



Machias Bay Area Chamber of Commerce

The Bay Today

July 2008

Upcoming Events:

- **7/4 - Machias 4th of July Parade:**
6:00pm Main St. Machias
- **7/10 Eggs & Issues** - 7:30-9am -
Topic: Candidates Forum -
Helen's Restaurant, \$7 members,
\$8 non-members
- **7/11/ Business After Hours** - 5-
7pm Pleasant River Boat Tours/
Gray Wolf Gallery, Water St., Addi-
son
- **7/12 2nd Cherryfield House
Tours:** 1-4pm Cherryfield
- **7/12 107th Anniversary Celebra-
tion - Roque Bluffs Chapel** -
Chicken BBQ 4-6pm - Roque
Bluffs State Park
- **7/18 & 7/19 SSC's 3rd Annual
Artists' Studio Tour** - 10:00am-
4:00pm beginning at the E. Ma-
chias Town Hall, Rte. One.
- **7/19 -Rotary Presents Maine-ly
Music Barbershop Concert** 7pm
UMM, PAC

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



MBACC To Raffle Pellet Stove

The Machias Bay Area Chamber of Commerce will be raffling a Pellet Stove, including one ton of pellets, during the next few months. Tickets cost \$10.00 each with a limit of 1000 tickets to be sold. Proceeds to benefit events held by the Machias Bay Area Chamber of Commerce. Tickets are available from Board Members, Chamber staff, The Office, 52 Main St., Machias, Coffins True Value and at the Chamber Office, 12 E. Main Street, Machias.

Going Green is Easier and More Affordable than Ever

Let's face it, "being green" has become an enormously popular marketing tool. But it's not just about your business's eco-image: green technologies and practices can save you a substantial amount of money. Thanks to a variety of tools and services – "greening" your business has never been easier or more affordable.

The **Efficiency Maine Business and Small Business Programs** provide cash incentives up to \$200,000, low-interest loans and technical advice to help businesses save energy and money while improving the environment.

Efficiency Maine is a program of the **Maine Public Utilities Commission**. It offers all but the very largest businesses cash incentives to buy energy-efficient lighting fixtures, HVAC systems, motors, controls and refrigeration equipment. Last year, **Efficiency Maine** helped **607** businesses complete **809** projects. The businesses will save more than **28** million kilowatt hours of electricity annually. That's worth some **\$3.47** million at **12** cents per kilowatt-hour.

For small businesses, low-interest loans are also available to help finance energy-efficient upgrades. Your small business can borrow up to \$250,000 through **Efficiency Maine's Low-Interest Loan Program** at just 3 percent interest (current fixed rate, subject to change). **Efficiency Maine** can help with technical or planning guidance too.

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

Membership Has It's Privileges... 2008

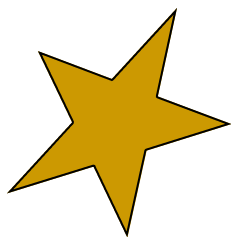
Please join with us in building the best chamber in Washington County.
Supporting local businesses by buying local, keeps the green in Washington County.
MBACC is committed to our business community.

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

Acadia Lock, Colin Brock, P O Box 161, Corea, Maine, 610-3663,
www.acadialock.com. Mobile locksmith.

Sunrise Trail Coalition, Eleody Libby, 43 South Lubec Rd., Lubec,
733-4760 Recreational Coalition.

Fundy Bay Printing, Edward & Rhoda Hodgdon, Rte. 1, Machias, 259-7787
Printing and Copying.

Washington County: One Community, Eleody Libby, 43 South Lubec
Rd., Lubec, 733-4760

Downeast Janitorial, LLC, Steven & Stephanie Davis, RR1, Box 136A,
Machias, 255-6140 - www.downeastjanitorial.com Commercial and
Residential building care.

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

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

Blueberry Patch Motel, Harborview Rental, and
RHR Smith and Co.

Thank You For Your Support

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Eligible businesses can get free energy audits and self-survey tools through Efficiency Maine. The staff and "Program Allies" will also provide information and guidance on purchasing energy-efficient products and equipment, including locating participating suppliers and contractors.

Maine businesses that are upgrading to energy-efficient technologies and equipment are realizing big savings – and they can legitimately claim to be helping the environment too. Projects completed with help from the Efficiency Maine Business Program are reducing carbon dioxide emissions from power plants that supply the New England grid by more than 36,000 tons each year – that's the equivalent to removing 7,136 cars from the road.

Don't wait any longer to find out how joining the green bandwagon can improve your bottom line. Contact Efficiency Maine today to learn more about the cash incentives and services available to your business. Call toll-free 1-866-376-2463 or visit efficiencymaine.com.

Eggs & Issues**July 10th****7:30-9am****Topic:
Candidate Forum****Helen's
Restaurant
\$7/MBACC
Members
\$8/Non-members****EGGS AND ISSUES - July 10th, 2008
Candidates Forum**

Dave Burns, Chris Gardner, Katherine Cassidy, Dianne Tilton, Marie Emerson will be available to discuss their plans for office, as well as answer questions from attendees. Eggs and Issues will take place at Helen's Restaurant from 7:30-9:00am on Thursday, July 10th. \$7-members, \$8-non-members. Everyone welcome.

**Business After Hours - Friday, July 11, 2008
Pleasant River Boat Tour/Gray Wolf Gallery**

Please join us on Friday, July 11th for the unveiling of two new businesses in Addison. First is Pleasant River Boat Tours owned by Paul Ferriero, lobsterman from Harrington, and Grey Wolf Gallery owned by Beth Ferriero, Paul's wife. Both businesses are located on Front Street, Addison, just north of the Addison Post Office. The Gallery includes many wonderful works by local artists, including Beth, and Paul will give a tour of his staging area and talk about the services he will provide. For directions or more information, contact the Chamber at 255-4402.

**Business After
Hours****Friday July 11th****5:00-7:00pm****Gray Wolf Gallery
and Pleasant River
Boat Tours****Water Street
Addison****Business After Hours - August 14th, 2008
Blueberry Museum**

Visit the Blueberry Museum in the Community Room of the Machias Savings Bank for our August Business After Hours. This BAH will once again kick-off the Wild Blueberry Festival for the Chamber of Commerce. We hope you will join us for refreshments and blueberry memorabilia.



Kathleen Shannon, Executive Director of MBACC and Tim Jordan, Board Member greet Mary Parker proprietor of the Church Bazaar Marketplace on Rt. One in East Machias.

On June 27th the Machias Bay Area Chamber of Commerce held a Business After Hours at the Church Bazaar Marketplace on Route One in East Machias. Mary Parker, owner of the shop greeted attendees and provided refreshments. The shop contains many antiques, reproductions and interesting gifts. The shop is contained in an old church near Junior's. It is only open on weekends, Friday evening through Sunday evening. Mary and her husband Dave would love to see you. Stop in and say "Hello".

Three Principles of Cross-Selling/ Up-Selling

By Bryan Flanagan

Earlier this year, one of my clients conducted a customer satisfaction survey. The number one response was, "I want a knowledgeable salesperson helping me." I asked my client how she was interpreting that response. She said that she thought it meant that more training was needed in the area of product knowledge.

I suggested that she study the surveys a bit more. The reason for this suggestion is that most salespeople can learn product knowledge on their own by studying and/or using the products. They can read a user's manual. They can observe other salespeople selling the product or service. In other words, salespeople can learn product knowledge by themselves. Most salespeople don't need more product knowledge.

What most salespeople need is more knowledge about the prospect and his or her needs, issues, and challenges. If the salesperson took the time to uncover the true concerns of the prospect, he or she would know what features of the product to demonstrate. He or she could then communicate the value, advantages, and benefits that would most serve the prospect's needs and solve his or her problems.

Salespeople who live off the "low hanging fruit" never seem to develop the skills necessary to uncover the true concerns of the prospect. These individuals aren't skilled in identifying the specific needs of the prospect. These types of sales individuals just take the easy sales (hence, the low hanging fruit) and move on to the next tree. You can make a sale that way but you can't build a profession that way. You must learn to probe for needs so that you can truly serve your prospects. You must learn to climb the tree so that you can satisfy more of the prospect's needs. Once you have acquired those skills, you can better sell more of your products and services to meet more of the prospect's needs.

This is referred to as "cross-selling" and/or "up-selling." It is also referred to as "selling deep." That is, selling deeply into the prospect's true needs and wants. Yes, you have to meet their recognized needs, but you should also attempt to determine the deeper needs that the prospect may have. Oftentimes, the prospect has a need but has not yet realized it is a true need. Let's illustrate this with a health care industry example. A patient has an appointment with his physician. It's his annual check-up. All the patient wants is a physical exam so he can get on with his day. The doctor asks a few probing questions and determines that there may be some concerns. The doctor then "goes deep" into the family history, recent illnesses, etc. Instead of just a visit, the doctor suggests a full work-up including stress test, blood work, and EKG. By going "deep" the doctor is better serving his patient's needs.

You can use this in any industry. Retail salespeople understand this concept. A man walks into a clothing store searching for a tie. Some sales people would just sell the tie or attempt to sell additional ties. However, the experienced sales professional will **sell deep** by asking and listening, linking benefits to needs, and seeing the buyer's side of things. The customer leaves with a new suit. Why? Because the sales professional asked enough questions to determine the true needs, issues, and challenges to "up-sell" the customer. Another example: A husband and wife need financial protection because they have just delivered their first child. A true sales professional will ask about all the financial needs of the couple. Insurance, disability, and college funds may be discussed because the salesperson probed for present day needs as well as future financial needs.

Here are three principles on cross-selling and up-selling. Remember, these principles only work if you do!

1. Ask and listen. In its simplest form, selling is nothing more than asking and listening. Yes, it is not any more complicated than that. Keep it simple. Learn to take the attention off yourself and focus it where it belongs --- on the prospect. In order to determine additional needs, you must learn to be a skilled questioner. These questions should be high-gain and high-impact questions. That is, they should solicit the real needs of the prospect. You could ask, "If you could receive more productivity at a lower cost, would you buy from me?" However, a more powerful question is, "If you could receive more productivity at a lower cost, what is the *benefit to you?*" This second question will allow you to **drill down deeper** into the needs of the prospect. Perhaps there are additional needs that the prospect has not voiced to you yet. This question may identify the real benefits that the prospect is seeking.
2. Link your products and services to the prospect's challenges. This takes work. It also requires discipline. It is easy to move into your own "comfort zone" without any regard for the prospect's "buying zone." In order to move out of your comfort zone you must really focus on the needs of the prospect. You achieve this by asking the right questions to determine the deeper needs. You then communicate your solutions by linking to his or her personal benefits. By making your prospect's life easier, increasing his or her personal effectiveness, and/or providing a path for individual recognition, you are linking to personal benefits. By doing so, you have a better chance of "up-selling" this prospect. Remember, your prospects desire what your products and services **will do for them**. They aren't concerned about what your products do unless you can link what your products accomplish for him or her.
3. Use the P-P-O-V Formula. This stands for "Prospect's Point Of View." In order to be successful in selling deep, you must focus on the other person and on his or her needs. By asking the right questions and by linking your solutions to his or her benefits, you have a better chance of understanding the PPOV. Don't hesitate to ask "hard questions." These may include questions such as:

"Once that need is met, what needs will you have in the future?"

"In addition to that concern, what other challenges are you facing?"

COMING EVENTS

Roque Bluffs Community Chapel Vesper Worship Services for 2008 held at 6:30pm

July 6	Deacon James Gillen	Holy Name Catholic Church, Machias
July 13	Rev. Eric Kelley	Millbridge Congregational Church
July 20	Rev. Arthur Nelson	Retired Pastor & Dean, North Park Theological Seminary
July 27	Rev. Bruce Meyer	Ordained Lutheran Pastor
August 3	Rev. Don Kimmelman	Retired Methodist Minister
August 10	Rev. Francois Akoa	Machiasport Congregational Church
August 17	High Priest Dona Emerson	Jonesport Community Church of Christ
August 24	Rev. Jeff Tenney	Messiah Baptist Church, Bangor
August 31	Rev. David Norling	Retired Pastor, United Church of Christ
September 7	Rev. Kent Moorehead	Retired Pastor, United Methodist Church, Orleans, MA
September 14	Rev. Foster Williams	Res. Min., American Baptist Churches of Maine
September 21	Rev. Priscilla Hukki	St. Andrew Lutheran Church, Ellsworth
September 28	Rev. Pam Mushero	Jonesboro Union Church
October 5	Rev. Al Fletcher	Exec. Min., American Baptist Churches of Maine
October 12	Rev. Patti Sears	Jacksonville United Methodist Church
October 19	Rev. Paul Dodge	Res. Min., American Baptist Churches of Maine
October 26	Rev. Betty Duzen,	Whitneyville Congregational Church

Special Events

July 12 4:00-6:00pm 107th Anniversary Celebration BBQ - RB State Park

August 30 Public Supper (Chowder) - RB Chapel

September 27 Public Supper (Chowder) - RB Chapel

Tickets are available for the Quilt Raffle

FOR MORE INFORMATION CONTACT ANN LOCKETT - 255-6056

Cherryfield-Narraguagus Historical Society

Presents

2nd Cherryfield House Tour

July 12, 2008

1:00-4:00pm

\$20.00/person

Tickets in Advance: Joanne 546-7937, or Kathy 546-2076 or mail checks payable to Cherryfield/Narraguagus Historical Society to P O Box 96, Cherryfield, ME 04622 for pick-up day of show. Tickets Available at new Historical Society Bldg on River Road in Cherryfield day of show. Tour consists of a dozen homes and historic buildings.

PATHFINDERS SCHEDULE FOR JULY 2008

Note: All walks begin at 2:00 pm unless otherwise noted.

For walks scheduled on Campobello, bring appropriate identification for reentry to the U.S.

July 6th, Annual 4 of July potluck picnic at Tom and Gail Finlay's House.(255-8970) Bring your canoes, kayaks and your favorite dish. All, including children, grandchildren and friends, are welcome. Meet at the E. Machias Municipal Building at 2:00 pm.

Coming Events for St. Aidan's Episcopal Church

July 19th 9:00am-1:00pm - **Annual Book/Etc. Sale** - at the Church

August 2nd - 10:00am - 1:00pm - **Children's Fun Fair** - at the Church

Coming Events

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

Roque Bluffs Community Center News

Game Night - Friday, July 11, 2008 - 6:30pm

Town-wide Yard Sale and Community Fair July 12th - 8am-noon - Individual yard sales with a Fair at the Community Center, including White Elephant Table, Toys, Games and Dolls, Crafts, Baked Goods, China & Glassware, and Books. Please help: drop off items at the Community Center on Friday, July 11th 9am-noon. Clean items only, no bedding, shoes, clothes, luggage or TV's.

Potluck Supper - July 19, 2008 - 5:30pm. Bring a main course and deserts to share. A small fee will be charged to cover costs.

Also tickets for the Roque Island Tour Raffle and the Adirondack Rocking Chair are available at Seaside Flags and MBACC.

Audubon July Calendar

Meetings held the 3rd Tuesday of each month at 7:00pm at Cobscook Community Learning Center (CCLC). Commissary Point Road, (off of SR 189), Lubec, Tom Finlay – President 255-8970

July 15 Ralph Eldridge: "Light House Keeper and Life on Machias Seal Island" with Birds and Marine Mammals
Refreshments Served

Website News

As of June 29th, MBACC's website had 25,398 page views during the month of June, 2008.

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"What steps are in place for you to reach your future goals?"

It may be uncomfortable for you to ask those questions. However, the information you receive from those questions will allow you to better "cross-sell" or "up-sell" to the prospect's needs.

Well, there you have it: three specific principles to assist you in selling deeper into the prospect's needs. Remember, these principles only work if you do.

Now, go sell somebody something!

"Lights Across the Border"

International Lighthouse Challenge

On Saturday, August 9, an all day event will take place. The First Ever - "Lights Across the Border" International Lighthouse Challenge - to benefit three area lighthouses - \$15.00 event fee includes free tote bag and goodies - FMI visit www.LittleRiverLight.org or call 207-259-3833 or send \$2.00 for booklet to Little River Lighthouse, P.O. Box 671, East Machias, ME 04630. (Booklet is also available at the MBACC office.)

There will also be a "mini" craft fair in Cutler during the Lights Across the Border Lighthouse Challenge. Then, at 6 PM, a Lobster and/or chicken dinner to benefit Little River Lighthouse will take place at Bayridge School, Cutler. Cost is \$30.00 per person. There will be raffles, door prizes, and entertainment. Phone 207-259-3833 or www.LittleRiverLight.org or Friends of Little River Lighthouse, P.O. Box 671, East Machias, ME 04630.

3rd Annual Artists' Studio Tour

The 3rd Annual Artists' Studio Tour sponsored by Sunrise Senior College and including over 20 artists will be held on Friday and Saturday, July 18th and 19th. The towns featured in this years Tour will be Machias, Roque Bluffs, E. Machias, and Machiasport. Registration for the tour will take place at the East Machias Town Hall on Route One, East Machias, across from the Post Office. Your ticket will be good for both days. Lunch may be purchased at the Town Hall. Cost for the tour is free to senior college members and \$5.00 for non-members. All ages welcome! Self-guiding maps will be provided at registration.

July 2008

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Rotary 5:30pm 7:30pm Chamber Concerts- CSCC	2	3	4 6pm 4th of July Parade- Machias	5
6	7	8 Rotary 5:30pm 7:30pm-Chamber Concerts - CSCC	9	10 E&I -7:30- 9am —Helen's Rest. Candidates Forum	11 12-5pm- Blood Drive- CSCC 5-7pm - BAH- Pleasant River Boat Tour	12 1-4pm Cherryfield House Tour 4- 6pm Roque Bluffs BBQ
13	14	15 Rotary 5:30p Bluebird Rest.— 7:30pm-Chamber Concerts - CSCC	16	17	18 SSC Artists Tour E. Machias	19 SSC Artists Tour 7pm- Barbershop - PAC
20	21	22 Rotary 5:30 7:30pm-Chamber Concerts - CSCC	23	24	25	26
27	28	29 Rotary 5:30p	30	31		

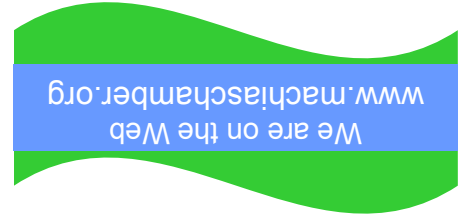
August 2008

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Addison Art Tour	2 Addison Art Tour
3	4	5 Rotary 5:30p Bluebird Rest.— 7:30 Chamber Concert	6	7 E & I 7:30-9am	8 6:30pm- Game Night- Roque Bluffs	9 Lighthouse Challenge/ crafts/lobster
10	11	12 5:30p Rotary Bluebird Rest.—	13	14 BAH 5-7pm Blueberry Mu- seum	15	16 Blue- berry Fest
17 Blue- berry Fest	18	19 Rotary 5:30p Bluebird Rest.	20	21	22	23
24	25	26 Rotary 5:30p Bluebird Rest.	27	28	29	30
31	Happy Labor Day					

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

Machias Area Blood Drive
 Friday, July 11th
 12:00pm-5:00pm
 Centre Street Congregational Church
 Call 1-800-GIVE-LIFE for an appointment
 Sponsored by
 Machias Rotary Club

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

July 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 July 18th, 2008. Email, call or mail to the chamber. Send photos as a jpeg.



**Machias Rotary Club Presents
 Maine-ly Music Barbershop Chorus
 Saturday, July 19th**

7:00pm
 Performing Arts Center - UMM
 Tickets Available:
 Rotarians
 Machias Chamber of Commerce
 The Office
 Patron: \$15
 Adult: \$10
 Child: \$6

Many thanks to you our members. Please let us highlight your activities in our newsletter and email alerts. Call us with your information. **August Newsletter Deadline is July 18th 2008.**