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The WBDC Bulletin January 1993

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THE W.B.D.C. BULLETIN

A Monthly Publication of the Women's Business Development Corporation ♦ January 1993

MAKING A DIFFERENCE

BY MARIE TESSIER

WBDC Bangor Regional Group

Businesswomen can be heard in Augusta, State Rep. Mary Cathcart (D-Orono) told members of WBDC's Bangor chapter at their December meeting.

Key methods to increase influence are: introduce yourself to your legislator early, and send reminders of your views regularly; make your views known while bills and the state budget are developed, rather than waiting until debate is hot and heavy.

Ms. Cathcart said since Maine legislators usually live close to most of their constituents, they are uncommonly accessible.

"People are always surprised when they call me and I just say 'hello,'" she said. "We don't really have any staff to help us, and most everybody tries to answer all their letters and calls. Believe me, you remember when you're down on the floor what your people have said about how you should vote."

To help shape an issue, Mainers should contact the governor or key legislators while proposals are developed. The best time to influence budget matters is November and December, just before the new budget is completed. After it's out, she said, the sides will be drawn, although different views can shape debate.

"With one-third women in the legislature, Maine has the second largest female delegation in the country," she said. "With more women, studies show, you have a more democratic process. We are making a difference."

'You Have Grown. You Ask More Questions. You Are Less Naive.'

WBDC's October 28 Annual Conference logged in approximately 350 people, according to the final tally. The conference also made money this year – a first!

Marguerite Comerford, owner of Boutique Marguerite in Kennebunkport, received the Outstanding Women Business Owners of the Year award. Boutique Marguerite, offering classical women's clothing, was founded in 1982, and has experienced a 356 percent growth in sales since then. Starting with a 250 square foot sales area, the boutique now sits in 700 square feet.

WBDC Executive Director Lou Chamberland also received a certificate of appreciation from her friends and colleagues for recognition of service and "her zeal, loyalty, devotion to her duties and valued advice." The group also gave Lou and her husband a weekend getaway package to Sargentville (when the inn opens again next summer!)

Speakers at the conference included Key Bank (which was one of the event's sponsors) executive Jayne Crosby Giles who told WBDC members that "over the past five years you have grown. This growth has come in obvious ways; more members, more programs, more mentors, and more proteges. However, you have grown in many other ways. You are more experienced business people. Your business has grown with you and your demands as a business owner are greater; you need more sophisticated financing, you

are more careful about whom you do business with. You ask more questions. You are less naive."

Casco Northern Bank was this year's overall conference sponsor. WBDC heartily thanks Lisa Rideout and Casco Northern for all their support.

Keynote speaker Kate Chappell, co-founder and vice president of

SNOW DAYS AND CANCELLED MEETINGS

WBDC's policy for cancelling regional group meetings due to inclement weather: if school is called off in your area, then the regional group meeting is also cancelled. Listen to local radio for school cancellations.

Tom's of Maine, gave the following remarks:

"...Banks in Maine have come a long way in 20 years. Back in 1970 when we started our business, we were an under capitalized couple with outlandish ideas about the environment. I remember going with Tom from bank to bank to try and get a loan. "Unbankable," that's how we were described. I'm glad we persevered and I'm glad banks have waked up to investing in community-based small business like the ones represented here today....

...At Tom's of Maine we have teams; in manufacturing, in marketing, in R&D, in every phase of the business. There are no loners, because we learned the lesson that all entrepreneurs must learn; that you, all of you, must know by now: 1) to

Continued on page 7

WOMEN'S
BUSINESS
DEVELOPMENT
CORPORATION



THE WOMEN'S BUSINESS DEVELOPMENT CORPORATION (WBDC) is a statewide private, nonprofit membership organization that promotes and supports business ownership for Maine women. WBDC encourages growth through training, networking, advisory services, educational programs, and technical assistance. For additional information, write or call the WBDC at:

P. O. Box 658, Bangor, ME 04402-0658 • Tel: 207-234-2019

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207.234.2019**

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& FinancesDebbie Morrill
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Program.....Sonja Christiansen
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236-3984

**WRITERS
WANTED**

WBDC Bulletin has mapped out its editorial agenda for the next six months and is open to any suggestions concerning possible topics. We always welcome articles; if you are interested in contributing to any of the upcoming issues, please contact Lynda at 236-3984. Currently, the Bulletin is looking for articles on the following topics:

Feb.: It's Tax Time!
March: Borrowing Money & Accessing Credit
April: Public Relations and Advertising
May: WBDC, what it is, who it is, what it offers
June: Sanity: the Balancing Act.

Words of Thanks

Dear WBDC,

I'm so pleased to have been able to go to your annual conference. I enjoyed all the workshops, and the speakers were excellent. The only disappointment I had was that it all had to come to an end. I wanted to attend other workshops on the agenda, but unfortunately I couldn't be in two places at once.

Thank you for your help. I look forward to next year's conference.

Sincerely,

Carol Veilleux-DePesa

RESOURCES FOR GROWING A BUSINESS

*Don't miss this opportunity to learn about available resources for:
Starting and Operating a Business • Marketing • Financing Options*

Sponsored by WBDC, the workshop will be held January 4 in Augusta from 9 a.m.-noon, and January 11, 9 .m.-noon, in Bangor at Eastern Maine Development Corp (EMDC) offices at One Cumberland Place. **Preregistration, either via mail or phone, is required.** Scholarships available. For more information, call 234-2019.

DIRECTIONS: *Bangor*—across the street from the downtown post office, up the hill, in the new office building on the left. *Augusta*—Route 104 east onto Water Street. At first stop light on Water Street, take a right onto Bridge Street. Go over the river and turn right immediately after City Center Plaza onto Arsenal Street. Spruce Street is the first left off of Arsenal Street. Number 12 Spruce Street is on the right at the top of the hill — a brown and white rambling building. Enter on the left side of the building.

Yes, I'd like to attend. _____ Bangor, 1/11 _____ Augusta, 1/4
Enclosed is my \$20 registration fee (nonrefundable)

Name _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone (H) _____ (W) _____

MC/VISA# _____

Exp. Date _____

Name on card _____

Check # _____

For Office Use - BRGB

Date _____ check# _____

WBDC REGIONAL GROUPS

REGIONAL SUPPORT FOR WOMEN BUSINESS OWNERS

Regional Groups meet monthly for business owners to share information, problems, and solutions.

We encourage you to participate, whether you're just starting, expanding, or already established. Bring samples of your products, brochures, order forms, etc., to share with other members.

AUGUSTA AREA

WEDNESDAY, JANUARY 6, 8:30-10:30 A.M.

Key Bank Conference Room, 9th Floor
286 Water Street (across the street from the old post office and former offices of WBDC)

Roundtable: WBDC programs and organization; speaker, Lou Chamberland, WBDC ex. dir.

BANGOR AREA

WEDNESDAY, JANUARY 13, 12-1:30 P.M.

Eastern Maine Development Corp. Conference Room
One Cumberland Place, Bangor

Roundtable: Dr. Jean Curran, MD
"Menopause and Beyond." A short slide presentation will also be shown

AROOSTOOK COUNTY

SOUTHERN MAINE BUSINESS WOMEN'S NETWORK

THURSDAY, JANUARY 14, 6:30 P.M.

Huntington Commons, Kennebunk

Member Business Highlight: Cindi Davidson, MD
Davidson Enterprises, Wells, health care consulting and education

Roundtable: Mary Denzer, Marketing Consultant
"Marketing Your Small Business Like the Big 'Guys'"
Bring specific marketing questions.

WOMEN ENTREPRENEURS OF BELFAST

THURSDAY, JANUARY 7, 6:30 P.M. (networking);

7 P.M. MEETING BEGINS.

POTLUCK SUPPER!

Senior Spectrum Dining Room, Belfast

Roundtable: "Time Management"

Brenda Cartwright, *The Organizer*, Trenton
Consultants developing personalized organizational systems for people, paper, and things

LEWISTON/AUBURN AREA

TUESDAY, JANUARY 5, 12-1:30 p.m. (Bag lunch)

Lewiston-Auburn Chamber of Commerce Conf. Room

Roundtable: Claire Whitmore, The Computer Dept.
"What Computers Can Do for You"

UM Sponsors Business Clinics

Small Business Clinics, one-hour confidential sessions, may be the perfect opportunity for small business owners, or those thinking about starting a business, to gain appropriate knowledge.

Sponsored by the University of Maine Cooperative Extension Service, the monthly clinics with extension business specialists are free. People at any stage in their business career, including and especially those who are "just thinking" are welcome.

Topics include writing up a business plan, recordkeeping, pricing, marketing and market analysis, asset protection, financing, and business structure. Follow-ups are offered to participants.

To arrange a meeting, or more information, call the individuals listed below. October Small Business Clinics are as follows:

1/13 In Auburn, Cooperative Extension Office, 133 Western Avenue. Call Nancy Coverstone, 1-800-287-1458.

2/2 In Skowhegan, Call John Rebar, 1-800-287-1495.

1/19 In Belfast at Waldo County Cooperative Extension, Rt. 137 (4 miles north of Senior Spectrum). Call Jane Haskell-Cowles, 1-800-287-1426.

1/20 In Machias, Washington County Cooperative Extension, 11 Water Street, Machias. Call Louis Bassano, 1-800-287-7542.

1/12 In Dover-Foxcroft at the Piscataquis County Cooperative Extension, Courthouse Complex. Call Roger Merchant, 1-800-287-1491.

1/26 In South Paris, Oxford County Cooperative Extension, Olson Road. Call Wendy Legg Pollock, 1-800-287-1482.

1/13 In Bath, Call Nancy Coverstone, 1-800-287-1458.

CALENDAR OF UPCOMING EVENTS

1/5 Inventor's Forum, 6:30-9 p.m., free, #1 Payson Smith Hall, USM, Portland, sponsored by the Maine Small Business Development Center and USM. Call Jake Ward, 581-1488.

1/5 WBDC Lewiston/Auburn Area Regional Group Meeting (See Regional group section of this bulletin for info)

1/6 & 1/7 Money in Our Lives. Explore and challenge limiting beliefs about money. Two six-week groups start in West Falmouth, Wednesday, 4:30-6:30 p.m., and Thursday, 9:30-11:30 a.m. Lu Bauer, CPA and money counselor, leads. Call 797-0466.

1/6 WBDC Augusta Regional Group Meeting (See Regional group section of this bulletin for info)

1/7 Women Entrepreneurs of Belfast (See Regional group section of this bulletin for info)

1/13 WBDC Bangor Regional Group Meeting (See Regional group section of this bulletin for info)

1/20 Business Use of the Home: 10 a.m.-noon, Penobscot County Extension.

1/12 & 1/26 How to Really Start Your Own Business: how to organize, budget, market, and keep records.

Location: 66 Pearl Street, Room 210, Portland 1-4 p.m. Cost: Nominal charge. Sponsored by SCORE and the SBA. For more information, call SCORE at 772-1147.

Ongoing Support Group for those in transition; learn how to cope with loneliness, relationships, parenting, health.

Location: Maine Displaced Homemakers, Ellsworth Center of the UM system, Mill Mall, Ellsworth (667-3897) or University College, 355 Maine Avenue, Bangor (581-6132) or 1-800-442-2092. 10 a.m.-noon, 2nd and 4th Tuesdays (Ellsworth); Mondays in Bangor

Ongoing Choices and Changes: ongoing support group for self esteem building, goal setting, decision making, etc. Open to all women going through transition. Pre interview required.

Location: Maine Displaced Homemakers, 203 Madison Avenue, Suite 5, Skowhegan. 474-0788 or 1-800-442-2092. 9-11:15 a.m., Wednesdays

2/25 Myers-Briggs Type Indicator Workshop, Augusta, specific location to be announced. Sponsored by WBDC and Stirling Associates. Workshop also scheduled for April 22 in Portland. For more information, 234-2019.

GAINING INSIGHT OF THE SELF

WBDC and Stirling Associates will present two Myers-Briggs Type Indicator (MBTI) workshops, **February 25 in Augusta and April 22 in Portland.**

Developed in the early part of this century by Katherine Briggs and daughter Isabel and based on Carl Jung's theories of personality, the MBTI is not a test or pigeon-holing device. It is a measure of preferences, like right or left-handedness.

Understanding these preferences lends insight as to why some people argue almost every point raised and others will agree with almost everything. Why do some express their thoughts openly and others don't? Why do some have trouble making decisions, while others hold off decision making until they know even the most necessary facts? And why do so many complain men are cold and impersonal and women too emotional?

The MBTI is a tool used to understand individual strengths and how they influence the ability to build or

damage relationships, one's view of work as stimulating or stressful, current and future career choices, and one's experience of conflict as adversarial or creative.

Through stimulating presentations, small group exercises, discussions, and lots of fun, participants will gain knowledge of their own personality and communication styles, as well as develop appreciation of the usefulness of human differences.

The MBTI measures only preferences, and does not divulge any information about intelligence or dysfunction.

Stirling Associates has presented this workshop to educators, government, non-profit organizations, businesses, and individuals.

Upon registration, participants will be sent further information and question sheet that should be returned to Stirling Associates 10 business days prior to the scheduled workshop.

Stirling Associates is a human resources development firm specializing in group process facilitation and training. For more information and registration, call WBDC at 234-2019.

MEMBER NEWS ...

Carol Gillette, WBDC board member and Belfast businesswoman, recently won high distinction from the Portland Advertising Club and the Bangor Ad Club. Her original design of the Belfast-based Coyote Moon logo won the gold from both the Broderon and Kane awards for creative excellence under the category of corporate identity. Carol's design, a delicate silhouette of a coyote under a sliver of the moon, can be seen on the store's distinctive black awning on lower Main Street, Belfast.

Communication Graphics, Carol's design house in downtown Belfast, offers logo development, letterhead and business card design, annual report, brochure, poster, and ad layout and design. Her 20-year experience in art direction includes

MEMBER NEWS ...

television production, 4-color illustration, and graphics for signs and building exteriors.

Computer Graphics & Printing, Lewiston, received a second-place award in the brochure category at the Printing Excellence Program (PIP) show held at the Augusta Civic Center. Sponsored by the Maine Graphic Arts Association, the show featured about 50 area printers.

DID YOU KNOW ...

two out of every three new businesses are started by women. This year, 30 percent of all U.S. businesses are women-owned; census projections say by the year 2000 50 percent of all businesses will be opened by women.

New Business Learning Center in Bangor

Eastern Maine Development Corp has established a Small Business Learning Center at its One Cumberland Place offices in Bangor (across from the post office).

The center, which charges nothing for its services, is the result of a partnership between the Association of Small Business Development Centers, Lotus Development Corp., and International Business Machines. The Learning Center consists of three self-contained workstations:

- **DEMO STATION...** designed for both novice and experienced PC users and provides an introduction to hardware and software and business applications;
- **TRAINING STATION...** where hands-on training sessions occur in word processing (IBM's Writing Assistant), spreadsheets (Lotus 123), database (IBM's Filing Assistant), and accounting (One-Write Plus);
- **VIDEO STATION...** video-based training in finance, marketing, franchising, business planning, etc.

The Center provides space to experiment with computers and software. For more information, call 1-800-339-6389.

DOWNEAST MAG. SEARCHING FOR PROFILES

The Rockport-based *Downeast* is looking for individuals to highlight in their magazine's section "Making It In Maine." Those profiled have unusual and successful occupations. To make suggestions, call Ken Texton at 443-1677.

It Works! It's Easy! It's Fun

LOG ON FOR BUSINESS INFORMATION

Finding information on starting or running a small business just easier with the SBA's new electronic bulletin board. If you have a computer, modem, and telephone, you can access services and publications by calling 1-800-859-INFO (for 2400 baud modem) or 1-800-697-INFO (for 9600 baud modem).

SBA On-Line provides information on loan, procurement assistance, and business development programs, including specialized information for women, veterans, and minorities. SBA On-Line also provides a continually updated national calendar of events highlighting small business activities, training programs, seminars and international trade fairs.

CONFERENCE CONTINUED FROM PAGE 1

grow, you must engage others in your mission, and 2) there is nothing more powerful than the enthusiasm and creativity that flows from a sense of shared values....

Remember: be a partner with others. Be clear about your values. Understand how your product or service honors those values. Build a partnership within your company. Build a partnership with your customers.

PROMOTE YOUR BUSINESS

Take the plunge! Hone your speaking and marketing skills as well as promote your business by making a business presentation at regional group meetings of WBDC. It's a chance to vocalize what you do and it offers a good forum for feedback from women in your business community. Bring samples of work!

To set a date, call your regional steering committee members.

Aroostook County:Rosiland Morgan, 532-7286

Augusta:Sue Dalute, 622-7689

Bangor:Julia Comeau, 947-7541

Belfast:Nancy Matzell, 338-4728

Lewiston/Auburn:Sonja Christiansen, 786-2632

York County:Dorrie Roedner, 284-6420

WBDC WELCOMES

NEW & RENEWING

M E M B E R S

THE MAINE ADVANTAGE
PO BOX 6
AUGUSTA ME 04330
622-7069

NICKY BELL
LINCOLN STUDIO OF PHOTOGRAPH
TRANSALPINE ROAD BOX 3150
LINCOLN ME 04457
(W)794-6258 (H)794-6678

GERI COUGHLIN
BELFAST A/N
55 MAIN STREET
BELFAST ME 04915
338-6557

GLENDIA DAVIS
A & G BUSINESS SERVICES
RFD 2 BOX 1073
CARMEL ME 04419
848-5358

ELIZABETH FREY
33 PINE STREET
FREEPORT ME 04032
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LORI HAAPALAINEN
NO ECONOMIC INITIATIVES CORP
1009 W RIDGE STREET
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906-228-5571

KAREN HOLCOMB
PO BOX 543
LIVERMORE ME 04253
897-4113

JACQUELINE JUNKINS
PO BOX 1751
BANGOR ME 04401
942-4231

LINDA MILLER
MILLER SIGNS & GRAPHICS
RFD 2 BOX 182
NEWPORT ME 04953
368-5153

AUDREY REED
STATE FARM INSURANCE
1485 LISBON STREET
LEWISTON ME 04240
(W) 783-9610; (H) 657-3178

LEE CLARK ALLEN
LEE CLARK ALLEN WATERCOLORS
HCR 64 BOX 64
BROOKLIN ME 04616
359-8829

CAROL BRODEAU
MAINELY QUILTS
317 MASS AVENUE
MILLINOCKET ME 04462
723-5909

VERNA COX
RR 2 BOX 245
BUCKSPORT ME 04416
469-6402

RENE DAVIS
DAVIS VIDEOTAPE ADVERTISING
RFD 4 BOX 612
BANGOR ME 04401
(W)884-7784 (H)884-8281

JEAN GOODWIN
56 FAIRVIEW AVENUE
AUGUSTA ME 04330
623-9336

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SEAFOOD MANAGEMENT CORP
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(W)781-2997 (H)781-7111

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SUSAN CONNERY
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BE HAPPY PRESCHOOL
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GENERAL DELIVERY
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ANNE VALENTINE DESIGN
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5 MORRILL STREET
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TONYA SPRAGUE
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HEALTH INSURANCE QUESTIONNAIRE

WBDC is exploring health coverage possibilities for its members. Your response to this survey will help us approach insurers to explore various plans and options. Please take a minute to fill it in and **return by January 30** to WBDC, PO Box 658, Bangor, ME 04402-0658.

Would you be interested if WBDC were to make a health insurance program available to members.

☐ Yes ☐ No

Which of the following coverages would be of interest to you?

- ☐ Health insurance
- ☐ Life insurance
- ☐ Short term disability income protection
- ☐ Long term disability income protection

For which members of your family would you require health insurance coverage?

- ☐ Self only
- ☐ Self and spouse
- ☐ Self, spouse, and children
- ☐ Self and children

Do you have any medical conditions that might make it difficult for you to obtain health insurance coverage?

☐ Yes ☐ No

Are you currently covered by a health insurance plan?

☐ Yes ☐ No

If yes, by whom?

- ☐ Blue Cross
- ☐ Other

Name of insurer, if known

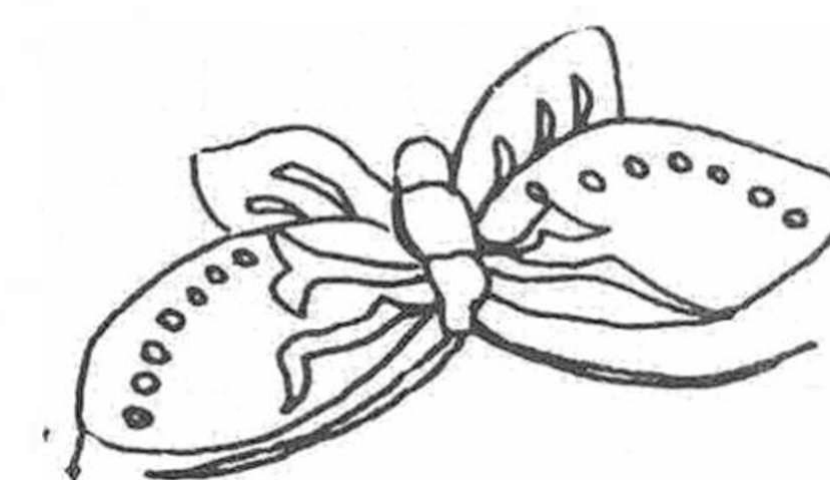
Stray Facts

WOMEN - OWNED BUSINESSES INCREASE IN NUMBER

According to the most recent IRS data, women-owned sole proprietorships – one-owner businesses that may or may not have employees – grew seven percent annually from 2.5 million in 1980 to 4.9 million in 1989, a growth rate of 96.9 percent. They outpaced all other such firms, which grew at 63.6 percent.

During the same period, revenues of women-owned firms increased 145 percent, from \$36.4 billion to \$89 billion. Growth in revenues for all sole proprietorships continues to be in the service sector. Between 1980 and 1989, the number grew by 155 percent from 1.2 to 3 million. Revenues of women-owned firms in the service sector grew from \$10.9 billion to \$43.4 billion, a 299 percent increase.

Fastest growing industries are transportation, communications, and public utilities. For more information, call Juanita Weaver, 202-205-6742.



INDUSTRY DATA PUTS BUSINESSOWNERS IN THE KNOW

The Maine Department of Labor has available a new series of occupational profiles full of information about various professions, including employment projections to the year 2000.

Considered a valuable marketing

tool and resource, the 3-volume set contains data such as: employment outlook in-state and nationwide, job descriptions, work environment, education and training, skills and aptitudes required, interests relating to the occupation, and salary information.

Other publications of the labor department include analyses of Maine's business services, printing and publishing industry, legal ser-

vices, health services, and financial institutions.

Free information includes a monthly labor market digest, a review of Maine's economy over the last 10 years, and trends in the Maine labor market. For more information and to receive a complete list of publications and cost, contact the Maine Department of Labor, Division of Economic Analysis and Research, 20 Union Street, Augusta, ME 04330-6826.

BUSINESS CARD DIRECTORY

PROMOTE YOUR BUSINESS IN THE WBDC BULLETIN!

*Your business ad will be seen by over
1000 women business owners in Maine.*

SINGLE ISSUE ADVERTISING RATES

half page	\$50
Full page	\$80
Double-sided, full page	\$140
business cards	\$7

Ads must be received by the first of each month for the following month's publication. January 1 deadline for February WBDC Bulletin.

Elaine & Francis McGillicuddy

Co-Directors

Wife/Husband Team

Phone: 207.797.5684

Studio 616 Congress Street

Mail 62 Avalon Road

Portland Maine 04103

PORTLAND YOGA STUDIO

CERTIFIED IYENGAR YOGA

asks more and gives more in return



*"When you are
fully in the body,
you meet the soul."*

~ BKS Iyengar



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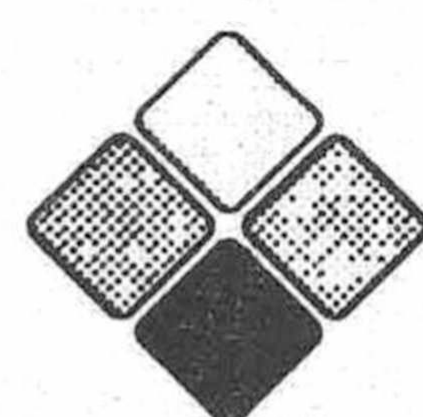
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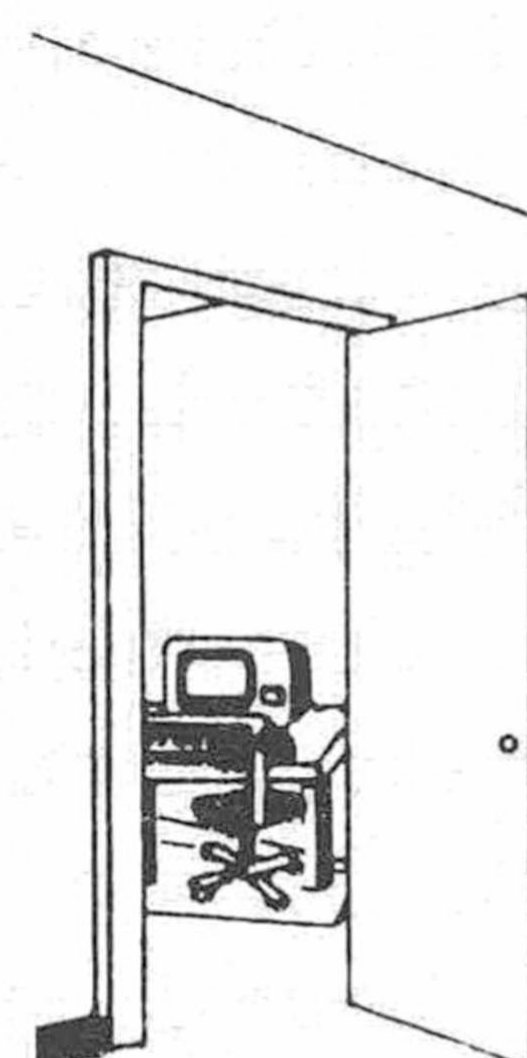
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Maine Women's Lobby Lays Agenda for 1993

HALLOWELL – Over 100 people, including 15 legislators, attended the recent Maine Women's Lobby conference where the group prioritized a list of "to dos," including:

funding the Maine Human Rights Commission; focus in on health care, AIDS education, and jobs, training, and business development for women; getting discriminatory contractors barred from doing business; and the civil rights bill.

The Lobby has been a voice for Maine women in Augusta since 1978. With a fulltime lobbyist working on a broad range of women's issues, the Lobby insures that it is present in the wee hours of the morning when decisions are made.

The Lobby is a statewide, non-profit membership organization that secures the passage of legislation benefiting women and girls of Maine.

Since 1978, the Lobby has helped enact family medical leave legislation, set the first-in-the-nation standards for sexual harassment in the workplace, mandated insurance coverage of mammograms; ensured passage of legislation to help women train for non-traditional occupations; and ensured passage of laws to create and fund battered women's shelters and rape crisis centers.

For more information or to join, write Maine Women's Lobby, PO Box 15, Hallowell, ME 04347, or call 622-0851.

DISPLAY SPACE WANTED

Own a store or business with a counter? If so, you may want to display and sell the WBDC's Maine Women's Business Directory. Special discount available. For more information, call WBDC at 234-2019.

MAINE WOMEN'S BUSINESS DIRECTORY

To order: send \$5.29, plus \$2 postage to WBDC, PO Box 658, Bangor, ME 04402-0658, or call 234-2019

Maine Housing Gets Boost \$ Available to Women Contractors

In 1992, the Maine State Housing Authority received \$5.135 million in federal money for low income housing under the government's new Home Investment Partnership Program. Additional funding is expected in early 1993. The home program replaces several smaller government housing programs and adds new money for low income housing. The MSHA will offer new or modified programs in 1993 using the federal money. Funds will be used for the rehabilitation of rental units for low or very low income tenants.

Owners and developers are encouraged to contract with women-owned and minority-owned business enterprises for the completion of this work. The MSHA will provide portions of the **WBDC Women's Business Owners Directory** to applicants for their outreach efforts. For more information, contact Anne Bass at the MSHA, 1-800-452-4668.

A COMPANY OF WOMEN SEEKS MERCHANDISE

The Company of Women, a Nyack, NY-based catalog store, is looking for products to insert in its new edition.

The Company of Women was established in support of a family shelter which serves victims of domestic violence, rape survivors, and the homeless. The shelter owns 81 percent of the company's stock.

The company's catalog mails nationwide to 44,000 people and is evolving into a national marketplace for unique products developed by women entrepreneurs. According to their guidelines, the products should be utilitarian and unique. Various categories include feminist products that are inspirational and supportive, safety products that relate to car, home, children, office, travel, global products such as textiles, apparel, and crafts, cause-oriented products and work-related products.

For more information about entering products in the catalog, call Melinda Little at 914-353-0940.

C · L · A · S · S · I · F · I · E · D · S

Target over 1,000 women business owners across the state through WBDC Bulletin's classified ads.

\$4.00 per 25 words. Deadline the first of each month. Call 234-2019... today!

FOR SALE: Hurgin-Sweda 6 STA. cash register, \$175/obo. 2'x6' lighted 3-tiered glass display case, \$225/0bo. Call 338-5173.

FOR SALE: Apple Imagewriter, dot matrix printer. Hook up to any Macintosh. Hardly used. \$275. Call 236-3984.

FOR SALE OR LEASE: up to 11,000 square feet, all or part. On a main road, ample parking, onsite FAX, copier, bookkeeper, computers, security, UPS; loading dock, well-lighted, all open floorspace. Heats economically. Perfect for manufacturing or warehouse. Call to discuss prices, 207-277-5115.

WANTED TO BUY: file cabinets for the WBDC office, 2-drawer or 4-drawer. Call 234-2019.

REQUEST FOR BIDS: WBDC is requesting bids from accountants for its annual non-profit audit. For more info, call 234-2019.

W . E . B N E W S

Women Entrepreneurs of Belfast

Franchising Secret of Success

Recognizing an opportunity, Toni Miele, owner of the Cat's Pajamas in Lincolnville, plans to send one of her uniquely designed cat scratching posts to Socks, the first cat in Clinton's administration, "so he won't be scratching up the White House furniture," Toni says.

Toni shared her success story at WEB's December meeting, explaining how she incorporated and then franchised her growing business.

"A bed and breakfast for cats" – that's how Toni succinctly describes her Lincolnville cattery. "It's about as non-stressful for cats as possible when they're away from home." That spells roomy enclosures with sheep-skin beds, daily grooming and exercise, and occasional catnip parties.

Toni discovered a need for comfortable and reliable cat boarding facilities. Interfacing that need with her love for animals produced the Cat's Pajamas. So original and successful was the idea that two years ago Toni franchised her business to another businesswoman in Scarborough. She hopes to continue franchising throughout Maine.

"You must have something unique to franchise," Toni

says, "something people are not inclined to start from scratch. The truth is, most people don't have the time or desire to start on their own."

Toni says she thoroughly researched franchising before contacting a lawyer, and then wrote her own contract.

"I like doing things I'm capable of myself. But, I'm not afraid to ask for help. If I were, I wouldn't be where I am today."

POTLUCK! • POTLUCK!

WEB members will kick off the new year with a potluck supper at their January 7 meeting.

Everyone is encouraged to attend, eat, and be merry, as well as listen to Brenda Cartwright present a mini-workshop on Time Management.

Brenda owns The Organizer, a Trenton-based consulting business that develops personalized organizational systems for people, paper, and things. The Organizer helps clients manage accounts, prepare for tax season, take inventory, organize desks, revamp filing systems, establish or maintain bookkeeping systems, balance accounts, pay monthly bills, etc. Brenda also offers workshops, lectures, consultations, and gift certificates for "your favorite unorganized people."

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WBDC REGIONAL GROUP MEETINGS

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**AROOSTOOK
COUNTY
January**

**AUGUSTA
January 6**

**BANGOR
January 13**

**BELFAST
January 7**

**LEWISTON/AUBURN
January 5**

**YORK COUNTY
January 14**

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