



Machias Bay Area Chamber of Commerce

# The Bay Today

May 2008

## Upcoming Events:

- **5/4** 11:00am - Down East Aids Walk
- **5/8** - 7:30-9:00am - Eggs & Issues United Way of Eastern Maine - Bluebird Ranch Restaurant - \$7 members, \$8 non-members
- **5/9** - 5:00-7:00pm - Burnham Tavern will host an Open House for the Business Community.
- **5/22** - 5:00-7:00pm - Business After Hours - Bella Terra - East Machias
- **5/31** - All Day - Route One Garage Sale

Rotary meets every Tuesday at 5:30pm at the Blue Bird Ranch Restaurant. Everyone Welcome! New Members Welcome!

## Route One Garage Sale

MBACC is organizing a Washington County garage sale on May 31st on Route One including all of the towns in the county. Anyone living in Washington County is eligible to participate in this event. Participation will cost \$5.00 which will entitle your location to be included on the map. The Chamber will produce the map of sale locations which will be available to consumers for \$5.00. Anyone interested in participating in this event should call the Chamber at 255-4402 to register and receive more information.

## MBACC Dinner and Auction A Major Success

April 4th, 2008 is a date which will be remembered as a huge success for the Machias Bay Area Chamber of Commerce and for its members. Wayne Peters was entertaining as well as productive as the auctioneer, Aramark provided a delicious meal, attendance was exceptional, members' generous donations were overwhelming, and the bidding was fast and furious! What more could we ask for?

This year's Business of the Year was Unique Possibilities. The award was accepted by Al and Carlene Lyford, owners. The Volunteer of the Year was Helen Vose for her many works in the community. Employee of the Year was Jennifer Peters of Sunrise County Economical Council. A special award was presented to Dr. Francis Schumann from MBACC by David Dowley.

The auction earned more than \$4,800 which will be used to further MBACC's commitment to promote the Washington County area and help strengthen the local economy.

The new Board of Directors was also inducted during the evening. They are: Carlene Lyford, Chris Christie, Kari Reynolds, Kelli McNally, Jennifer Peters, and Tim Merritt who was re-elected. The new members join Blaine Jones, Lori Peakall-Cote, Lanette Pottle, Jason Smith, Rich Fabri, and Tim Jordan. Retiring Board Members are June Ashmore, President, Patti Sansing, Vice-President, Eleody Libby, Treasurer, and Arline Smith.

The Chamber of Commerce would like to thank our members for making this Annual Dinner and Auction such a success. We look forward to working with all of you in the coming year to promote the Machias Bay area businesses and its community. If you ever have a question about the work we do, please call us at 255-4402, email us at [info@machiaschamber.org](mailto:info@machiaschamber.org), or stop in the office at 12 E. Main Street.

**Have an upcoming event that would interest our membership? Please call or email us ASAP.**

## Membership Has It's Privileges... 2008

Please join with us in building the best chamber in Washington County.  
Supporting local businesses by buying local, keeps the green in Washington County.  
MBACC is committed to our business community.

### Vision:

We are a highly involved and respected Chamber of Commerce dedicated to building strong relationships throughout our community.

### Mission:

To provide quality services, representation, and educational information to our members and to promote community involvement through the Chamber's activities and events.

## NEW MEMBERS

### Join Today and Be the Star in Our Next Newsletter

**Send Out Cards** - Louene Fitzpatrick, P O Box 311, Cherryfield, ME, 04622,  
460-2157 - Email greeting cards

**B & C Used Furniture** - Bonnie & Clyde Foss, 144 Marshfield Flats, Road,  
Marshfield, ME, 04654, 255-8207 Quality used furniture.

**Marshfield Gifts & More** - Tina Wood, 166 Marshfield Flats, Road,  
Marshfield, ME, 04654, 255-6990, [www.marshfieldgiftshop.com](http://www.marshfieldgiftshop.com)  
Gifts, ATV and snowmobile gear, mobile DJ services.

MBACC would like to thank the following businesses for  
renewing their membership:

Jim Appleman and Micmac Farms

**Thank You For Your Support**

**SendOutCards™**  
"Changing Lives... One Card at a Time"



Spotlight on:

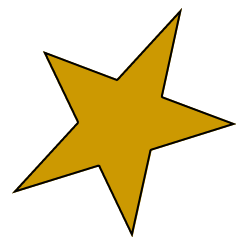
When I first discovered this great product six months ago, I had no idea that I would open my own business within weeks", Louene Fitzpatrick of Cherryfield said. "Now I love helping other businesses discover how they too can enhance relationships with their customers and colleagues by using this simple, affordable way to send cards and gifts".

"We offer an extensive selection of cards  
"We print your signed card  
"We stuff the card

"We stamp the card  
"We mail the card  
"Continuous *Technical Support* Provided



Call Louene for more information about Send Out Cards at 460-2157.  
Welcome to Our Newest Member!



**PLEASE  
STOP  
BY  
AND MEET  
OUR  
NEWEST  
MEMBERS**

## Eggs & Issues

**May 8th, 2008**

**7:30-9am**

**Topic:  
United Way of  
Eastern  
Maine**

**Bluebird Ranch  
Restaurant**

**\$7/MBACC  
Members  
\$8/Non-members**

## EGGS AND ISSUES - May 8th, 2008

Kathy Crossman of the United Way of Eastern Maine will speak at the May 8th Eggs and Issues. Kathy, who is from the Machias area, and her co-worker, Cheryl Russell, who is from Aroostook County, plan to have a significant presence in Washington County.

Join us and learn what services United Way has to offer this area. Eggs and Issues will be held at the Blue Bird Ranch Restaurant.

**Next E & I: Thursday, June 12th, 2008  
Cobscook Bay Learning Center - Passages**

Charley Martin-Berry, the new director of The Passages program at Cobscook Bay Learning Center will speak in June.

## Business After Hours - May 22nd

### Bella Terra to Host Business After Hours

A new shop in East Machias, Bella Terra, will host the May 22nd 2008 Business After Hours. Teri Guilmain, proprietor, produces embroidered quilts, as well as organic jams and jellies and natural soaps. Teri previously lived in Addison and has recently moved her business and home to East Machias.

**Come Welcome Her to the Community!**

**Business After Hours - Friday, June 27, 2008  
Church Bazaar Marketplace**

Church Bazaar Marketplace, a unique gift shop in East Machias will host the June Business After Hours. Mary Parker, of Bar Harbor opened the gift shop in 2007. Join us to see the interesting items as she reopens for the summer season. The shop is located on Route One near Junior's.

**Business After  
Hours  
May 22nd,  
2008  
5:00pm to  
7:00pm**

**Bella Terra  
98 Cutler Rd  
East Machias  
Everyone  
Welcome**

## Axiom Takes Lead With Voice-Over IP

Forging ahead in area communications systems, Axiom Technologies recently introduced its latest cost-saving product to the Downeast community.

"We're rolling out right now the Voice-Over IP (Internet Protocol) systems," explained Nelson Geel, Axiom's chief operating officer. "Essentially, what that means is you can take your phone calls and make that part of the data on the Internet."

The advantages of buying into such an innovative system are impressive. Cost savings is immediate because long-distance charges are at best, limited, and often eliminated. Therefore, even though Voice-Over IP can cost anywhere from \$2,000 to \$5,000, the cost savings is evident and easily documented.

"The system can save an individual customer \$10 to \$20 a month, but the average business can save as much as \$600," explains Geel. "A secondary benefit would be the

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## **Cultivate and Nurture Your Network**

*By Larry Galler*

Just as every successful farmer cultivates the fields and nourishes crops to insure a successful growing season, successful businesspeople cultivate and nourish their networks. They realize that every meeting, every chance encounter, and every business function can be a networking opportunity. They think of their network in the same manner as a farmer thinking of the growing fields – as an investment in an ongoing, never ending process of growth. They make the effort to meet new people, discover commonalities, and widen their circle of influence of people they know and, at least as importantly, those who know them.

Those who cultivate a business network have an ever-increasing group of people who they can call on for any number of reasons beyond the obvious one of attracting more business. When they need a vendor for a product or service they can find someone in their network who sells it or who can refer them to a reputable source. When they need advice dealing with a new or difficult issue and want a “sounding board” or informal advisory board. If they need a focus group to look at a new product or proof-readers for a brochure, case study, or manual. If they are seeking introduction to a person or company there might be someone in the network who can be of help in identifying the right person to contact or “knows someone who knows someone.”

People who are good at networking know that cultivating and growing their network is more than just shaking hands and exchanging business cards. It requires organization skills to construct and maintain a database and an effort to occasionally keep in touch with those in the network, giving them relevant information they can use, a referral or testimonial when it is appropriate, tools to help them remember you and what you do so they can give you that testimonial or referral, even an occasional tasteful emailed joke.

The next time you go into a room filled with businesspeople, think of that gathering in the same manner as a farmer gazing at a field, as a room filled with potential for personal, business, and financial growth if it is cultivated and nurtured to maturity.

Larry Galler coaches and consults with high-performance executives, professionals, and small businesses since 1993. He is the writer of the long-running business column, "Front Lines with Larry Galler." For more information visit his website, [www.larrygaller.com](http://www.larrygaller.com).

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technology itself. And we run the same system we sell, which is good for the customer." Axiom employs the latest in technological advances for its own work force. With offices in Machias and Jonesport, the firm also has an employee in Vermont working out of his home. Only a three-digit number separates employees in all three locations. "Punch in that number and they pick up like they're in the next room," says Geel.

Axiom, an all-digital office, has initiated a professional service push for 2008 with the Voice-Over IP system as its centerpiece. "There are various models of the gear," says Geel. "What we do is get a copy of a customer's bill and analyze it. By determining how many lines, volume and toll charges, we can design a custom system. We've done three so far, including our own, and I can't imagine going back to the analog system."

According to Geel, although a high-speed Internet connection is a prerequisite,

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## COMING EVENTS

### Audubon May Calendar

Meetings held the 3<sup>rd</sup> Tuesday of each month at 7:00pm at Cobscook Community Learning Center (CCLC). Commissary Point Road, (off of SR 189), Lubec, Tom Finlay – President 726-5837

May 20 Art McKay: “Marine Plankton and Smaller Organisms in the Bay of Fundy” Mr. McKay is a Biologist, Photographer, and Environmentalist

#### Field Trips

May 23-26 Downeast Birding Festival  
Info at: <http://www.downeastbirdfest.org/>

May 31 Warbler Walk 6:30 am  
Junction Rt 1 & Charlotte Rd. Baring (near eagle’s nest)  
Rain date: June 1<sup>st</sup> same time  
Contact Fred Gralenski  
[gralf@midmaine.com](mailto:gralf@midmaine.com)

### Aids Awareness Walk May 4, 2008

The Aids Awareness Walk will take place on Sunday May 4th in Machias. Registration will take place at 11:00am. The Walk begins at 12:00 noon.

**Walkers and Sponsors are still needed.**

**Let’s get out there and help eradicate this terrible disease!**

For information regarding the walk, please contact Liz Mercer, Case Manager/HIV Educator at the Down East Aids Network in Machias at 255-5849.

## Women’s Business Center at CEI to Present Two Workshops

### Is Entrepreneurship for You?

**Friday, May 2, from 9-11 a.m. at the Cobscook Community Learning Center in Trescott.** Free but pre-registration is required. **Call Kara at 733-2233.**

This workshop will help you begin to assess whether you are ready to take on the challenge of starting your own business. We will talk about the characteristics of successful entrepreneurs, issues to consider before and during the start-up phase, and what tools and assistance you can access in Washington County to help you along your way. We’ll also cover the importance of business planning, the basics of marketing, and introduction to business financial planning.

Presenter: Ruth Cash-Smith, Business Counselor, Women’s Business Center at CEI.

### Marketing Your Products & Services More Effectively

**Saturday, May 17, from 9-12 at the Cobscook Community Learning Center in Trescott.** Cost: \$10. Pre-registration required; **call Kara at 733-2233.**

This workshop is geared to people who already operate businesses. We’ll begin with a refresher of what the term “marketing” actually encompasses. Then we’ll assess your current marketing strengths and weaknesses in terms of advertising, marketing materials, sales and personal selling, exhibiting, and networking. You’ll also receive handy tips on how to maximize your public relations efforts and conduct no-cost/low-cost guerilla marketing.

Presenter: Ruth Cash-Smith, Business Counselor, Women’s Business Center at CEI.

**The Hannah Weston Chapter of the DAR will host an Open House at the Burnham Tavern on May 9th from 5:00-7:00pm.** This Open House is for members of the business community to learn about a new program the DAR is proposing for the Tavern. The ladies will be in period dress, tours will be available, and refreshments will be served.

## Coming Events

The following websites are great resources for seminars, trainings, coming events, and things to do.  
[www.ceimaine.org/workshops/](http://www.ceimaine.org/workshops/)      [www.culturepass.net](http://www.culturepass.net)      [www.maintourism.com](http://www.maintourism.com)  
Many on-line seminars, free of charge

### Roque Bluffs Community Center News

The Raise the Roof campaign drive has gone exceedingly well. Current balance is \$10,761.00. We received a second grant and an additional contribution. This allows the community center to build a handicap access ramp, and replace the front ramp and door as well as replace the roof.

The community center has been collecting donations for Donna and Vernon Preston, Sr. due to their recent fire. Facilitator Foye Terrell would like to send a general acknowledgement of thanks because of all the generous donors.

Potluck suppers are planned for the rest of the summer and fall. You can pick-up a schedule at the Community Center. Game night will resume on May 9<sup>th</sup>. Yoga with Geri Valentine returns on June 10<sup>th</sup>. A town wide yard sale and fair will be held in July. You don't want to miss any of these opportunities to come out of hibernation and meet new friends. Most exciting of all is the Third Annual Roque Bluffs Poetry Festival on August 2<sup>nd</sup>.

We will be raffling a rocking chair thanks to Foye Terrell and Mike Rothwell. Foye and Mike have designed an Adirondack rocker with a painted scene. Thanks go to EBS for donating the maple for the construction of the rocker. It should be beautiful. Raffle tickets will be available soon.

### Social Security Announces New Service

Social Security is pleased to announce the Consent Based Social Security Number (SSN) Verification (CBSV) service. CBSV is a fee-based SSN verification service that will permit private businesses, Federal, State, and local governments to verify an individual's SSN once a valid and signed consent form is obtained from the SSN holder. Service will begin October 1, 2008.

If you are interested in more information about CBSV, click on, <http://www.socialsecurity.gov/bsocbsvMarketing.html>.

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there's not a big learning curve to changing systems. "If employees are comfortable with their old office system, they'll be comfortable with this," he says. "The savings is really what's selling it."

For those who need other advantages enumerated, here are a few of the most attractive: If you're not in the office, voice mail forwards to e-mail; conference-bridging is built in; you can page between headsets; existing cable can often be used.

"As much as possible, it's a lateral move," says Geel. "It's designed for small-to-medium businesses, and you can manage your own system internally. A business can have music on hold or we can do custom messages (for when customers are on hold)."

Another distinct advantage is that if a customer takes his handset when traveling, it can literally be plugged in anywhere. "Susan Corbett (Axiom CEO) recently plugged her handset in in Costa Rica," says Geel.

"Because she was plugged into high-speed Internet, the connectivity was good. But you have to remember in WiFi hot spots, you need a WiFi-enabled phone."

Voice-Over IP's main twofold selling point is that it can cut costs and increase productivity. "Instead of how much is this going to cost me, it almost always comes down to how much I'm going to save," explains Geel.

"Axiom's phone bill was approaching \$1,000 a month. Now it's under \$200, to give you an idea of the savings."

Nelson, who's been with Axiom since its pioneering days in Washington County, says, "We're heavy into wireless and really focusing on businesses this year. We can help anyone take that critical next step and become a 21<sup>st</sup> century business."



## Calendar Updates at [www.machiaschamber.org](http://www.machiaschamber.org)

# May 2008

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6 Rotary 5:30pm Bluebird Rest— Comm. Mtg	7	8 E&I -7:30-9am United Way of Eastern Maine— Bluebird Ranch	9 5-7pm - Burn- ham Tavern Open House	10
11	12	13 Rotary 5:30p Bluebird Rest.—	14	15	16	17
18	19	20 Rotary 5:30p Bluebird Rest—	21	22 BAH - 5- 7pm - Bella Terra - East Machias	23	24
25	26	27 Rotary 5:30p Bluebird Rest.—	28	29	30	31 Rt One Garage Sale

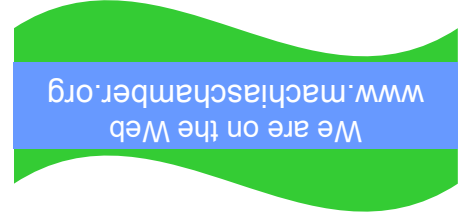
# June 2008

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Rotary 5:30p Bluebird Ranch Restaurant	4	5	6	7
8	9	10 Rotary 5:30p Bluebird Rest.—	11	12 E & I 7:30- 9am - Passages Program - CCLC- Bluebird Rest.	13	14
15	16	17 5:30p Rotary Bluebird Rest.—	18	19	20	21 Margarett Day Festival
22	23	24 Rotary 5:30p Bluebird Rest.	25	26	27 BAH 5-7pm Church Bazaar Marketplace E. Machias	28
29	30					

Have an upcoming event that would interest our membership? Please call, fax or email us ASAP.

**Burnham Tavern to Host Open House  
May 9th, 5:00-7:00pm  
Open to the business community to  
learn about a new proposal for the  
Tavern  
Period dress, tours,  
refreshments**

**TO:**



**MBACC Office**  
P.O. Box 606,  
Machias, ME 04654  
12 E. Main Street  
OPEN 10-3 M-F or by appointment  
Telephone & fax (207) 255-4402  
E-mail: [info@machiaschamber.org](mailto:info@machiaschamber.org)

**May 2008**



**\*\*Please let us know if your company or an employee is in the news: awards, promotions, new hires, community involvement, or any event you want to promote and we will put it in our newsletter. Next deadline is May 16, 2008. Email, call or mail to the chamber. Send photos as a jpg.**



**Many thanks to you our members. Please let us highlight your activities in our newsletter and email alerts. Call us with your information. June Newsletter Deadline is May 16th, 2008.**