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## The WBDC Bulletin October 1992

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 ♦ October 1992

## **Women Entrepreneurs Gather at Capital**

It's autumn, and time for WBDC's Fifth Annual Women's Business Owners Conference!

Join other women entrepreneurs from around the state as they gather October 28, 8 a.m.–6 p.m., in Augusta at the Civic Center for a day of seminars, workshops, a trade show, networking, speakers, and more. Keynote speaker will be

Kate Cheney Chappell, co-founder and V.P. of Tom's of Maine.

Presented by WBDC, the conference, whose theme this year is "Mar-

.....  
*Volunteers are needed to help with the registration at the Conference. If you can spare an hour or so (particularly in the morning), call Susan MacPherson at Great Gatherings, 622-5330.*  
.....

keting and Communications," includes topics such as: using sales reps, doing trade shows, direct mail, marketing, pricing, strategic planning, presentation and selling techniques, and time and money management.

Stay tuned for the registration brochure. For exhibitor information, see inside of this newsletter, or call 622-5330.

### **SURPRISE CALLS**

Don't be surprised if you soon get a call from your local daily newspaper. As part of the promotion for our Fifth Annual Conference, we are working with most of the dailies to develop a special section during National Women in Business Week (Oct 18–24). We have provided several with the names of WBDC members in their area. We expect they will be calling several members as part of a story on local business women, or to offer an opportunity to advertise in their special section.

## **The Feds Want Your Business**

Maine Women Entrepreneurs Find New Clients in US Government Procurement Counseling Available

While women-owned small business enterprises (WBE) now contract with the federal government, they are not doing as much as business as they could. Last year, the federal government spent over \$190 billion in procurement; of the \$2 billion that went to WBE, \$3 million was awarded to Maine women-owned firms.

During this election year, we'll hear the politicians discuss how much the government will cut from its budget. But, no matter how is cut, there are still *billions* of dollars spent on running all the military and civilian agencies—so, when mapping your marketing strategy, consider the world's largest customer as your potential client.

Turn to next page

## **India's Distinguished Union Organizer Visits Maine**

*Activist of Gandhian Tradition Continues Efforts on Global Scale*

ELA BHATT, renowned government leader in India who is committed to the legacy of Mahatma Gandhi, will visit Maine at the end of September and WBDC members are invited to meet this dynamic woman.

Ms. Bhatt is Chair of the Board of Women's World Banking (WWB) and founder of the Self Employed Women Association (SEWA). Her service to women extends well back through India's history, and includes organizing a trade union of poor and illiterate women who worked as street vendors, hawkers, rag pickers, artisans, field laborers, farmers, head loaders (women

*Continued on back page*

**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

FEDERAL PROCUREMENT  
FROM PAGE 1

A good rule of thumb is: if the commercial market buys it, the government probably does, too.

For example, the federal government buys adhesives, blueberries, carpets, disinfectants, easels, flags, games, handkerchiefs, interior decoration, jewelry, knives, lumber, maps, nightwear, oars, potatoes, quartz, rope, services (almost all), toothpicks, uniforms, vinyl, wine, X-ray supplies, yarn, zucchini, etc.

A more comprehensive commodity list is located in the US Government Purchasing and Sales Directory available through the US Small Business Administration (SBA).

And, the government also buys ideas and awards grants under the Small Business Innovative Research (SBIR) program.

The US government's policy is "to facilitate, preserve, and strengthen women's business enterprise..." Federal agencies, in negotiation with SBA, establish annual goals for contracting officers. There also is before Con-

## MAINE SHARE: *Alternative Charity Giving*

There is still time to enroll your business in the 1992 MaineShare campaign, the up and coming alternative to United Way.

Tax deductible gifts are made through workplace payroll deductions (or directly), and the total is shared equally among member organizations, except when donors designate gifts to specific groups.

MaineShare member organizations include Maine Animal Coalition, Maine Hospice Council, MOFGA, The Wilderness Society, Maine Displaced Homemakers Program, **WBDC**, and more.

MaineShare has already connected with over 45,000 employees in the state, and employers providing a payroll deduction giving plan include the federal and state government, the UM system, cities of Bangor, Augusta, and Portland, S.D. Warren, Tom's of Maine, Pine Tree Legal Services, Diocesan Human Relations Services, and Lee Cadillac Olds.

For an employer registration packet, call MaineShare coordinator Matt Howe at 622-0105, or write PO Box 2095, Augusta, ME 04338.

gress a bill (HR 3260), which includes WBE as Socially Disadvantaged (SDB), enabling WBE to compete for contracts classified solely for SDB firms. The key is identifying who in the government buys which products or service. One method, using the SBA's Procurement Automated Source System (PASS), provides the entrepreneur national access to federal activi-

ties and prime commercial contractors. There is no fee to be listed; today, there are only 170 Maine WBEs registered on PASS.

For information, call Sean Crean at 623-8936, ext 104. Mr. Crean is available Tuesdays for small business procurement counseling at the SBA offices on Western Avenue in Augusta. All counseling is by appointment.

## Interested in a Bartering Network?

WBDC is investigating the Trade Exchange, a bartering network operating in Maine, and is looking for feedback from interested members. Please call 234-2019, or write WBDC, P.O. Box 658, Bangor 04402.

The Trade Exchange offers an established bartering system in Maine, with additional contacts out of state. The Exchange tracks all transactions between members and sends a monthly statement, much like a checking account, which records all purchases and sales between members.

The cost of joining the Exchange is \$395. As a special rate for WBDC members, the Exchange is willing to charge \$95 in cash and \$300 in exchange dollars to your account. The Trade Exchange promises to bring in new customers to your business — that's what makes it work. For every sale you make to another Trade Exchange member, you pay 12 percent to the Exchange — that's how they cover their own costs.

Please take a minute to fill out and return the questionnaire to WBDC. Before proceeding, WBDC would like member feedback on the program. If you have had experience with the Trade Exchange, WBDC would also like to hear about it. Thanks!

Name \_\_\_\_\_

Would you be interested in joining the Trade Exchange Bartering Network?

\_\_\_Y \_\_\_N

If WBDC were to participate, do you think we should include information about the Exchange in new member packets? \_\_\_Y \_\_\_N

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# 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, OCTOBER 7, 8:30-10:30 A.M.

12 Spruce Street, Augusta

**Roundtable:** Effective Recordkeeping

### BANGOR AREA

WEDNESDAY, OCTOBER 14, 12-1:30 P.M.

Eastern Maine Development Corp. Conference Room

One Cumberland Place, Bangor

**Roundtable:** Accessing Your Legislators

## WOMEN ENTREPRENEURS OF BELFAST

THURSDAY, OCTOBER 1, 6:30 P.M.

Senior Spectrum Building, Merriam Rd., Belfast

Member Business Highlight

Carol Gillette, Communication Graphics

**Roundtable:** Selling Your Business

## SOUTHERN MAINE BUSINESS WOMEN'S NETWORK

THURSDAY, OCTOBER 8, 7 P.M.

Huntington Commons, Kennebunk

Member Business Highlight

Beverly Chaloult, Care Enhancement

Quality Respite Care

**Roundtable:** Using Computers in a Small Business

### LEWISTON/AUBURN AREA

TUESDAY, OCTOBER 6, 12-1:30 p.m. (Bag lunch)

Lewiston-Auburn Chamber of Commerce Conf. Room

Member Business highlight: Juanita Bragdon,

Bragdon Redemption Center, Leeds, Maine,

Project SOAR & WBDC Protege

**Roundtable with:**

Bruce LeBlanc, LeBlanc Insurance Co., Lewiston

Everything you always wanted to know about insurance

### AROOSTOOK COUNTY

TUESDAY, OCTOBER 13, 6:30 P.M.

Rico's, 59 Main Street, Houlton

**Roundtable with:**

Lucinda Hebert

Marketing Your Business

## 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:

**10/6 In Skowhegan,** Call John Rebar, 1-800-287-1495.

**10/7 In Auburn,** Cooperative Extension Office, 133 Western Avenue. Call Nancy Coverstone, 1-800-287-1458.

**10/13 In Dover-Foxcroft** at the Piscataquis County Cooperative Extension, Courthouse Complex. Call Roger Merchant, 1-800-287-1491.

**10/20 In Belfast** at Waldo County Cooperative Extension, Rt. 137 (4 miles north of Senior Spectrum). Call Jane Haskell-Cowles, 1-800-287-1426.

**10/21 In Machias,** Washington County Cooperative Extension, 11 Water Street, Machias. Call Louis Bassano, 1-800-287-7542.

**10/27 In South Paris,** Oxford County Cooperative Extension, Olson Road. Call Wendy Legg Pollock, 1-800-287-1482.

# CALENDAR OF UPCOMING EVENTS

**9/22-12/3 Career Life Planning:** how to conduct job search, develop goals, explore options.  
Location: Maine Displaced Homemakers, 203 Madison Avenue, Suite 5, Skowhegan. 474-0788 or 1-800-442-2092. 9 a.m.-2:30 p.m., Tuesdays and Thursdays.

**9/22-9/23 Maine Connection Business Expo & Conference:** Expo to showcase products and services of the business community; conference to provide seminars on worker compensation, sexual harassment issues, ADA compliance, time management, and holding effective meetings. Two luncheons with guest speakers.

Location: Augusta Civic Center. Sponsored by the Maine Chamber of Commerce & Industry. For more information, call Christine Nelson, 626-2405.

**9/23 14th Annual Meeting of Corporators,** sponsored by the Maine Development Foundation. Call 622-6345.

**9/29 A Widening Horizon, The Human Resource Professional.** Sheraton Tata Hotel, South Portland. All day program of workshops and speakers on the role of the human resource professional, sponsored by the Maine Human Resource Management Association, a division of the Maine Chamber of Commerce. What is the secret of successful planning? What do regulators have in store? What do today's CEO's expect? MHRMA members, \$60; Maine Chamber members, \$75; others, \$125. Call Jennifer Vachon, 623-4568.

**9/23 - 10/9 Self Esteem Workshop:** Learn about building self esteem, explore attitudes, beliefs, and activities to help affirm your own values and nourish positive thoughts about yourself.

Location: Maine Displaced Homemakers, Ellsworth Center of the UM system, Mill Mall, Ellsworth. 9:30 am-noon. 667-3897 or 1-800-442-2092.

**Ongoing-10/22 Operating a Small Business.** Sponsored by Lewiston-Auburn Chapter of Service Corps of Retired Executives (SCORE). Lewiston High School, 156 East Ave., 7-9 pm, Thursdays. Contact Lewiston Adult Ed, 795-4141, or Edward Levesque, 782-0248.

**10/1 Women Entrepreneurs of Belfast (See Regional group section of this bulletin for info)**

**10/3 Free Saturday at the Computer Department -** Get assistance with computer hardware, software, and how it all works

Location: Church Road, Readfield, ME. 9 a.m.-noon. For more information, call 658-4942

**10/14 WBDC Lewiston/Auburn Area Regional Group Meeting (See Regional group section of this bulletin for info)**

**10/6-12/10 Career Life Planning:** how to conduct job search, develop goals, explore options.

Location: Maine Displaced Homemakers, Stoddard House, UMA, Augusta, 621-3438, or 1-800-442-2092. Tuesdays and Thursdays.

**10/7 WBDC Augusta Regional Group Meeting (See Regional group section of this bulletin for info)**

**10/8 WBDC Southern Maine Business Women's Network Group Meeting (See Regional group section of this bulletin for info)**

**10/13 WBDC Aroostook Area Group Meeting (See Regional group section of this bulletin for info)**

**10/13 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.

**10/14 WBDC Bangor Regional Group Meeting (See Regional group section of this bulletin for info)**

**Mid-October Dreamers Who Want to Start a Business.** Sponsored by Caribou Service Corps of Retired Executives (SCORE). Call Judy Enman, 498-6156.

**10/13-12/17 Career Life Planning:** how to conduct job search, develop goals, explore options.

Location: Maine Displaced Homemakers, University College, 355 maine Ave., Bangor, 581-6132, or 1-800-442-2092. Tuesdays and Thursdays. **Also, Bath/Brunswick Center of the UM system, 275 Bath Road, Brunswick. 10/13-12/10. 725-8620.**

**10/14-12/17 Career Life Planning:** how to conduct job search, develop goals, explore options.

Location: Maine Displaced Homemakers, Look House Basement, 98 Main St., UM at Farmington, Farmington. 778-9050 or 1-800-442-2092. Wednesdays and Thursdays, 9 am-2:30 pm.

**10/28-12/2 Assertiveness Training**

Location: Maine Displaced Homemakers, Ellsworth Center of the UM system, Mill Mall, Ellsworth, 667-3897, or 1-800-442-2092. Wednesdays and Fridays, 9:30 am-noon.

**10/27 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.

**10/28 Fifth Annual Women Business Owners Conference,** sponsored by WBDC. Theme: Marketing and Communications. Augusta Civic Center. Call 234-2019.

**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

# WBDC WELCOMES NEW & RENEWING MEMBERS

Constance D. Barnes  
CD Barnes, Unusual Wooden  
P.O. Box 1268  
Ellsworth, ME 04605

Deborah Leighton  
Lifeworks/Astarte Shell Pres  
HCR 32 Box 227  
Bath, ME 04530

Carol J. Brodeur  
Mainely Quilts  
317 Mass. Ave.  
Millinocket, ME 04462

Cathy Brown  
78 School Street  
Millinocket, ME 04462

Ellen York  
Ellen's  
P.O. Box 1727; 175 Exchange  
Bangor, ME 04402-1727

Katherine L. Guerin  
Scholarship Connections  
756 Hammond Street  
Bangor, ME 04401-0842

Jean M. Deighan  
23 Water Street Box 939  
Bangor, ME 04401

Elizabeth Busch  
RFD1 Box 365  
Bangor, ME 04401

Susan H. Westlake  
Pixel Knits  
RR1 Box 88  
Readfield, ME 04355

Mary E. Lambert  
Pretty Babies  
6 North Belfast Avenue  
Augusta, ME 04330

Sara Hunt  
Comprehensive Drug Testing  
RR7 Box 485  
Augusta, ME 04330

Faye Krause  
Pine Tree Knits  
RR #2 Box 840  
E. Lebanon, ME 04027

Jane L. Gleason  
Kezar Lake Handcrafts  
P.O. Box 268  
Center Lovell, ME 04016

Ellen Minnehan  
Magic Moon Design  
P.O. Box 1437  
York Beach, ME 03910

Trisha Hartwell  
Hartwell House  
P.O. Box 393 118 Shore Rd  
Ogunquit, ME 03907

Sharon Hathaway  
Village Farm Caterers  
RR1 Box 1394A  
Turner, ME 04282

Joan Churchill  
Community Concepts  
P.O. Box 278  
South Paris, ME 04281

Beverly Pennell  
27 Elm Street  
Lewiston, ME 04240

Cathy Turbyne  
393 Turner Street  
Auburn, ME 04210-6023

D. Lynne Maxfield  
Decorating Plus  
336 Center Street  
Auburn, ME 04210

Janice Parkinson-Tucker  
Mrs. Bones' Decorative Pet  
121 Pilgrim Road  
S. Portland, ME 04106

Diana Wharton  
Diana Wharton Designs  
1168 Westbrook Street  
Portland, ME 04102

Neva S. Cram  
Neva S. Cram, Associates  
136 Pleasant Street  
Portland, ME 04101

Simone L. Palmer, R.P.T.  
Massabesic Health Resourc  
P.O. Box 456  
Waterboro, ME 04087

Constance G. Burt  
TechEdit Services  
P.O. Box 234  
Topsham, ME 04086

Maxine Martell  
Ultra Coiffures  
RT 1 Shoppers Village  
Kennebunk, ME 04043

Carolie Hancock  
200 Mill Street  
Excelsior, MN 55331

Helen G. Brown  
RR1 Box 2224-H  
Liberty, ME 04949

Jennifer Hill  
Your Personal Secretary  
19 Wight Street  
Belfast, ME 04915

Therese Bagnardi  
Fancy Printing  
175 High Street  
Belfast, ME 04915

Susan D. Giguere  
Healthcare Temps  
141 Silver Street  
Waterville, ME 04901

Afton E. Stenger  
Nature's Gifts Wreaths Co  
P.O. Box 44 Rte 131  
St. George, ME 04857

Dorothea Robin Cubberly, PhD  
111 Bayview Street  
Camden, ME 04843

Florence Zettergren  
Pieces of Eight  
301 Main Street  
Presque Isle, ME 04769

Norma Milton  
Home Farm Kennel  
P.O. Box 813/Old Washburn Rd  
Caribou, ME 04736

Kathleen J. Forbes  
Silver Star Enterprises  
RFD2 Box 2945  
Caribou, ME 04736

Patricia Pfost  
P.O. Box 777  
Blue Hill, ME 04614

## MSBDC OCTOBER PROGRAMS

The Maine Small Business Development Center, funded in part by the US Small Business Administration (SBA) offers the following programs. (Some programs are held in conjunction with other agencies.):

**10/1 & 10/8 Financial Management for Small Business.** Location: Biddeford high School Vocational Dept., Biddeford. Call Sharon, Old Orchard Beach Adult Ed., 934-7922.

**10/6 Maine Inventors Network.** 6:30-9 pm. Free. 1 Payson Smith Hall, USM, Portland. Call Jake Ward, 581-1488.

**10/6 How to Really Get Into Business.** 6:30 pm, \$10. Fort Kent High School, Fort Kent. Call Brenda Watson, 834-3536.

**10/8 Operating a Small Business.** 7-9 pm, Lewiston High School, Lewiston. \$7. Call Ed Levesque, at SCORE, 783-2249.

**10/8, 10/15, 10/22, 10/29, 11/5 How To's of Advertising.** 6-9 pm, 1 Payson Smith Hall, USM, Portland. Call Services Four, 799-2599.

# IT'S NOT TOO LATE!

## WBDC Annual Conference Exhibition Space Still Available

WBDC's Fifth Annual Women Business Owners Conference scheduled for October 28 at the Augusta Civic Center is just a month away, but you still can reserve an exhibition booth.

This year's theme is **Marketing and Communications** and WBDC expects to draw more than 400 women entrepreneurs, government officials, business assistance agencies, and exhibitors. The conference will take place in the main auditorium and, besides workshops and speakers, the day will include coffee breaks, a luncheon, and a late afternoon reception. The event promises good business exposure through exhibiting your products and services.

Reservations for booths will be accepted until all the

booth space is gone. The booths cost \$125 each; two adjoining booths cost \$200. This fee includes an 8' x 10' space with sidewalls, one draped table, and two chairs.

For more information, call Great Gatherings, conference organizers, at 622-5330. SOON!

### Finally... News from Bangor...

Yes, Bangor's branch of WBDC is alive and has been holding regular meetings. According to Kay Gray, "we can't find a journalist to write our column, so bear with me while I tell you all the things we have going on."

Last month, Carmen Dyer spoke to us on how to project the image we want. It was great! In October, we will have

someone talk about accessing legislators — and why we should.

In November, Bangor will hold an open network meeting, so bring your products or information about your business.

Our big event will be a December 9 Christmas Fair. We need to know by October 15 who wants to rent a table or space. The fair will be well advertised, to come exhibit and sell your products with us. For more information, call Kay Gray, 924-3027; Debbie Morrill, 989-2362; Julia Comeau, 947-7541;

### 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 October 5 in Augusta at 12 Spruce Street from 9 a.m.-noon, and October 13 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:** *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. *Bangor*—across the street from the downtown post office, up the hill, in the new office building on the left.

Yes, I'd like to attend. \_\_\_\_\_ Augusta, 10/5 \_\_\_\_\_ Bangor, 10/13

Enclosed is my \$20 registration fee (nonrefundable)

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

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

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

MC/VISA# \_\_\_\_\_

Exp. Date \_\_\_\_\_

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

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

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Date \_\_\_\_\_

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

### Order Your Edition of ME Women's Business Directory

WBDC is publishing the first edition of the Maine Women's Business Directory and will be available for purchase in October. The 8.5"x11", perfect-bound directory contains listings for more than 1,000 women-owned businesses in the state, and will serve as a marketing tool for female entrepreneurs.

Directory sponsors include the Maine DOT, the Department of Economic and Community Development, the Finance Authority of Maine (FAME) and the Maine Development Foundation.

The Directory's cover price is \$4.99, plus tax; to order, call WBDC at 234-2019, or write PO Box 658, Bangor, ME 04402-0658.

# WEB NEWS

Women Entrepreneurs of Belfast

October 1992

## WEB SILENT AUCTION CANCELLED

Due to lack of time, energy, and enough member participation, WEB's October potluck dinner and silent auction have been cancelled.

According to the steering committee, plans for the auction fell through when members of the steering committee realized they were too busy with their own businesses to organize the event. Instead, October's gathering of Belfast Women Entrepreneurs will be a regular meeting, beginning at 6:30 p.m. at Senior Spectrum. Carol Gillette, a graphic artist, will be the member business highlight, and the meeting topic will be on selling a business.

## IN OTHER NEWS

Jennifer Hill is stepping down as steering committee member. Citing her campaign for state legislature as top priority (go get 'em, Jennifer!), and with just one month until elections, Jennifer doubts she will have little time or energy for other pursuits.

## WHERE IS EVERYBODY?

September's meeting of WEB was again poorly attended; five members showed up, three of them steering committee members. Are businesswomen forgetting about the meetings? Is everyone too busy? Are the topics unrealistic?

Feedback to the steering committee is encouraged. Call Nancy Matzell, The New York Clay Company, or Linda

Packard, Imprint, or Soone Hitt, Maine Baby Bag, to express your feelings about WEB and to offer suggestions.

## THE COMPUTER DEPARTMENT

Claire Whitmore, co-owner of The Computer Department in Readfield, spoke to WEB members in September and offered advice on hardware and software systems. For the adventurous and industrious, The Computer Department offers a class on designing and assembling your own computer. If a businesswoman knows what she wants in terms of a computer, this may be the cheaper alternative to traditional purchases. Call 685-4942 for more information.

## PROMOTE YOUR BUSINESS IN THE WBDC BULLETIN!

*Your business ad will be seen by over 100 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 the month for the following month's publication. November 1 deadline for December Bulletin.*



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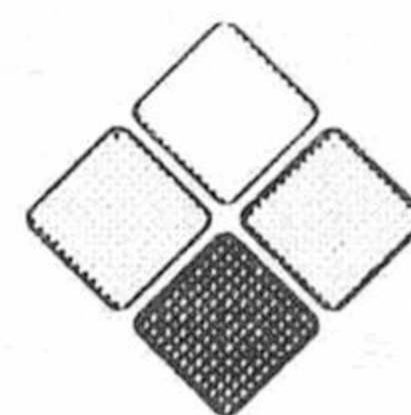


*"When you are*

*fully in the body,*

*you meet the soul."*

*~ BKS Iyengar*



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# Augusta Area News

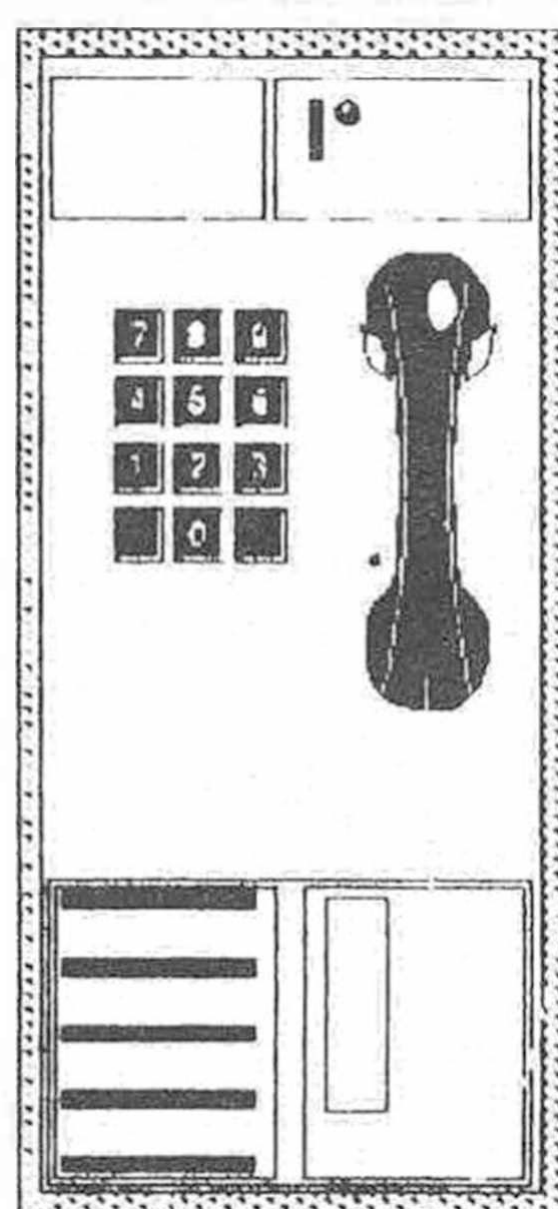


WBDC

The Women's Business Development Corporation

## ◆ GROUP UPDATE

YOU  
GET  
WHAT  
YOU  
PUT  
INTO IT



This will be my last volunteer effort newsletter layout & design for the Augusta Area WBDC. I have enjoyed submitting the news of our meetings, etc., but need to attend to my sign & vehicle graphics business, Windswept Designs, Inc. which is becoming busier by the day. We are celebrating 10 years in business and the workload seems to justify that! Out of state contracts and client store set ups are keeping me very busy!

My intent all along was to be a conduit for information from you members out there, working hard to build and sustain your businesses. Think of your newsletter (read by over 1000 people) as a great place for news releases, as a place for information on upcoming conventions and seminars. Just plain think of it as a place to get information and give information for the benefit of yourself and other women in business!

I have repeatedly asked for news from the many folks out there, but to not much avail. (I did not want to just write about the few) It is a shame that some of you do not avail yourselves of this forum. I am sincere in making it clear that I am not scolding, but rather giving my last ditch effort to tell you to make the most of what is available to those of you growing your businesses. If you aren't growing your business, than what is it to you? Stagnant? On hold? Both professionally and personally, we can always grow!

I must attend to my business so that it too can succeed properly. In the future, you can contact WBDC with your news for inclusion in the newsletter or perhaps someone out there in our Augusta group would like to write the Augusta Area News? Call WBDC if you're interested.

Thanks and good luck!

Karen Wales, Windswept Designs, Inc.

## ◆ UPCOMING MEETING

### Effective Recordkeeping for Your Business

The Augusta Regional Group will be meeting October 7th at the Spruce Street location due to the fact that the 9th floor Key Bank conference room is unavailable to us that day. The topic will be a continuation of the 4 part series focusing on managing your business better. Even if we have heard it a thousand times, we all know how important recordkeeping is! Come to the meeting and share your techniques and recordkeeping style and experience!

Please remember that these workshops are focused to revolve around those attending the meeting. They are intended to be roundtable discussions of how others handle situations. Generally we have a featured speaker, however, it is up to you members to attend to make the workshops effective!

Please take note that we will be holding the NOV-DEC meetings at the Key Bank location in Augusta. Key Bank is involved with WBDC in financial mentoring and as such, the 9th floor conference room at that location is a natural extension. The conference room is comfortable, well appointed and inspirational!

Please excuse any inconvenience in the change of meeting location. Remember to go to Spruce Street for this October meeting!

## UPCOMING MEETING

WEDNESDAY OCT 07 8:30 - 10:30 AM

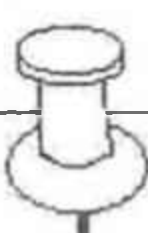
### Workshop #2 Effective Recordkeeping

held at Augusta Area WBDC office location

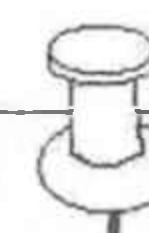
(Conference Room located Downstairs; enter on left side of building)

**12 Spruce Street, Augusta, Maine**

**DIRECTIONS:** From former Water Street office, continue down Water St., TURN RIGHT to cross over river on BRIDGE STREET towards the Cony Circle rotary. TURN RIGHT onto Arsenal Street (before the rotary and after the city building). Take FIRST LEFT to Spruce St. Look for brown & white offices, top of the hill. NOTE: Spruce Street can also be reached from Stone St/Hospital St. off the Cony rotary.



Jan & Ed Partridge, of **BALLOONS AND THINGS**, attended a balloon convention in Athens, Georgia recently. They were both named design counselors for the summer for the National Association of Balloon Artists. According to Jan, both she & Ed are the only certified master balloon artists in the state of Maine. They can be reached in Belgrade, Maine at (207) 495-3864 or 1-800-649-5082.



Windswept Designs, Inc. of Augusta/Gardiner, Maine recently was awarded the vehicle graphics contracts for all the State Cable TV and the City of Augusta Police Department's new cruisers. They continue to be busy with their store sign packages for a major retailer; just returned from New York and are on the way to New Jersey to handle another new store sign set-up for the client! Karen Wales, President  
Windswept Designs, Inc. 207-582-5557

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# **A.W.E. - some** *Aroostook Women Entrepreneurs*

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Volume 2 Issue 9

October 1992

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## **WAL-MART IS COMING! WAL-MART IS COMING!!**

That's right, they're coming and not just here in "The County". The entire state is about to be introduced to the Wal-Mart phenomenon and the reactions I've heard are mixed.

To some, Wal-Mart represents a drawing card to bring new customers into the area. To others, they are a threat, competition with too much of an edge. Perhaps the truth lies somewhere in the middle.

There have been numerous seminars, meetings and discussions centering on what to do when they get here. Lura Hastings-Lane of Volumes has been kind enough to share her notes with me. Those notes and gleanings from articles in a number of business publications form the basis for the following information.

1. Wal-Mart does generally increase local sales by enlarging the trade area. More folks drawn to your town mean more prospective sales for you too.
2. Wal-Mart's primary market is families with incomes of less than \$20,000. How does that fit your primary target?
3. Wal-Mart has an enormous advertising machine promoting them. They spend half of one percent of their sales income on advertising. TV is their main medium and they rely heavily on their prices and image to do the persuading.
4. Part of Wal-Mart's image is created by their large price tags and "power aisles". Manipulation of the shopper's perceptions is the name of the game and they do it well.

How does a local retailer take on such a behemoth? By not going head to head with them. Few small businesses can hope to purchase merchandise at the same bargain prices as a national chain. Price wars aren't likely to be the answer. Here are some possibilities:

1. Look for voids/gaps in their inventory. They purchase with an average shopper in mind, but perhaps average shoppers in your area are a bit different from the national average.
2. Consider upscale merchandise. Depending on what you sell, perhaps you should concede the lower end sales and cater to a different clientele.



3. Avoid handling the exact same brands whenever possible. If you must carry the same thing, stay within 10-15% and make it up to your customer with service.

4. Co-op with other vendors to stretch those advertising and marketing dollars. Downtown merchants can get together to entice customers to

venture away from shopping centers. Unite to place full page ads, do sales promotions etc.

5. Find a niche and target the stuffing out of your market.
6. Extend your hours (remember it takes a year to re-condition consumer thinking).
7. Make it easier to handle customer returns.
8. Have your own "power aisles" that suggestive sell.
9. Huge price signs make shopping easier on the elderly and eases the intimidation factor for many customers.
10. Hone your pricing skills, if something is a big seller, it may be safe to lower your price on it.
11. Stress your competitive advantage in your advertising. Best service in town. Guaranteed for life. Whatever fits for you and back it up.
12. Push service, service, service. Offer deliveries, free gift wrapping, on-site repairs, special orders, expert technical advice, solicit complaints. . .
13. Make your staff a sales team. Train them frequently, make sure customers are greeted (but not harassed), stress customer relations, put a smile on every face. . .

Those are a few suggestions, but none of them will work for you if you don't examine your existing situation. Spend some time doing the research necessary to find the path for you. Does Wal-Mart mean a major, or minor change for you? Be realistic and make a commitment to do what it takes. There are ways for you to take advantage of the new kid on the block.

**Make Note  
Ladies.**

**A.W.E.  
meetings will  
be held on the  
2nd Tuesday  
of the month.**

**We're looking  
forward to  
seeing you  
and sharing  
ideas and  
experiences.**

**\* \* \* \* \***

**Next meeting:  
October 13  
at 6:30 PM.  
Marketing is  
the topic,  
Rico's in  
Houlton is the  
place.**

## Hmm???

I don't know about you, but I've been reading some interesting & sometimes peculiar things in the business magazines crossing my desk lately.

One recent article stated that car dealers are finally taking women seriously. After all women influence 80% of all new car sales. Perhaps the word hasn't meandered into the service garages. Do you have

any tricks for avoiding being snowed by mechanics?

Another piece discussed the tendency of women business owners to be afraid of "real growth". They say that we don't want to be the biggest and the best. I think some of us do and some men don't. What do you think?

Send me a brief note stating your take on these tidbits and I'll share them with the rest of the readers. Send to: Ros Morgan RR 2, Box 135, Houlton, 04730.

## STEERING COMMITTEE:

MARIE MATTHEWS.....532-7273  
FLORENCE ZETTERGREN...764-5437  
ROSALIND MORGAN.....532-7286  
DARCY MILLIARD.....435-8018

PLEASE FEEL FREE TO TELL THE STEERING COMMITTEE WHAT'S ON YOUR MIND.

WE'RE LOOKING FOR SUGGESTIONS FOR A MEETING PLACE IN PRESQUE ISLE. IF YOU KNOW OF A MEETING PLACE THAT'S FREE AND REASONABLY ACCESSIBLE, PLEASE CONTACT A STEERING COMMITTEE MEMBER.

OUR NEWSLETTER CAN USE YOUR HELP. SEND INFO ABOUT INTERESTING EVENTS AND MEMBER NEWS TO: ROS MORGAN, FOX HOLLOW ENTERPRISES, RR 2, BOX 135 HOULTON, ME 04730-9607

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**A.W.E.-some  
needs your Input!**

*Would anyone like to participate in an Aroostook County booth/table at the upcoming Women Business Owners' Conference? Both the costs and the labor involved would be split amongst participants. It's a great way to get your business noticed by a lot of potential clients. Call a steering committee member.*

## Calendar:

**September 30 - deadline for expressing an interest in participating in a A.W.E. display at the WBOC.**

**October 13 - 6:30 PM - Next A.W.E. meeting. Roundtable with Lucinda Hebert, "Marketing Your Business" will be the topic. Place: Rico's in the Fishman Mall, 59 Main St. Houlton**

**October 15 - Managing Multiple Projects, Objectives & Deadlines, a SkillPath Seminar, will be held in Bangor. The cost is \$99. Call 1-800-873-7545 for more info.**

# ELA BHATT VISITS MAINE

*Continued from front page*

transporting freight on their heads for money ) and cart pullers.

Ms. Bhatt has been recognized for her work in organizing poor women on the Gandhian principles of truth and non-violence. In 1986, the Indian government conferred on her the national honor of Padma Bhushan for her efforts to bring unorganized women into the mainstream trade union movement.

Previously a member of the Indian parliament, she currently is a member of India's Union Planning Commission, and the first woman ever to serve on that board.

Her parliamentary work, including serving as chair of the National Commission of Self Employed Women, is now being assimilated into national policies concerning

women, labor, employment, and welfare.

Internationally, Ms. Bhatt, 56, helped establish the Founder Trustees of Women's World Banking, an international banking and financial network of and for women in 50 countries. Her awards include: the 1982 Susan B. Anthony award for national integration for defending the rights of the weaker sections of Indian communities; the 1977 Magsaysay award for community leadership and bringing Gandhian ideology to uplift the most depressed group of Indian women; the 1984 award for Stockholm's Right Livelihood Prize for helping to improve human surroundings through human efforts; and in 1990 earned the distinction of Women of Creation from the Alliance des Femmes, Paris, along with 11 other women around the world who, through their commitment, enriched this world.

From its first days as a textile labor association to today, SEWA has developed into a bank, a training center, and has established crafts, agriculture, health care, and child care co-ops. SEWA Bank today has assets over \$1 million.

For more information on when and where to meet Ela Bhatt while she is here, contact WBDC at 234-2019.

## WBDC

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