

MISSION STATEMENT: *Kennebunk@Work* is an electronic newsletter, published by the Town of Kennebunk for its local business owners. Published six times a year, our editor searches a wide variety of websites for useful news about small business, forecasts, research, resources, case histories and other ideas that may appeal to our town's business owners. From each search, we publish a few snippets from each selected piece and provide a link to the full article. When appropriate, we include announcements and information of interest to local small business owners from the town.



Kennebunk@Work should never be viewed as either endorsements or recommendations made by the Town of Kennebunk but taken simply for what it is: information we have found that may be of interest to a local business owner.

Have you heard the latest business buzz in Kennebunk? (...and the *Free Business Seminar* that buzz has created?)

- No one seems surprised that [Duffy's Tavern & Grill](#) has been selling 400 Burgers a month via the Internet!
- Or that [Garrett Pillsbury Plumbing & Heating](#) has also been getting positive customer reviews on Angie's List—which is why Garrett Pillsbury might be the first place a local homeowner will look for help with a new bathroom.
- Meanwhile, the website for [Home Check in Maine](#) has become “a major source of new customers” for this property management firm.
- And [Cherie's](#), over on High Street, has been sending out 1,200 electronic monthly newsletters inviting folks to their monthly wine tasting gatherings. Google reports that 10% of recipients open those invitations.... and 50 to 75 folks actually attend.

So what does this mean to you?

Simple internet sales technology is a competitive edge regardless of what business you are in. That is why the Kennebunk Economic Development Committee, in partnership with the Kennebunk-Kennebunkport-Arundel Chamber of Commerce, has announced plans for a

FREE January 30th, Small Business Seminar/Expo:

“Simple Internet Sales Tools for Your Small Business”

This free business seminar will open with registration and a continental breakfast at 8:00AM with a program that will run through noon on Thursday, January 30, 2014 in the Kennebunk Town Hall Auditorium. Local Kennebunk business owners will participate in this seminar as part of a lively panel exchange with attendees.

Each panelist will provide an overview of a specific type of internet sales technology like websites...Facebook.... e-newsletters...using video...Angie's List, etc. Each will be followed by added input from the other panelist along with an exchange with the audience in a Q&A format.

Registering to attend this free seminar is easy. Simply call Karleen Fortin at 207-604-1302 or send her an email with your name and company to: kfortin@kennebunkmaine.us

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“A Kennebunk Business-to-Business Expo” So what does that mean to you?

Lots of you sell to other businesses! Kennebunk businesses and residents who sell to other businesses will also be offered free exhibit space at this Business Expo as part of the **January 30th Seminar titled: “Simple Internet Sales Tools for Your Small Business”** and to be held at Kennebunk Town Hall Auditorium.

It is anticipated that between 80 to 100 business owners will attend the seminar with ample time for these attendees to visit with participating business exhibitors both before and after the seminar. It is expected that exhibiting firms will include those who sell some of the following:

Business insurance, commercial real estate, computer service, printing, financial services, inventory warehousing, contracting, legal, accounting, architectural services, construction, overnight delivery service, telecommunications and many others.

Each participating exhibitor will be offered free tabletop display space that will be limited to approximately 36” x 36”.

The offer will be extended only to Kennebunk based businesses or to Town residents who may own a business in a neighboring community.

Exhibit space in the Kennebunk Town Hall Auditorium can only accommodate 28 exhibitors—therefore space will be awarded on a first come, first served basis.

Preference will also be given to those who run a paid advertisement in a York County Coast Star Special Business Insert written to promote attendance at this Kennebunk Business Seminar Expo. The insert will appear on January 23rd—a week before the event.

Set up for the Business Expo will be Wednesday, January 29th from 3-6PM in the Auditorium.

This Business Expo/Seminar is a wonderful opportunity to showcase your business throughout the Kennebunk business community.

For details on how your business can participate as an exhibitor, contact Charlie Galloway at
207-985-1517 or by email at charlieg@roadrunner.com

The EDC has defined economic development in Kennebunk as a series of concerted actions to promote a standard of living and quality of life consistent with the desires of Kennebunk citizens. Such actions will include the development of appropriate zoning standards, economic incentives, business attraction and retention efforts, and marketing programs that are sustainable and consistent with town wide goals. The Kennebunk Economic Development Committee (EDC) exists to provide advocacy, assistance, and communications about Economic Development-related matters to three (3) constituencies within the town as follows:

Town Management – by providing a forum to help in the examination, formulation and implementation of the Town’s Economic Development policies and programs. Participate in public awareness/education efforts to facilitate implementation of policies and programs. Provide help with special projects to assist Town Management.

Board of Selectmen – by providing objective, independent input and recommendations to the BOS regarding Economic Development policies and programs being considered by Town management. Provide recommendations regarding the utilization of TIF funds.

Town Businesses and the Public – by providing advocacy to these groups about Economic Development related issues and providing liaison to the Town as required. Implement educational programs for town businesses. Provide communications support for Town Economic Development related issues and programs.

For more information visit the [town website](#) or call Mat Eddy, Kennebunk Economic Development Director at
207-985-2102 Ext: 1366 or at meddy@kennebunkmaine.us