

## SMALL BUSINESS WEEK WATERVILLE

May 2 - May 6, 2016

Small Business Waterville is honoring Small Business Week by offering a week of free programs for small business development including digital marketing tips, creative enterprising, business start-up, QuickBooks, and more! To learn more about the sessions and to register: <http://smallbusinesswaterville.eventbrite.com>. Walk-ins welcome but seating is not guaranteed without registration!

### Monday, May 2

#### **Digital Marketing Amp Up Strategies**

Jason Clay

Director of Marketing and Technology for Governor's Restaurant

1:30p-3:00p at Alfond Youth Center

126 North Street, Waterville, ME 04901

### Tuesday, May 3

#### **How to Market & Connect with Other Creatives Through the CreativeGround Cultural Directory**

Dee Schneidman

New England Foundation for the Arts

10:30a-11:30a Live Online Demo

Broadcast at Waterville Creates!

93 Main Street, Waterville, ME 04901

### Wednesday, May 4

#### **How to Start a Small Business**

Jean Dempster

New Ventures Maine

William S. Card

U.S. Small Business Administration

4:30p-6p at Waterville Public Library

73 Elm Street, Waterville, ME 04901

### Thursday, May 5

#### **Small Business Pioneering in Waterville**

Nick Isgro

Napoli Italian Market

7:15a-8:30a at Sunrise Rotary Club

Alfond Youth Center

126 North Street, Waterville, ME 04901

### Thursday, May 5

#### **QuickBooks Intermediate**

Janet Roderick

Maine Small Business Development Center

1:00p-3:00p at Mid-Maine Chamber

50 Elm Street, Waterville, ME 04901

### Thursday, May 5

#### **12th Annual Downtown Business of the Year Celebration (hors d'oeuvres & refreshments!)**

Waterville Main Street Event

5:00p-7:00p at Selah Tea Café

177 Main Street, Waterville, ME 04901

Sponsored by Maine State Credit Union

### Friday, May 6

#### **Downtown Waterville Cash Mob**

11a-1p at Day's Jewelers

80 Main Street, Waterville, ME 04901



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Small Business Week Waterville 2016  
May 2 - May 6, 2016  
Waterville, Maine

Small Business Waterville is presented by the Mid-Maine Chamber of Commerce, TOCmedia, Waterville Main Street and the Waterville Public Library.

<https://www.facebook.com/SmallBusinessWaterville>

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**MONDAY, MAY 2**

***Digital Marketing Amp Up Strategies***

Jason Clay

*Director of Marketing and Technology for Governor's Restaurant*

1:30p-3:00p at Alford Youth Center

126 North Street, Waterville, ME 04901

You've already created the social media pages and accounts for your business, and have been posting and responding to guests. Now how to do optimize your time and effort on social? This presentation will focus on how to create a Digital Marketing Strategy for your business along with tips and tricks to make it easier to focus on business not just social media.

We will cover the following topics:

- Finding your Audience
  - What social media sites appeal to them?
  - Demographics of your trade area
- Content Plans
  - Developing a Tent Pole tactic.
  - Using Images and Video
  - How do I measure Success?
- Tips and Tricks to make it easier
  - Embracing mobile as a social media manager
  - Account Collaborations
  - Channel Takeovers
  - Ease of use apps
  - Paid Posts
  - Scheduling

**Presenter Bio:**

Jason Clay is the Director of Marketing and Technology for Governor's Restaurant & Bakery, where he oversees the company's menu development, marketing planning, and technology implementation. Before joining Governor's, Jason practiced social media skills and burrito-rolling at Boston based Boloco Inspired Burritos, and also worked for Restaurant Associates at Harvard Business School. He is a co-host of the small business social media tactic focused Social Dig Podcast, and the Netflix review Netaflixion Podcast.

Jason is a native of Lincoln, ME, and holds a bachelor's degree from the University of Maine and an MBA from Northeastern. He lives in Bangor with his wife and black lab Zeke. In his free time Jason enjoys hiking and playing Wiffleball.

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### **TUESDAY, MAY 3**

#### ***How to Market & Connect with Other Creatives Through the CreativeGround Cultural Directory***

Dee Schneidman

*New England Foundation for the Arts*

10:30a-11:30p Live Online Demo

Broadcast at Waterville Creates!

93 Main Street, Waterville, ME 04901

In this live online webinar, creative businesses, cultural nonprofits, and individuals artists of all types and disciplines will learn how to use [CreativeGround](#), the [New England Foundation for the Art's](#) free directory of artists, cultural nonprofits, and creative businesses. Participants will learn how to create or update a visually appealing profile to promote who they are and what they do in their community; find other regional organizations, businesses, and artists for potential collaboration for program development, cross promotion, and other projects; and explore and quantify the artists and creative enterprises at work in their community.

Participants can register and participate in this live online webinar from the comfort of their own offices, studios and home. As the date gets closer, information about how to participate in the webinar will be emailed to registrants choosing this option. In addition, Waterville Creates! will host a live broadcast of this session at 93 Main Street, Waterville, ME 04901. People in the Waterville region may choose this option and meet up at 93 Main Street in Waterville, Maine to participate in this session. This is a great networking opportunity! Complimentary coffee, water, and light refreshments provided at the 93 Main Street session.

#### **Presenter Bio:**

Ms. Schneidman oversees data collection, documentation, and creative economy activities at NEFA. These include the New England Creative Economy Reports on the creative sector and its nonprofit subset; CreativeGround: New England's online directory of creative assets; regional events such as the Creative Communities Exchange; knowledge-sharing projects and NEFA program evaluation.

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### **WEDNESDAY, MAY 4**

#### ***How to Start a Small Business***

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<https://www.facebook.com/SmallBusinessWaterville>

Jean Dempster

*New Ventures Maine*

Bill Card

*U.S. Small Business Administration*

4:30p-6p at Waterville Public Library

73 Elm Street, Waterville, ME 04901

This workshop can help you decide if self-employment is the right choice for you. We will cover the steps needed for start-up, the major elements of a business plan, and the many resources available to help you succeed.

**Presenter Bios:**

Jean Dempster is the Program Manager at New Ventures Maine. Since joining the organization in 2000, Jean has delivered a variety of workforce development, money management, and microenterprise workshops in Waterville. Jean assists small business owners in the planning and start-up phase.

Bill Card is an Economic Development Specialist and Public Information Officer with the U.S. Small Business Administration's Maine District Office. He has been with the agency for five years, focusing on creating high-visibility SBA events, and representing the SBA at events and training workshops in Maine. Prior to joining the SBA, Bill was a Regional Manager for U.S. Senator Susan M. Collins for 9 years, where he was responsible for creating and facilitating economic development projects in Central Maine. Prior to joining Senator Collins's staff, Bill started and ran his own small business, Title Checks Inc., for 15 years. Bill lives in Bristol, with his wife Jennifer, and their two boys, Liam and Owen.

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**THURSDAY, MAY 5**

***Small Business Pioneering in Waterville***

Nick Isgro

*Napoli Italian Market*

7:15a-8:30a at Sunrise Rotary Club

Alfond Youth Center

126 North Street, Waterville, ME 04901

A brand new business opened in downtown Waterville in the last few months: Napoli Italian Market. Be a guest with Waterville Sunrise Rotary Club and hear Nick Isgro tell the story of going for a dream.

Breakfast will be available for \$8 (pay cash at the door).

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<https://www.facebook.com/SmallBusinessWaterville>

**Presenter Bio:**

Nick Isgro, a native to the Waterville area graduating from Messalonskee High School in 2000; Nick went on to attend UMF and Thomas College. He now works as a Controller for Skowhegan Savings Bank where he has been employed since 2007. He gives back to the city in his capacity as Mayor of Waterville since 2015. He's taking his community involvement to a new level with his recent decision to follow a life-long dream and open a family-style grocery store on Main Street, Napoli Italian Market.

**THURSDAY, MAY 5**

***QuickBooks Intermediate***

Janet Roderick

*Maine Small Business Development Center*

1:00p-3:00p at Mid-Maine Chamber of Commerce

50 Elm Street, Waterville, ME 04901

This session will address your most pressing QuickBooks questions. It will also cover: Tricky Transactions, Working with Reports, Advanced Features, Tips and Tricks. Please be ready with your specific questions and issues. This seminar is designed for those who have been using QuickBooks for at least 6 months. Complimentary Coffee, tea and water will be available.

**Presenter Bio:**

Janet Roderick, CPA has been a Certified Business Advisor with the Maine Small Business Development Center (Maine SBDC) hosted by CEI and located at KVCOG since 2006. She was previously a Business Counselor with the Women's Business Center at CEI from 1995-2006. Before joining CEI, Janet worked for a CPA firm in Augusta for 9 years. She has also worked in retail, wholesale, and distribution businesses, as well as restaurants and non-profits. She owned and managed a diet & exercise studio, and has had several small home-based businesses.

**THURSDAY, MAY 5**

***12th Annual Downtown Business of the Year Celebration***

Waterville Main Street Event

5:00p-7:00p at Selah Tea Café

177 Main Street, Waterville, ME 04901

*Sponsored by Maine State Credit Union*

The Business of the Year 2016 award will be announced at the Downtown Celebration on the evening of May 5th at Selah Tea Cafe in downtown Waterville. The award is scheduled in conjunction with Small Business Week, May 2-May 6. Waterville Main Street celebrates a downtown business, nominated by its peers, and voted on by all of us. City officials, Mayor Isgro and City Manager Mike Roy, along with last year's winner, Charlie Giguere of Silver Street Tavern, award a key to the city and a framed picture depicting different Waterville landmarks created by local artist Brian Vigue. This event is open to the public. Hors d'oeuvres and refreshments will be served.

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### **FRIDAY, MAY 6**

#### **Cash Mob!**

11a-1p at **Day's Jewelers**

80 Main Street, Waterville, ME 04901

“Cash Mobs” are organized by people trying to make a positive impact on the businesses in their communities. Chosen by a public vote run by Waterville Main Street, a Cash Mob is planned for **Day's Jewelers** during Small Business Week. Our aim is to target a downtown Waterville business that helps make our Waterville Main Street special. The downtown Waterville cash mob event will take place on Friday, May 6, 2016, 11a-1p at Day's Jewelers, 80 Main Street, Waterville, ME. To celebrate Mother's Day, Day's Jewelers is offering \$25 off Mother's rings and pendants as well as Jewelry Cleaning Kits for \$25 which will come with all-purpose cleaner, silver cleaner, polishing cloth, and diamond dazzle stick (while supplies last). This Cash Mob is an opportunity to make a positive impact on a local business and have a great time doing it!