

**Maine Small Business Development Centers (Maine SBDC) Service Center
At Coastal Acadia Development Corporation (CADC)
5 School Street, Ellsworth, Maine 04650**

NEWS RELEASE

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Maine SBDC-DETA-CADC--Business Assistance Programs Complete
Successful First Half

Ellsworth, Maine: Maine Small Business Development Center (SBDC) at Coastal Acadia Development Corporation (CADC) announced today the successful completion of the first four months of an eight month Defense Economic Transition Program (DETA).

Charles F. Davis, CADC Executive Director and Maine SBDC at CADC Center Director, reports, “We have completed nine of the eleven modules of the FastTrac™ Planning program. Businesses attending rated the forty-four hour training very highly at mid-session. It is one of the largest FastTrac™ Planning classes ever held in Maine and the first in Hancock County.”

Marketing on the Internet was the second in a series no-cost-to-client DETA workshop completed on October 29th. Attendees’ evaluation of this workshop also was very positive. Due to high demand, that workshop will be repeated at University College, Mill Mall, at 9:00 a.m. on February 11, 2004.

Future Workshops and Counseling

Two additional workshops are scheduled for the Hancock County businesses: *Cash Flow Management* will be presented on December 3rd and *Crisis Management—Turnaround* on January 14, 2004. Both of these workshops will be held at the University of Maine Cooperative Extension facility, 63 Boggy Brook Road, Ellsworth, from 9:00 a.m.-noon.

Registration

Registration for these two workshops and the February 11th *Internet Marketing* workshop is essential. Contact Jeff Ackerman at 460-4467 or e-mail him at msbdc@hotmail.com.

Maine SBDC DETA Business Counselor Ackerman is also available for on-site, no cost, confidential counseling by appointment. Contact as above. He and Davis have already assisted 76 businesses and individual start-ups since the start of the DETA program. Research surveys over the last ten years show that Maine SBDC counseling coached small businesses to significantly out-perform the total Maine small business population during the same period.

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Sponsors and partners for the Maine SBDC DETA initiative include: CADC, SBA, Maine SBDC at EMDC, SCORE, UM Cooperative Extension, Maine Department of Economic and Community Development, Hancock County Higher Education Center, Washington Hancock Community Agency and the Heart of Maine RC & D.

About DETA: Under the SBA funded grant, known as DETA, the Maine SBDC provides expanded entrepreneurial education and one-on-one business counseling in northeastern Hancock County and neighboring towns in Washington County, areas adversely affected by the recent Winter Harbor Naval Base closing. Maine SBDC DETA services are available to residents of the region who are unemployed or underemployed due to the base closing, and who are considering self-employment through small business ownership as a realistic alternative to regular employment. Maine SBDC also provides expanded business counseling and training assistance to current small business owners whose sales relied heavily on activity at the Base. Charles Davis, former Maine SBDC State Director and currently Director of Economic Development at Coastal Acadia Development Corporation (CADC), directs the Maine SBDC/DETA initiative from that office in the capacity of Center Director, Maine SBDC at CADC.

About Maine SBDC: Maine SBDCs provide comprehensive business management assistance, training, resource and information services to Maine's micro, small and technology-based business community. Maine SBDC is a partnership program of the U.S. Small Business Administration (SBA) in association with the SBA/SBDC, Maine Department of Economic and Community Development (Maine DECD), the University of Southern Maine (USM), and leading economic and/or community development hosting organizations, including the Androscoggin Valley Council of Governments (AVCOG), Coastal Acadia Development Corporation (CADC), Coastal Enterprise, Inc. (CEI), Eastern Maine Development Corporation (EMDC) and the Northern Maine Development Corporation (NMDC); with support from the Maine Technology Institute (MTI) and the University of Maine (UMaine). Administered by USM's School of Business, Maine SBDC operates a network of services centers and outreach offices located conveniently throughout the State.

More information about Maine Small Business Development Centers can be found at www.mainesbdc.org.

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