



## Maine Small Business Development Centers

*Building Maine's Future,  
One Business at a Time*

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In this update: [Changing the funeral industry](#) \* [LLC or S-Corp - Why not both?](#) \* [Meet an Advisor](#) \* [Meet a Partner](#) \* [Upcoming Events](#)

### Maine SBDC Client Changing the Funeral Industry

*Meet Kasey Smith, owner of EterNav*

With a background in technology startups and personal experience dealing with loss, Kasey Smith saw an opportunity to help those experiencing one of life's toughest challenges, navigating the unexpected loss of a loved one.



She has created 21st century technical tools and a step by step process that helps guide families through the practical tasks and action steps that follow the loss of a loved one. Her solution, called EterNav (short for eternal navigation), offers affordable, personalized and convenient bereavement solutions - working either with and without a funeral home.

Smith enlisted the help of Betty Egnor and Ann McAlhany, business advisors at the Maine SBDC at CEI, to help launch and grow her business. ***Read more...***

### LLC or S-Corp...why not both?

*From Business Advisor Peter Harriman*



Congrats! You are thinking of getting into business! Or you are in business already but wondering if your business is operating under the right type of business!

You are looking online to try to figure out the ins-and outs of which business entity formation is best for you, and you are coming to a road block. There are a lot of choices; sole proprietor, partnership, limited liability company (LLC), c- corp, etc. The complexity of the topic should prompt a call to some kind of legal professional to ensure you understand the decision and how it will affect you and your business.

One business entity you might want to discuss during this conversation is the LLC that is taxed like an S-Corp. ***Read more...***

## **Meet a Business Advisor: Janet Roderick**

### ***Janet Roderick***

Maine SBDC Business Advisor since 1995

**Territory:** Kennebec, Somerset and Waldo Counties

**Office in:** Fairfield

Janet works directly with small business owners and managers on matters relating to business startup, expansion and survival. She specializes in financial management, Quickbooks, business planning, and internal controls. Janet also specializes in agricultural and food-based businesses.



Some of her past clients include *The Maine Meal* and *The Milkhouse*. For more information on Janet including her bio, *click here*.

***CONTACT JANET NOW***

Or to connect with a business advisor closer to you, *click here*.

## **MEET OUR PARTNER: Maine Center for Entrepreneurial Development**

At the Maine SBDC, we consider ourselves the hub of an entrepreneur or small business' journey through self-employment. Part of our success is knowing the many resources available to you -- to connect you to the resources that can help your business succeed.

This month we introduce you to **Maine Center for Entrepreneurial Development (MCED)**.

**What does MCED do?** MCED helps innovators fill the gaps between their deep industry expertise and the strategic business skills critical to launching a scalable, sustainable venture. They provides an array of relevant training and quality mentorship to encourage business growth and sustainability.



**How can they help you/your business?** MCED hosts training on various topics in several different formats. Shorter programs include [Lunch & Learns and Table Talks](#) . Longer term, more intensive training includes their popular **[Top Gun program](#)** (they are currently accepting applications!), Top Gun Prep, and PreFlight (both of which give entrepreneurs a glimpse of what is covered in the more rigorous Top Gun program).

MCED also runs the [Maine Mentor Network](#), a group of vetted industry experts who volunteer their time and talent to accelerate the success of Maine companies.

***To learn more about what MCED does, their membership options and more, visit their [website](#) or give them a call at 207-774-8111.***

### **UPCOMING EVENTS**

*December 6 - Portland - Women's Business Center / CEI*

**Protecting my business: Customers, Contracts and Advertising** \* [Learn More](#)

*December 7 - Brunswick - Maine SBDC / CEI*

**Getting Ready to File: Tax Preparation Workshop** \* [Learn More](#)

*December 7 - Machais - Women's Business Center / CEI*

**Business Facebook Basics** \* [Learn More](#)

*December 7 - Portland - Clark Insurance*

**Legalized marijuana in the workplace** \* [Learn More](#)

*December 7 - Augusta - Maine State Chamber of Commerce*

**Health Care Reform: future of health insurance** \* [Learn more](#)

*December 8 - Bangor - Bangor Region Chamber of Commerce*

**How to effectively use your blog to reach your target audience** \*  
[Learn More](#)

*December 14 - Brunswick - Maine SBDC / CEI*

**Which Quickbooks is right for your business?** \* [Learn More](#)

*December 14 - Machais - Women's Business Center / CEI*

**Building a Website with WordPress II** \* [Learn More](#)

*December 15 - Brunswick - Southern Midcoast CareerCenter*

**Starting a Small Business in Maine** \* [Learn More](#)

*December 15 - Portland - Women's Business Center / CEI*

**Making a budget that works for your life** \* [Learn More](#)

*December 15 - Lewiston - Lewiston-Auburn Chamber of Commerce*

**Creative Strategies for Attracting Employees** \* [Learn More](#)

*January 17 - Lewiston - Lewiston-Auburn Chamber of Commerce*

**Entrepreneurship: Look before you leap!** \* [Learn More](#)

*January 21 - Portland - Maine SBDC*

**Trade Show Success with Industry Expert Bruce Baker**  
[Learn More](#)

*January 31 - Portland - Maine SBDC*

**Developing Sales Materials for Trade Shows** \* [Learn More](#)

*February 14 - Portland - Maine SBDC*

**Pricing to Sell - Pricing, Credit & Shipping Policies for Wholesalers** \* [Learn More](#)

Have Questions? Need assistance? Contact us now:

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