



Maine Small Business Development Centers

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

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Maine SBDC Helps Weave Future for Family Business

Halcyon Yarn ownership transitions from mother to daughter

Halcyon Yarn, a yarn and fiber art retail and catalogue store located in Bath, has been in business for over 45 years, serving the needs of weavers, knitters, spinners and other fiber artists. When the founder Halcyon Blake decided it was time to retire, her daughter Gretchen Jaeger sought to buy the business and keep it in the family.



Maine SBDC Business Advisor Brad Swanson was asked to participate in the business acquisition project by partner organization Maine Women's Business Center (WBC). The Women's Business Center's Sarah Guerette would assist the mother; Swanson would assist the daughter and her partner, Rachel. [Read more...](#)

Want to grow in 2017? Time for a marketing plan!

From Business Advisor Tom Leach

why do you need one?

What's a marketing plan and



A marketing plan outlines the situation or business environment that the business is currently operating within and then lays out the objectives, strategy and

programs to accomplish the objectives going forward. ***It helps you plan for growth and success!***

In *this blog post*, Business Advisor Tom Leach goes over important things to consider as you create (or update) your marketing plan. **[Read more...](#)**

P.S. Maine SBDC can help you with your marketing plan. **[Find an advisor near you...](#)**

Does your trade show booth help SELL your product? This workshop can help!

Learn selling and booth design tips to **increase sales** at your next trade show!

This workshop is for both new & experienced trade show exhibitors who are looking to increase their presence at their next trade show. Get the most out of your investment!



Trade Show Success with Industry Expert Bruce Baker

January 21, 2017 * 9 am - 4 pm

Portland, Maine

A full day covering proven ideas for displays that sell! Topics include design, materials, colors, lighting and environment. In addition, Bruce will give you practical tips on being a dynamic sales person *without the 'hard sell,'* engaging booth visitors and discovering what they need.

[Register now](#)

Meet a Business Advisor: John Sanders

John Sanders

Maine SBDC Business Advisor since 1987

Territory: Cumberland

Office in: Portland



John works with entrepreneurs and small business owners on matters relating to business startup, expansion and survival. He is a Certified Public Accountant (CPA) and Certified Management Accountant (CMA). He specializes in taxes, bookkeeping and internal controls. In addition to his part-time role here at the SBDC, he is also an associate professor of accounting and the department chair (finance & accounting) at the University of Southern Maine's School of Business.

CONTACT JOHN NOW

Or to connect with a business advisor closer to you, [click here](#).

MEET OUR PARTNER: Maine International Trade Center (MITC)

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 International Trade Center (MITC)**.

What does MITC do?

MITC is a public-private partnership program that works to increase the number of Maine companies involved in international trade and expand the reach of those already active, as well as leverage the synergy created overseas to develop new opportunities for international student attraction and foreign investment.



How can they help you/your business?

If you are considering international trade (exporting or importing), MITC is the place to go. They provide various resources for businesses including one-on-one customized counseling, workshops and educational programs, grant opportunities, trade missions and more.

To learn more about what MITC does, their membership options and more, visit their [website](#) or give them a call at 207-541-7400.

UPCOMING EVENTS

January 11 - Lewiston - CEI

Owning & Managing Residential Properties * [Learn More](#)

January 12 - Online - U.S. SBA

SBA Programs & Services Webinar * [Learn More](#)

January 12 - Lewiston - U.S. SBA

Small Business Start-Up * [Learn More](#)

January 12 - Portland - Women's Business Center

Tax Prep for S-Corp, multi-member LLCs & Partnerships * [Learn More](#)

January 12 - Bangor - Bangor Region Chamber

Search Marketing * [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 17 - Rockland - Career Center & Maine SBDC

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

January 17 - Hallowell - E2Tech

E2Tech Forum: State of the Environment * [Learn More](#)

January 18 - Online - U.S. SBA

How to Navigate the GSA Website * [Learn More](#)

January 18 - Online - Maine Technology Users Group
Recent Trends in Cloud Computing * [Learn More](#)

January 18 - Caribou - UMaine Cooperative Extension
Maine Potato Conference * [Learn More](#)

January 18 - Brunswick - U.S. SBA
SBA HUBZone Program Overview * [Learn More](#)

January 19 - Brunswick - Career Center & Maine SBDC
How to Start a Small Business in Maine * [Learn More](#)

January 20 - Portland - Association of Consulting Expertise
Tapping into Maine's Entrepreneurial Ecosystem * [Learn More](#)

January 21 - Portland - Maine SBDC
**Trade Show Success with Industry Expert Bruce Baker
[Learn More](#)**

January 25 - Online - Maine Venture Fund
Corporate Governance * [Learn More](#)

January 26 - Online - Maine International Trade Center
Doing Business in India * [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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