

## IN THE SPOTLIGHT

### Brainstorming results in “*Summer in the Country*” promotion idea

On June 10th the Board had a marketing brainstorming meeting resulting in a number of ideas that the group thought offered merit. One of the items that will require long range planning in order to happen next year is called “*Summer in the Country*.” This promotion is a complement to our winter flyer for *Christmas in the Country*.” We believe this advertising flyer will be something that recipients will keep for the whole summer since it will contain a comprehensive schedule of summer events for the surrounding towns listing fireworks displays, dates for Founder’s Day, Union Fair, the Medomak Valley Land Trust’s River Festival, Waldoboro Day, Warren Day, Washington Day, etc. More information will be coming about participating in this promotion.

Additional ideas that are in process is our UACOC kiosk that will be built by Herman Summers of American Dream Builders and placed on a trailer. This will allow us to participate in parades as well as take our kiosk “on the road” to various locations and have it open to the public. We also think there is value in having referral cards (the full details are not yet worked out), advertising on the baseball field, having a laminated version of our map on display in public locations (locations yet to be determined) as well as a welcome package for our new members.

### Our 100th Member Milestone —Getting closer

Memberships are up this year and we’re proud to announce that we hope to welcome member number 100 very soon. The growth of our chamber speaks well for our organization’s ability to serve member’s needs by offering meaningful informational programs, advertising and networking opportunities while strengthening the communities we serve.

Please suggest a membership in our chamber of commerce to new business members of our community and other business that may not have joined yet. We’re considering a prize for the member who brings in that special 100th member.

## UPCOMING EVENTS & ACTIVITIES

### Founder’s Day, Saturday, July 18th

Friday, July 17th we’ll be sponsoring a pie social and concert with the *Tombstone Blues* on the commons. Arrangements have been made for the Thompson Community Center to be an alternate location in case of rain. Saturday night is the classic movie, “*City Lights*” starring Charlie Chaplin. Doug Protsik from the band *The Old Grey Goose*, will play the non-stop piano accompaniment from Chaplin's original score.

**The Union Fair (Aug 22 - 29)** is fast approaching and with that in mind, the UACOC has voted to sponsor the Union Fair’s annual Kids Day on August 29th as well as the parade, parade prizes and 1 bicycle for the drawing. (Cost: \$1000 which passed unanimously.) The Chamber has also offered to accept individual business sponsorships on behalf of the Fair for those of us wishing to help out on a smaller scale. We are soliciting members to sponsor the free pies distributed on Friday of the Fair. We are requesting sponsorships of \$100, \$75, or \$50. Sponsor’s names will be listed on posters at the pie area. Volunteers are also needed from 8 am to noon to help set up and direct the parade as well as judge parade entries, and assist with parking.

If you are interested in helping out, please contact Erica at 785-3044 or by email at: [ericacpa@midcoast.com](mailto:ericacpa@midcoast.com).



## RECENT EVENTS

The Union Area Chamber of Commerce was again represented this year at the Maine Home & Design Show, May 30th and 31st held at Point Lookout. Volunteers from our organization were on hand to greet visitors, answer questions about our local businesses and hand out UACOC literature. In particular, “the map” showing our members business locations was very popular with the show’s attendees. The ‘after show party’ was a bonus feature of the event.

## TIPS & TIDBITS

*This monthly column offers business tips that will be useful to our members. If you find websites and /or other information that you think will benefit our membership, please let me know by sending me the link at [chestnuthill@cablespeed.com](mailto:chestnuthill@cablespeed.com). **Knowledge is Power!** Let's share what we learn.*

**The Knox County Micro Loan program** has approximately \$85,000 ready to loan! This is for businesses in Union, Washington, Warren, Rockland, Rockport and Thomaston. This is a very flexible loan program and can be used to “create or maintain LMI jobs.” LMI = Low to moderate income. The interest rates and terms are negotiated with each applicant and are designed to be very flexible to meet the needs of your business. To apply for the loan call Rodney Lynch at the Rockland City Hall and he will provide you with the information you need to apply. If you have questions about the program Jay Feyler is available to help. Call him at 592-1092 or 785-4758. Please be aware that he won't get into details about a particular loan since he sits on the Board that approves them.

**The US Small Business Association (SBA)** is taking steps to aid organizations that are suffering as a result of the ongoing recession. Here are some special ways in which new SBA programs can help you implement changes in your small business to compensate for these tough economic times. The new SBA programs will also help you take care of the basics, like keeping your business running and your employees working.

### ***Cash in the Bank***

As a result of recent changes to lending policies, more small businesses will be eligible for loans backed by the SBA. Changes have been made to the standards regarding revenue and business size to allow more small business owners to take advantage of SBA loans. This means that business owners can obtain funds to cover operating expenses, implement changes, and satisfy the needs of their hardworking employees.

### ***Lower Fees***

Another facet of the new SBA programs is that they have taken measure to reduce out-of-pocket expenses for small business owners. This means that payments are manageable and borrowing fees are reduced in order to compensate for the recession. Lower fees mean that more of the hard earned money from small businesses can be used for meeting the budget instead of making loan payments.

*For complete information go to: [www.sba.gov](http://www.sba.gov)*

## THE DEADLINE FOR OUR MAP & GUIDE IS APPROACHING FAST

**We are in the process of updating our Union Area Chamber of Commerce Map and Guide** prior to reprinting. Don't miss your opportunity to make sure your newest ad is in it as well as make sure that your business information is up-to-date. Our members that have previously marketed their businesses through the map and guide tell us that they KNOW it helps their business.

**Deadline for ad submissions is Friday, July 24th.** Please get your ads to Cheryl promptly!

## ABOUT THIS NEWSLETTER

This is our inaugural edition of our new monthly e-newsletter. We hope that it will serve to keep our membership better updated on what we are doing. We also want to solicit your ideas for making our chamber stronger and more meaningful for you and your business.

Marcia Drenzyk of Chestnut Hill Design Group of Waldoboro (a new UACOC member) was chosen from the group of firms that we interviewed. She will write and design our monthly e-newsletter as well as write our press releases for the next twelve months.