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THE W.B.D.C. BULLETIN

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

Demystifying TQM and Putting It to Work

BY CANDACE SANBORN

Total Quality Management (TQM) – it's the buzzword of the 1990s. We hear the term, but what does it mean? If you are like the women business owners with whom I recently met, you probably have a hard time answering the question.

The problem is that TQM seems too vague, especially for small business owners who handle day-to-day operations of business and don't have the time to work on much else. Let me try to bring TQM into focus and present simple ways to implement it into your business.

The essence of TQM boils down to one principle: *communication*. Communicate with your employees and your customers to determine what they want, what they think about your business, and how it might be improved. Then, implement suggestions that are economically feasible and plan to implement the others in the future. You'll be surprised at what you learn.

How does one talk to customers in a way that produces necessary information? There are a number of tools, including mail and telephone surveys, and comment cards; however, while they provide some feedback, they are too programmed to promote honest communication.

to page 9

Calling All Business Women!

WBDC is looking for Bangor area-based mentors and proteges for the summer cycle, which begins in June.

The mentoring program is a six-month program that matches a protegee with a mentor, who is chosen based on the protegee's needs. WBDC attempts to find mentors experienced in the areas where the protegee feels she needs the most assistance. Mentors and proteges meet according to their schedules, and there are six full-day and half-day training classes, one per month, and a graduation at the end of the program.

In Augusta, 17 proteges will be graduating this July.

This is a good opportunity for established business women to offer insight, encouragement, and support to a woman just starting out. And, proteges are introduced into the business world and are able to network with women already cemented in the business community.

For an application, call or write WBDC, PO Box 658, Bangor 04402-0658; 207-234-2019.

Belfast Children's Shop Growing Like a Weed

Anna Wood-Cox, owner of Away We Grow, a children's store at 24 Main Street, Belfast, will be the member presenter at the June 3 meeting of the Women Entrepreneurs of Belfast at Senior Spectrum, Merriam Road.

Anna Wood-Cox wanted to stay at home with her children, but she also wanted and needed to make a financial contribution to the family. A children's shop seemed to fit the bill.

After meeting with the Waldo County Extension Small Business Advisor, she mulled over what she took to be excellent advice: open the shop in an existing building at home and advertise.

"It's a good idea. People will find you," the advisor said.

Anna's husband, Jon, was less optimistic, but agreed to give one third of the machine shed (200 square feet) to the project. In August 1988, when her son, Tyler, was seven months old, Away We Grow was launched.

And grow it did. Less than a year later, in May 1989, Anna evicted the tractors and tripled her floor space. Print advertising, including a map and highway signs to guide the way, helped enthusiastic customers make the out-of-the-way trip to Morrill.

The business made a profit every year and after three and a half years Anna felt it was time to grow again. A Belfast location had always been in her long range plans and the desire to diversify was getting stronger. However, Tyler, now four years old, was adamantly opposed to the idea

Turn to page 2

**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

INSIDE

| | |
|---------------------|----|
| L/A Survey | 2 |
| Bankers & Biz | 3 |
| Member News | 4 |
| The Organizer | 5 |
| SCORE Needs | 12 |

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AWAY WE GROW FROM PAGE 1

and Jon was again skeptical. The fact that number two child, Katherine, was only eight months old tipped the scales in favor of waiting for a better time.

That time came 10 months later when Anna found the perfect location at 24 Main Street in Belfast. The rent was right and the children, by then very happy in daycare, were all in favor. Though Jon was still nervous, Anna forged ahead and Away We Grow held its grand opening on February 23, 1993 with an entire day of fun and excitement.

Away We Grow now occupies 1,400 square feet with additional space for dressing rooms, office and storage. Approximately half the space is devoted to used clothing, toys, books, and furniture, and half to new toys, primarily Playmobil and Ravensburger.

A unique feature of the store is its 100 square foot play area where children actually play with toys that are for sale. An additional area is reserved for a sitting area where customers can relax, socialize, and find information on topics such as pregnancy and breastfeeding.

Completing the picture at Away We Grow is Lynn Doubleday, who Anna describes as "assistant chief and right arm."

Lynn has prior experience in buying, merchandising, and customer service, qualities that balance with Anna's business strengths, and Anna feels extremely fortunate to have Lynn as part of the team.

Anna's business goal is to provide customers with quality products at a reasonable price in a comfortable setting. After the grand opening, a customer told her he intended to stay for one hour, but ended up there for two hours. He said he had never been more comfortable in a store.

LEWISTON/AUBURN REGIONAL GROUP SURVEY

Please feel free to fill out and return this survey even if you are not a member of the Lewiston/Auburn regional group; they will be forwarded to your group. Return to: Sonja Christiansen, Lewiston/Auburn regional chairperson, 201 Whitney Street, Auburn, 04210.

When was the last time you attended a L/A regional WBDC meeting? _____

If not from the L/A group, which one do you attend? _____

What is your reason for attending? Please check below all that apply.

| | YES | NO |
|--|-----|-----|
| 1 INFORMATION | ___ | ___ |
| 2 GUEST SPEAKER | ___ | ___ |
| 3 MEMBER SPEAKER | ___ | ___ |
| 4 NETWORKING | ___ | ___ |
| 5 WORKING CAPITAL INFORMATION | ___ | ___ |
| <i>Why are you not attending the meetings?</i> | | |
| 1 TIME | ___ | ___ |
| 2 DAY | ___ | ___ |
| 3 THE PLACE | ___ | ___ |
| 4 THE PARKING | ___ | ___ |
| 5 THE TOPICS | ___ | ___ |

Do you read the Bulletin? _____

What kind of program would you like? _____

Do you have any suggestions? _____

Banks and Businesses Learn from Lively Exchange

Midcoast Women Kick Off New Group Meetings

BY CAROL WARREN

The Midcoast Regional Group held its very first meeting Tuesday, March 16, after cancellation of its February meeting due to one of the many winter storms. Mary Denzer of the Coastal Journal has offered the group meeting space in her building, the old red brick Mitchell School on High Street, Bath.

Who are members of the Midcoast Regional Group? Half have home-based businesses, and almost everyone has been in business for more than two years. Although everyone works for herself, six companies have one or more employees. Retail, service, and manufacturing businesses are all represented among the 15 companies, and several women work at more than one level.

The Lazy L Kennel is a service business, but it also sells pet care products. And, is a home construction and landscaping business merely a service? Other businesses include a framing store, gift shop, potter, auctioneer, lawyer, book-keeping, publishing, silversmith, and music recreation.

In answering the questionnaire about what information they would like to gain from meetings, members wanted to know about everything except difficult employees. (We would prefer never even to meet a difficult employee, I guess.) The most popular topics are money (surprise!) and marketing.

APRIL MEETING ON BANK LOANS

Five area bankers joined the group at its April meeting: Robin Fillman, Brunswick Federal Savings; Rick Koch, Casco Northern Bank; Sue Lewis, Key Bank; Toni Mauck, Bath Savings Institution; and Diane Wagner, Small Business Loan Center of Bethel Bancorp.

The entire panel gave candid answers about banking practices, and explained recent changes in the banking climate.

Brenda Day asked what an entrepreneur needs to bring to the bank when applying for a loan. Ms. Wagner commented it is important to be prepared with a business plan and other required information, like tax returns.

When asked about collateral for a loan, Mr. Koch explained why inventory is often valued at only 20 percent of its cost, and customers' accounts at 70 percent of their face value (those are the fire sale prices the bank would get if it had to sell the collateral).

Other topics discussed included the fact that showing low income on tax returns can be good for lowering the tax bill, but bad for proving how much income is available for repaying a loan.

And, bankers said the borrower and the banker need to be creative to add back deductions like salary and rent paid to owners and their families to show that income is sufficient. That part of the loan application process is helping the loan officer understand what the business is. Home equity loans can also be used to finance a business.

By the end of the meeting, members were giving the bankers advice about dealing with small businesses.

"I don't want to tell you how to run your business, but..." a member told the bankers. "We would like lower monthly fees, closer to what individuals pay than what large corporations are charged."

Personal banking, when the loan officer stays long enough to understand the business, is important in developing a good relationship between owner and bank. A borrower may be frustrated by the time and effort needed to explain a business all over gain to a new loan officer.

Both the panel and the members learned from this lively exchange.

.....
*"I don't want to tell you
how to run your business,
but we would like lower monthly
fees, closer to what individuals
pay than what large
corporations are charged."*
.....

WBDC's June Business Training Workshops

WBDC will be presenting the following workshops and seminars in June. Scholarships are available with a written request. For more information, call 234-2019.

CONSIDERING A BUSINESS: For those thinking about owning their own business and being their own boss, this half-day pre-startup workshop will help assess skills, identify necessary skills for business ownership, and assist in finding the resources to build a business. The workshop is from 1-4 p.m. at 12 Spruce Street, Augusta, June 7. The cost is \$20 for members and \$25 for non-members.

HOW TO FINANCE YOUR BUSINESS: an overview of different types of financing, advantages and disadvantages of each, the banker's perspective, what loan officers look for, preparing a loan proposal, and financing programs in Maine and their requirements. The workshop is from 9 a.m. to noon, June 16, 12 Spruce Street, Augusta. The cost is \$35 for members and \$40 for non-members.

RESOURCES FOR GROWING A BUSINESS: covers business assistance resources and programs for financing a business. Information on marketing and business plans are included. The workshop will be held from 9 a.m. to noon, June 7 at 12 Spruce Street, Augusta, and on June 14 at EMDC, One Cumberland Place, Bangor. The cost is \$20 for members and \$25 for non-members.

WORKING CAPITAL MEETING IN BELFAST

May 24

Location to be announced

Working Capital is a non-profit program that increases the income and success of the self employed through loans, busienss training, and mutual support. To find out more, call Nancy Matzell, 338-4728, for more information.

MEMBER NEWS... MEMBER NEWS

Austin Associates, a CPA and marketing consulting firm, was one of six companies honored by Governor John McKernan with the Governor's Award for Business Excellence. The award represents the firm's outstanding commitment to quality and commitment to community, employees, and customers.

Established in 1991, the Business Excellence award recognizes Maine businesses that demonstrate outstanding achievements in quality and service. Most businesses are nominated by their banker or chamber of commerce, or by themselves. Nominees are evaluated by a blue chip business panel which makes recommendations to the governor who

alone determines the winners. Other 1993 winners include Boise Cascade, Tom's of Maine, Robbins Lumber, the Sheridan Corporation, and Guilford of Maine.

Joyce McClure, vice president for Institutional Advancement at Thomas College and WBDC board member, was named Maine's Media Advocate of the Year by the U.S. Small Business Administration (SBA). The awards are presented across the country to men and women who play a vital role in building community and its economy. The awards were presented in conjunction with National Small Business Week, May 9-15.

Barbara Aiello was appointed by Senator George Mitchell to the National Women's Business Council. The council's purpose is to review the status of women-owned businesses and serve as a watchdog for barriers that inhibit women-owned businesses. The council consists of nine members, including Secretary of Commerce Ron Brown, and Chairman of the Federal Reserve Alan Greenspan.

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 June 7 in Augusta, 9 a.m.-noon, at 12 Spruce Street, and June 14, in Bangor, 9 a.m.-noon, 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 on Harlow Street is Cumberland Street; up the hill on the left is One Cumberland Place. EMDC is on the third floor. *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, 6/14 ☐ Augusta, 6/7
Enclosed is my \$20 reg. fee (members); \$25, (non-members). Fees nonrefundable.
Send payment to: WBDC, PO Box 658, Bangor, ME 04402-0658

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Address _____

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(W) _____

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For Office Use - BRGB _____

BALANCING THE SEESAW

The University of Maine Cooperative Extension will sponsor a two-day conference on "Balancing Work and Family."

The conference will address issues related to balancing work and family and will feature authors Claudia Bepko and Jo-Ann Krestan who wrote **Too Good for Her Own Good**. They will also discuss themes from their new book, **Singing at the Top of Our Lungs**.

The conference will be held June 23 and 24 at the Black Bear Inn, Orono. Pre-registration is required. For more information and for registration materials, call Marilyn Harlow at UMCE, 581-3110.

WBDC members will receive registration information in the mail.

The Philosophical Approach to Organization

'Time is a funny little invention we wear on our wrists.'

BY SHEILA COYLE

"Did you ever give up on anyone" a client once asked Brenda Cartwright.

"No, they gave up on themselves."

According to Brenda, founder of The Organizer, it's not that people don't have enough time. They just do too much, she told Bangor's regional group last month.

The Organizer is a Trenton-based service business that provides help in starting a business, taking inventory, organizing a desk or home, updating filing systems, balancing checkbooks, or paying bills.

Workaholics are everywhere, Brenda says. But, "no one ever sat on her death bed and said 'I wish I spent more time at the office.'"

Brenda started her business career as a secretary. She loved organizing but soon became bored with her job. Within a year she moved on, eventually leaving a trail of organized offices across the state.

After her last job she gave herself a year to start a business. For nine months she spent time with friends, rode horses, and visited the beach. But, reality caught up with her and she realized she would soon be back at a nine-to-five job if she didn't start her business. Although she didn't possess a lot of confidence she knew she wanted to help people organize.

One day, while walking down Main Street in Ellsworth, she strolled into an office and said, "I'm Brenda Cartwright. I'm a professional organizer. What can I do for you?"

She was hired.

A PHILOSOPHICAL RECKONING

Before arriving at this point in her life, however, two major events had changed her course: her husband was in a life threatening accident and a year later their home, which they had spent much time renovating, burned to the ground.

Those events helped her focus on the act of "letting go." Today the priority of her life is her family.

In her time management classes, Brenda teaches to let go of things that don't matter.

"We have very precious time here. I don't want to spend it organizing closets. I'd rather plant flowers or go for a walk with my niece and nephew. When I die no one is going to say 'weren't her closets neat.'"

She and her husband are in the process of renovating yet another house, although she said she'd never renovate again after her first house burned.

"This house is a breeze. My head is in a very different place than the first time."

Only people care about time, Brenda said. Time is defined by clocks instead of a natural rhythm that tells us when we are hungry or tired.

"Eastern civilization teaches us that nature is circular, like the moon, ocean, or a bird's nest," she said.

Brenda wants to teach people not be compulsive about time. "What's the point of saving five minutes or so? You need to have a day when you take time for yourself. If you don't, you won't be there for other people."

According to Brenda, the most important thing you'll do in life is to set goals. "You can't get there if you don't know where you are going," she said. People need priorities and balance to make things happen, she said.

Brenda does her own goal setting once a year. Short-term includes daily, weekly, and monthly goal setting; long-term is for a year and life.

People sabotage their chances for success, she said. "You have to look at fear. What are you afraid of? Take tiny baby steps toward fear and surround yourself with supportive people."

Brenda's background includes membership in the National Association of Professional Organizers. She's also taken university courses in human relations, community health, and business. Numerous workshops and seminars on time and stress management and organization are also credited to her experience.

Sheila Coyle is a freelance business writer based in East Corinth.

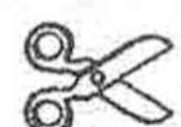
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WBDC REGIONAL GROUPS

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.

AROOSTOOK WOMEN ENTREPRENEURS

TUESDAY, JUNE 8, 6:30 P.M.

Rico's, Main St., Houlton

"Tourism and You"

BELFAST WOMEN ENTREPRENEURS

THURSDAY, JUNE 3, 6:30 P.M. (networking);

7 P.M. MEETING BEGINS.

Senior Spectrum **Dining Room**, Belfast

Member Highlight: AnnaWood-Cox, Away We Grow

AUGUSTA AREA

WEDNESDAY, JUNE 2, 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: Sonja Christiansen, "Working Capital and an Overview of WBDC"

BANGOR AREA

WEDNESDAY, JUNE 9, 12-1:30 P.M.

Eastern Maine Development Corp. Conference Room

One Cumberland Place, Bangor

SOUTHERN MAINE BUSINESS WOMEN'S NETWORK

THURSDAY, JUNE 10, 6:30 P.M. (refreshments);

7 P.M. MEETING BEGINS

Huntington Commons, Ross Rd., Kennebunk (call Dorrie Roedner, 284-6420, for info)

Open Forum: A celebration of the group's one year anniversary, and an opportunity for hardcore networking. Bring business cards, samples, brochures, and new ideas. Agenda includes planning for upcoming events.

MIDCOAST REGION GROUP

TUESDAY, JUNE 16, 6:15 P.M.

Coastal Journal, 361 High St., the old Mitchell School Building on Route 209, Bath, less than one mile south of Route 1.

Roundtable: Dora Dostie, Business Answers, Department of Economic and Community Development.

Services available for women business owners in Maine, including Maine products marketing program and other services from the DECD.

LEWISTON/AUBURN AREA

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

Lewiston-Auburn Chamber of Commerce Conf. Room

Member Highlight: Michelle DeRoche

CALENDAR OF UPCOMING EVENTS

6/1 **Lewiston/Auburn Regional Group Meeting**

6/1 **Sunrise Seminar: Advertising and Merchandising.** With Mark Wellman, Marketing Media & Wellman. Sponsored by the Bangor SCORE Chapter, Cooperative Extension, Greater Bangor Chamber of Commerce, and Husson College. 7:30-8:30 a.m., Kominsky Auditorium, Peabody Hall, Husson College. Coffee and donuts will be served. Registration on a first-come, first-served basis. \$5. Call 941-9707 for info.

6/2 **WBDC Augusta Regional Group Meeting**

6/2, 6/9, 6/16 **Financial Management for Small Business.** 6-9 p.m.; cost TBA. Cony High School, Augusta. Call Tyrell Thomas, 882-7552.

6/3 **Women Entrepreneurs of Belfast**

6/3 **Business Plan, Cash Flow, Banking & Accounting.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

6/7 & 6/14 **Resources for Growing a Business.** 3-hour seminar exploring business assistant resources available in Maine. \$20 WBDC members, \$25 non-members. 6/7 at 12 Spruce St., Augusta; 6/14 at EMDC, One Cumberland Place, Bangor.

6/7 **Considering a Business.** Half-day workshop to assess, identify skills and find resources to build business. 1-4 p.m.; \$20 WBDC members/ \$25 non-members. 12 Spruce St., Augusta.

6/8 **Aroostook Women Entrepreneurs Meeting**

6/8 **How to Really Start Your Own Business.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

6/10 **WBDC Southern ME Regional Group Meeting**

6/14 & 15 **Speaking Out!** Also, June 14 and 15. an empowering Voice seminar for women who must speak with authority and credibility. Portland. For information, call 775-6558 or 781-7101.

6/15 **How to Buy a Business.** Business Education Seminar Series, sponsored by SCORE of Portland. Call

772-1147.6/17

6/17 **Marketing, Advertising, Promotion, Survival in the 90s.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

6/17 **Sunrise Seminar: Business Organization-Single Proprietorship, Partnership, or Corporation.** With John E. Hess, Esq. Sponsored by the Bangor SCORE Chapter, Cooperative Extension, Greater Bangor Chamber of Commerce, and Husson College. 7:30-8:30 a.m., Kominsky Auditorium, Peabody Hall, Husson College. Coffee and donuts will be served. Registration on a first-come, first-served basis. \$5. Call 941-9707 for info.

6/16 **Midcoast Regional Group Meeting**

6/16 **How to Finance Your Business.** An overview of financing a business. 9 a.m. to noon; \$35 for WBDC members; \$40 non-members. 12 Spruce St., Augusta.

6/22 **How to Really Start Your Own Business.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

6/24 **Business Plan, Cash Flow, Banking & Accounting.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

6/29 **You and Your Taxes.** Business Education Seminar Series, sponsored by SCORE of Portland. Call 772-1147.

Ongoing: Support Group for those in transition; learn 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. **Choices and Changes:** support group for self esteem building, goal setting, decision making, etc. Pre interview required. Location: ME Displaced Homemakers, 203 Madison Avenue, Suite 5, Skowhegan. 474-0788 or 1-800-442-2092. 9-11:15 a.m., Wednesdays. **In Waterville**, 19 Hillside Avenue, Box 13-G, 1-800-442-2092 or 872-9482. Wednesdays, 9-11:15 a.m.

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TOTAL QUALITY MANAGEMENT CONTINUED FROM PAGE 1

Therefore, I recommend another form of market research, the focus group.

Focus groups are relatively new to Maine business, but not so new in other parts of the country. Focus groups are among the purest forms of research. Panels of 10-12 people are encouraged to discuss whatever is on their minds rather than adhere to a script or rigorous questionnaire, which, by necessity, is predicated on preconceptions of those undertaking the research.

A trained moderator, working from a general agenda of topics relevant to the sponsor's mission, guides the panelists into meaningful conversation. Most importantly, after the session concludes, the moderator prepares an analytical summary report that interprets the significance of the collected information.

Focus groups can include current or potential customers, or any group that shares a particular characteristic or profile. Sessions are scheduled during a normal meal time, and a light meal is typically served. This, along with a modest stipend, helps encourage participation. The cost of a focus group session varies, but usually ranges from \$1,500-\$3,500, depending on the scope of the project.

This is a more expensive form of research, however, the results are worth their weight in gold. Several Maine companies and organizations have had focus groups

conducted for them, and the results of those groups have significantly altered their future plans, as well as contributing to their bottom line either through greater customer retention or lower training expenses due to reduced employee turnover.

Which brings us to the employee.

Even if you have just one employee you need to consistently reserve time, say once a month, to discuss business operations. You also have to determine better methods of handling specific issues to make the business and you more productive and profitable. If you have a small staff, get them together, without an agenda, and ask open-ended questions that allow room for a lot of expression.

At the firm where I work, we implemented a quality service committee that meets monthly. The 10-member committee is comprised of a representative from each department who are chosen by their peers via secret ballot.

The committee discusses a variety of issues and has developed and adopted service policies by which it now operates. The committee also has a positive effect on the firm by improving customer service and by allowing employees feel a stronger sense of their importance in the decision-making process.

I highly recommend this program. Our firm has been surprised at the number of good suggestions made by employees. You will be, too.

I commend to you the essence of TQM – pure and simple communication – combined with action. You will be amazed how it can work for you.



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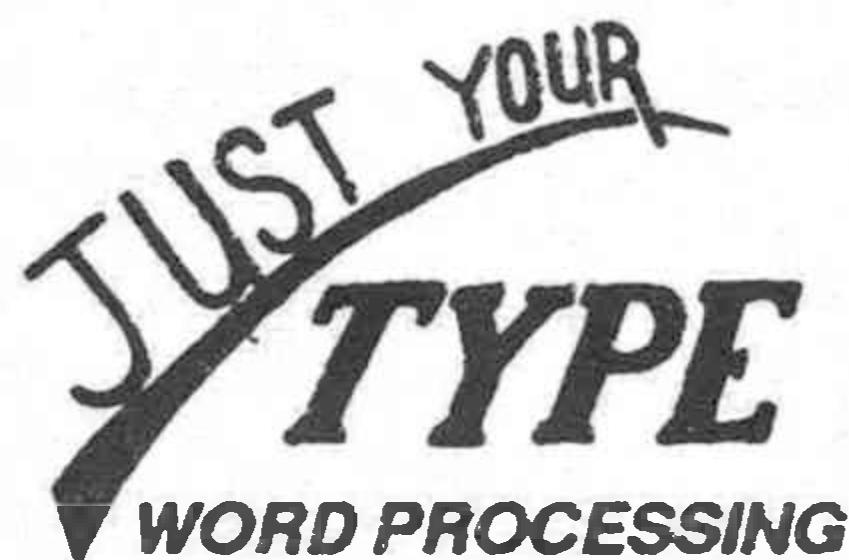
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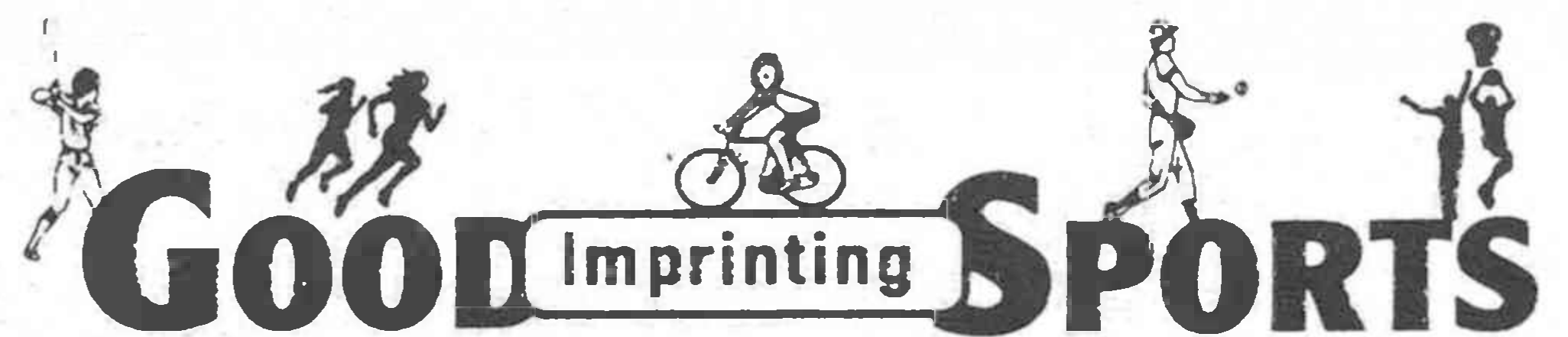
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A.W.E. - some Aroostook Women Entrepreneurs

Stress Buster Meeting Held in March:

Out last meeting took a surprise turn when our guest was unable to attend due to a family emergency. The group shared true stories that set one and all to laughing.

Most of us had dragged in showing all the signs of stress overload, but after an hour of the kind of laughter that brings tears to your eyes.

Mix members beginning menopause, others finishing up and mothers of premenstrual daughters and you'll get an outrageous anthology guaranteed to drive away the dark clouds.

For example: One mother when perusing her daughter's room noted that a sanitary napkin lying on the floor. When questioned the girl replied that

it had only been used once and wasn't even dirty.

Or there's the little girl who wanted to make sure her mother purchased plenty of supplies so that she could wear them all the time. She had seen the results of being caught by surprise.

The battles for temperature control with spouses that don't have sense enough to know that their really hot, or cold, or . . .

The laughter really did the trick for us that night. There wasn't a gripe to be heard, just lots of healing laughter. Maybe everyone should have a meeting where the agenda is simply to have a good time and laugh. A time to recharge the batteries.

Volumes On The Move:

A.W.E. member Lura Hastings-Lane has announced the relocation and expansion of Volumes, her bookstore and gift shop. Volumes, which specializes in used paperback books and Maine-made gifts, music and art is moving from Main Street in downtown Houlton to a larger building on the North Road (U.S. Route 1).

With more than 40,000 paperbacks and an extensive collection of Maine-made products including: jewelry, gift cards, crafts, paintings, and tapes and CDs by Maine folk singers, new age musicians and humorists, the 50% increase in floor space was needed.

For Lura, the decision to move was a tough one. "I love downtown and hate to leave it, but we had no choice. We are bursting at the seams. That and the parking problem made us search for a new location."

A.W.E. wishes Lura the best of luck. She hopes to move into their new building by June 1.

Calendar:

May: No meeting.

June 8 - 6:30 PM "Tourism & You" Rico's of Main St., Fishman Mall, 59 Main St., Houlton. The tourism industry effects everyone in an area not just lodging and food businesses.

For more info call:

Rosalind.....532-7286
 Florence.....762-5437
 Marie.....757-8649
 Darcy.....435-8018

Looking Good In April:

Hairworks Studio professionals, Pam and Nancy were on hand to talk with us about "Putting Forth A Professional Image" at our April meeting. Marie Matthews agreed to act as a model and went to Hairworks before the meeting for a make-over.

At the meeting, Nancy the stylist responsible for Marie's new look, explained what she did and why. It seems that Marie threw herself at Nancy's mercy proclaiming ". . .do whatever you want with me." The results were impressive. Everyone in attendance liked what they saw, but we haven't heard what Marie's husband thought when she got home.

Nancy also gave us some hints on matching color choices to our skin tones, illustrating her point with scarfs of varying colors and shades. Pam explained the services available at Hairworks, including color analysis packages, make-up application, hair styling . . . and the way the studio operates. Together the ladies of Hairworks presented useful information in a fun and easy to understand format. We even found out that Hairworks can handle hair styling for Afro-Americans. That's good news way up here in the north.

Ellsworth SCORE Needs Women Counselors

The Maine Coastal Chapter of the Service Corps of Retired Executives (SCORE) in Ellsworth urgently needs women counselors, retired or currently active, who are familiar with business or other management experience. Retired members could belong to SCORE, active members to ACE.

SCORE and ACE members provide free counseling to individuals starting businesses or with existing businesses. Most counseling is done on Wednesday mornings at the SCORE office at the rear of the Mill Mall, Ellsworth, but may also be done at other times and places by appointment.

Currently, almost half of those taking advantage of Ellsworth SCORE business counseling are women. Only one of the current 14 SCORE chapter members is a woman, Linda Long, of Sedgwick, who heads one of the chapter's two counseling teams.

Ellsworth SCORE serves all of Hancock and Washington counties, as well as drawing clients from Waldo and Penobscot counties. The chapter counsels about 20-30 first time and repeat clients per month. It also conducts periodic workshops on a wide range of business issues,

including starting a business, home-based businesses, marketing, and use of electronic technologies.

Help in starting a business accounts for the majority of problems women have brought to SCORE over the past two years. Other specific problems include securing loans, legal organization, expanding, buying, selling, relocating, bookkeeping, marketing, business plans, hiring, and using computers in the business.

Businesses represented include restaurants, motels, B & Bs, computer businesses, video productions, carwashes, greenhouses, cosmetologists, ceramic manufacturers, bookstores, advertising agencies, antique dealers, employment services, cleaning services, upholsterers, copy centers, dance centers, health/exercise centers, and candy ice cream shops.

SCORE members bring their own experiences that include financial management, merchandising, public relations, manufacturing, export-import, procurement, retail sales and services, food services, construction, communications, and transportation services. SCORE services are backed by SBA technical bulletins, annual conferences, and periodic training opportunities.

SCORE and ACE are affiliated with the US Small Business Administration, which pays for the expenses of the local office. For more information, write SCORE, PO Box 1105, Ellsworth 04605, or call Charles Burgoyne, Chapter Chair, 288-5656, or Linda Long, 359-2547.

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