

# Home & Leisure Show

*Business Expo*

**March 19**

**Mt. Blue Campus**

**9am-2pm**

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



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## A letter from the President:

We talk a lot about the strength of a community as being its economic prosperity. This matrix is certainly a strong indicator of the success of local business and industry in an area. But what about those who haven't been so fortunate? What about those who struggle with the impact of poverty that affects their everyday life? Or senior citizens who are homebound? How does a community work to bring up all citizens of the community to a level of prosperity?

Franklin County is fortunate to have many caring and giving citizens and organizations to help those in need. At our last Business After Hours for the Chamber of Commerce, we witnessed firsthand some of the resources that are available in our area. The event was held at the Western Maine Homeless Outreach center. This facility has provided a place for up to 70 people to stay over the last year with a goal of providing shelter for those in need as well as encouragement and direction so they could move to their own home.

This demonstrates an important aspect

**President**

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*Submitted photo*

On Jan. 21, Western Maine Homeless Outreach, Key Bank and Calzolaio Pasta Co. co-hosted the Franklin County Chamber of Commerce's Business After Hours. Attendees had the opportunity to tour Western Maine Homeless Outreach facilities and learn more about the service the organization provides to the community. Last year, they provided a place to stay to more than 70 people, as well as providing information, encouragement and direction to help those people move to their own homes. Calzolaio Pasta Co. provided an excellent spread of appetizers and a door prize drawing concluded the evening. Pictured above in the back row, left to right are Ryan Goding, WMHO board member; Dalene Sinskie, WMHO board president; Arleen Rackliffe, WMHO day program manager; Chuck Ellis, WMHO board member. In the front row, left to right, are Katherine Beaubien, WMHO board member; and Susan Crane, WMHO board member. Business After Hours events are excellent opportunities to network outside of the office setting. Plan to join us on Thursday, March 19 for our next Business After Hours at Mt. Blue TV. Anyone is welcome to attend, so join us and bring a friend or co-worker.

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# Leverage LinkedIn for your small business

**Peter A. Osborne**

*University of Maine at Farmington and Franklin County Chamber of Commerce Board of Directors*

As a business owner, and especially as a small business owner in Western Maine, you know that business is about relationships. It may be easy to build and maintain relationships with patrons and community members who can physically come into your place of business, but how do you stay in touch with connections beyond your immediate geographic area, and maybe even connect with other business

owners around the country to share information in your industry?

LinkedIn is an online professional networking site that helps all types of professionals keep in touch, make new connections and build their brand. It's free to get started at [www.linkedin.com](http://www.linkedin.com) with your own personal profile and to create a business page, too. One of the most useful features on LinkedIn include a wide variety of online "groups" where members can communicate and share information about a variety of topics or fields.

Additionally, businesses and organizations can post available jobs and search for qualified candidates using LinkedIn.

LinkedIn has created a page just for small business owners to get them started. Navigate to [smallbusiness.linkedin.com](http://smallbusiness.linkedin.com) to see ways that LinkedIn can help your business with branding, marketing, sales, and hiring. This page includes detailed guides on how to maximize LinkedIn for your online brand, and it's free to get started.

Maybe you're already using Facebook, Twitter, Instagram, or a website for your business, and LinkedIn is just one other tool that can be used to build and maintain connections and relationships that can help your business grow. With more than 400 million members around the United States and the world, and new members signing up at a rate of two new members per second, it's worth a look. If you're interested in a workshop to learn more about using LinkedIn personally or for your business, please contact the Franklin County Chamber of Commerce at 778-4215.

## Calendar of Events

### February 28

#### Origami Workshop

Learn the art of paper folding with Eddie Yuen at Fairbanks School, 508 Fairbanks Road, Farmington. 2 to 4 p.m., \$4 for adults, \$1 for children. For more information, call 778-3808.

### March 2

#### "The Products of Intertextuality: The Value of Student Adaptations in a Literature Course"

This lecture, by Misty Krueger, visiting assistant professor of English, focuses on examining intertextuality — the way that similar or related texts influence or differ from each other — and engaging students in textual production through the creation of an adaptation. It will discuss the success of assigning an adaptation project in an upper-level literature course at UMF and show

examples of several student projects, including adaptations of writings by William Shakespeare, Jane Austen, Samuel Richardson, Henry Fielding, Mary Shelley and Ben H. Winters and of existing film adaptations of *Sense and Sensibility* and *Frankenstein*. Krueger links student projects to critical concepts such as re-vision and multimodality, and disciplines such as literary studies and the digital humanities. This event is free and open to the public. 11:45 a.m. to 1 p.m. at the Performance Space, Emery Community Arts Center at UMF.

### March 2

#### 2016 UMF Career Fair

UMF's 2016 Career Fair will take place on Wednesday, March 2 from 11 a.m. to 1:30 p.m. in the Olsen Student Center. The event is open to the public. For more information and a list of participating

organizations, please visit <http://www.umf.maine.edu/careers/job-fairs-and-career-events/umf-spring-job-fair/>

### March 6

#### Music For Clarinet and Piano with Karen Beacham and Martin Perry

The Arts Institute of Western Maine (AIWM) will present "Music for Clarinet and Piano" with Karen Beacham and Martin Perry on March 6 from 3 to 6 p.m. in Nordica Auditorium. Together they will perform music for clarinet and piano in varied styles from the 20th century by composers from England, Germany, France and the United States. Concert admission cost will be \$12 for adults, but free for children 18 and under and for UMF students with ID. Tickets will be available at



the door. AIWM is an affiliate of UMF. For more information call 778-9437.

### March 10

The Jay, Livermore, Livermore Falls and the Franklin County Chambers of Commerce will host The Business Connection — Come Meet Your Business Resources. This event is a meet and greet for local business owners, bringing in some fantastic business resources that business owners may not be utilizing. The list of resources being presented include New Ventures Maine, Small Business Administration, Androscoggin Valley Council of Governments, SCORE, Community Health Options, Maine Small Business Development Center - AVCOG, The Women's Business Center at CEI:Rural Maine, Maine Department of Economic & Community Development, WMCA Career Center Services, Community Concepts Finance Corporation, Greater Franklin

Development Council, Franklin Savings Bank, Androscoggin Bank, and Otis Federal Credit Union. Join us at the Business Connection event March 10, 5 p.m. at the St. Rose Parish Hall in Jay. FMI, email [info@franklincountymaine.org](mailto:info@franklincountymaine.org) and follow the Chambers' Facebook pages for updates.

### March 17

#### Business After Hours at Mt. BlueTV

Please mark your calendars for the Franklin County Chamber of Commerce Business After Hours from 5 to 7 p.m. at Mt. Blue TV, 270 Maine Street, Robert's Learning Center, Lower Level (Next to Room C-23). Enjoy an evening of appetizers, tours and door prizes. Business After Hours are an excellent opportunity to meet new people and network in a casual setting. Plan to join us and bring a friend.

### March 19

#### 22nd Annual Home and Leisure Show

The Franklin County Chamber of Commerce will host its 22nd annual Home and Leisure Show at the Mt. Blue Campus on Saturday, March 19 from 9 a.m. to 2 p.m. Admission

is \$1 per person and is free for children 12 and under. Visit many local businesses and organizations including banks, educational institutions, building suppliers, media, health care, realtors, service industries and more. Attendees will enjoy many giveaways and door prizes while seeing some of the best businesses that Franklin County has to offer. Enjoy entertainment by Mt. Blue High School music groups. New this year will be a cake decorating contest, visit your local emergency personnel and check out vehicles from local dealerships. There is still time for businesses to reserve a space at the Home and Leisure Show. FMI, visit [www.franklincountymaine.org](http://www.franklincountymaine.org) or contact the Chamber office (207)778-4215.

### March 27

#### Maine Maple Sunday

Enjoy the first sweet taste of spring in Maine! Join maple syrup producers across the state as they open their sugar houses and offer maple syrup and other maple delights as well as demonstrations on making pure Maine maple syrup. Many offer games, activities, treats, sugar house tours, music and more. Locally, check out Maple Valley Farms, Black Acres Farm and other local sap houses for this all day event.

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## Network, hook up with resources at The Business Connection

The Jay, Livermore, Livermore Falls and the Franklin County Chambers of Commerce are very excited to announce that they will be holding a meet and greet for local business owners, bringing in some fantastic business resources that business owners may not be utilizing.

Kim Turner, the vice chair of the JLLF Chamber of Commerce, and Penny Meservier, the executive director of the Franklin County Chamber of Commerce, have been working closely with a committee of individuals consisting of three local town managers, resources from Greater Franklin Development Corporation, the Department of Economic and Community Development and United Way to coordinate what they hope to be the first in a series of events tailored to business owners in the area.

"I don't think it is an understatement to say that our communities have been affected by the recent layoffs at Verso, and both Chambers feel that this is a great opportunity to make sure business owners know who they can reach out to proactively," said Turner. Going further, she explained, "While the layoffs were very unfortunate for many families in the area, I personally feel that we still

have so much to offer our business owners, community members, the tourists who come and go throughout all months of the year, and even business owners that may not yet exist in this area."

The series has been named "The Business Connection," and this event is called "Come Meet Your Business Resources."

It is scheduled for March 10 at

the St. Rose Parish Hall in Jay and will start promptly at 5 p.m.

For more information on this event, please check either Chamber's Facebook page

or contact Kim Turner at [kimt@otisfcu.coop](mailto:kimt@otisfcu.coop) or Penny Meservier at [info@franklin-countymaine.org](mailto:info@franklin-countymaine.org).

## The Business Connection - Come Meet Your Business Resources

Adapting to the face of change is often overwhelming and we get that. Take this opportunity to get to know the resources available to local businesses.



**New Ventures Maine**  
**Small Business Administration**  
**Androscoggin Valley Council of Governments**  
**SCORE**  
**Community Health Options**  
**Maine Small Business Development Center – AVCOG**  
**The Women's Business Center at CEI: Rural Maine**  
**Maine Department of Economic & Community Development**  
**Career Center**  
**Community Concepts Finance Corporation**  
**Greater Franklin Development Council**  
**Franklin Savings Bank**  
**Androscoggin Bank**  
**Otis Federal Credit Union**

Visit the Jay-Livermore-Livermore Falls Facebook page for more information.

**St. Rose Parish Hall**  
2 Church Street, Jay, Maine 04239

**March 10, 2016**  
**5:00PM – 6:30PM**



This event wouldn't be possible without the Department of Economic and Community Development and the Greater Franklin Development Council.

### Franklin County Chamber of Commerce Mission

The Franklin County Chamber of Commerce is a non-profit 501(c)(6) organization of business and civic leaders. It exists to promote its members and their services, and to provide a voice for the interest of area businesses. Through partnerships with others, the Chamber seeks to promote economic growth, job creation and retention, tourism, civic pride and cultural awareness.

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## Member Spotlight: Maple Valley Farms

Maple Valley Farms is a family-run business in Jay, Maine, making maple products with the second and third generation of the Couture family now operating the business.

Placide Couture began collecting sap in 1964, a year after he bought the farm, and produced syrup every year until 1998. In 2002, his son Tony had a renewed interest in maple products and so

began the construction of a new facility. By 2003, the new facility was open and syrup was again being produced at Maple Valley Farms. This new operation features modern equipment that had not previously been in place.

With 2,300 taps and seven miles of lines, the system is geared to make 600 gallons of syrup per year. The automatic system now includes vacuum pumps, and the sap

is collected at various collecting points before being pumped up 800 feet underground to the storage tank in the building.

The sap is boiled in an oil-fired evaporator and can produce about five gallons of syrup per hour. Now in its 14th consecutive year under Tony and Irene Couture, their daughter Lindsay has also taken an interest and works with her parents to produce

the syrup every year, along with other products such as candy, taffy and sugar.

Stop by the farm on March 27 for Maine Maple Sunday and enjoy samples of maple syrup and other maple delights as well as demonstrations on making the syrup. For more information call (207) 645-2328 or visit them at 1304 Franklin Road, Jay.



## President

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of a strong community—one that helps its most vulner-

able residents in their time of need. Franklin County certainly has this component. With organizations like Adult Education, LEAP and Western Mountain Transportation, we can provide for all

our residents. The Ecumenical Heating Assistance and Warming Centers are available to help keep folks warm. The United Way is a huge asset for our community for connecting many residents with available resources. You can simply call 2-1-1 to get information on what's available. There has been an incredible amount of work that the Western Maine Community Action (WMCA) has done in our area. As well as groups like the Franklin Resource Collaborative at Franklin Memorial Hospital and the Safe Schools Committee from our local school district.

Just this past year, the Franklin County Chamber of Commerce collected over 200 food baskets as part of the Gerry Wiles Food Basket drive for families in need. The Farmington Rotary club helped collect over 300 pairs of new pajamas for the Children's Task Force to help keep our children warm.

Another important group

that needs to be considered in our community are our senior citizens. Seniors Plus does a great job in assisting our older population through its Meals on Wheels program. This program provides hot, nutritious meals to homebound older adults and adults with disabilities. Daily safety checks and a friendly hello from a volunteer are also part of the program. For information and assistance, you can call 1-800-427-1241 and they can help connect you to the right resources. They also provide caregiver support and Medicare counseling. The Franklin County Sherriff's Office also offers a program called Elder Check for those seniors living in the outskirts of Franklin County.

It's predicted that by 2025 over one-quarter of Franklin County's population will be over the age of 65. Last September a group of local organizers lead by Dr. Michele McCormick from FMH and Dr. Thomas Ward, superintendent of schools in RSU9, organized a com-

munity forum to help bring together local resource providers in the area. As an outcome of this Community Forum, a follow-up healthcare event is being planned. This forum is an invitation to the Greater Franklin County Community to help shape the future of healthcare in the community. In conjunction with this event, a presentation by poverty expert Dr. Donna Beegle is being planned. Here is a description of the event by Ray Therrien, Director of Adult Education who is helping to organize the event:

"Dr. Donna Beegle will be joining us in greater Franklin County on March 17 and 18. Dr. Beegle is the founder of Communication Across Barriers and the author of See Poverty...Be the Difference and An Action Approach to Educating Students in Poverty. She has studied and worked extensively with educators, social service professionals, justice professionals, faith and community-based organizations

and health professionals across the country. Dr. Beegle has received national acclaim for her ability to passionately and succinctly address the issues of poverty. Local schools, businesses and nonprofits are working together to implement a community wide approach that bridges the gap between social service operations and the people who need them by creating a system where our communities are working together to offer support to people living in poverty, helping them to realize their strengths and potential for moving forward."

From helping our homeless and our seniors and all those who struggle with poverty, Franklin County has a giving population that comes together in a time of need. Just one more reason we love living, working and recreating in Franklin County.

Thankyou,  
**Glenn Kapiloff, President  
Franklin County Chamber  
of Commerce**

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