbor Soap Company

Norma Winchenbach

Ellsworth IWW G5

Terri Beal

Aaron Bryant
Logo Smith

Betsy Doherty
Summerhouse

Jillian Glover
North Country Comforters

Brook Ligon
Mitokine Bioscience, LCC

Cheryl Marshall
Acadia CAD

Leslie Moore
PenPets

Angela Mora

Diane & John Ringo
Ringseisen Studios

Chris Roberts & Renee Johnson
Barkwheat's Dog Biscuits

Kermit & Donna Theall
E-Z Self Storage Ellsworth, LLC

Shawna Thompson Middleton
Yacht Finish Furniture

Andrew Tyne
Bucksport Chimney Sweet & Broadway Rickshaw

Julia Ventresco
One Woman Studio “Artistic Recycling”

Vanessa Young
Buns In The Oven Bakery

Ellsworth IWW G6

Dan & Judy Brown
Gravelwood Farm

Laurie Coleman
Recovery & The Simplicity Diet

Lynn Cottrell
Auntie Lynn's Organic Baking Mixes

Vanessa Gray
In Good Hands

John Horton
New England Pellet Burner

Robert Hutchinson
Northern Bay Timber Frames

Harold (Larry) Laller
Small Tool Repair

Nicolas Lindholm
Blue Hill Berry Company

Susan Walsh
Rocky Coast Beads

Peter & Juanita Waugh
Waugh Property Management

Betsy Webster
Webster Woodworking

Experiential Tourism
IWW Eggemoggin

Hilde Bensheimer, Nicholas & Ursula D’Angelo
Pure Maine

William (Bill) Baker
Old Quarry Ocean Adventure

Peter & Anne Beerits
Nervous Nellie’s Jams and Jellies/Peter Beerits Sculptures

Colleen & Robert Burgess
Burgess Bed & Bath

Gina Bushong
Alamoosook Lakeside Inn

Anne-Claude Cotty
Ann-Claude Cotty Gallery & Workshops

Michael & Rebecca Daugherty
Isalos Fine Art

Zoe Louise Hannon

Cathy Hart
Jewelry Design & Repair

Mary & Don Hartley
The Blue Hill Inn

Christine Leith
Eggemoggin Textile Studio

Susan Barrett Merrill
Weaving a Life

Kelly Mitchell
The Gallery at Caterpillar Hill

Tina Oddleifson & Tony Lawless
The Pilgrim's Inn

Dominick A. Rizzo
Williams Pond Lodge

Charles Wentworth, Jr.
Wo's Wicked Fine BBQ Sauce

Charles Wentworth, Jr.
Wo's BBQ Grill
Experiential Tourism
IWW St. Croix
Scythe Supply
Nancy Asante
A Better Image
Robert & Jane Bell
Tide Mill Enterprises
Aaron Bell & Carly DeSignore
Tide Mill Organic Farm
Louis Bernardini
Bernardini Enterprises
Louis Bernardini
Up Close Tours
Marilyn Bernardini
Bernardini’s Restaurant
Marilyn Bernardini
Chomento’s
Bob Berta
CountyWide Newspapers
Kurt & Kathy Cressey
New England Basket Company
Kurt & Kathy Cressey
Pine Tree Store
Candace & Al Dweley
Greystone Bed & Breakfast
Richard East
Growing Concern
Paula & Stephen Farrar
Done Roving Farm & Carding Mill
Tess & Steve F lorek
Cobscook Hikes and Paddles
Eugene Greenlaw
Bayside Chocolates
Jody Grimes
Lubec Rental Properties
Butch & Janna Harris
Eastport Windjammers
Fred & Patty Hartman
DownEast Drawings
Chessie Johnson
Ruta Jordans
APPLE / Tours of Lubec & Cobscook
Georgiana Kendall
Kendall Farm Cottages
Clayton Lank
Quoddy Mist / L&C Enterprises LLC
Al & Sue LaPlante
Chet’s Camps / Grand Lake Stream Outdoor School
Karen H. Raye
Raye’s Mustard Mill
Jon A. Speed
Greenland Point Center
Nell Walton
St. Croix Valley Antiques & Auctions
McGinley Jones
Twilight Therapeutics
Katie MacGregor
MacGregor Handmade Paper
Cara Romano
Patti & Mike Sånsing
Whole Life Natural Market

Four Directions IWW
Gloria Dodge
Ellen Johnson
Lamb Cove Farm Bakery
Pearl Pulk

Get ME Market Ready!
John & Christine Alexander
Sugar Hill Cranberry Co.
Debra Doane
Maple Knoll Specialties
Gunjan Gilbert
Tandoor Downeast
Lore Lipkovich
Garden Lore
Diane Lokoč
Patricia & Michael MacFarlane
Pat & Mike’s Garden/Bog Jooce
Jon Olsen
Tropical Maine
Shelly Oullette
Shell Zone Creations
Gail VanWart
Peaked Mountain Farm
Alexis Watson
Little Red Hen Baked Goods

Lubec IWW
Kenneth Anderson
Robert & Jane Bell
Tide Mill balsams
Aaron Bell & Carly DeSignore
Tide Mill Organic Farm
Helena “Lynn” Brown
Barbara Fox
Expressive Arts Therapy

Machias Hire & Higher
Lori Barbee
Wee Care Child Care
Chris Chartrand
Kurt & Kathy Cressey
New England Basket Company
Kurt & Kathy Cressey
Pine Tree Store
Monica Elliott
Monica’s Chocolates
Michelle Fitch
Bandana Bill’s Blazing Sauces
Michelle Fitch
Fitch Farm Kitchen
Holly Gartmayer
Eugene Greenlaw
Bayside Chocolates
Cheryl Mahar
OSCS Drug & Alcohol Testing
Rocky Rakoczy & Ellen McLaughlin
The Riverside Inn
Dee Thompson
Thompson Herbals

Machias IWW G1
Kim Ashby
Studio 98
Tim & Lydia Beal
Moon Hill Farm
Cindy Eaton
Blue Heaven
Cindy Eaton
Cindy’s Creations
Michelle Fitch
Bandana Bill’s Blazing Sauces
Michelle Fitch
Fitch Farm Kitchen
Bonnie Hayes
Maine DeLight
Machias IWW G2
Francoise Armstrong
Phoenix Rising Studio
Sue & Dennis Baker
The Peacock House Bed & Breakfast
Julie Barker
Chris Chartrand
Jolene Harmon
Jolene’s Originals
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IWW Success Story: **OUT ON A LIMB** and **EASTERN MAINE SALES AND SERVICES**

Since joining IWW, Tim and Lori Jordan have won an award at a prestigious trade show, collaborated with other IWW businesses to create and sell specialty items, and constructed a second building to launch their second venture—a sales and service distributorship serving 250 stores from Conway, New Hampshire, to Calais, Maine.

![Lori Jordan canning](image)

How do they do it? “We’re a good pair,” Lori says. “I’m like this, I want to do this and this and this type person and Tim balances it out by saying, ‘Nope, not so fast.’ He’s my grounding.”

Out on a Limb offers 42 fruit-based, low-sugar or no-sugar-added jams, jellies, and pie fillings—all created by Tim—and cooked up in the couple’s Lamoine kitchen. The idea grew out of a family need: Lori’s father and three uncles are all diabetic and had trouble finding tasty products that met their dietary restrictions.

The Jordans came into the IWW program when their business had been running for nine months. “We got so much out of IWW,” Lori says. “Great marketing advice, lots of resources, how to write our business plan, how to network. The best part, though, was discovering we’re not alone out here.”

When WHCA instituted the Hire and Higher program, the Jordans were eager to sign up for that training, too. It provided them with information on legal issues as well as the intricacies of hiring a first employee. Another positive result was meeting a guest speaker, a loan officer from Machias Savings Bank, who became their lender for a new building construction loan. The new building houses the Jordans’ second business venture—Eastern Maine Sales and Services, which currently distributes products for eight other gourmet businesses, including fellow IWW members, Wo’s Wicked Fine Barbeque Sauce of Verona Island and Jonesport’s Fitch Farm Kitchen.

Out on a Limb is equally proud of its other collaborations. The Jordans have collaborated with IWW’s Gladstone’s Under the Sun to produce organic blueberry spread, syrup, and pie filling. Plus, Jim Buddington, IWW member and premiere salsa maker, and the Jordans have jointly created a new product, blueberry salsa. The Jordan’s blueberry spread, created to be used in J.W. Raye’s blueberry mustard, is another one of their tasty creations.

To reach that goal, however, they had to invest up front lots of time, money, and energy, in order to provide quality service to their customers. “I have faith that the Good Lord is taking care of us,” Lori says. “We’ve always been blessed in that way.”

![The various products](image)

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www.wholelifemarket.com
A full line of organic and natural foods, featuring many local foods and products.

WildWorks
Robin Jettinghoff
295 Bayview Road,
Penobscot, ME 04476
(207) 526-8096
wildworks@midmainep.com
Montessori educational materials.

Williams Pond Lodge
Dominick A. Rizzo
PO Box 461, Bucksport, ME 04466
(207) 460-6064
williamspondlodge@gmail.com
www.williamspondlodge.com

Winter Harbor 5 & 10
Peter Drinkwater
PO Box 340, Winter Harbor, ME 04693
(207) 963-7927
wh5n10@verizon.net
www.winterharbor5and10.com
Hometown variety store. We carry everything from A-Z (aspirin to zippers). Personal help and special orders are no problem.

Wo’s BBQ Grill
Charles Wentworth, Jr.
87 Route 1, Verona, ME 04416
(207) 469-2500
woesbbq@midmainep.com
Great family eating featuring Wo’s award-winning sauce!

Wo’s Wicked Fine BBQ Sauce
Charles Wentworth, Jr.
5 Wentworth Lane, Verona, ME 04416
(207) 469-3046
woesbbq@midmainep.com
The finest BBQ sauce that you will ever have. Made for you by Wo!

The Woolly Moose
Lora Whalen
123 Water Street, Eastport, ME 04631
(207) 853-9665
Yarn shop; classes and workshops.

Wyeth Associates
Patricia Wyeth
3 Eagle Street, Eastport, ME 04631
(207) 853-9629
Wyeth62@gmail.com
Providing sales representation for your company and making rugs.

Yacht Finish Furniture
Shawna Thompson Middleton
PO Box 923,
Southwest Harbor, ME 04679
(207) 460-9746
smiddleton6149@roadrunner.com

Yellow Flower Design
Susan Lehnen
38 Front Street, Baring, ME 04694
(207) 454-8939
yellowflowermaine@gmail.com
Creates original clothing using handblock printing & Japanese bound-resist techniques (shibori).

You Name It
Scott & Klair Mosher
224 Route 1, Gouldsboro, ME 04607
(207) 63-2284
Vinyl lettering for boats, cars, trucks, signs, and tee-shirts.
IWW Success Story: **Down East Refinishing and The Furniture Gallery**

David Conary of Downeast Refinishing at 321 Bucksport Road in Ellsworth experienced an epiphany one evening at a Hire and Higher meeting. The guest speaker, a very successful small business owner, spoke the words that would make David’s world spin. “The speaker said, ‘Learn to delegate. You as the owner have more important things to attend to.’ I’ve never forgotten that message.”

Before, I was a hands-on craftsman, but now I’m mostly a manager,” he observes. “I still don’t always like that distinction. Sometimes I long to go back to the way it was—but there’s no turning back now. I’ve got obligations to my employees, as well as financial obligations to meet.”

Although his business had been in operation three years before David joined the inaugural IWW class in 1996, he says he still had a lot to learn about running his business effectively. Through IWW, he was able to purchase a computer, obtain a small business loan, and receive marketing assistance. When the Hire and Higher program came along in 2003, he was quick to sign up for more training. “It was great,” he says. “I got financial assistance for purchasing equipment and marketing. I also learned a lot about employee issues and resources that I could go to for help.”

Still, with all he’s learned, David says there’s nothing easy about having an employee. But David thinks all the headaches associated with hiring are worth the price. “I got fired up by the Hire and Higher speakers. They talked a lot about expanding and that got me to thinking. Of course, it’s easy to dream about such things but then some days when I come to work, reality sets in, and I have to wake up and deal with the day-to-day stuff.”

David did branch out, and now sells refinished furniture and antiques at the Furniture Gallery, adjacent to the original business. “It just makes sense,” he says. “I had the shop and the workers anyway so when there’s a lull, they can work on furniture for the Gallery.”

“Our goal is 100% customer satisfaction,” he says. “I always stress that the customer is right and, whenever possible, I like to collaborate with them on what needs to be done. After all, their word-of-mouth recommendations are the best press for my business that I can get.”

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**Owner, David Conary**

IWW with one of his refinished chairs.

IWW and Hire and Higher grad David Conary.
Several years ago, Heather Perry felt a need for change. You’d think she’d had enough change—divorce, relocation from Baltimore, Maryland, to Calais, Maine, adjusting to single motherhood. But her job at a children’s center left her drained, and when a friend who’d been through the IWW program suggested that Heather try it herself, she did.

“There are (those) who desire fine objects, and they are right here. So, why not do something good?”

IWW also provided practical stepping stones in the form of the Washington County Business Conference and Marketplace and the IWW Marketplace in Bangor, where Heather was able to gain the comfort and confidence she needed to expand her presence to jewelry and craft shows throughout New England, with forays further down the East Coast. Her work is showcased in galleries from New Brunswick to Maryland, and from Portland, Maine, to Portland, Oregon.

Last November, Heather and another metalsmith (and fellow IWW member) created “An Arte Affaire,” an art and fine crafts show in Calais. She felt there was an under-served local market for a holiday fine art show, with a “Dinner and Dance” to go with it. The event proved so successful that the “Arte Affaire” has become an annual event! Says she, “There are educated art and fine craft collectors, who desire fine objects, and they are right here. So, why not do something good?” Why not, indeed?

It is tempting to say that she never looked back, but that is exactly what Heather did, and needed to do. A silver-smith class in high school had led her to create jewelry as a money-making sideline to her studies. Heather says that, at the time, jewelry was a way to express her sense of art in a practical way—she could not then imagine simply creating her personal, experiential vision of the world for its own sake.

She has learned to fuse the two—practicality and her sense of life and art—and the result is jewelry that looks like no one else’s designs, and yet is immediately recognizable as beautiful, wearable art.

Heather credits IWW with “de-mystifying the hurdles” that face any small, start-up business owner. Some of the necessary steps “might be hard, might not be fun, but it’s possible to do them,” she says. She entered the program with the idea that jewelry-making could be a profitable side-line, as it had been

Owner, Heather Perry
Artists / Crafters

Alana's Fine Art Gallery
Alana Ranney

Angel Antics Glass Crafters
Jerry & Ann Maske

Ann-Claude Cotty Gallery & Workshops
Anne-Claude Cotty

Beaded Quill Designs
Gal Frey

Blair Art Glass
Warren Blair

Cindy's Creations
Cindy Eaton

Coastal Designs, LLC
Bill & Beth Fewell

Country Mouse
Sewing Boutique
Pamela Arlene Ramsdell

Crow Tracks
Roland Lavellee

Crows Quill Studio
John Leavitt

Daylily Weaving & Dyeworks
Nan Sepik

Done Roving Farm & Carding Mill
Paula & Stephen Farrar

Down East Drawings
Fred & Patty Hartman

Eastern Maine Images
Don Dunbar

Echo Bay Studio
Walter Gaffney-Kessell

Eggemoggin Textile Studio
Christine Leith

Fabrications
Sue Martell

First Light Images
Mary Beth Blanchard

Forest Flower
Elisabeth (Quint) Bixby

Guisinger Photography
Heather Perry

Fine Jewelry
Heather Perry

Impressions
Cheryl Chase

Innerscapes
Trisha Terwilliger

Isalos Fine Art
Michael & Rebecca Daugherty

Island Intarsia
Ralph & Deen Hicks

Jane Crossen, Mapmaker
Jane Crossen

Jewelry Design & Repair
Cathy Hart

Lasting Impressions
Linwood Bridges

Lenfestey's Baskets
Michele Lenfestey

MacGregor Handmade Paper
Katie MacGregor

Maine DeLight
Bonnie Hayes

Mike & Susie Fay Band
Michael Fay

Mozelle Studio
Maureen Farr

Native Wear Clothing
Elizabeth (Maggie) Dana

New England Basket Company
Kurt & Kathy Cressey

North Country Comforters
Jillian Glover

Northern Tides Gallery
Deborah Ayala

One Woman Studio
“Artistic Recycling”
Julia Ventresco

Ostrander Studio Gallery & Sculpture Garden
Elizabeth Ostrander

Phoenix Rising Studio
Francoise Armstrong

Precious Metal Creations
Scott Withers

Prospect Harbor Soap Company
Alexis Souders

Rainmaker Soaps
Lynda Caron

Rose Garden Antiques and Design
Linda & Al Salleroli

Shipyard Point Shipyard Point Glassworks
Beverly Lamoureux

Sherry Ashby Cunningham
Sherry Cunningham

Studio 98
Kim Ashby

Sue's Creative Creations
Susan McIver

Summerfly
Sarina & Benjamin Speed

Summerhouse
Betsy Doherty

Sunset Cove Originals
Dorothy & David Turner

The Birdhouse Factory
Loring Munson, Jr.

The Gallery
at Caterpillar Hill
Kelly Mitchell

The Woolly Moose
Lora Whalen

Tide Mill Balsams
Robert & Jane Bell

Yellow Flower Design
Susan Lehnen

Done Roving Farm & Carding Mill
Dining / Lodging

Alamoosook Lakeside Inn
Gina Bushong

Bernardini’s Restaurant
Marilyn Bernardini

Burgess Bed & Bath
Colleen & Robert Burgess

Chet’s Camps / Grand Lake Stream Outdoor School
Al & Sue LaPlante

Elsa’s Inn On The Harbor
Megan & Glen Mosher

Greystone Bed & Breakfast
Candace & Al Dwelley

Harbor Girl Café
Alexis Souders

Helen’s Restaurant
Julie Barker

The Inn at Schoppee Farm
Julie Barker

Kendall Farm Cottages
Georgiana Kendall

Lubec Rental Properties
Jody Grimes

Phish Net
Maria Griggs

Rose Garden Café
Linda & Al Salleroli

Southmeadow Enterprises
Meg McGarvey

The Blue Butterfly B & B
Liz Fauver

The Blue Hill Inn
Mary & Don Hartley

The Peacock House Bed & Breakfast
Sue & Dennis Baker

The Pilgrim’s Inn
Tina Oddleifson

The Riverside Inn
Rocky Rakoczy

The Talbot House Inn
Liz Henry

Tide Mill Enterprises
Robert & Jane Bell

Whole Life Natural Market
Patti & Mike Sansing

Williams Pond Lodge
Dominick A. Rizzo

Food Products

Auger Hill Farm
Walt & Sue Getchell

Auntie Lynn’s Organic Baking Mixes
Lynn Cottrell

Barkwheats Dog Biscuits
Chris Roberts

Bayside Chocolates
Eugene Greenlaw

Bernardini Enterprises
Louis Bernardini

Biscuits
Jon A. Speed

Black Sow Farm
Dustin Eirdosh

Blue Hill Berry Company
Nicolas Lindholm

Blueberry Bliss
Betty Maker

Bold Coast Smokehouse
Vinny Gartmayer

Bradshaw’s Cranberry Farm
Nan Bradshaw

Buns In The Oven Bakery
Vanessa Young

Crystal Dawn Farms
Crystal & David Consalvi

Done Roving Farm & Carding Mill
Paula & Stephen Farrar

Fitch Farm Kitchen / Bandana Bill’s Blazing Sauces
Michelle Fitch

Food Magic
Anne Curtis

Gladstone’s Under the Sun
Craig & Rosemary Gladstone

Katie’s on the Cove / Handmade Confections
Joseph & Lea Sullivan

Lamb Cove Farm Bakery
Ellen Johnson

Little Red Hen Baked Goods
Alexis Watson

Little Thai Truck
Bob Schofield

Monica’s Chocolates
Monica Elliott

Moon Hill Farm
Tim & Lydia Beal

Nature’s Pantry
Viv Bridges Blatt

Nervous Nellie’s Jams and Jellies
Peter & Anne Beerits

Out on a Limb
Lorise & Tim Jordan

Pat & Mike’s Garden / Bog Jooc
Patricia & Michael MacFarlane

Peaked Mountain Farm
Gail VanWart

PJ’s Snacks
Pam Hearn

Quoddy Mist / L&B Enterprises LLC
Clayton Lank

Raye’s Mustard Mill
Karen H. Raye

Shell Zone Creations
Shelly Oullette

Singing Goat Dairy
Rachel Bell

Sisters Salsa
Jim Buddington

Sugar Hill Cranberry Co.
John & Christine Alexander

Tandoor Downeast
Gunjan Gilbert

The Truffle Desserts & Gifts
Sara Somes

Tide Mill Organic Farm
Aaron Bell

Tropical Maine
Jon Olsen

Weowrnt Cranberry Company
Lina T. Beal

Whipple Tree Farm
Marion & Eric Baron

Wo’s BBQ Grill / Wo’s Wicked Fine BBQ Sauce
Charles Wentworth
Recreational / Therapeutic

The Alycon Center
Kathryn Booth

APPLE / Tours of Lubec & Cobscouk
Ruta Jordans

Beacon Events Center & Cabin Rentals
Karen McGraw

Chef’s Camps / Grand Lake Stream Outdoor School
Al & Sue LaPlante

Cobscook Hikes and Paddles
Tess & Steve Florek

Downeast Connections
Beverly Locke

Down East Nature Tours
Michael J. Good

Down East Planners
Alana Preston

Eastport Windjammers
Butch & Janna Harris

Expressive Arts Therapy
Barbara Fox

Gabrielle Wellman
Gabrielle Wellman

Greeland Point Center
Jon A. Speed

Key to Costa Rica
Beatrice Blake

The MacNaughton Group
Nannette MacNaughton

Maine Coast Herbals
Mary Mondello

Mike & Susie Fay Band
Michael Fay

Moon Hill Farm
Tim & Lydia Beal

Old Quarry Ocean Adventure
William (Bill) Baker

Out & About in Downeast
Katherine Cassidy

St. Croix Valley Guide Service
Peter Howland

Sue’s Creative Creations
Susan McIver

Thompson Herbals
Dee Thompson

Twilight Therapeutics
McKinley Jones

Up Close Tours
Louis Bernardini

Weaving a Life
Susan Barrett Merrill

Shops / Stores / Boutiques / E-Commerce

Ashley’s Gift Emporium
Brenda Cook

Barkwheels Dog Biscuits
Chris Roberts

Barney Brook Perennials & Gaia Glass Jewelry
Janice Lesbines

Bayside Chocolates
Eugene Greenlaw

Blue Heaven
Cindy Eaton

Bold Coast Smokehouse
Vinny Gartmayer

Bonnie & Clyde’s Gently Used Furniture
Bonnie Foss

Bump N’ Run
Crystal Astbury

The Calais Bookshop
Carole Heinlein

Chmerto’s
Marilyn Bernardini

Cindy’s Creations
Cindy Eaton

Climb Paws
Rodney & Lisa Merritt

Coastal Designs, LLC
Bill & Beth Fewell

The Commons Eastport
Meg McGarvey

Country Store Antiques
Vicki Landman

The Crafty Unicorn
Leslie McSorley

Crow Tracks
Roland Lavelle

Fitch Farm Kitchen / Bandana Bill’s Blazing Sauces
Michelle Fitch

Four the Fun of It!
Tammy Deckers

Jonesport Nautical Antiques
Berhard W. Sund

Katie’s on the Cove / Handmade Confections
Joseph & Lea Sullivan

Little Gift Shop
Tina Wood

Logo Smith
Aaron Bryant

My Favorite Things
Melissa Royer

Murgy Gear
Ellen Brown

Nature’s Pantry
Viv Bridges Blatt

Nervous Nellie’s Jams and Jellies
Peter & Anne Beerits

Pen Pets
Leslie Moore

Pine Tree Store
Kurt & Kathy Cressy

Pure Maine
Hilde Bensheimer

Raye’s Mustard Mill
Karen H. Raye

Ringeseisen Studios
Diane & John Ringeseisen

Rose Garden Antiques and Design
Linda & Al Salleroli

Salt Meadow Gallery
Nan Sepik

Scythe Supply
ShopMaineMade.com
Debora & Amber LaValley

The Truffle Desserts & Gifts
Sara Somes

Valentine Design
Jude Valentine

The Vineyard
Barbara Vittum

Whole Life Natural Market
Patti & Mike Sansing

Winter Harbor 5 & 10
Peter Drinkwater

Yacht Finish Furniture
Shawne Thompson
Middleton

32
Trades / Services

A Better Image
Nancy Asante

Acadia CAD
Cheryl Marshall

Ash Mountain Tree Service
Steve & Evie Wilkinson

Autograph
Richard Merrill

Barry’s Burner Service
Barry Flaherty

Ben Wilson Renovations
Ben Wilson

Bucksport Chimney Sweet / Broadway Rickshaw
Andrew Tyne

Cherryfield Financial
Colleen Copelin

Classic Boatworks of Maine
Marshall & Jo Duhaime

Coastal Caretakers
Bruce Matters

County Wide Newspapers
Bob Berta

DeBasi Stonework
Dave DeBasi

Debits and Credits
Dale MacAlpine

Dodge’s Small Engine Repair
Julieo Dodge

Downeast Connections
Beverly Locke

Down East Planners
Alana Preston

E-Z Self Storage
Ellsworth, LLC
Kermit & Donna Theall

E. G. Wood & Company
Jed Wood

Eastern Maine Sales and Services
Lorise & Tim Jordan

Fahringer’s Framing Gallery
Ralph Fahringer

Gabrielle Wellman
Gabrielle Wellman

Garden Lore
Lore Lipkvich

Growing Concern
Richard East

Harbor Lights Web Design & PC Repair
Ken & Susan Scully

Jill Mertinke, LCPC
Jill Mertinke

Jim Barna at Law
Jim Barna

Jolene’s Originals
Jolene Harmon

K & B Automotive
Brett & Jennifer Alexander

Kathleen Noyes Design Associates
Kathleen Noyes

Kesel Enterprises
James Kesel

Key to Costa Rica
Beatrice Blake

KodaYoda Enterprises
Ginny Morano

Lasting Impressions
Linwood Bridges

Maine Coast Herbs
Mary Mondello

Maine Land Gallery
Graphic Design and Specialties
Chris Hansen

Maple Knoll Specialties
Debra Doane

Mill Mark Productions
Cory Plaisted

Mitokine Bioscience, LLC
Brook Ligon

Moonfire Enterprises
Glenn Mamming III

New England Pellet Bumer
John Horton

New Visions Communications / Nadine Lewis Designs
Nadine Lewis

One Woman Studio
“Artistic Recycling”
Julia Ventresco

Operation Breaking Stereotypes
Constance Carter

OSCS Drug & Alcohol Testing
Cheryl Mahar

Palmer’s Plumbing
Roy & Evie Palmer

Phoenix Rising Studio
Francoise Armstrong

Re/Downeast Office Services
Lisa Ashmore

Rescue Bookkeeping
Amy Young

Robert G. Costa Land Surveyor
Robert Cotsa

S & D Landworks
Nicky Wight

Small Tool Repair
Harold (Larry) Laller

Stitch It With Peggy
Peggy Coleman

Studio 3
Buddy Chase

Sullivan Memorial Stoneworks, LLC
Michele Woodbury

Sunrise Seafood Composting
Elliott Batson

Syc the Supply
The Red Book
Cheryl Chase

The Screenprinter
Rob Gaynor

The Tree Feller
Bob Salesi

Thompson Herbas
Dee Thompson

TreeHugger Trail Design and Maintenance
Janet Christup

Turner Signs
David & Bill Jo Turner

Waugh Property Management
Peter & Juanita Waugh

Wee Care Child Care
Lori Barbee

Wharftratt Screen Printing
Samuel Wright

WildWorks
Robin Jettinghoff

Wyeth Associates
Patricia Wyeth

You Name It
Scott & Clair Mosher
When the local canoe and kayak tour guide moved on to other things, Steve and Tess Fmorek saw an opportunity. Life-long canoeers and longtime kayak enthusiasts, they began the process of obtaining licenses as specialized sea-kayak guides (the testing process normally takes six months to a year).

Still, Steve says the business was little more than “a real good idea,” when, two years later, he and Tess decided to take advantage of Incubator Without Walls. They had seen the program mentioned in the Bangor Daily News and the local papers, and they met more and more small business owners who had taken the course. It didn’t hurt, either, that Tess had worked with the IWW counselor for their region before—had even written a letter of recommendation when he applied for the job!

“We had a need for more business knowledge—how to run one, do it right.” Steve says. They gained that knowledge, but the most important thing they got from their first IWW program was validation. “It showed us our idea was viable, our business had a chance to succeed.” And succeed they have. In the summers, Steve spends about 70% of his time on Cobscook Hikes and Paddles.

Although it offers a wide array of guided outings, including a day of snowshoe-clad tracking of wildlife during the winter months, Cobscook Hikes and Paddles’ specialty is ocean-going tours in tandem kayaks. The three-hour tour is the most popular. Steve speaks of the local wildlife, and its sometimes unpredictable nature, “about the only thing we’ll guarantee you is an eagle,” but bird lovers have remarked that they have gathered more life-birds with the Fmoreks than on dedicated bird-watching outings elsewhere in the country. And the Fmoreks know how to generate repeat business, although Steve credits much of this to the fact that “we have so much natural beauty here that others aren’t exposed to. (Our customers) really love the quiet.”

The Fmoreks have kept up with their training, participating in four DBA programs. The Experiential Tourism IWW provided financial support to help pay for new brochures. Asked why they keep coming back, Steve says it is to learn “how to be more successful, how to change with the times.” The relationships formed with other small businesses can be beneficial, too. Steve believes “small business people all try to work together here, recommend each other,” and notes referrals from current and former classmates.

For Steve and Tess, Cobscook Hikes and Paddles remains a labor of love. “It was a way to share the beauty of what we saw when we kayak.” Steve says. And, “you meet the nicest people.” While he admits that there have been a few less-than-ideal clients, when Steve tells you, “they’re almost all wonderful people,” you believe him.
IWW Success Story: Daylily Weaving & DyeWorks and Salt Meadow Gallery

Nan Sepik comes from a long line of weavers, but didn’t take on the mantle of weaver herself until her 21st birthday, when the gift of a spinning wheel led her to take some classes.

When she and her husband moved to Baileyville in 1975, Nan, a nurse and mother of two daughters, sewed for family and friends and made custom designs on request. By the end of 1999, Nan, recently widowed, was feeling burned out with nursing so she and a friend signed up for Incubator Without Walls to explore other options. IWW opened her eyes to the possibility that she could actually make a business out of hand weaving and dyeing fabric into wearable yet practical works of art. At 50, Nan launched Daylily.

“The IWW helped me tremendously,” she says. “A business clinic team came to my house and that alone was worth its weight in gold. Also, I learned about all the resources that are out there for business owners.” IWW helped her to see that opening a business wasn’t a total mystery but simply a matter of learning new terms, concepts, and practices.

And her learning didn’t stop when she completed the incubator program. One evening, as she and five fellow artists were pondering how to attract customers on minuscule marketing budgets, they hit upon the idea of a cooperative pre-holiday show and sale. “We mailed out the flyers and press releases, expecting that no one would show,” Nan remembers. “But all at once lines were forming outside the door. We had to put two people on check-out just to handle the volume of sales. You wouldn’t believe how much we learned in just that one day.”

The cooperative went on to host five more shows. When the group’s interests diverged into various directions, they realized that no one had enough time or energy to carry on so “we decided to quit while we were ahead.” Nan, already been bitten by the collaboration bug, turned her attention to launching a joint venture with fellow artist Beverly Runyan. Nan explains, “We had complementary skills, plus Bev had run a business before. Most important of all, we figured out when to leave each other alone.”

They opened Salt Meadow Gallery in the summer of 2003, showcasing their own work as well that of twenty-five local artists. Amazingly, they cleared a profit their first year in operation, plus their own work sold well. “We had visitors from Germany, England, and almost all the states. Plus we received a huge amount of local support.”

“One of the things that brought a lot of folks in was a brochure we were listed in called Tucked Away in Downeast Maine. A group of artists and businesses chipped in to pay for 5,000 copies and it was worth every cent. People literally showed up with the brochure in their hands.” The next year even more copies of the brochure were printed, with some earmarked for the Maine Tourist Bureau. What’s next? These days weaving has taken a back seat to working with silk. “Silk is magic,” she says. “It suxks up the dye, and I can get great reflections from it.” In addition to retailing her products, she wholesales to Bar Harbor and Rockport, plus does some high-end juried shows throughout Maine.

In terms of the future, Nan says she and Bev will need to decide whether to stay in their quaint, rural location or take the plunge and move out to Route One. Nan feels that moving would result in their doubling or tripling their business. “More and more people are coming to this area,” she explains. “But I’m interested in how to control growth so that we maintain the flavor of what we’ve got without becoming yupified.”

Owner, Nan Sepik
ALPHABETICAL BY AREA

Bucksport Area
Auntie Lynn’s Organic Baking Mixes
Lynn Cottrell
Barkwheels Dog Biscuits
Chris Roberts
Buckshot Chimney Sweet & Broadway Rickshaw
Andrew Tyne
Bump N’ Run
Crystal Astbury
Debits and Credits
Dale MacAlpine
Lasting Impressions
Linwood Bridges
Mike & Susie Fay Band
Michael Fay
Recovery & The Simplicity Diet
Laurie Coleman
S & D Landworks
Nicky Wight
The Vineyard
Barbara Vitturn
Williams Pond Lodge
Dominick A. Rizzo
Wo’s BBQ Grill / Wo’s Wicked Fine BBQ Sauce
Charles Wentworth, Jr.

Calais Area
Beaded Quill Designs
Gal Frey
Ben Wilson Renovations
Ben Wilson
Bernardini Enterprises
Louis Bernardini
Bernardini’s Restaurant
Marilyn Bernardini
Biscuits
Jon A. Speed
The Calais Bookshop
Carole Heinlein
Chef’s Camps / Grand Lake Stream Outdoor School
Al & Sue LaPlante
Chmerto’s
Marilyn Bernardini
Cobs Cook Hikes and Paddles
Tess & Steve Florak
Country Mouse Sewing Boutique
Pamela Arlene Ramsdell
Dodge’s Small Engine Repair
Julio Dodge
Done Roving Farm & Carding Mill
Paula & Stephen Farrar
Fabrications
Sue Martell
First Light Images
Mary Beth Blanchard
Greenland Point Center
Jon A. Speed
Greystone Bed & Breakfast
Candace & Al Dwellley
Growing Concern
Richard East
Heather Perry Fine Jewelry
Heather Perry
Katie’s on the Cove / Handmade Confections
Joseph & Lea Sullivan
Kesel Enterprises
James Kesel
Lamb Cove Farm Bakery
Ellen Johnson
My Favorite Things
Melissa Royer
Nature’s Pantry
Viv Bridges Blatt
New England Basket Company
Kurt & Kathy Cressey
OSCS Drug & Alcohol Testing
Cheryl Mahar
Pine Tree Store
Kurt & Kathy Cressey
Precious Metal Creations
Scott Withers
St. Croix Valley Guide Service
Peter Howland
Stitch-It With Peggy
Peggy Coleman
Sue’s Creative Creations
Susan McIver
Up Close Tours
Louis Bernardini
Yellow Flower Design
Susan Lehnen

Deer Isle / Stonington Area
Ann-Claude Cotty Gallery & Workshops
Anne-Claude Cotty
Burgess Bed & Bath
Colleen & Robert Burgess
Coastal Caretakers
Bruce Matters
Coastal Designs, LLC
Bill & Beth Fewell
Forest Flower
Elisabeth (Quint) Bixby
The Gallery at Caterpillar Hill
Kelly Mitchell
Islos Fine Art
Michael & Rebecca Daugherty
Mozelle Studio
Maureen Farr
Nervous Nellie’s Jams and Jellies / Peter Beerits Sculptures
Peter & Anne Beerits
Old Quarry Ocean Adventure
William (Bill) Baker
Pen Pets
Leslie Moore
The Pilgrim’s Inn
Tina Oddieifson
The Tree Feller
Bob Salesi
Wild Works
Robin Jettinghoff

Eastport Area
A Better Image
Nancy Asante
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Alana Ramney
Ashley’s Gift Emporium
Brenda Cook
Bradshaw’s Cranberry Farm
Nan Bradshaw
The Commons Eastport
Meg McGarvey
Crow Tracks
Roland Lavellee
Crows Quill Studio
John Leavitt
Crystal Dawn Farms
Crystal & David Consalvi
Daylily Weaving & Dyeworks
Nan Sepik
Down East Planners
Alana Preston
Eastern Maine Images
Don Dunbar
Eastport Windjammers
Butch & Janna Harris
Guisinger Photography
Ralph & Deen Hicks
Kendall Farm Cottages
Georgiana Kendall
The MacNaughton Group
Nannette MacNaughton
Munjoy Gear
Ellen Brown
Native Wear Cothing
Elizabeth (Maggie) Dana
Ostrander Studio Gallery & Sculpture Garden
Elizabeth Ostrander
Raye’s Mustard Mill
Karen H. Raye
Robert G. Costa
Land Surveyor
Robert Gotsa

Rose Garden Antiques
and Design
Rose Garden Café
Linda & Al Salleroli

Salt Meadow Gallery
Nan Sepik

Scythe Supply
Southmeadow Enterprises
Meg McGarvey

Sunset Cove Originals
Dorothy & David Turner

Turner Signs
David & Bill Jo Turner

Wharftratt Screen Printing
Samuel Wright

The Woolly Moose
Lora Whalen

Wyeth Associates
Patricia Wyeth

Ellsworth Area

Acadia CAD
Cheryl Marshall

Alamoosook Lakeside Inn
Gina Bushong

The Alycon Center
Kathryn Booth

Angel Antics Glass Crafters
Jerry & Ann Maske

Autograph
Richard Merrill

Black Sow Farm
Dustin Eirdosh

Blue Hill Berry Company
Nicolas Lindholm

The Blue Hill Inn
Mary & Don Hartley

Buns In The Oven Bakery
Vanessa Young

Classic Boatworks
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Marshall & Jo Duhaime

Country Store Antiques
Vicki Landman

The Crafty Unicorn
Leslie McSorley

The Crop Shop
Terri Beal
DeBalsi Stonework
Dave DeBalsi

Down East Connections
Beverly Locke
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Kermit & Donna Theall

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Vanessa Gray

Jane Crosen, Mapmaker
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K & B Automotive
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Key to Costa Rica
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Operation Breaking
Stereotypes
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Out on a Limb
Lorise & Tim Jordan

PJ’s Snacks
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Pure Maine
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Rescue Bookkeeping
Amy Young

Ringeseisen Studios
Diane & John Ringeseisen

The Screenprinter
Rob Gaynor

Shipyard Point Glassworks
Beverly Lamoureux

Sisters Salsa
Jim Buddington

Small Tool Repair
Harold (Larry) Lailer

Studio 3
Buddy Chase

Sullivan Memorial
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Management
Peter & Juanita Waugh

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Whipple Tree Farm
Marion & Eric Baron

Lubec Area

APPLE / Tours of Lubec
& Cobscouk
Ruta Jordans

Bayside Chocolates
Eugene Greenlaw

Directory  Alphabatical by Area  37
Machias Area
Auger Hill Farm  
Walt & Sue Getchell  
Blueberry Bliss  
Betty Maker  
The Blue Butterfly B & B  
Liz Fauver  
Bonnie & Clyde’s Gently Used Furniture  
Bonnie Foss  
Climb Paws  
Rodney & Lisa Merritt  
CountyWide Newspapers  
Bob Berta  
Downeast Janitorial  
Steve & Stephanie Davis  
FitchFarm Kitchen / Bandana Bill’s Blazing Sauces  
Michelle Fitch  
Helen’s Restaurant  
Julie Barker  
The Inn at Choppee Farm  
Julie Barker  
Jill Mertinke, LCPC  
Jill Mertinke  
Jolene’s Originals  
Jolene Harmon  
Jonesport Nautical Antiques  
Berhard W. Sund  
Lenfestey’s Baskets  
Michele Lenfestey  
Little Gift Shop  
Tina Wood  
Moon Hill Farm  
Tim & Lydia Beal  
Out & About in Downeast  
Katherine Cassidy  
Phish Net  
Maria Griggs  
Rainmaker Soaps  
Lynda Caron  
The Riverside Inn  
Rocky Rakocy  
The Talbot House Inn  
Liz Henry  
Valentine Design  
Jude Valentine

Weownit Cranberry Company  
Lina T. Beal  
Whole Life Natural Market  
Patti & Mike Sansing

Milbridge Area
Ash Mountain Tree Service  
Steve & Evie Wilkinson  
Barney Brook Perennials & Gaia Glass Jewelry  
Janice Lesbines  
Barry’s Burner Service  
Barry Flaherty  
Blair Art Glass  
Warren Blair  
Cherryfield Financial  
Colleen Copelin  
Elisa’s Inn On The Harbor  
Megan & Glen Mosher  
Harbor Girl Café  
Alexis Souders  
Palmer’s Plumbing  
Roy & Evie Palmer  
Phoenix Rising Studio  
Françoise Armstrong  
Prospect Harbor Soap Company  
Alexis Souders  
Sunrise Seafood Composting  
Elliott Batson  
TreeHugger Trail Design and Maintenance  
Janet Chirstup  
WeeCare Child Care  
Lori Barbee  
Winter Harbor 5 & 10  
Peter Drinkwater  
You Name It  
Scott & Klair Mosher
IWW Success Story: SISTERS SALSA

It began as a mother’s project for her homeschooled daughters; when Sisters Salsa grew too large for them to manage, Jim Buddington stepped in and purchased the business (and the logo). That was in 1998; the business served 17 stores across the Blue Hill Peninsula and Bar Harbor. Years later, the trucks roll in from Hannaford and Shaw’s supermarket chains to stock their warehouses with Sisters Salsa. They also serve the Ancho Grill at the University of Maine at Orono.

Jim calls it “managed growth;” Sisters Salsa has a “miniscule” advertising budget. “It’s the salsa that sold,” he maintains, “people telling people.” No television or radio ads, but Sisters Salsa can be found among the gift packages for donors to PBS television stations (Jim donates salsa for those who man the phones, as well), the March of Dimes, and local non-profit radio.

Incubator Without Walls and Hire & Higher were “a college education for me,” says Jim, “and the fact that it was free was astounding. You couldn’t have a better investment of your tax dollars.” Hire & Higher taught him that “if you keep your nose to the grindstone, you never see the horizon. Often, you have no time to dream, to formulate your future, if what you’re looking forward to is your pillow.” Being pro-active, rather than re-active, is key.

The IWW and Hire & Higher benefits weren’t limited to enlightened business philosophies, though. Jim received funds to assist with marketing, an insurance stipend to offset workmen’s compensation costs, membership in the National Association for the Self-Employed, computer training (and PCs!) for his employees (through PCs for ME)—“Lots of little doors got opened, and lights were shined on things that were dark. It’s a huge resource—or rather, lots of little resources.”

He also found encouragement to participate in the 2001 New England Products Trade Show, and Sisters Salsa was voted “New Product of the Year!” Jim notes that “it was incredibly eye-opening to have so many people who never heard of us enjoy our product and vote for us.”

“IWW was a college education for me... you couldn’t have a better investment of your tax dollars.”

“IWW changed my business completely, in ways I could never have thought of.” The program was instrumental in helping Jim create a business plan that has received widespread praise. “It was homework.” What to say, how to say it, how to focus readers on getting the information they need. Jim learned the importance of getting public opinion and demographics. DBA Marketing Specialists helped to design key surveys.

Jim Buddington believes in “maximizing your own potential. There’s a huge difference between hard work and thinking hard.” He notes that “(IWW and Hire & Higher) didn’t give me the answers - they made me go out and get the answers... without the guidance, who knows?” The modesty sits as becomingly on him as does his success.

Jim with a sample of Sisters Salsa.

Owner, Jim Buddington
IWW Success Story: **WHOLE LIFE NATURAL MARKET**

In Down East Maine, it’s a pretty neat trick to be both “from here” and “from away,” but Patti Sansing can make the claim. Both her parents are “locals,” although they raised their family in Connecticut; they moved back “home” 27 years ago. Patti vacationed in Washington County as a child, and later with her own children.

In the summer of 2001, Patti saw that the health food store on Main Street in Machias had closed. She spoke with the proprietor, and found that he hadn’t lacked customers, he was just moving to Florida. The building was on the market, and Patti saw a way to fill a local need in a way that fused her business acumen, gained from years of running her own medical billing service, with her passion for holistic nutrition.

As with any new enterprise, there have been difficulties. Patti learned through trial and error what to stock to fit the needs and wants of the community. “No one here eats fake meats,” Patti says. But a retail environment is a better fit for her outgoing, community-concerned personality than working at home.

A further difficulty involved the logistics of her move from southern New Hampshire. While Patti’s sons came with her, her husband remained behind until the business got on its feet. They lived apart for three years; Mike only recently made the move to join his family.

Patti’s commitment to holistic health and nutrition is of long standing, dating from a time when her son, then 2 and a half, was very ill, but regained his health through alternative, holistic, and preventive practices. As Patti saw her son’s health improve, her commitment to a holistic approach to health intensified. She is pursuing a degree in holistic nutrition, and hopes to add professional counseling services to Whole Life’s offerings. Although her studies have been on hold while she got her business on its feet, she is confident that, now that her husband has joined the family, she will be able to resume them again soon. “Things that are meant to be, come around,” she says philosophically.

Patti was encouraged to join Incubator Without Walls, and found it enormously helpful. “I learned about all the resources that are out there for business owners; there’s so many places I can turn to now...” And, like so many members, she values the opportunity to network with other local business owners. Patti also found “support any time I needed it—even help I didn’t know I needed” from the counselors. An expansive gesture takes in her various signs—many designed by IWW-provided marketing specialists. IWW also funded target market mailings for her.

The table stocked with locally produced goods, front and center as you enter the store, testifies to Patti’s commitment to her community, as does her extensive lending library of nutritional and health related publications, run on the honor system. “We trust people,” she says happily. A member of the Executive Board of the Machias Valley Chamber of Commerce, she has given talks on nutrition to community groups. Children from her son’s school took a tour of Whole Life, and were given print-outs of possibilities for a day’s worth of balanced meals. Fiber, Fat, Protein, and Carbohydrate teams were assembled, and assigned to search the shelves for a specified number of grams of each (teaching them that reading labels is important). “It was amazing how many of them thought salad was a protein,” Patti marvels. That day, they learned better.

![WholeLife Natural Market.](image)

**Owner, Patti Sansing**
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Emma Finn
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Holly Gartmayer
Tenney Gavaza
Shannon Grove
Richard Hamor
Zoe Louise Hannson
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Mary Harney
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Melissa Hillard
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Judith Hotchkiss
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Jean Hylan
Stacie Jacques
Darthe Jennings
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Biev Lembo
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Al Scott
Mary Ann Smale
Sheila Soule
Richard Stout, Jr
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Are you listed as missing, but you aren’t?
Be sure to contact us with your updated information!
664-2424 or dba@whcacap.org
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Judy@JudyRinger.com  
www.JudyRinger.com
# Useful Websites for Small Businesses

Reprinted with permission Small Business Resource Guide.

## Small Business

<table>
<thead>
<tr>
<th>Organization</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-line Women’s Business Center</td>
<td><a href="http://www.onlinewbc.gov">www.onlinewbc.gov</a></td>
</tr>
<tr>
<td>U.S. Small Business Administration</td>
<td><a href="http://www.sba.gov">www.sba.gov</a></td>
</tr>
<tr>
<td>Dun &amp; Bradstreet</td>
<td><a href="http://www.dnb.com">www.dnb.com</a></td>
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</table>

## International Business and Foreign Trade

<table>
<thead>
<tr>
<th>Organization</th>
<th>Website</th>
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<tbody>
<tr>
<td>Maine’s International Trade Center</td>
<td><a href="http://www.mitc.com">www.mitc.com</a></td>
</tr>
<tr>
<td>International Business Forum</td>
<td><a href="http://www.ibf.com">www.ibf.com</a></td>
</tr>
<tr>
<td>Global Trade Center: Trade Leads, Trade Bulletin Board</td>
<td><a href="http://www.tradezone.com">www.tradezone.com</a></td>
</tr>
<tr>
<td>The Organization of Women in International Trade</td>
<td><a href="http://www.owit.org">www.owit.org</a></td>
</tr>
<tr>
<td>Center for International Private Enterprises</td>
<td><a href="http://www.cipe.org">www.cipe.org</a></td>
</tr>
<tr>
<td>Canadian Business Women</td>
<td><a href="http://www.cdnbizwomen.com">www.cdnbizwomen.com</a></td>
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## Federal Agencies

<table>
<thead>
<tr>
<th>Organization</th>
<th>Website</th>
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<tbody>
<tr>
<td>Federal Trade Commission</td>
<td><a href="http://www.ftc.gov">www.ftc.gov</a></td>
</tr>
<tr>
<td>U.S. Business Advisor</td>
<td><a href="http://www.business.gov">www.business.gov</a></td>
</tr>
<tr>
<td>U.S. Customs, Port of Portland</td>
<td><a href="http://www.customs.gov">www.customs.gov</a></td>
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<tr>
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<th>Website</th>
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<tbody>
<tr>
<td>Stat USA Internet</td>
<td><a href="http://www.stat-usa.gov/stat-usa.html">www.stat-usa.gov/stat-usa.html</a></td>
</tr>
<tr>
<td>IRS</td>
<td><a href="http://www.irs.gov">www.irs.gov</a></td>
</tr>
</tbody>
</table>

## State and Local Agencies

<table>
<thead>
<tr>
<th>Agency</th>
<th>Website</th>
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<tbody>
<tr>
<td>Maine State Government</td>
<td><a href="http://www.maine.gov">www.maine.gov</a></td>
</tr>
<tr>
<td>Maine State Agencies</td>
<td><a href="http://www.state.me.us/government/agencies/html">www.state.me.us/government/agencies/html</a></td>
</tr>
<tr>
<td>Maine International Trade Center</td>
<td><a href="http://www.mitc.com">www.mitc.com</a></td>
</tr>
<tr>
<td>Maine Manufacturing Extension Partnership</td>
<td><a href="http://www.mainemep.org">www.mainemep.org</a></td>
</tr>
</tbody>
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## Mailing Lists and News Groups

- "Listz" to locate mailing lists you can join www.listz.com

## Research & Referral Agencies & Companies

<table>
<thead>
<tr>
<th>Agency</th>
<th>Website</th>
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<tbody>
<tr>
<td>Small Business Administration (SBA)</td>
<td><a href="http://www.sba.gov">www.sba.gov</a></td>
</tr>
<tr>
<td>National Small Business Development Center</td>
<td><a href="http://www.sbdcnet.org">www.sbdcnet.org</a></td>
</tr>
<tr>
<td>Maine Small Business Development Center (SBDC)</td>
<td><a href="http://www.maine">www.maine</a> sbdc.org</td>
</tr>
<tr>
<td>Service Corps of Retired Executives (SCORE)</td>
<td><a href="http://www.score.org">www.score.org</a></td>
</tr>
<tr>
<td>SBA’s Online Women’s Business Center</td>
<td><a href="http://www.onlinewbc.gov">www.onlinewbc.gov</a></td>
</tr>
<tr>
<td>Maine Business Works</td>
<td><a href="http://www.mainebusinessworks.org">www.mainebusinessworks.org</a></td>
</tr>
<tr>
<td>Finance Authority of Maine (FAME)</td>
<td><a href="http://www.famemaine.com">www.famemaine.com</a></td>
</tr>
<tr>
<td>Maine Made Buyers Guide</td>
<td><a href="http://www.mainemade.com">www.mainemade.com</a></td>
</tr>
</tbody>
</table>
MARKETING
Babson College Marketing Publications Online www.babson.edu/publications/jr/pastissues
Dr. Nunley’s Marketing Tips www.drnunley.com
Guerrilla Marketing Articles www.gmarketing.com/tactics/weekly.html
Marketing Professionals www.marketingprofs.com

MARKET RESEARCH
The Business Search Engine www.business.com
USA Counties Profiles www.stats.indiana.edu

DOMAIN NAMES
GoDaddy www.godaddy.com
Register www.register.com

SEARCH ENGINES
Alta Vista www.yahoo.com
Google www.google.com

MAINE INFO
Maine Business News www.bizmaine.biz
Maine Business for Social Responsibility www.mebsr.org
Maine Merchants Association www.mainmerchants.org
Maine Technology Institute www.mainetech.org
Maine Tourism Association www.mainetourism.com
UMCE Small Business Online Resource Library www.umce.maine.edu/hbbsite/html/home.htm

OTHER HELPFUL SITES
Thomas Register of American Manufacturers www.thomasnet.com
Small Business National Advancement Center sbaer@ua.edu

Startup.wsj.com www.startup.wsj.com
University of Michigan Library, Statistical Resources and Links www.lib.umich.edu
American Assn. of Home-Based Businesses www.ahhbb.org
Better Business Bureau www.bbb.org
Entrepreneur Magazine www.entrepreneurmag.com
Penquis Community Action Program www.penquiscap.org
Iowa Business Resource www.iabusnet.org
National Federation of Independent Businesses www.nfib.com
Sunrise County Economic Council www.sunrisecounty.org
Chambers of Commerce

Bangor Chamber of Commerce
519 Main Street, Bangor, ME 04402
(207)947-0307
chamber@bangorregion.com
www.bangorregion.com

Bangor Convention & Visitors Bureau
115 Main Street, Bangor, ME 04401
(207)947-5205 (800)91-MOOSE
info@bangorcvb.org
www.bangorcvb.org

Bar Harbor Chamber of Commerce
93 Cottage Street
P. O. Box 158, Bar Harbor, ME 04609
(207)288-5103 (800)288-5103
visitors@barharborinfo.com
www.barharborinfo.com

Blue Hill Peninsula Chamber of Commerce
28 Water Street
PO Box 520, Blue Hill, ME 04614
(207)374-3242
chamber@bluehillpeninsula.com
www.bluehillpeninsula.com

Grand Lake Stream Chamber of Commerce
P. O. Box 124
Grand Lake Stream, ME 04637
info@grandlakestream.com
www.grandlakestream.com

Machias Bay Area Chamber of Commerce
P. O. Box 606, Machias, ME 04654
(207)255-4402
info@machiaschamber.org
www.machiaschamber.org

Maine Chamber of Commerce
7 University Drive, Augusta, ME 04330
(207)623-4568
info@mainechamber.org
www.mainechamber.org

St. Croix Valley Chamber of Commerce
P. O. Box 368, Calais, ME 04619
(207)454-2308
info@visitcalais.com

Bucksport Chamber of Commerce
52 Main Street
P. O. Box 1880, Bucksport, ME 04416
(207)469-6818
president@bucksportbaychamber.com
www.bucksportchamber.org

Cobscook Bay Area Chamber of Commerce
P. O. Box 42, Whiting, ME 04691
info@cobscookbay.com
www.cobscookbay.com

Deer Isle-Stonington Chamber of Commerce
P. O. Box 490, Deer Isle, ME 04627
(207)348-6124
deerislestoningtonchamber@verizon.net
www.deerisle.com

Eastport Chamber of Commerce
P. O. Box 254, Eastport, ME 04631
(207)853-4644
chamber@eastport.net
www.eastport.net

Ellsworth Area Chamber of Commerce
High Street
P. O. Box 267, Ellsworth, ME 04605
(207)667-5584
info@ellsworthchamber.org

YOUR AD HERE
FINANCING RESOURCES


Down East Business Alliance
A Division of WHCA
248 Bucksport Road
PO. Box 299, Ellsworth, ME 04605
(207)664-2424
snugent@whcap.org www.whcap.org

Financing Offered
Loan Size Range: Up to $3,000
Average Interest Rate: Job start: Prime plus 1%; all others, market rate
Terms: Up to 20 years, depending on purpose and collateral
Eligible Uses: Equipment, furniture and fixtures, working capital, land and buildings

Eastern Maine Development Corporation
40 Harlow Street, Bangor, ME 04401
(800)339-6389 (fax) (207)942-3548
info@emdc.org www.emdc.org

Financing Offered
Loan Size Range: Up to $35,000
Average Interest Rate: Fixed, based on market rate
Terms: Not to exceed six years, depending on use of funds and repayment ability
Eligible Uses: May be used for working capital, building improvements, machinery and equipment, furniture and fixtures, inventory and supplies

Town of Bucksport
Bucksport, ME 04416
(207)469-7368 (fax) (207)469-7369
davemilan@bucksport.biz www.bucksport.biz

Financing Offered
Loan Size Range: Up to $25,000
Average Interest Rate: Prime Rate
Terms: Negotiable
Eligible Uses: Gap financing, capital equipment, inventory, working capital, on-site utilities

Finance Authority of Maine (FAME)
5 Community Drive
PO Box 949, Augusta, ME 04332-0949
(800)228-3734 (207)623-3263 (fax)(207)623-0095
info@famemaine.com www.famemaine.com

The Finance Authority of Maine (FAME) provides innovative financing tools for Maine businesses, including early stage patient capital, loan insurance, direct loans, and taxable and tax-exempt financing programs. FAME also offers programs for potential investors to encourage private investment in young business ventures. Each program has its own eligibility criteria and application process. Please call FAME or check the web site for more information.

Coastal Enterprises, Inc.
PO Box 268, 36 Water Street, Wiscasset, ME 04578
(207)882-7552 (800)340-2649 (fax) (207)882-7308
cele@ceimaine.org www.ceimaine.org

Financing Offered
Loan Size Range: Up to $35,000; may be leveraged 1:2
Average Interest Rate: Fixed, based on market rate
Terms: Up to 6 years
Eligible Uses: Machinery and equipment, working capital, inventory, supplies, building improvements, furniture and fixtures

Four Directions Development Corporation
20 Godfrey Drive, Orono, ME 04473
(207)866-6545 (fax) (207)866-6545
sc_hammond@msn.com www.fourdirectionsmaine.org

Eligibility Criteria: Members of Native American Tribes in Maine—Mikawa, Micmac, Passamaquoddy, Penobscot

Financing Offered
Loan Size Range: $1,000 to $40,000
Average Interest Rate: 8%
Terms: Varies with use of funds; ranges from 12 to 60 months
Eligible Uses: Working capital, equipment, real estate
Town of Lubec Revolving Loan Fund
40 School Street, Lubec, ME 04652
(207)733-5708  (fax)(207)733-4737
Eligibility Criteria: Any Lubec resident, or business located in Lubec; inability to secure funds from a bank; LMI employee qualification
Financing Offered
Loan Size Range: $3,000 to $50,000
Average Interest Rate: 6%
Terms: 8 years maximum; 20% owner equity and 100% collateral required
Eligible Uses: Acquisition, construction, working capital, and lines of credit

Maine Centers for Women, Work, and Community
46 University Drive, Augusta, ME 04330-9410
(207)621-3440  In Maine: (800)442-2092
(fax)(207)621-3429  evitelli@maine.edu
www.womenworkandcommunity.org
Eligibility Criteria: Primarily displaced homemakers, single parents, recipients of public assistance and workers in transition
Financing Offered
Loan Size Range: Up to $1,000
Average Interest Rate: Prime Rate plus
Eligible Uses: Start-up, operating, or equipment expenses consistent with business plan

Maine Department of Agriculture, Food and Rural Resources
28 State House Station, Augusta, ME 04333
(207)287-3491  (fax)(207)287-5576
john.harker@state.me.us  steve.belyea@state.me.us
www.maine.gov/agriculture
Financing Offered
Loan Size Range: Up to $250,000
Average Interest Rate: 5%
Terms: Varies, depending on project
Eligible Uses: Capital improvements
Grant Size Range: Varies with project; can be up to $75,000
Terms: Varies, depending on project
Eligible Uses: Market research, development, and promotion; new technology, demonstration; construction of ponds and wells

Maine Department of Economic and Community Development
59 State House Station, Augusta, ME 04333
(207)287-9825  (fax)(207)287-8461
business.answers@state.me.us  www.econdevmaine.com
Mission: To facilitate entrepreneurship and small business development throughout Maine and to improve the energy efficiency of Maine small businesses. DECD microenterprise resources include Business Answers, Maine's toll-free business information hotline, including One-Stop Business License assistance, the Maine Product's Marketing Program and the Small Business Energy Conservation Program.

Maine Department of Economic and Community Development
Energy Conservation Division
59 State House Station, Augusta, ME 04333
(207)287-4745  (fax)(207)287-8461
shirley.bartlett@state.me.us  www.econdevmaine.com
Mission: To assist small businesses with improving energy efficiency, thereby improving their profitability.
Financing Offered
Loan Size Range: Up to $35,000
Average Interest Rate: 5%
Terms: Varies, depending on project
Eligible Uses: Energy conservation project
Maine Manufacturing Extension Partnership (MEP)
87 Winthrop Street, Augusta, ME 04003
(207)623-0680 (fax) (207)623-0779
stevew@mainemep.org www.mainemep.org

Mission: The Maine Manufacturing Extension Partnership (MEP) is a statewide, private, nonprofit, economic development and business assistance organization providing small and medium-sized enterprises (SMEs) with advanced technologies and best business practices in manufacturing modernization and productivity improvement. Related services include small business management, business planning, marketing and business development, financial consulting, as well as technology transfer and commercialization. MEP services are provided by internal technical experts and business specialists as well as in conjunction with private sector consultants, university researchers, federal laboratories and collaborating economic development/business assistance organizations.

Fees Charged: MEP services are generally available on a subsidized, fee-for-service and contract basis. Limited services may be available with matching grant opportunities (please call for details).

Maine Technology Institute (MTI)
One Church Street, Gardner, ME 04345
(207)582-4790 (fax) (207)582-4772
mti@gwi.net www.mainetechnology.org

Eligibility Criteria: Any Maine-based business developing a new product or service in one of the State's targeted technology-intensive sectors.

Financing Offered
Loan Size Range: $1000-$10,000 Seed Grants
$1,000-$500,000 Development Awards

Average Interest Rate: None for seed grants; development awards require repayment. Rate: when product/service is offered for sale

Terms: None for seed grants; development award repayment is royalty-based, up to two times original award amount

Eligible Uses: R&D for product/service development

Maine Small Business Development Centers
96 Falmouth Street, PO Box 9300, Portland, ME 04104-9300
(207)780-4420 (800)679-SBDC (fax) (207)780-4810
mainesbdc@usm.maine.edu www.mainesbdc.org


Maine Stream Finance
262 Harlow Street, Bangor, ME 04402-1162
(207)973-3500 (fax) (207)973-3699
cmckelwayl@penquiscap.org

Financing Offered
Loan Size Range: $1,500-$50,000
Average Interest Rate: 9%
Terms: 5-20 years
Eligible Uses: Business purposes

U. S. Small Business Administration (SBA)
68 Sewall Street, Room 512, Augusta, ME 04330
(207)622-8274 (fax) (207)622-8277
john.rohde@sba.gov www.sba.gov

Financing Offered
Loan Size Range: Up to $2 million
Average Interest Rate: Prime + 2%
Terms: To 30 years
COOL STUFF

55  The 15 Secrets of Guerilla Marketing
56  100 Guerilla Marketing Weapons
57  Media Contact List
59  Four Special Headache Relievers
60  The Home Town Advantage Bulletin
61  Related Publications
THE 15 SECRETS OF GUERRILLA MARKETING

These concepts are probably the reason that many start-up guerrillas now run highly successful companies. They are the cornerstone of guerrilla marketing, now the most popular marketing series in history, published in 37 languages, and required reading in many MBA programs worldwide. Just 15 words, but each one nuclear-powered and capable of propelling you into the land of your dreams.

1. Commitment: You should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen.

2. Investment: Marketing is not an expense, but an investment—the best investment available in America today—if you do it right. With the 15 secrets of guerrilla marketing to guide you, you’ll be doing it right.

3. Consistent: It takes a while for prospects to trust you and if you change your marketing, media, and identity, you’re hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.

4. Confident: In a nationwide test to determine why people buy, price came in fifth, selection fourth, service third, quality second, and, in first place—people said they patronize businesses in which they are confident.

5. Patient: Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.

6. Assortment: Guerrillas know that individual marketing weapons rarely work on their own. But marketing combinations do work. A wide assortment of marketing tools is required to woo and win customers.

7. Convenient: People now know that time is not money, but is far more valuable than money. Respect this by being easy to do business with and running your company for the convenience of your customers, not yourself.

8. Subsequent: The real profits come after you’ve made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they’ve made the sale. Guerrillas know that’s when marketing begins.

9. Amazement: There are elements of your business that you take for granted, but prospects would be amazed if they knew the details. Be sure all of your marketing always reflects that amazement. It’s always there.

10. Measurement: You can actually double your profits by measuring the results of your marketing. Some weapons hit bulls-eyes. Others miss the target. Unless you measure, you won’t know which is which.

11. Involvement: This describes the relationship between you and your customers—and it is a relationship. You prove your involvement by following up; they prove theirs by patronizing and recommending you.

12. Dependant: The guerrilla’s job is not to compete but to cooperate with other businesses. Market them in return for them marketing you. Set up tie-ins with others. Become dependent to market more and invest less.

13. Armament: Armament is defined as “the equipment necessary to wage and win battles.” The armament of guerrilla’s technology: computers, current software, cellphones, pagers, fax machines. If you’re technophobic, see a technoshrink.

14. Consent: In an era of non-stop interruption marketing, the key to success is to first gain consent to receive your marketing materials, then market only to those who have given you that consent. Don’t waste money on people who don’t give it to you.

15. Augment: To succeed online, augment your website with offline promotion, constant maintenance of your site, participation in newsgroups and forums, email, chatroom attendance, posting articles, hosting conferences and rapid follow-up.

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100 GUERRILLA MARKETING WEAPONS
(in no particular order)

1. Marketing plan
2. Marketing calendar
3. Niche / Positioning
4. Name of company
5. Identity
6. Logo
7. Theme
8. Stationery
9. Business card
10. Inside signs
11. Outside signs
12. Hours of operation
13. Days of operation
14. Package and label
15. Flexibility
16. Word-of-mouth
17. Community involvement
18. Neatness
19. Referral program
20. Sharing with others
21. Guarantee or warranty
22. Telemarketing scripts
23. Gift certificates
24. Printed brochures
25. Electronic brochures
26. Location
27. Advertising
28. Sales training
29. Networking
30. Quality
31. Reprints and blow-ups
32. Flipcharts
33. Opportunities to upgrade
34. Contests/sweepstakes
35. Public relations
36. Publicity contacts
37. Online marketing
38. Classified ads
39. Newspaper ads
40. Magazine ads
41. Radio commercials
42. TV spots
43. Infomercials
44. Movie commercials
45. Direct mail letters
46. Direct mail postcards
47. Postcard for postcard deck
48. Outdoor billboards
49. Fax-on-demand
50. Special events
51. Show displays and staff
52. Audio-visual aids
53. Posters
54. Prospect mailing lists
55. Research studies
56. Competitive advantages
57. Marketing insight
58. Speed
59. Testimonials
60. Reputation
61. Enthusiasm
62. Credibility
63. Spying on self and others
64. Easy to do business with
65. Brand name awareness
66. Designated guerrilla
67. Customer mailing list
68. Competitiveness
69. Satisfied customers
70. Barter options
71. Club memberships
72. Partial payment plans
73. Phone demeanor
74. Toll-free phone number
75. Cause (environment)
76. Free consultations
77. Free seminars
78. Free demos or tours
79. Free samples
80. Giver vs. taker stance
81. Fusion marketing
82. Marketing on hold
83. Past success stories
84. Attire
85. Service
86. Follow-up
87. Yourself and your employees
88. Free gifts
89. Catalog
90. Yellow pages ad
91. Column in a publication
92. Article in a publication
93. Speaker at a club
94. Newsletter
95. All your audiences
96. Benefits of your offering
97. Computer
98. Selection
99. Contact time with customers
100. How you say hello and goodbye

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## Media Contact List

### Periodicals

**Bangor Daily News**  
PO Box 1329, Bangor, ME 04402  
(800)322-7964  (207)990-8000  
(207) 990-8095  
Washington and Hancock Counties Daily

**Bar Harbor Times**  
Greg Fish, Editor  
PO Box 68, Bar Harbor, ME 04609  
(800)479-3312  (207)288-3311  
(207)288-5813  
Mt. Desert-Ellsworth Thursday  
bhtmail@downeast.net

**Bucksport Enterprise**  
Don Houghton, Editor  
PO Box 829, Bucksport, ME 04416  
(207)469-6722  (207)469-2114  
Bucksport-Orland-Verona Thursday  
theenterpr@aol.com

**Calais Advertiser**  
Ferguson Caid, Editor  
PO Box 660, Calais, ME 04619  
(207)454-3561  (207)454-3458  
Calais to Woodland Wednesday  
calaisadvertiser@verizon.net

**Down East Magazine**  
PO Box 679, Camden, ME 04843  
(800)766-1670  (207)594-9544  
(207)594-7215  
Down East Maine Monthly editorial@downeast.com

**Downeast Coastal Press**  
Nancy and Fred Hastings  
HRC 69 Box 28, Cutler, ME 04626  
(207)259-7751  (207)259-2026  
Writing to Cherryfield Tuesday  
downeastcoastal@earthlink.net

**Downeast Times**  
332 North St, Calais, ME 04619  
(207)454-2884  (207)454-7364  
Machias-Eastport-Woodland-Calais Monday  
dtimes@verizon.net

**Ellsworth American**  
Stephen Fay, Managing Editor  
PO Box 509, Ellsworth, ME 04605  
(207)667-2576  (207)667-7656  
Hancock & Washington Counties Thursday  
info@ellswordhamerican.com

**Kennebec Journal**  
PO Box 1052, Augusta, ME 04330  
(800)357-5508  (207)623-3811  
(207)623-2220  
Kennebeck County Daily  
kjedt@centralmaine.com

**Machias Valley News-Observer**  
PO Box 357, Machias, ME 04654  
(800)646-6561  (207)255-6561  
(207)255-4058  
Machias Wednesday  
news@machiasnews.com

**Portland Press Herald**  
PO Box 1460, Portland, ME 04104  
(207)791-6650  (207)791-6690  
Southern & Eastern Maine Daily  
communitynews@pressherald.com

**Quoddy Tides**  
Edward French, Editor  
PO Box 213, Eastport, ME 04631  
(207)853-4806  (207)853-4095  
Eastern Washington County Second / Fourth Fridays  
qtides@midmaine.com

**St. Croix Courier**  
Jim Cornall  
PO Box 250, St. Stephen NB  
E3L 2X2 Canada  
(506)466-3220  (506)466-9950  
St. Stephen to Calais Tuesday  
jim@stcroixcourier.com

**Weekly Packet**  
Nat Barrows, Editor  
PO Box 646, Blue Hill, ME 04614  
(207)374-2341  (207)374-3434  
Blue Hill–Brooklyn-Brooksville–Sedgwick-Surry Thursday  
wp@penobscotbaypress.com

**Working Waterfront**  
410 Main St., Rockland, ME 04841  
(207)594-9209  (207)594-9314  
Maine waterfront Monthly  
mherbert@islandinstitute.com

**Mount Desert Islander**  
Earl Brechin, Editor  
PO Box 900, Bar Harbor, ME 04609  
(207)288-0556  (207)288-0559  
news@mdislander.com Thursday

**Penobscot Bay Press**  
Community Information Services  
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**Recent Stories:**
- **Local Stores Produce Bigger Economic Benefits, Study Finds**
  A new study finds that locally owned businesses return a much larger share of their revenue to the local economy. Local stores spend 45 percent of their revenue within the local economy—on wages and benefits for employees, and goods and services purchased from other local businesses—while chains return just 14 percent.

- **As Police Costs Rise, Towns Reconsider Big Boxes**
  Over the last decade, the town of Pineville, North Carolina, has attracted six million square feet of new retail, including a major shopping mall, big box stores, chain restaurants, and gas stations. Many communities aspire to have such a large commercial tax base in order to keep residential tax rates low. But Pineville has discovered that these sprawling developments cost more in terms of public services like road maintenance and police than they generate in tax revenue.

- **Carbondale Requires Economic Impact Review for Large Stores**
  After three years of debate and a voter referendum that demonstrated strong opposition to sprawling shopping centers, Carbondale, Colorado, has enacted an ordinance that requires the city to weigh the economic and community impact of a large-scale retail proposal before deciding whether to approve or deny the project.

*Published by the Institute for Local Self-Reliance and available at [www.newrules.org/hta](http://www.newrules.org/hta)*
**Maine Business Indicators:**
*Changing the Way We Define the Economy*, Summer 2003, available from University of Southern Maine


**Poverty in Maine 2006, Maine Community Action Association,** available from the Margaret Chase Smith Center for Public Policy or WHCA

**In Support of Entrepreneurship:**
*The Down East Rural Entrepreneurship Initiative,* August 2002, available from Maine Rural Partners, formerly known as Maine Rural Development Council

**Evaluation of WHCA’s Incubator Without Walls,** May 2001, available from WHCA

**The Moose on the Table: Building Microbusiness Partnerships,** 1999, available from WHCA


**Providing Microbusinesses with Clout: A Policy Tool Kit,** Fall 1999, available from WHCA

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