

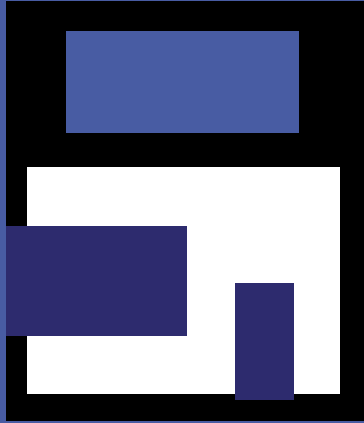
# the dba directory

a guide to resources for  
maine small businesses

compiled by the

## Down East Business Alliance

Supporting Maine's Small Businesses



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[www.whca.org](http://www.whca.org)

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*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

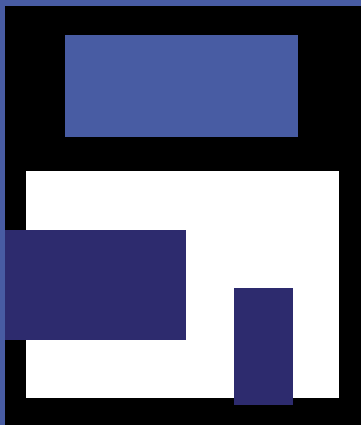
Down East Business Alliance (DBA) created this handbook in an effort to maintain a cohesive, innovative networking approach for you, small business owners in Washington and Hancock counties.

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

- **Incubator Without Walls (IWW)**
- **Hire and Higher**
- **Down East Micro-Enterprise Network (DEMN)**
- **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
- ➞ *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've 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.

# 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

COUNTY	NUMBER OF MICROBUSINESSES			TOTAL EMPLOYMENT <sup>1</sup>	
	Without Employees <sup>2</sup>	With 1–4 Employees <sup>3</sup>	Total	All Microbusinesses <sup>4</sup>	Percent of County <sup>5,6</sup>
Hancock	7,251	1,452	8,703	11,026	28.4
Washington	4,055	543	4,598	5,467	30.6

## DOWN EAST BUSINESS ALLIANCE ENTREPRENEURIAL SUPPORT TIMELINE

### Where do you fit in?

1996	<b>First Incubator Without Walls (IWW)</b> —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	<b>Higher and Hire</b> program offered.
2004–2006	<b>Down East Micro-Enterprise Network (DEMNE)</b> program offered in partnership with the University of Maine Cooperative Extension and the Small Business Development Centers at Eastern Maine Development Corporation.
2006–2007	Industry-specific business programs offered— <b>Experiential Tourism IWW</b> (for the tourism and tourism-related industry) and <b>Get ME Market Ready!</b> (for local food producers).

# 351

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

<sup>1</sup> Total employment includes proprietors and all non-farm part-time and full-time employees.

<sup>2</sup> Source: U.S. Census Bureau, Non-Employer Statistics, 2006.

<sup>3</sup> Source: 2006 County Business Patterns, U.S. Dept. of Commerce.

Businesses listed in the “statewide” category are included in the state total.

<sup>4</sup> Includes microbusiness entrepreneurs (with and without employees) and estimated employment for businesses with 1–4 employees.

<sup>5</sup> Microbusiness employment as a percent of total county employment.

<sup>6</sup> Source: 2006 Bureau of Economic Analysis, Full-time and Part-time County Employment Statistics, U.S. Dept. of Commerce.

Information in this table was compiled by James C. McConnon, 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 \$150. “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 know-how 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!”



Alexis and Audrey

lip balm, hair serum, bar shampoo, and a sea-salt scrub, each based on a need—either Alexis’ own, her friends’, or her customers’. Every day, “I decide four things for my business before I’m out of bed!” Alexis says happily. Perhaps for her next new product, she should bottle her own golden touch.

**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.



Illustration by Ken Avidor

## **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.

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Excerpted from *10 Reasons Why Maine's Homegrown Economy Matters and 50 Proven Ways to Revive It*, written and published by:

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www.newrules.org

**Maine Businesses for Social Responsibility**  
PO Box 157  
Belfast, ME 04915  
Tel: (207) 338-8908  
www.mebsr.org

# MEBSR

*Maine Businesses for Social Responsibility*

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](http://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.



*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

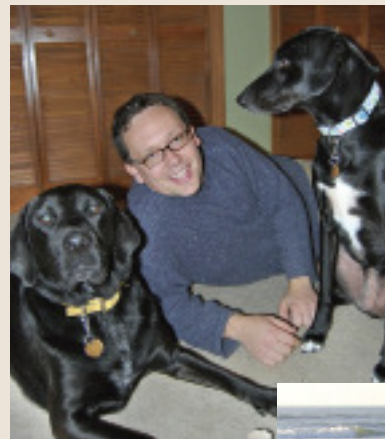
financial help of the program, Barkwheats would be years behind the curve.

“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.



*Above, Chris with product testers Baxter and Bean.*



*Right, Chris and Renee.*

**Owners, Chris Roberts & Renee Johnson**

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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](mailto:dba@whcacap.org)*



# ORIGINAL IWW GROUP

## Bucksport IWW

**Thomas & Beverly Andrews**

**Crystal Astbury**  
Bump N' Run

**Linwood Bridges**  
Lasting Impressions

**Michael Fay**  
Mike & Susie Fay Band

**Robert Fazzino**  
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 Terwilliger**  
Innerscapes

**Charles Wentworth, Jr.**  
Wo's BBQ Grill

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

**Nickey 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 Lehnen**  
Yellow Flower Design

**Terry & Lisa Marie Pratt**

**Melissa Royer**  
My Favorite Things

**Marjorie Townsend**

**Ben Wilson**  
Ben Wilson Renovations

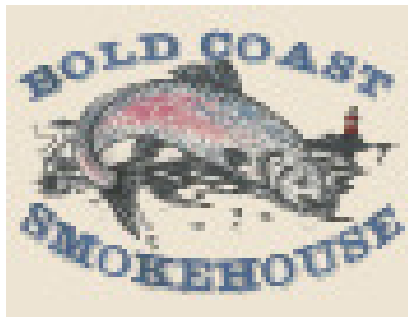
## Calais IWW G4

**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 Ftorek**  
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 Galloway**

**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

**Elske 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**

## DEMNHancock

**Beatrice Blake**  
Key to Costa Rica

**Kathryn Booth, Joan & Jordan Grant**  
The Alcyon 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



**Lincoln Clapp**  
Maine Media Productions

**Jane Crosen**  
Jane Crosen, Mapmaker

**Anne Curtis**  
Food Magic

**Tammy Deckers**  
Four the Fun of IT!

**Deborah "Journey" Egerly**

**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

## DEMNHWashington County

**Nancy Asante**  
A Better Image

**Lina T. Beal**  
Weownit 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 Ftorek**  
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**  
Wharfratt Screen Printing

## **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

**David Canary**  
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 Hire and Higher**

**William (Bill) Baker**  
Old Quarry Ocean Adventure

**Kristie Billings**  
Shoegazer

**Jim Buddington**  
Sisters Salsa

**Sara Channell**

**Chuck Cobb**

**David Canary**  
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**

**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 Manring III**  
Moonfire Enterprises

**Kathleen Noyes**  
Kathleen Noyes Design Associates

**Julia Ventresco**  
One Woman Studio "Artistic  
Recycling"

**Amy Young**  
Rescue Bookkeeping

## Ellsworth IWW G2

### Collin Beggs

Timber Frames by Collin Beggs

### Kristie Billings

Shoegazer

### Susan Greenleaf

### Stacie Jacques

### Irene Louder

### 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 Pettegrow

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 Ringseisen

Ringeseisen Studios

### Chris Roberts & Renee Johnson

Barkwheats 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) Lailer

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 Eggmoggin

### 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 Hannson

### Cathy Hart

Jewelry Design & Repair

### Mary & Don Hartley

The Blue Hill Inn

### Christine Leith

Eggmoggin 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 DelSignore**  
Tide Mill Organic Farm

**Louis Bernardini**  
Bernardini Enterprises

**Louis Bernardini**  
Up Close Tours

**Marilyn Bernardini**  
Bernardini's Restaurant

**Marilyn Bernardini**  
Chmerto's

**Bob Berta**  
CountyWide Newspapers

**Kurt & Kathy Cressey**  
New England  
Basket Company

**Kurt & Kathy Cressey**  
Pine Tree Store

**Candace & Al Dwelley**  
Greystone Bed & Breakfast

**Richard East**  
Growing Concern

**Paula & Stephen Farrar**  
Done Roving Farm & Carding Mill

**Tess & Steve Ftorek**  
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

## **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 Lokocz**

**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 DelSignore**  
Tide Mill Organic Farm

**Helena "Lynn" Brown**

**Barbara Fox**  
Expressive Arts Therapy

**McGinley Jones**  
Twilight Therapeutics

**Katie MacGregor**  
MacGregor Handmade Paper

**Cara Romano**

**Patti & Mike Sansing**  
Whole Life Natural Market

## **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 Herbs

## **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

**Michele Lenfestey**  
Lenfestey's Baskets

**Betty Maker**  
Blueberry Bliss

**Loring Munson, Jr.**  
The Birdhouse Factory

**Dee Thompson**  
Thompson Herbals

## **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

**Darthe Jennings**

**Donna-Lee Kettering**

**Richard Stout, Jr**

## **Machias IWW G3**

**Aaron Bell & Carly DeSignore**  
Tide Mill Organic Farm

**Christopher P. Cambron**

**Walt & Sue Getchell**  
Auger Hill Farm

**Gail Kelley**

**Austin-Willis Wood**

## **Machias IWW G4**

**Elliott Batson**  
Sunrise Seafood Composting

**Rachel Bell**  
Singing Goat Dairy

**Nelson Clark**  
Clark's Aerial Construction

**Madolyne Clark**

**David Harmon**

**Jen Kearns**

**Susan Mc Nerney**

**Elizabeth Perez**

**Alana Ranney**  
Down East Planners

**Alana Ranney**  
Alana's Fine Art Gallery

**Louise West**

## **Machias IWW G5**

**Deborah Ayala**  
Northern Tides Gallery

**Jim Barna**

**Katherine Cassidy**  
Out & About in Downeast

**Sherry Cunningham**

**Stacey Doerrer**

**Bonnie Foss**  
Bonnie & Clyde's Gently  
Used Furniture

**Maria Griggs**  
Phish Net

**Debora & Amber LaValley**  
ShopMaineMade.com

**Janice Lesbines**  
Barney Brook Perennials

**Janice Lesbines**  
Gaia Glass Jewelry

**Karen McGraw**  
Beacon Events Center & Cabin  
Rentals

**Rodney & Lisa Merritt**  
Climb Paws

**Sara Somes**  
The Truffle Desserts & Gifts

**Tina Wood**  
Little Gift Shop

## **Machias IWW G6**

**Steve & Stephanie Davis**  
Downeast Janitorial

**Liz Fauver**  
The Blue Butterfly B & B

**Pam Hearn**  
PJ's Snacks

**Liz Henry**  
The Talbot House Inn

**Leslie McSorley**  
The Crafty Unicorn

**Jill Mertenke**  
Jill Mertenke, LCPC

**Ginny Morano**  
KodaYoda Enterprises

**Bob Schofield**  
Little Thai Truck

**Jude Valentine**  
Valentine Design

## **Schoodic IWW**

**Conrad & Eileen Beattie**

**Warren Blair**  
Blair Art Glass

**Peggy Bryant**

**Janet Christrup**  
TreeHugger Trail Design and  
Maintenance

**David & Sondra Chaploney**

**Colleen Copelin**  
Cherryfield Financial

**Wayne Crabtree**

**Theresa Cusick-Miskell**

**Peter Drinkwater**  
Winter Harbor 5 & 10

**Chris Hansen**  
Maine Land Gallery Graphic Design  
and Specialties

**Pam Harmon**  
Coastal Clocks

**Megan & Glen Moshier**  
Elsa's Inn on The Harbor

**Scott & Klair Moshier**  
You Name It

**Roy & Evie Palmer**  
Palmer's Plumbing

**Linda & Frank Reynolds**

**Michelle Rivers**

**Jack Schmeltzer**  
Hog Bay Berries

**Ken & Susan Scully**  
Harbor Lights Web Design  
& PC Repair

**Mary Ann Smale**

**Steve & Evie Wilkinson**  
Ash Mountain Tree Service

## 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 canning for Out on a Limb.*

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.

“The best part... was discovering we’re not alone out here.”

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 the Jordan’s distribute through their second business, Eastern Maine Sales and Services.*

**Owners, Tim & Lori Jordan**



## ALPHABETICAL BY BUSINESS NAME

### **A Better Image**

Nancy Asante  
PO Box 204, Perry, ME 04667  
(207)853-4571  
nasante@hotmail.com  
*Business writing workshops, will write text for your advertising or website, or edit your text.*

### **Acadia CAD**

Cheryl Marshall  
370 Tunk Lake Road,  
Sullivan, ME 04664  
(207)422-3417  
icre8arch@hotmail.com  
www.acadiacad.com  
*Blueprints and perspective image drawings.*

### **Alamoosook Lakeside Inn**

Gina Bushong  
229 Sopper Road, Orland, ME 04472  
(207)469-6393  
info@alamoosooklakesideinn.com  
www.alamoosooklakesideinn.com  
*Maine's Lakeside Heaven.*

### **Alana's Fine Art Gallery**

Alana Ranney  
42 Number Nine Road,  
Cutler, ME 04626  
(207)259-2130  
info@afinephoto.com  
www.aFinePhoto.com  
*Providing fine art, commercial, stock, product, portrait, and wedding photography service to Down East Maine. Retail and wholesale.*

### **The Alcyon Center**

Kathryn Booth & Joan Jordan Grant  
PO Box 40, Seal Cove, ME 04674  
(207)244-1060  
alcyoncenter@roadrunner.com  
*A place of rest, a path of transformation.*

### **Angel Antics Glass Crafters**

Jerry & Ann Maske  
3 Garden Way, Sullivan, ME 04664  
(207)422-2250  
revjerry@adelphia.net  
www.angelantics.net  
*Producers of fine art glass, kiln-fired tableware, fused glass jewelry and fancy doo-dads.*

### **Ann-Claude Cotty Gallery & Workshops**

Anne-Claude Cotty  
65 Main Street, Stonington, ME 04681  
(207)367-2699  
acotty@verizon.net  
www.anneclaudecotty.com  
*Gallery of prints, artist books, and pinhole photography and workshops for children and adults.*

### **APPLE/Tours of Lubec & Cobscook**

Ruta Jordans  
PO Box 535, Lubec, ME 04652  
(207)733-2997  
tourinfo@ptc-me.net  
www.toursoflubecandcobscook.com  
*Tours of Lubec and Cobscook will take you on a personalized, interpretive history, farm, lighthouse, and nature tours in Lubec, ME, USA and Campobello Island, New Brunswick, Canada.*

### **Ash Mountain Tree Service**

Steve & Evie Wilkinson  
7 Seins Cross, Gouldsboro, ME 04607  
(207)963-7187  
*Elimination of diseased and blown-down trees using low-impact harvesting techniques.*

### **Ashley's Gift Emporium**

Brenda Cook  
PO Box 57, Eastport, ME 04631  
(207)853-9550  
auntimenna1@verizon.net  
*Catalog and internet gift store. High quality at reasonable prices. Statues, procelain dolls, tool kits, luggage, jewelry, and much more.*

### **Auger Hill Farm**

Walt & Sue Getchell  
PO Box 473, Machias, ME 04654  
(207)255-4883  
wgetchell@maineline.net  
*Makes and sells maple syrup and maple products.*

### **Auntie Lynn's Organic Baking Mixes**

Lynn Cottrell  
285 Mt. Ephraim Road,  
Searsport, ME 04974  
(207)548-0094  
lynnanddale@roadrunner.com

### **Autograff**

Richard Merrill  
PO Box 115, Blue Hill, ME 04614  
(207)669-4651  
webteam@autograph.com  
www.autograff.com  
*Graphic Design for print and web, web programming, and websites you can update yourself.*

### **Barkwheats Dog Biscuits**

Chris Roberts & Renee Johnson  
PO Box 194,  
Stockton Springs, ME 04981  
(207)449-1214  
mainedog@barkwheats.com  
www.barkwheats.com

### **Barney Brook Perennials & Gaia Glass Jewelry**

Janice Lesbines  
106 Sacarap Road,  
Columbia, ME 04623  
(207)483-4754 janisl@core.com

### **Barry's Burner Service**

Barry Flaherty  
364 Roger's Point Road,  
Steuben, ME 04680  
(207)546-2686  
barcol@midmaine.com  
*Repairing and replacing oil burners, hot air and hot water baseboard. Also servicing systems.*

### **Bayside Chocolates**

Eugene Greenlaw  
37 Water Street, Lubec, ME 04652  
(207)733-8880  
info@baysidechocolates.com  
www.baysidechocolates.com  
*Exquisite hand-crafted gourmet chocolates for even the most discriminating chocolate lovers!*





**Beacon Events Center & Cabin Rentals**

Karen McGraw  
 RR1 Box 353, Dennysville, ME 04628  
 (207)726-4265  
 kmcgraw@localnet.com

**Beaded Quill Designs**

Gal Frey  
 PO Box 635, Princeton, ME 04668  
 (207)796-8830  
 Custom designed high-end beadwork.  
 Ash and sweetgrass baskets.

**Ben Wilson Renovations**

Ben Wilson  
 58 Monroe Street, Calais, ME 04619  
 (207)454-0372  
 balwilson@verizon.net  
 Interior and exterior painting,  
 wallcoverings, faux finishes. Building  
 maintenance and renovations.

**Bernardini Enterprises**

Louis Bernardini  
 261 Main Street, Calais, ME 04619  
 (207)454-2844  
 lbdini@verizon.net  
 Deep fried peanuts and cashew nuts.  
 A third generation product.

**Bernardini's Restaurant**

Marilyn Bernardini  
 89 Main Street, Calais, ME 04619  
 (207)454-2237  
 www.bernardinis.com  
 Berardini's—Fine Italian Dining Down East.

**The Birdhouse Factory**

Loring Munson, Jr.  
 11 Barker Lane, Lubec, ME 04652  
 (207)733-9796  
 butterscotch1958@yahoo.com  
 Log cabin bird houses, feeders,  
 and bathouses.

**Biscuits**

Jon A. Speed  
 PO Box 452, Baileyville, ME 04694  
 (207)796-0881  
 Food you wish your mother could  
 make, catering for all occasions

**Black Sow Farm**

Dustin Eirdosh  
 42 Evergreen Lane,  
 Bar Harbor, ME 04609  
 (207)669-2750  
 Pasture-raised pork and beef from  
 Mt. Desert Island.

**Blair Art Glass**

Warren Blair  
 670 Newman Street,  
 Winter Harbor, ME 04693  
 (207)963-2664  
 Creates original and custom-made  
 designs for plates, bowls, platters,  
 suncatchers, and table tops. (Seasonal)

**The Blue Butterfly B & B**

Liz Fauver  
 9 Pleasant Street, Machias, ME 04654  
 (207)255-0115  
 mslizf@maineline.net

**Blue Heaven**

Cindy Eaton  
 892 County Road, Lubec, ME 04652  
 (207)733-2018  
 A seasonal gift shop and craft shop  
 offering crafts and ready-made  
 gift items.

**Blue Hill Berry Company**

Nicolas Lindholm  
 95 Dunbar Road, Penobscot, ME 04476  
 326-0751  
 nicolas@prexar.com

**The Blue Hill Inn**

Mary & Don Hartley  
 40 Union Street, Blue Hill, ME 04614  
 (207)374-2844  
 maryoldhartley@gmail.com  
 Under New Ownership.

**Blueberry Bliss**

Betty Maker  
 1039 US Route 1, Jonesboro, ME 04648  
 (207)434-2542  
 betty@blueberrybliss.com  
 www.blueberrybliss.com  
 Manufacturers of premium  
 blueberry products: jams, jelly,  
 syrup, topping and pancake mix.

**The Blueberry Bucket**

Tina Wood  
 10 M & M Place Suite 3,  
 Machias, ME 04654  
 (207)255-0575  
 info@blueberrybucket.com  
 www.blueberrybucket.com  
 Candles, Home Décor, Gifts for  
 any occasion!

**Bold Coast Smokehouse**

Vinny Gartmayer  
 224 County Road, Lubec, ME 04652

(207)733-8912  
 vinny@boldcoastsmokehouse.com  
 www.boldcoastsmokehouse.com  
 Gourmet quality smoked salmon,  
 and smoked fish products. Our  
 products are "wicked good" and  
 made in Maine.

**Bonnie & Clyde's Gently Used Furniture**

Bonnie Foss  
 144 Marshfield Flats Road,  
 Marshfield, ME 04654  
 (207)255-8207  
 bonniefoss@gmail.com

**Bradshaw's Cranberry Farm**

Nan Bradshaw  
 95 Hinckley Point Road,  
 Dennysville, ME 04628  
 (207)726-5065  
 nan@cranberriesfresh.com  
 www.cranberriesfresh.com  
 Bradshaw's Cranberry Farm sells fresh  
 cranberries and cranberry food products  
 to retail and wholesale markets.

**Bucksport Chimney Sweet & Broadway Rickshaw**

Andrew Tyne  
 54 Broadway, Bucksport, ME 04416  
 (207)469-7932  
 andrew\_tyne@hotmail.com

**Bump N' Run**

Crystal Astbury  
 1284 State Route 46,  
 Bucksport, ME 04416  
 (207)469-0869  
 Full line of authentic NASCAR racing  
 apparel, plus die cast and other  
 NASCAR accessories.

**Buns In The Oven Bakery**

Vanessa Young  
 178 Ridge Road, Cherryfield, ME 04622  
 (207)460-0195  
 vanray77@yahoo.com  
 Specializing in cookies and sweet breads.

**Burgess Bed & Bath**

Colleen & Robert Burgess  
 120 S. Burnt Cove Road,  
 Stonington, ME 04681  
 (207)367-2737  
 burgess@acadia.net  
 www.burgessbedbath.com  
 A Beautiful Place to Stay!

**The Calais Bookshop**

Carole Heinlein  
405 Main Street, Calais, ME 04619  
(207)454-1110  
calaisbookshop@verizon.net  
New, used, and rare books for readers and collectors. Dedicated to the fine art of browsing!

**Cherryfield Financial**

Colleen Copelin  
182 Park Street, Cherryfield, ME 04622  
(207)546-2112

**Chet's Camps / Grand Lake Stream Outdoor School**

Al & Sue LaPlante  
HCR 78 Box 5, Princeton, ME 04668  
(207)796-5557  
chetscamps@msn.com  
www.chetscamps.com  
Family or adventure getaways can include fishing, canoe and kayak guided tours and instruction, outdoor activities for families and children.

**Chmerto's**

Marilyn Bernardini  
283 Main Street, Calais, ME 04619  
(207)454-3300  
chmertots@juno.com  
Chmerto's - Maine-Made Gifts.

**Cindy's Creations**

Cindy Eaton  
892 County Road, Lubec, ME 04652  
(207)733-2018  
A home-based craft business which produces photography, tole painted items and various sewn products.

**Classic Boatworks of Maine**

Marshall & Jo Duhaime  
3 Duhaime Drive, Hancock, ME 04640  
(207)422-9180  
prambuilder@yahoo.com  
www.classicboatworksofmaine.com  
Wood boat building and restoration.

**Climb Paws**

Rodney & Lisa Merritt  
RR1 Box 2430, East Machias, ME 04630  
(207)255-6765  
blueeyes51863@yahoo.com

**Coastal Caretakers**

Bruce Matters  
PO Box 633, Southhampton, NY 11968  
info@coastalcaretakers.com  
www.coastalcaretakers.com  
Fine homes specialist, full service residential caretaking firm.

**Coastal Designs, LLC**

Bill & Beth Fewell  
245 N. Sedgwick Road,  
Sedgwick, ME 04676  
(207)359-2301  
bfewell@earthlink.net  
www.songbirdcollectibles.com  
Carved birds, reproduced and used as decoration on lamps, wall sconces, and table pieces, are hand-painted and mounted on driftwood.

**Cobscook Hikes and Paddles**

Tess & Steve Ftorek  
13 Woodcock Way,  
Robinston, Me 04671  
(207)454-2130  
sftorek@pwless.net  
www.cobscookhikesandpaddles.com  
Kayaking, hiking, unique weddings in unusual places. Trips suited to your needs and abilities.

**The Commons Eastport**

Meg Mcgarvey Nancy Asante  
PO Box 255, Eastport, Me 04631  
(207)853-4123  
thecommonseastport.com  
Naturally Wonderful Goods And Events,  
Plus Glorious Seaside Apartments.

**Country Mouse Sewing Boutique**

Pamela Arlene Ramsdell  
Route 191, Meddybemps, Me 04657  
(207)454-2647  
pama452@hotmail.com  
Made In Maine - Chef Aprons, Half Aprons, Tote Bags, Table Scaves.  
Special Orders Taken.

**Country Store Antiques**

Vicki Landman  
410 Bar Harbor Road,  
Trenton, ME 04605  
(207)667-5922  
southwesternbay@earthlink.net

**County Wide Newspapers**

Bob Berta  
PO Box 497, Machias, ME 04654  
(207)255-NEWS  
countywide@gwi.net  
Washington County's Free Newspaper.

**The Crafty Unicorn**

Leslie McSorley  
12 Chipyard Lane,  
Harrington, ME 04643  
(207)483-2131  
leslie@thecraftyunicorn.com

**The Crop Shop**

Terri Beal  
5 Whalen Road, Sullivan, ME 04664  
(207)669-4292  
mainecropshop@yahoo.com  
www.mymainecropshop.com

**Crow Tracks**

Roland Lavellee  
11 Water Street, Eastport, ME 04631  
(207)853-2336  
crowtracks@crowtracks.com  
www.crowtracks.com  
Offering wide selection of hand-carved items for your pleasure. From sparrows to eagles.

**Crows Quill Studio**

John Leavitt  
8 Johnson Lane, Pembroke, ME 04666  
(207)726-4039  
crowsquill@hotmail.com  
www.jleavitt.com  
Fine art painting (oils & acrylics); primarily landscapes.

**Crystal Dawn Farms**

Crystal & David Consalvi  
1928 US Rt. 1, Perry, ME 04667  
(207)853-7333  
www.cdfarmsite.com  
A small CSA farm offering sustainably and respectfully raised produce, eggs, and small meat animals.

**Daylily Weaving & Dyeworks**

Nan Sepik  
103 Shore Road, Perry, ME 04667  
(207)214-6778  
daylilydye@yahoo.com  
www.daylilydyeworks.com  
Women's clothing - hand-dyed & printed silk jackets & scarves, hand-woven jackets & vests.

**DeBalsi Stonework**

Dave DeBalsi  
PO Box 616, Blue Hill, ME 04614  
(207)374-2480  
Design & build custom interior and exterior stone finish work using exclusively native Maine material.

**Debits and Credits**

Dale MacAlpine  
RR 1, Bucksport, ME 04416  
(207)469-3389  
dmacal7086@aol.com  
Accounting and tax preparation service.

**Dodge's Small Engine Repair**

Julieo Dodge  
1039 Houlton Road,  
Baileyville, ME 04694  
(207)427-6629  
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 soulwork@sherryashbycunningham.com  
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# 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.



IWW and Hire and Higher grad David Conary.

"...The speaker said, 'Learn to delegate...' ...I've never forgotten that message."

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 all

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."



David with one of his refinished chairs.

**Owner, David Conary**

# IWW Success Story: HEATHER PERRY FINE JEWELRY

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?”

in high school, but found the strength, and the belief in herself, to go for it. She got financial help through IWW, a stipend to help with further training in stonemasonry and

money to set up her website. “At a time when buying supplies is difficult, help like this is instrumental in getting a business on the road to self-sufficiency.”



*Heather in her studio.*

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

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?



*A view of Heather's work table.*

**Owner, Heather Perry**

# ALPHABETICAL BY BUSINESS CATEGORY

## 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

### **Eggmoggin 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 Crosen, Mapmaker**

Jane Crosen

### **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 Cothing**

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





## 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 Moshier

**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

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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**  
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Lynn Cottrell

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Ellen Johnson

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Alexis Watson

**Little Thai Truck**  
Bob Schofield

**Monica's Chocolates**  
Monica Elliott

**Moon Hill Farm**  
Tim & Lydia Beal

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Gail VanWart

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Karen H. Raye

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Jon Olsen

**Weownit 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 Alcyon Center**  
Kathryn Booth

**APPLE / Tours of Lubec  
& Cobscook**  
Ruta Jordans

**Beacon Events Center  
& Cabin Rentals**  
Karen McGraw

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

**Cobscook Hikes  
and Paddles**  
Tess & Steve Ftorek

**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**  
McGinley Jones

**Up Close Tours**  
Louis Bernardini

**Weaving a Life**  
Susan Barrett Merrill

## Shops / Stores / Boutiques / E-Commerce

**Ashley's Gift Emporium**  
Brenda Cook

**Barkwheats 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 Lavellee

**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

**Mungy 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 Cressey

**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**  
Shawna Thompson  
Middleton



## Trades / Services

**A Better Image**  
Nancy Asante

**Acadia CAD**  
Cheryl Marshall

**Ash Mountain Tree Service**  
Steve & Evie Wilkinson

**Autograff**  
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

**CountyWide Newspapers**  
Bob Berta

**DeBalsi Stonework**  
Dave DeBalsi

**Debits and Credits**  
Dale MacAlpine

**Dodge's Small Engine Repair**  
Julieo Dodge

**Downeast Connections**  
Beverly Locke

Alana Preston

**Down East Janitorial**  
Steve & Stephanie Davis

**Down East Refinishing**  
David Conary

**Down East Nature Tours**  
Michael J. Good

**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 Herbals**  
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 Manring III

**New England Pellet Burner**  
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**  
Nickey Wight

**Small Tool Repair**  
Harold (Larry) Lailer

**Stitch-It With Peggy**  
Peggy Coleman

**Studio 3**  
Buddy Chase

**Sullivan Memorial Stoneworks, LLC**  
Michele Woodbury

**Sunrise Seafood Composting**  
Elliott Batson

**Scythe Supply**

**The Red Book**  
Cheryl Chase

**The Screenprintery**  
Rob Gaynor

**The Tree Feller**  
Bob Salesi

**Thompson Herbals**  
Dee Thompson

**TreeHugger Trail Design and Maintenance**  
Janet Christrup

**Turner Signs**  
David & Bili Jo Turner

**Waugh Property Management**  
Peter & Juanita Waugh

**Wee Care Child Care**  
Lori Barbee

**Wharfratt Screen Printing**  
Samuel Wright

**WildWorks**  
Robin Jettinghoff

**Wyeth Associates**  
Patricia Wyeth

**You Name It**  
Scott & Klair Moshier

## IWW Success Story: COBSCOOK HIKES AND PADDLES

When the local canoe and kayak tour guide moved on to other things, Steve and Tess Ftorek saw an opportunity. Life-long canoers 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 Ftoreks than on dedicated bird-watching outings elsewhere in the country. And the

Ftoreks 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 Ftoreks 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.

“We have so much natural beauty here that others aren’t exposed to.”



Steve Ftorek with the company vehicle and kayaks in tow.

**Owners, Steve and Tess Ftorek**

# 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."

"...I learned about all the resources that are out there for business owners; there are so many places I can turn to now..."



Nan at her loom.

"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 sucks 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 yuppified."

**Owner, Nan Sepik**

# ALPHABETICAL BY AREA

## Bucksport Area

### Auntie Lynn's Organic Baking Mixes

Lynn Cottrell

### Barkwheats Dog Biscuits

Chris Roberts

### Bucksport 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

Nickey Wight

### The Vineyard

Barbara Vittum

### 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

### Chet's Camps / Grand Lake Stream Outdoor School

Al & Sue LaPlante

### Chmerto's

Marilyn Bernardini

### Cobscook Hikes and Paddles

Tess & Steve Ftorek

### Country Mouse

### Sewing Boutique

Pamela Arlene Ramsdell

### Dodge's Small

### Engine Repair

Julieo Dodge

### Done Roving Farm & Carding Mill

Paula & Stephen Farrar

### Fabrications

Sue Martell

### First Light Images

Mary Beth Blanchard

### Greeland Point Center

Jon A. Speed

### Greystone Bed & Breakfast

Candace & Al Dwelley

### 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

### Isalos 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 Oddleifson

### The Tree Feller

Bob Salesi

### Wild Works

Robin Jettinghoff

## Eastport Area

### A Better Image

Nancy Asante

### Alana's Fine Art Gallery

Alana Ranney

### 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

### Island Intarsia

Ralph & Deen Hicks

### Kendall Farm Cottages

Georgiana Kendall

### The MacNaughton Group

Nannette MacNaughton

### Mungy 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 Cotsa

**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 & Bili Jo Turner

**Wharfratt 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 Alcyon Center**  
Kathryn Booth

**Angel Antics Glass Crafters**  
Jerry & Ann Maske

**Autograff**  
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  
of Maine**  
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

**Down East Nature Tours**  
Michael J. Good

**Down East Office Services**  
Lisa Ashmore

**Downeast Refinishing**  
David Conary

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

**E. G. Wood & Company**  
Jed Wood

**Eastern Maine Sales  
and Services**  
Lorise & Tim Jordan

**Echo Bay Studio**  
Walter Gaffney-Kessell

**Eggemoggin Textile Studio**  
Christine Leith

**Fahringer's Framing  
Gallery**  
Ralph Fahringer

**Food Magic**  
Anne Curtis

**Four the Fun of IT!**  
Tammy Deckers

**Gabrielle Wellman**  
Gabrielle Wellman

**Garden Lore**  
Lore Lipkvich

**Gladstone's Under the Sun**  
Craig & Rosemary Gladstone

**Gravelwood Farm**  
Dan & Judy Brown

**Impressions**  
Cheryl Chase

**In Good Hands**  
Vanessa Gray

**Jane Crosen, Mapmaker**  
Jane Crosen

**K & B Automotive**  
Brett & Jennifer Alexander

**Kathleen Noyes Design  
Associates**  
Kathleen Noyes

**Key to Costa Rica**  
Beatrice Blake

**Logo Smith**  
Aaron Bryant

**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 Manring III

**New England Pellet Burner**  
John Horton

**New Visions  
Communications /  
Nadine Lewis Designs**  
Nadine Lewis

**North Country Comforters**  
Jillian Glover

**Northern Bay  
Timber Frames**  
Robert Hutchinson

**One Woman Studio  
"Artistic Recycling"**  
Julia Ventresco

**Operation Breaking  
Stereotypes**  
Constance Carter

**Out on a Limb**  
Lorise & Tim Jordan

**PJ's Snacks**  
Pam Hearn

**Pure Maine**  
Hilde Bensheimer

**Rescue Bookkeeping**  
Amy Young

**Ringeseisen Studios**  
Diane & John Ringeseisen

**The Screenprinter**  
Rob Gaynor

**Shipyards Point Glassworks**  
Beverly Lamoureux

**Sisters Salsa**  
Jim Buddington

**Small Tool Repair**  
Harold (Larry) Lailer

**Studio 3**  
Buddy Chase

**Sullivan Memorial  
Stoneworks, LLC**  
Michele Woodbury

**Summerfly**  
Sarina & Benjamin Speed

**Tandoor Downeast**  
Gunjan Gilbert

**Waugh Property  
Management**  
Peter & Juanita Waugh

**Weaving a Life**  
Susan Barrett Merrill

**Whipple Tree Farm**  
Marion & Eric Baron

## Lubec Area

**APPLE / Tours of Lubec  
& Cobscook**  
Ruta Jordans

**Bayside Chocolates**  
Eugene Greenlaw



**Beacon Events Center  
& Cabin Rentals**

Karen McGraw

**Blue Heaven**

Cindy Eaton

**Bold Coast Smokehouse**

Vinny Gartmayer

**Cindy's Creations**

Cindy Eaton

**Down East Drawings**

Fred & Patty Hartman

**Expressive Arts Therapy**

Barbara Fox

**KodaYoda Enterprises**

Ginny Morano

**Little Thai Truck**

Bob Schofield

**Lubec Rental Properties**

Jody Grimes

**MacGregor**

**Handmade Paper**

Katie MacGregor

**Maine DeLight**

Bonnie Hayes

**Monica's Chocolates**

Monica Elliott

**Northern Tides Gallery**

Deborah Ayala

**Quoddy Mist / L&C**

**Enterprices LLC**

Clayton Lank

**ShopMaineMade.com**

Debora & Amber LaValley

**Singing Goat Dairy**

Rachel Bell

**Studio 98**

Kim Ashby

**The Birdhouse Factory**

Loring Munson, Jr.

**The Peacock House Bed  
& Breakfast**

Sue & Dennis Baker

**Tide Mill Balsams /**

**Tide Mill Enterprises**

Robert & Jane Bell

**Tide Mill Organic Farm**

Aaron Bell

**Twilight Therapeutics**

McGinley Jones

**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

**Fitch Farm Kitchen / Bandana**

**Bill's Blazing Sauces**

Michelle Fitch

**Helen's Restaurant**

Julie Barker

**The Inn at Schoppee 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 Rakoczy

**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

**Elsa's Inn On The Harbor**

Megan & Glen Moshier

**Harbor Girl Café**

Alexis Souders

**Palmer's Plumbing**

Roy & Evie Palmer

**Phoenix Rising Studio**

Francoise Armstrong

**Prospect Harbor**

**Soap Company**

Alexis Souders

**Sunrise Seafood**

**Composting**

Elliott Batson

**TreeHugger Trail Design  
and Maintenance**

Janet Christrup

**Wee Care Child Care**

Lori Barbee

**Winter Harbor 5 & 10**

Peter Drinkwater

**You Name It**

Scott & Klair Moshier

## 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 workmens' 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.

**"Things that are meant to be, come around."**

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.



*Whole Life Natural Market.*

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.

**Owner, Patti Sansing**



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# RESOURCE GUIDE

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

**WHEN YOU'RE THINKING OF RESOURCES,  
ALWAYS THINK OF**



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(207)296-2017 nase@midmaine.com  
www.robertweymouth-ins.com  
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U.S. Small Business Administration	<a href="http://www.sba.gov">www.sba.gov</a>
Dun & Bradstreet	<a href="http://www.dnb.com">www.dnb.com</a>

## INTERNATIONAL BUSINESS AND FOREIGN TRADE

Maine's International Trade Center	<a href="http://www.mitc.com">www.mitc.com</a>
U.S. International Trade Statistics Main Page, Foreign Trade Division	<a href="http://www.census.gov/ftp/pub/foreign-trade/">www.census.gov/ftp/pub/foreign-trade/</a>
International Business Forum	<a href="http://www.ibf.com">www.ibf.com</a>
Global Trade Center: Trade Leads, Trade Bulletin Board	<a href="http://www.tradezone.com">www.tradezone.com</a>
The Organization of Women in International Trade	<a href="http://www.owit.org">www.owit.org</a>
Center for International Private Enterprises	<a href="http://www.cipe.org">www.cipe.org</a>
Canadian Business Women	<a href="http://www.cdnbizwomen.com">www.cdnbizwomen.com</a>

## FEDERAL AGENCIES

Federal Trade Commission	<a href="http://www.ftc.gov">www.ftc.gov</a>
U.S. Business Advisor	<a href="http://www.business.gov">www.business.gov</a>
U.S. Census	<a href="http://www.factfinder.census.gov">http://www.factfinder.census.gov</a>
U.S. Customs, Port of Portland	<a href="http://www.customs.gov">www.customs.gov</a>
U.S. Patent & Trademark Office	<a href="http://www.uspto.gov">www.uspto.gov</a>

Stat USA Internet	<a href="http://www.stat-usa.gov/stat-usa.html">www.stat-usa.gov/stat-usa.html</a>
Federal Statistics	<a href="http://www.fedstats.gov">www.fedstats.gov</a>
IRS	<a href="http://www.irs.gov">www.irs.gov</a>
IRS Tax Information for Business	<a href="http://www.irs.ustreas.gov/prod/bus_info/index.html">www.irs.ustreas.gov/prod/bus_info/index.html</a>

## STATE AND LOCAL AGENCIES

Maine State Government	<a href="http://www.maine.gov">www.maine.gov</a>
Maine State Agencies	<a href="http://www.state.me.us/government/agencies/html">www.state.me.us/government/agencies/html</a>
Maine International Trade Center	<a href="http://www.mitc.com">www.mitc.com</a>
Maine Manufacturing Extension Partnership	<a href="http://www.mainemep.org">www.mainemep.org</a>

## MAILING LISTS AND NEWS GROUPS

"Liszt" to locate mailing lists you can join	<a href="http://www.liszt.com">www.liszt.com</a>
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## RESEARCH & REFERRAL AGENCIES & COMPANIES

Small Business Administration (SBA)	<a href="http://www.sba.gov">www.sba.gov</a>
National Small Business Development Center	<a href="http://www.sbdcnet.org">www.sbdcnet.org</a>
Maine Small Business Development Center (SBDC)	<a href="http://www.mainesbdc.org">www.mainesbdc.org</a>
Service Corps of Retired Executives (SCORE)	<a href="http://www.score.org">www.score.org</a>
SBA's Online Women's Business Center	<a href="http://www.onlinewbc.gov">www.onlinewbc.gov</a>
Maine Business Works	<a href="http://www.mainebusinessworks.org">www.mainebusinessworks.org</a>
Finance Authority of Maine (FAME)	<a href="http://www.famemaine.com">www.famemaine.com</a>
Maine Made Buyers Guide	<a href="http://www.mainemade.com">www.mainemade.com</a>

## MARKETING

Babson College Marketing Publications Online	<a href="http://www3.babson.edu/publications/jr/pastissues">www3.babson.edu/publications/jr/pastissues</a>
Dr. Nunley's Marketing Tips	<a href="http://www.drnunley.com">www.drnunley.com</a>
Guerrilla Marketing Articles	<a href="http://www.gmarketing.com/tactics/weekly.html">www.gmarketing.com/tactics/weekly.html</a>
Marketing Professionals	<a href="http://www.marketingprofs.com">www.marketingprofs.com</a>

## MARKET RESEARCH

The Business Search Engine	<a href="http://www.business.com">www.business.com</a>
USA Counties Profiles	<a href="http://www.stats.indiana.edu">www.stats.indiana.edu</a>

## DOMAIN NAMES

GoDaddy	<a href="http://www.godaddy.com">www.godaddy.com</a>
Register	<a href="http://www.register.com">www.register.com</a>

## SEARCH ENGINES

Alta Vista	<a href="http://www.yahoo.com">www.yahoo.com</a>
Google	<a href="http://www.google.com">www.google.com</a>

## MAINE INFO

Maine Business News	<a href="http://www.bizmaine.biz">www.bizmaine.biz</a>
Maine Business for Social Responsibility	<a href="http://www.mebsr.org">www.mebsr.org</a>
Maine Merchants Association	<a href="http://www.mainemerchants.org">www.mainemerchants.org</a>
Maine Technology Institute	<a href="http://www.mainetechnology.org">www.mainetechnology.org</a>
Maine Tourism Association	<a href="http://www.mainetourism.com">www.mainetourism.com</a>
UMCE Small Business Online Resource Library	<a href="http://www.umext.maine.edu/hbbsite/html/home.htm">www.umext.maine.edu/hbbsite/html/home.htm</a>

## OTHER HELPFUL SITES

Thomas Register of American Manufacturers	<a href="http://www.thomasnet.com">www.thomasnet.com</a>
Small Business National Advancement Center	<a href="http://sbaerr.uca.edu">sbaerr.uca.edu</a>

Startup.wsj.com	<a href="http://www.startup.wsj.com">www.startup.wsj.com</a>
University of Michigan Library, Statistical Resources and Links	<a href="http://www.lib.umich.edu">www.lib.umich.edu</a>
American Assn. of Home-Based Businesses	<a href="http://www.aahbb.org">www.aahbb.org</a>
Better Business Bureau	<a href="http://www.bbb.org">www.bbb.org</a>
Entrepreneur Magazine	<a href="http://www.entrepreneurmag.com">www.entrepreneurmag.com</a>
Penquis Community Action Program	<a href="http://www.penquiscap.org">www.penquiscap.org</a>
Iowa Business Resource	<a href="http://www.iabusnet.org">www.iabusnet.org</a>
National Federation of Independent Businesses	<a href="http://www.nfib.com">www.nfib.com</a>
Sunrise County Economic Council	<a href="http://www.sunrisecounty.org">www.sunrisecounty.org</a>

# 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  
deerisle-stoningtonchamber@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



# FINANCING RESOURCES

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## Down East Business Alliance

### A Division of WHCA

248 Bucksport Road  
P.O. Box 299, Ellsworth, ME 04605  
(207)664-2424  
snugent@whcacap.org www.whcacap.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

## 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

## Coastal Enterprises, Inc.

PO Box 268, 36 Water Street, Wiscasset, ME 04578  
(207)882-7552 (800)340-2649 (fax) (207)882-7308  
cei@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

## 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

## 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.

## 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—Maliseet, 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](mailto:evitelli@maine.edu)

[www.womenworkandcommunity.org](http://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](mailto:John.harker@state.me.us) [Steve.belyea@state.me.us](mailto:Steve.belyea@state.me.us)

[www.maine.gov/agriculture](http://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

### Grants Offered

**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)624-9825 (fax) (207)287-8461

[business.answers@state.me.us](mailto:business.answers@state.me.us) [www.econdevmaine.com](http://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 Products 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)624-7495 (fax) (207)287-8461

[shirley.bartlett@state.me.us](mailto:shirley.bartlett@state.me.us) [www.econdevmaine.com](http://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  
stevev@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 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  
Business Assistance Services Offered: Business Planning, Workshops / Training and One-on-one counseling.  
Networking: Through SBA Resource Partners, Host Organizations, Economic Development Districts  
Other: Assistance with loan packaging

## 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

## 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  
\$10,000-\$500,000 Development Awards  
**Average Interest Rate:** None for seed grants; development awards require repayment  
Rate: when/if 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

## 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
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# 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 guerrillas is 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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Guerrilla Marketing.  
Author: Jay Conrad Levinson  
[www.gmarketingcoach.com](http://www.gmarketingcoach.com)*

# MEDIA CONTACT LIST

## Periodicals

### **Bangor Daily News**

PO Box 1329, Bangor, ME 04402  
(800)432-7964 (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 Calder, 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  
*Downeast 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  
*Whiting 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*  
Dtimes1@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@ellsworthamerican.com

### **Kennebec Journal**

PO Box 1052, Augusta, ME 04330  
(800)537-5508 (207)623-3811  
(207)623-2220  
*Kennebeck County Daily*  
kjedit@centralmaine.com

### **Machias Valley News-Observer**

PO Box 357, Machias, ME 04654  
(800)464-6561 (207)255-6561  
(207)255-4058  
*Machias Wednesday*  
news@machiasnews.com

### **Portland Press Herald**

PO Box 1460, Portland, ME 04104  
(207)791-6650 (207)791-6920  
*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 Co. Second / Fourth Fridays*  
qtides@midmaine.com

### **St. Croix Courier**

Jim Cornell  
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)374-2343  
*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 Brechlin, Editor  
PO Box 900, Bar Harbor, ME 04609  
(207)288-0556 (207)288-0559  
news@mdislander.com  
Thursday

### **Penobscot Bay Press**

**Community Information Services**  
Nat Barrows, Editor  
PO Box 36, Stonington, ME 04681  
(207)367-2200 (207)367-6397  
cis@penobscotbaypress.com

### **Castine Patriot**

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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.



Illustration: Ken Avidor

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**[www.newrules.org/hta](http://www.newrules.org/hta)**

## RELATED PUBLICATIONS

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University of Southern Maine

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**Poverty in Maine 2006, Maine  
Community Action Association**, available  
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**In Support of Entrepreneurship:  
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Initiative**, August 2002, available from Maine  
Rural Partners, formerly known as Maine Rural  
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**The Moose on the Table: Building  
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**Human Potential Initiative Evaluation  
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