

**DRAFT PRESS RELEASE** April 2, 2008

**CONTACT: Katherine E. Arno**

**Director of Training and Communication, Maine Small Business Development Centers**

**Phone 207-780-4853**

**E-mail: [karno@maine.edu](mailto:karno@maine.edu)**

### **Building Leadership in Maine's Boat Industry**

**Brunswick** – A two-day intensive leadership training for 15 owners and managers of Maine's boat building, boatyard and composites enterprises got underway today at the Advanced Technology Center. The training, based on Stephen Covey's *The 7 Habits for Highly Effective People*®, is led by Brad Swanson, a Maine Small Business Technology & Development Centers (Maine SBTDC) Master Certified Business Counselor and certified Covey trainer. Participants are clients of Maine's North Star Alliance Initiative (NSAI), established in 2006 to create strategies advancing Maine's boatbuilding, marine trades and composites industry.

"NSAI is partnering with Maine SBTDC to offer this workshop as a model it knows works for managers of all kinds," said NSAI program manager, Christina Sklarz-Libby, "We think it has the potential to be a *tipping point* event for solidifying the success of NSAI clients in the boatbuilding, marine and composite industries."

The training continues tomorrow and is customized for business owners in a program called *The 7 Habits for Small Business Managers*. Maine SBTDC has further customized it for Maine's marine and composite industry.

"Whether you supervise a few people or run the whole organization, you can become a highly effective manager," said Swanson, "Our goal is to help business owners and managers tap their leadership potential and achieve excellent and sustainable results."

Companies participating in the April 2 and 3 training include:

- Southport Island Marine, Southport, ME
- South Port Marine, South Portland, ME
- The Hinckley Co., Trenton, ME
- Custom Composite Technology Inc., Bath, ME
- Wilbur Yachts, Southwest Harbor, ME
- Rumery's Boat Yard, Biddeford, ME
- Sabre Yachts, South Casco, ME
- Back Cove Yachts, Rockland, ME
- Six River Marine, North Yarmouth, ME
- Atlantic Challenge, Rockland, ME
- New England Fiberglas Co., Portland

###

**About Maine Small Business Development Centers/Maine Small Business & Technology Development Centers (Maine SBDC/SBTDC):** Maine SBDC/SBTDC is a partnership program of the U.S. Small Business Administration (SBA) in association with the SBA/OSBDC, Maine Department of Economic and Community Development, the University of Southern Maine, and leading economic and/or community development hosting organizations, including the Androscoggin Valley Council of Governments, Coastal Enterprises, Inc., Eastern Maine Development Corporation, and the Northern Maine Development Commission and with support from the Maine Technology Institute (MTI) and other contractors, allies and stakeholders. Accredited by the Association of Small Business Development Centers (ASBDC) and administered by USM's School of Business, Maine SBDC/SBTDC operates a network of service centers and outreach offices located conveniently throughout the state. For more information, visit [www.mainesbdc.org](http://www.mainesbdc.org)

**About Maine's North Star Alliance Initiative:** The North Star Alliance Initiative, NSAI, is an industry-led collaborative, synthesizing business, R&D, education, workforce, and economic development resources to re-skill a workforce and launch a new regional economy in coastal Maine. The targeted industry sectors of Maine's North Star Alliance include a vast range of enterprises that make up or support the marine trades and those that utilize advanced composite materials, including boat building, marine/waterfront infrastructure, marine service and repair, building products, sporting goods, and ballistic armor. The Initiative strategically partners with three major industry associations. NSAI serves counties that comprise Maine's coastal region (York, Cumberland, Sagadahoc, Lincoln, Knox, Hancock, Waldo, and Washington) as well as the additional four counties most affected by the impending closure of the Brunswick Naval Air Station: Androscoggin, Kennebec, Penobscot, and Piscataquis. This region also encompasses the four local areas authorized under the Workforce Investment Act and comprises 12 of Maine's 16 counties.

