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## The WBDC Bulletin May 1993

Women's Business Development Corporation Staff

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# THE W.B.D.C. BULLETIN

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

## Bangor Businesses Make It Happen

BY SHEILA COYLE

Sharon O'Connell and Ken Gibbs have a lot in common. They're people who get things done.

Mr. Gibbs, director of community and economic development in Bangor, was the featured speaker at the March 10 WBDC regional meeting in Bangor. Sharon O'Connell gave a presentation on her stained glass business and products.

Ms. O'Connell finds her business, Sunporch Studios, allows her freedom and flexibility. A decade ago, she was working in an office eight miles from home in Dover-Foxcroft. But, weary of the drive and unhappy in her work, she decided to enter the stained glass business with her father, a retired businessman. She's been working with stained glass ever since.

Four years ago, Bangor's Department of Community and Economic Development decided to coordinate all developmental functions into one department, Mr. Gibbs said.

"By putting everyone under one  
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## Women and the Law

### What's On Tap for Maine's Legislature

The following bills are considered legislative priorities by the Women's Legislative Agenda Coalition (WLAC) and are due to come before state legislative committees or the legislature this session.

**LD 246 AN ACT TO END DISCRIMINATION.** This one has been in the news a lot lately. It would make discrimination against lesbians and gay men illegal in Maine.

**LD 318 AN ACT TO PRESERVE REPRODUCTIVE PRIVACY IN MAINE.** This act would preserve in law the current policy and practices governing abortion services in Maine in accordance with Roe vs Wade.

**LD 593 AN ACT RELATING TO PARENTING EDUCATION** requires school administrative units to offer parenting education courses in the fall of 1994.

**LD 791 AN ACT TO ELIMINATE THE PRESCRIPTION REQUIREMENT FOR HYPODERMIC SYRINGES** would help reduce the risk of HIV transmission among IV drug users.

**LD 854 AN ACT TO ENSURE THE**

**TIMELY RESOLUTION OF COMPLAINTS UNDER THE MAINE HUMAN RIGHTS ACT** would enhance the ability of the Maine Human Rights Commission to resolve discrimination complaints in a more timely fashion and reduce the backlog of unresolved cases by funding additional personnel. Revenue to be raised by increasing the \$60 an-

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## New...

### Networking After Hours for Auburn Area Businesswomen

Beginning Wednesday, May 5, from 5-7 p.m., all businesswomen are invited to attend what will be the first of informal monthly get-togethers held at Rolandeau's Restaurant on Washington Street in Auburn (off exit 12 heading toward Auburn from the turnpike).

WBDC's first monthly Networking After Hours will be relaxed - no agendas or programs, just scrumptious hors d'oeuvres, good conversation, and introductions.

Bring business cards and any information you'd like other people to know about your business. A table will be set up to accommodate materials.

For more information about Networking After Hours, call Loretta Dyer at 786-0611 or Kay Pinkham at 786-4033. Membership is not required; a \$5 per person fee will be collected at the door to help defray the cost.

## WBDC Annual Meeting... May 17

Awards, a chance to network with businesswomen from across the state, and a keynote speaker will all be on the plate at this year's annual meeting of the Women's Business Development Corporation on Monday, May 17, at the Senator Inn in Augusta.

A buffet with food to satisfy all tastes and an area where WBDC members can display and sell their products - a great "dry run" for trade shows - will also be included at the meeting. Partial scholarships to the event will be made available. The cost of the meeting is \$30; the cost of a display table is an additional \$15. Display tables are only open to WBDC members.

For more information or to register, call WBDC at 623-0065 or 234-2019.

**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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## GETTING IT DONE CONTINUED FROM PAGE 1

umbrella we're a catch-all department," he said.

That department encompasses everything from city planning to community and economic development. The department makes loans and grants for housing rehabilitation, sidewalks, and neighborhood parks. Working on such projects as downtown parking – "a fun one," Mr. Gibbs said – the department prides itself on taking the initiative.

Both Ms. O'Connell and Mr. Gibbs agree their ideas come from people they serve.

Mr. Gibbs enjoys visiting businesses to identify their needs and the particular issues of small business. He also views the city as a helpful resource.

Ms. O'Connell gets many of her design ideas from her customers. Just as she creates her own brochures to cut costs, Mr. Gibbs finds it frustrat-

ing that "there are so many needs out there. It all depends on having money." He calls this "the reality of fixing potholes."

Describing what his department does, Mr. Gibbs outlined the small business incubator now established at Bangor International Airport. There, the incubator helps a small business get on its feet by providing space and services at lower fees. When a business is ready to expand or relocate to the city, the economic development department helps by providing zoning, demographic, labor, and population information, as well as marketing data such as age and income levels.

"People in Bangor have an entrepreneurial spirit," he said.

Ms. O'Connell reinforces that statement. At a trade show, a customer ordered her stained glass seagulls without a stand. She thought the seagulls would look odd, so now she sells seagull suncatchers.

"You can change," she said.

# Forging New Business Relationships with the Atlantic Provinces

## A NEW ERA OF CROSS-BORDER OPPORTUNITIES

Business Without Borders, the fourth annual partnership conference of Maine and New Brunswick, will be held May 12-14 at the Samoset Resort in Rockland.

Partnerships 93 will include Canadian and Maine businesspeople speaking on a variety of issues such as: the North American Free Trade Agreement & the US/Canadian Free Trade Agreement and new opportunities created by NAFTA; a border policy update, tariff changes and commercial trade review; investment opportunities, joint ventures, potential business partners and targeting potential markets; marketing products and services across the border, demographic analyses, dos & don'ts of the cross-border matrix; regional tourism partnerships, marketing Maine and the Atlantic provinces in the global marketplace; total quality management, case studies in Maine and the Atlantic provinces; financing projects, resources, tax and government incentives; workers' compensation; technology review, opportunities for cross-border projects and environmental technology; and immigration.

Keynote speaker will be Lloyd Atkinson, executive vice president and chief economist at the Bank of Montreal. The conference will be held Wednesday through Friday, and will include networking sessions on a variety of different industries, meals, golf and tennis tournaments, and a trade show.

Registration is \$170 for Maine Chamber of Commerce and Industry non-members; \$150 for members. For more information, contact Cathy Allen, 623-4568.

# PAIN NO MORE

## Finding a Niche and Making it Stick

BY LINDA PACKARD, IMPRINT

Deborah Cook, certified neuromuscular therapist and owner of the Women's Center for Neuromuscular Therapy in Glen Cove, spoke to Women Entrepreneurs of Belfast in March. Her presentation offered insight to the role of neuromuscular therapy in chronic pain relief, as well as underlining the role of marketing in the growth of a professional practice.

Previously practicing in South Portland, Ms. Cook opened the Women's Center in a Glen Cove medical complex in March 1992, after 10 months of searching for "the perfect space." Prior to opening, Cook researched the market, calling on competitors and practitioners "in body work," to get a feel for rates, hours, and session lengths.

Marketing of the Women's Center has included a successful open house where the public could see the space and learn the value of neuro-muscular therapy, group presentations, attending health fairs, a flow of press releases for consistent visibility, and some advertising. The primary and most successful strategy for Ms. Cook has been the focus on neuromuscular therapy as an adjunct service in the medical community. Letters and follow-up calls to physical therapists, dentists, and medical doctors educated them on how the Women's Center could provide physical relief and

emotional support to female patients suffering from physical pain. Today, the primary source of business at the center comes through referrals from the medical community. Cook also works regularly with and refers patients to physical therapists and nutritionists, and is currently looking for a woman chiropractor.

Deborah Cook has participated in the WBDC mentoring program, which helped her in setting goals and strategic planning. She credits Connie Magistrelli of Coastal Enterprises, Inc., in Wiscasset, with providing financial organization assistance.

Specializing in soft tissue dysfunction, chronic pain relief, and movement re-education, Ms. Cook works with each woman to reverse the stress-tension-pain cycle – different from neuromuscular massage, which does not address chronic pain.

In addition, the Women's Center offers educational workshops, a lending library of educational resources, and wellness support programs. Day-long workshops to "Take Control of Your Health" are planned for June and October. For more information, call Deborah Cook at 594-0944.

*Linda Packard owns Imprint, a Sedgwick-based company that provides marketing, graphic design services, and advertising strategies that include concept development, copy writing, and media planning and buying.*

## NEW FORUM FOR MAINE WOMEN

Network, a new monthly newspaper targeting Maine women, will publish its first issue this June.

Network, according to organizer Pauline Boyce, will "embrace, inform, and activate women in Maine, and, through women, promote political, economic, and social change in the lives of women, children, and families.

Network will initially be distributed to 2,000 women across the state, and the newspaper invites women's organizations and groups to provide information about their work and purpose, particularly in the areas of health, children, employment, legislative matters, and political action. Individual women are also encouraged to share their opinions, ideas, experiences, art, photographs, poems, short stories, and book and film reviews.

Network will also publish news of upcoming events and a barter/trade section, as well as regular features and articles. Subscriptions are \$10 each; advertising will be accepted. The deadline for submissions is the first day of the month prior to publication; i.e., May 1 deadline for the June issue.

For more information, contact Ms. Boyce at 348-2283, or write PO Box 74, Blue Hill, Maine 04614.

## LEGISLATIVE BILLS

CONTINUED FROM PAGE 1

nual corporate filing fee by \$5. Currently, 97 percent of discrimination complaints are against entities subject to the corporate filing fee, the WLAC says.

**LD 902 AN ACT TO CLARIFY THE ROLE OF CHILD ABUSE AND NEGLECT COUNCILS** would maintain community-based child abuse and neglect prevention in all counties, as well as insure a statewide coordinated effort to prevent abuse and neglect.

**LD 999 AN ACT TO ESTABLISH A PILOT CHILD ASSISTANCE PROGRAM TO HELP REDUCE WELFARE COSTS.** This bill requires the Department of Human Services to develop a pilot program for families currently on AFDC. Principal features of the bill include: greater work incentives, more emphasis on child support collections, longer transitional periods during which child care and medical care

are available, and strong management.

Other proposed legislation includes: **AN ACT TO PROVIDE FAMILY SECURITY THROUGH QUALITY AFFORDABLE HEALTH CARE**, which would re-organize Maine's health care system to provide better access to health care.

**AN ACT TO PROVIDE SAVINGS FOR THE STATE WHILE PROVIDING SERVICES FOR MAINE'S LONGTERM CARE CONSUMERS** would provide parity between nursing home funding and the funding of home-based care services.

**AN ACT TO AMEND THE SEXUAL ASSAULT STATUTE** would place forced digital and fist penetration under gross sexual assault and make offenders accountable for violent actions by classifying unlawful sexual contact as a felony when compulsion is a factor.

**AN ACT TO TO FURTHER PROTECTION AND OTHER VICTIMS OF FAMILY VIOLENCE** would prevent violent parents from using custody and visitation as a way to abuse children and/or the other parent.

## THE BUSINESS OF FITNESS IN BELFAST

Susan Clark Black, owner of the Oceanside Health and Fitness in Belfast, will talk about her business at the May 6 meeting of Women Entrepreneurs of Belfast.

Family owned and operated, Oceanside Health and Fitness offers fitness training, tanning, and body wraps. Certified/trained aerobics instructors are on staff for STEP aerobics held throughout the week.

The business also specializes in cardiovascular strengthening and light-weight training, and has passive exercise tables. Nutritional and dietary guidance information is also available, and the business recently became a member of the BC/BS of Maine Health Club Discount Program.

Walk-ins are welcome at Oceanside, and monthly membership plans are available on request. The fitness center is open 7 a.m. to 8 p.m. throughout the week and 8 a.m. to noon on Saturdays.

Born and raised in Belfast, Ms. Black purchased the Oceanside Spa in August 1991, renaming it to Oceanside Health and Fitness. Her husband has been in the home oxygen/medical equipment business for 20 years, her youngest daughter is a certified chiropractic assistant and aerobic instructor, her older daughter managed and operated Oceanside last season and is still actively involved with the business; and her son helps oversee equipment maintenance. Her two granddaughters are also involved with helping out at the center.

Ms. Black's venture into this livelihood was due to an illness that propelled her into exercise routines, and with the help of a heavy shove from other family females. She has been (and still is) employed by MSAD 34, and also owns and operates the Strawberry Shop, which features handcrafted gifts and is also located at the Oceanside Health and Fitness.

## CORRECTION

Last month, WEB News incorrectly named Susan Potter as director of marketing at Thomas College; she is director of admissions. April's WEB meeting was snowed out (or in), so Susan Potter will be rescheduled.

## MEMBER NEWS... MEMBER NEWS

**Carmen Dyer**, image and color consultant from Manchester, has been selected by Beauty for All Seasons, Inc. to sponsor their International Model Search. Recently appointed as regional trainer and an advisory board member by her company, Ms. Dyer also received three awards for her outstanding achievements as an image consultant and color professional. She is a graduate of the Academy of Fashion and Image in Washington DC, and is a certified color and image consultant with Beauty for All Seasons. She specializes in teaching color, wardrobe consultation and fashion and style for men and women.

Women of all ages are invited to participate in the International Model Search. Participants will be models for a day and learn makeup and hair tech-

niques to enhance their features. Each will receive a 5 x 7 photograph of themselves, and a number of the photos will be entered in the Beauty for All Seasons worldwide model search promotion. Winners will be featured on the cover of the Beauty for All Seasons International Cosmetic and Skin Care Catalogue. Call Carmen Dyer at 622-6012 for information.

The *Boston Sunday Globe*, thanks to its regional Stockton Springs-based reporter Denise Goodman, featured **Toni Miele**, owner of **The Cat's Pajamas** in Lincolnville, with an in-depth article and beautiful photograph on April 4. The Cat's Pajamas is a feline bed and breakfast which Toni has already successfully franchised to Jane Simpson in Scarborough.

## 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 May 3 in Augusta, 9 a.m.-noon, and May 10, 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, 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, 5/10 ☐ Augusta, 5/3  
Enclosed is my \$20 reg. fee (members); \$25, (non-members). Fees nonrefundable.  
Send payment to: WBDC, PO Box 658, Bangor, ME 04402-0658

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (H) \_\_\_\_\_ (W) \_\_\_\_\_

MC/VISA# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Check # \_\_\_\_\_

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Date \_\_\_\_\_ check# \_\_\_\_\_

# Defining the Dream and Starting Smart

## WBDC SEMINARS ON DEVELOPING SUCCESSFUL BUSINESS PRACTICES

*The Women's Business Development Corp. will hold two workshops: Considering a Business and Start Smart, both geared toward the business start-up.*

### CONSIDERING A BUSINESS

...will help assess skills, identify the skills necessary for business ownership, and help find the resources to build business. Workshop sessions include: Assessing Yourself, Defining a Personal Dream, Steps to Starting, Financial Matters (insurance, working capital, etc.), Market Research and The Competition.

The workshop offers information necessary to make an informed decision about starting a small business. It will be held in Augusta, May 3, at 12 Spruce Street, 9 a.m.-noon, and in Portland, May 5, at the Campus Center B, University of Southern Maine, 1-4 p.m.

The cost is \$25; scholarships are

available. Preregistration is required by mail or phone. For more information, call WBDC at 234-2019.

### START SMART

... is a seminar that will provide a comprehensive overview of the the process of developing a business idea into a successful business.

A day-long seminar, Start Smart will use plenty of hand outs and include sessions on developing a market plan, defining a business plan and its importance, the key elements of a marketing plan, product, or service, advertising and promotion strategies, licenses, permits, business ID numbers, and much more.

Start Smart will be held in Augusta on May 10 from 9 a.m. to 4 p.m. The cost is \$75; scholarships are available. Call 234-2019 for more information.

## DOT Certification Workshop

WBDC's Department of Transportation Certification workshop, originally scheduled for April 13 and 28 has been changed to April 28 and May 4. Penny Plourde, from the DOT, will hold a certification workshop for minority and women-owned businesses. Classes will be limited to 10 businesses each so that members can actually fill in their applications with Penny there to answer questions.

The workshops will last from 9 a.m.-3 p.m.. During the first part of the workshop Penny will review the certification process and the benefits of becoming certified. During the second half of the workshop, she will go over the form in detail and work with you one on one when you run into problems.

The classes will be held April 28 at the Eastern Maine Development Corp., One Cumberland Place, Bangor, third floor, and on May 4 in Augusta at the DOT offices, Capitol Street (across from Capitol Park), third floor, Commissioner's Conference Room. The cost is \$25 per business; scholarships are available. Call WBDC at 234-2019 for more information. Remember, registration will be limited, so call today.

### REGISTRATION

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone (H) \_\_\_\_\_

(W) \_\_\_\_\_

\_\_\_\_ Bangor Workshop  
EMDC, 1 Cumberland Place, 3rd floor  
9-3 April 28

\_\_\_\_ Augusta Workshop  
DOT offices, Capitol Street  
(across from Capitol Park), 3rd floor,  
Commissioner's Conference Room  
9-3, May 4

Cost: \$25 per business. Scholarship available.  
Return to WBDC, PO Box 658, Bangor 04402-0658;  
Tel: 207-234-2019

# 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, MAY 11, 6:30 P.M.

Presque Isle Area Chamber of Commerce

### AUGUSTA AREA

WEDNESDAY, MAY 5, 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:** "Vision and Empowerment"

### BANGOR AREA

WEDNESDAY, MAY 12, 12-1:30 P.M.

Eastern Maine Development Corp. Conference Room

One Cumberland Place, Bangor

**Member Profile** Debbie Morrill, The Nature Connection, will answer questions about gardening and will have plants to display and sell.

**Roundtable:** Susan Potter, Director of Admissions, Thomas College, Waterville

"Media Buying: How to tell which advertising will work for you" ... evaluating and buying ads; how to tell what advertising vehicle will be most effective; where to allocate ad dollars; and, dealing with salespeople

## SOUTHERN MAINE BUSINESS WOMEN'S NETWORK

THURSDAY, MAY 13, 6:30 P.M. (networking);  
7 P.M. MEETING BEGINS

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

**Roundtable:** Rozanna Patane, Enterprise Agent, Working Capital/WBDC Peer Lending Program. Bring questions. WBDC hopes to launch a lending group (or groups) based on interested members who attend this meeting.

### BELFAST WOMEN ENTREPRENEURS

THURSDAY, MAY 6, 6:30 P.M. (networking);  
7 P.M. MEETING BEGINS.

Senior Spectrum **Dining Room**, Belfast

**Roundtable:** Tom Butts, Business Information Specialist with the Department of Economic & Community Development; how the state can help your business through the department's "Business Answers" and the Maine Trade Show.

**Member Highlight:** Susan Black, Oceanside Health & Fitness

### MIDCOAST REGION GROUP

TUESDAY, MAY 18, 6:15 P.M.

Coastal Journal, 316 High St. (the old Mitchell School Building), Bath; south off Rt. 1 onto High St, which is Rt. 209.

**Roundtable:** networking - The Value of Business Contacts.

### LEWISTON/AUBURN AREA

TUESDAY, MAY 4, 12-1:30 p.m. (Bag lunch)

Lewiston-Auburn Chamber of Commerce Conf. Room

**Roundtable:** Working Capital Information Meeting with Sonja Christiansen. Member highlight to be announced.

## UM Sponsors Business Clinics

Small Business Clinics, monthly free one-hour confidential sessions, are sponsored by the University of Maine Cooperative Extension Service. People at any stage in their business career, including those "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 arrange a meeting, or more information, call the individuals listed below. May Small Business Clinics are as follows:

**5/12 In Auburn**, Cooperative Extension Office, 133 Western Avenue. Call Nancy Coverstone, 1-800-287-1458.

**(no May) 6/1 In Skowhegan**, Call John Rebar, 1-800-287-1495.

**5/18 In Belfast** at Waldo County Cooperative Extension, Rt. 137 (4 miles north of Senior Spectrum). Call Jane Haskell-Cowles, 1-800-287-1426.

**5/19 In Machias**, Washington County Cooperative Extension, 11 Water Street, Machias. Call Louis Bassano, 1-800-287-7542.

**5/11 In Dover-Foxcroft** at the Piscataquis County Cooperative Extension, Courthouse Complex. Call Roger Merchant, 1-800-287-1491.

**5/25 In South Paris**, Oxford County Cooperative Extension, Olson Road. Call Wendy Legg Pollock, 1-800-287-1482.

**5/12 In Bath**, Call Nancy Coverstone, 1-800-287-1458.

# CALENDAR OF UPCOMING EVENTS

- 4/30 Controlling Your Business.** Workshop for owners and managers of small business to better use financial statements and reports for planning and cost control; Ripley Knickerbocker will discuss the following: goal planning and budgets start with the written goals and objectives determined by owner/manager; planning and control is a continuous process involving everyone; you can eliminate the position (or, not staff it), but you can't eliminate the function; and, owners and managers need monthly and perhaps weekly financial reports. Penobscot County Extension Office, 105 Hammond Street, Courthouse Annex, Bangor. 942-7396, or, 1-800-287-1485.

**5/4 Lewiston/Auburn Regional Group Meeting**

**5/4 Inventor's Forum.** 6:30-9 p.m., Campus Center Building, Rooms A, B, & C, USM Portland campus. Free. Call Jake Ward, 581-1488.

**5/5 WBDC Augusta Regional Group Meeting**

**5/5 Networking After-Hours.** 5-7 p.m., Rolandeau's Restaurant, Washington Street, Auburn (off exit 12 heading toward Auburn from the turnpike). Call Loretta Syer, 786-0611, or Kay Pinkham, 786-4033 for info.

**5/6 Women Entrepreneurs of Belfast**

**5/11 Aroostook Women Entrepreneurs Meeting**

**5/12-14 Partnerships '93.** Conference of Maine and Atlantic Province businesspeople. See page 2 for full description. 9 a.m.-5 p.m., Samoset Resort, Rockport; \$150 members of ME Chamber of Commerce & Industry; \$170 non-members. Call 623-4568.

**5/13 WBDC Southern ME Regional Group Meeting**

**5/18 Midcoast Regional Group Meeting**

**5/19 Women Going International Conference.** Exporting, selling consulting services abroad, and financing international business deals. To be held in Washington, DC. Call Jeanie Alexander, 202-634-1500, ext. 258.

**5/19 Telecommunications Seminar/Trade Show.** Sheraton Tata, South Portland, sponsored by ME Telecommunications Users Group, the USM Telecommunications Dept., and SBDC. Day-long; cost TBA. Call Janet Nichols, 780-4054, to register.

**5/21 and 22 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.

**5/26 Second Annual Small Business Day - Business to Business Trade Show.** A premier networking opportunity for businesses to promote products and services. 9 a.m.-6 p.m., Cumberland Civic Center, Portland. Exhibitor applications available. Call Tiffany Wood, 780-4420.

**5/26 Financial Management for Small Business.** Also, June 2, 9 and 16. 6-9 p.m.; cost TBA. Cony High School, Augusta. Call Tyrell Thomas, 882-7552.

**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. Mondays, 9-11:15 a.m.

## ACCESS TO CREDIT SEMINARS

Maine's division of the U.S. Small Business Administration (SBA) will offer Access to Credit seminars across the state. The seminars provide entrepreneurs the opportunity to learn what banks expect from a business plan, collateral, and cash flow. Alternative financing and special programs will also be discussed. The seminars will be held at 1 p.m. in Caribou, May 11; Bangor, May 12; Ellsworth, May 13; Rockland, May 24; Waterville, May 25; and in Portland, May 26 at 10 a.m. Call Bonnie Erickson, 622-8242, ext. 102.


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## STAR SEARCH

The Maine District of the Small Business Administration is seeking nominations for the District Minority Small Business Person of the Year. The intent of the award is to bring positive publicity to minority small businesses. For more information, contact Tom Heels, 622-8242, or write Minority Small Business Person of the Year Awards Committee, SBA, 40 Western Avenue, Augusta, ME 04330.

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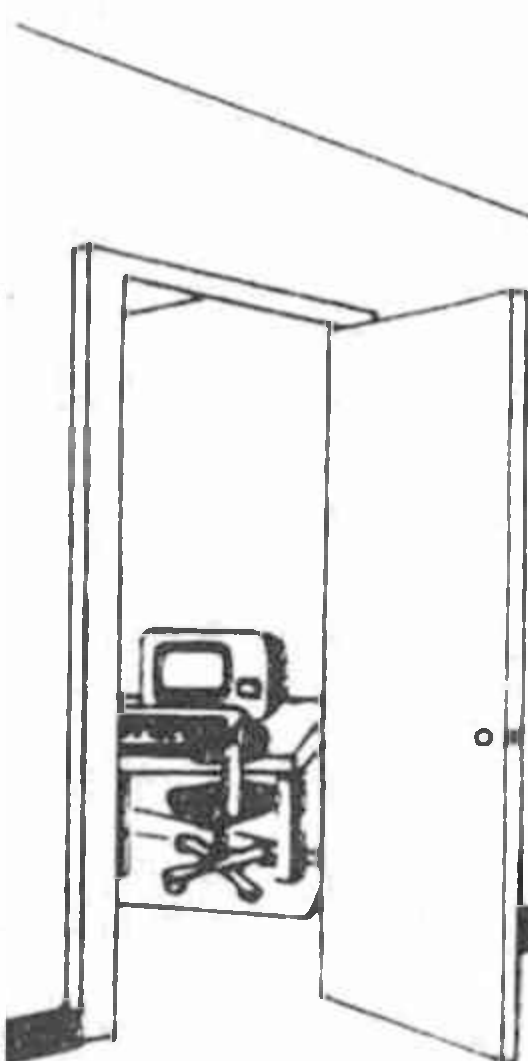
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## THE BENEFITS OF PUTTING IT OUT THERE

More women entrepreneurs are stepping into the media spotlight to publicly represent their products and services in advertising of all kinds.

That strategy is good, some say, because it allows customers to become familiar with the owner and place their trust in a friendly and personal service.

Columbia Sportswear uses the family matriarch in an advertising campaign which presents the image of a tough as nails mother who won't let any item of lesser quality leave her factory. That conveys a message the mother puts family pride on the line and won't let customers be disappointed.

Public profile can also draw attention to the leadership role of a woman at the helm of her company at a time when society is paying greater heed to women of influence. The visibility of women as spokespersons for their own companies has a great benefit for future generations. Young girls will see women who advertise their companies as role models, helping youngsters and teens envision themselves as future business owners.

The National Education Center for Women in Business is collecting examples of women business owners who appear in their own advertisements and compiling an educational booklet. The Center welcomes all submissions and will credit contributors. Send copies by June 30, 1993 to: NECWB, Seton Hall College, Seton Hall Drive, Greensburg, PA 15601-1599.

RESOURCES

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RESOURCES

RESOURCES

Maine Women's Lobby  
Business & Professional Women  
National Organization for Women  
Maine Women in Banking  
American Business Women's Association  
Coalition of Labor Union Women  
Maine Media Women  
Maine Women in Construction  
American Association of University Women  
Displaced Homemakers

## Another Solution to the Worker's Comp Debacle

As an alternative to the current worker's compensation system, the Maine Chamber of Commerce and Industry is considering implementing a self insurance program for companies. Working Criteria includes an annual minimum payment of \$10,000. For more information, call Jack Dexter at the Maine Chamber, 623-4568, or Dick Haines of the Dunlop Corporation, 1-800-464-1203.

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## WBDC REGIONAL GROUP MEETINGS

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**AROOSTOOK**  
May 11

**AUGUSTA**  
May 5

**BANGOR**  
May 12

**BELFAST**  
May 6

**LEWISTON/AUBURN**  
May 4

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