



**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 web sites 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.

### **I. "Kennebunk: Where All Business Is Local!" Celebrating Local Entrepreneurial Spirit!**

During the week of March 29<sup>th</sup> to April 2<sup>nd</sup>, the Town of Kennebunk will be celebrating Kennebunk's valued entrepreneurs for their contribution to our community. In a program produced by the Economic Development Committee, the program will include:

- An educational seminar component for all types of local business, as well as a business expo for those who sell and market only to other local business.
- Serve to remind local residents about how important it is to do business locally. These reminders will include Heavy PR in the local media and on public access TV, highway banners as well as merchant stickers for their customers which read: "***Kennebunk: Thanks for Shopping Local!***" And finally an award crafted to honor a local Kennebunk business owner or advocate, who has contributed to increasing the visibility and importance of small business in our community.
- For further details, please contact Caroline Segalla ([csegalla@kennebunkmaine.us](mailto:csegalla@kennebunkmaine.us)) or call her at 207-985-2102 Extension 1341

### **SAVE THIS DATE: Thursday, April 1<sup>st</sup> 2010: Free Kennebunk Business Expo**

1. Local businesses offering products and services exclusively to other businesses will be given free display space in a Business Expo exhibit area in the town hall auditorium in anticipation of meeting as many as 85 other local business owners of all types and sizes. A technology based seminar will be held the following morning (April 2<sup>nd</sup>).
2. Exhibit space will be reserved for 30 local Kennebunk businesses and based on a first come first served basis. Each exhibitor will be allowed approximately 36"X 36" of free table exhibit space in the Kennebunk Town Hall Auditorium.
3. **Thursday 4PM Business-to-Business Reception:** Set up for Business Expo will be between 1PM and 4PM on Thursday, April 1<sup>st</sup> and will be followed by a one hour reception from 4PM to 5PM for exhibitors to network with each other as well as with members of the Board of Selectmen, other town officials and the Economic Development Committee.

### **SAVE THIS DATE: Friday, April 2<sup>nd</sup> 2010 Free Kennebunk Business Seminar**

Kennebunk EDC will present a free seminar/discussion forum titled: "**All Business Technology is Local.**"

**"All Business Technology is Local" Content:** This half day event will be produced with an eye towards introducing locally available technology resources to Kennebunk's small business owners as well as broadening the knowledge of those already using technology. Discussions will focus on simple technologies that are easy to understand and implement while still being affordable but with a measurable return on investment.

**General Format:** Free to all attendees, this will not be a lecture but rather a moderator lead panel discussion of local experts discussing how technology can impact a business—regardless of how small. The program will invite strong attendee participation with an emphasis on Q&A throughout to guide the discussion from topic to topic.

**Those Topics Included:** Why use the web; what does it cost; and what is the expected return on investment? The discussion will introduce the ABCs of on-line promotions, some of the essentials for setting up a website that works as well as understanding how to track visitors and turning visitor data into dollars. The discussion will go beyond the Internet and cover ways to use voice technology, locally produced video and print to enhance the visibility and image of your local business.

**The Seminar Schedule:** The program will begin at 8:00 AM on Friday, April 2<sup>nd</sup> at the Kennebunk Town Hall with coffee and other light refreshments. During the first hour, attendees will be encouraged to meet with one another as well as visit the business-to-business expo exhibitors.

8:00 AM to 9:00 AM.....Attendee registration, refreshments & visits with B-to-B exhibitors.

9:00 AM to 10:15 AM.....Seminar programming.

10:15 AM to 10:45 AM....Coffee break & visit B-to-B Exhibitors

10:45 AM to Noon.....Seminar Programming

Noon to 1:00 PM.....Visit with Exhibitors

1:00 PM to 2:00 PM.....Exhibits open to the public

**II. Questions and Answers:** Do you have any questions about the **“Kennebunk: All Business Is Local”** program? Can you pitch in and help us manage this program? Do you have a technology tip that you are willing to share with us so it can be included in this program?

If so, please send an email to Caroline Segalla (csegalla@kennebunkmaine.us) or call her at 207-985-2102 Ext. 1341 and she will get in touch with you.

**III: Should You Think of Expanding Your Business?** *Entrepreneur Magazine’s* website includes article titled “Should I Expand My Business” by Dominic Rinaldi. The author explains that the gut reaction in today’s economy is for most small businesses to look for ways to cut cost and improve efficiency. On the other hand, some business owners might actually benefit from considering a business expansion and in this piece Rinaldi discusses a number of ways of doing that by opening secondary locations, buying a competitor or expanding into related markets. If you are thinking of expanding, this article may be of help and can be found at:

<http://www.entrepreneur.com/money/buyingandsellingabusinesscolumnistdomenicrinaldi/article203666.html>

#### **IV: Measuring Retail Performance and Productivity**

Shari Waters writes in **About.com** that while your shop may have customers steadily coming through the doors, your employees may appear busy with a frequent 'cha-ching' of the cash register, but how well is your business really doing? One simple way to know if business is good, is to compare this year's same-store sales data to last year's revenue.

It is critical for the success of your business to constantly work towards improving not only the efficiency of employees, but the productivity of the store's selling space and inventory as well. This can be achieved by using some simple math formulas to tell you how you are doing. It is an interesting piece which can be found at: [http://retail.about.com/od/marketingpromotion/a/measuring\\_sales.htm](http://retail.about.com/od/marketingpromotion/a/measuring_sales.htm)