A SALUTE TO SMALL BUSINESS RESILIENCY IN MAINE...

and the PEOPLE who helped them STAY RESILIENT.

THURSDAY, SEPTEMBER 9, 2021 | ADVERTISING SUPPLEMENT

- BANGOR DAILY NEWS - PORTLAND PRESS HERALD
- SUN JOURNAL - MORNING SENTINEL - TIMES RECORD
T
o the U.S. Small Business Administration, Veterans Business Outreach Center, SBA Women’s Business Center, SCORE, and Small Business Development Center are proud to partner and work with small businesses all over Maine. The hardworking owners and employees of these businesses have shown incredible strength, ingenuity, and resiliency through the past year, and we’re proud to salute all those who have pulled through these difficult times.

Over the past year and a half, the Small Business Administration has implemented new programs, and modified many existing ones to address the needs of the small business community due to the pandemic. We have seen previously unheeded SBA loan volume processed, not only in Maine, but nationwide through our Paycheck Protection Program and the Economic Injury Disaster Loan Program. While EIDL loans were processed directly through the SBA, the Agency knew it could not get funds out to small businesses quickly enough in its own, so the Paycheck Protection Program was developed and implemented in partnership with both traditional and non-traditional lenders, and through that partnership we were able to assist our many small businesses in Maine in accessing more than $1 billion in potentially forgivable PPP loans. Without the assistance of our Maine lending community and Resource Partners it would have been impossible for the SBA to help the thousands of small businesses that benefited from that program.

The SBA saw not only longstanding SBA lending partners step up to serve, but many new, small, local banks and credit unions, as well as Community Development Financial Institutions who have not normally participated in SBA lending got involved to help ensure entrepreneurs in Maine had access to relief programs. At the same time, we continued to see a steady number of people for our regular business loan guaranty programs, showing that Maine’s small businesses weren’t just surviving, but new businesses were starting and existing businesses are growing and investing in their communities.

Maine also saw our SBA Resource Providers: SCORE, the Small Business Development Centers, Women’s Business Centers, and Veterans Business Outreach Center step up to existing and new clients across relief programs and address the changes to their market in response to COVID. It would be impossible to thank the hard-working business advisors and mentors for all they did for small businesses over the last year and a half for all they continue to do to ensure the entrepreneurs of Maine are not only surviving but are thriving during these challenging times.

In recognition of the work that our Resource Providers have done and the resiliency of their clients, the Small Business Administration’s Maine District Office would like to take this opportunity to recognize several of our partners’ clients with the stories that follow. We hope that these stories inspire those readers interested in entrepreneurship and help us all understand the work and commitment involved with running a small business. And if you are a small business owner already or are inspired by these stories to start your own business, please remember the SBA and our Resource Partners are here to help you start, grow, and thrive right here in Maine.

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portfishing is predominantly a male sport. In 2019, statista.com reported that females made up only 15% of all fishing participants in the U.S.A. As a woman-owned small business in the fishing industry, Rebecca Mangin faced many challenges. Despite those challenges, Hookmore Leaders is a success. She has reached both small and large milestones while achieving the highest goals for her business.

In year one, Rebecca obtained seven Maine wholesalers, earned online retail and wholesale sales, and received her registered trade mark. The year ended three times better than expected. In the years since, Hookmore Leaders has expanded to five new states, taken on more wholesalers, and steadily increased sales.

Rebecca’s mission is to provide freshwater anglers with the highest-quality handmade fishing leaders and lures which they need to create memorable outdoor experiences that last generations. Her products sell at retail from a self-built website, and wholesale in bait and tackle shops. Every year, Hookmore adds more models and colors to its product line. Rebecca remains active in her community by donating 10 percent of sales to local nonprofits like Operation Reboot, House in the Woods, Humble Grunt Work, Outdoors Again, and Camp Mechequason.

Without her SCORE mentor, Ted Hatch, Rebecca believes that by now she would have been tossed aside at least 15 times. Not only does Ted discuss business dealings, such as revisiting the business plan, discussing new marketing strategies, and tracking work in progress, he also shows that he cares about Rebecca and her wellbeing as well as her and the business success. For example, he expressed anxiety over selling fishing products in a predominantly male industry, and Ted inspired her to proceed by offering sensible solutions. When Rebecca developed a sudden medical issue, Ted reassured her that it was okay to slow down. He helped her prioritize and see the importance of launching on these she treats. As Rebecca says, “My SCORE mentor helps me stay grounded and focused, allowing me to grow professionally and personally.” A one Ted’s deep gratitude for his support.”
Singing Pastures is a regenerative farm and brand that is deeply committed to making healthy, delicious food in partnership with the planet. They practice and support regenerative agriculture to improve soil, the foundation for clean water, abundant wildlife, and a greener planet. Founded by 9th generation farmer John Arbuckle and his wife, Holly Arbuckle, this team is bringing pasture-based pork production to the forefront so that consumers can access convenient and healthy pasture-raised pork snacks and charcuterie.

Their signature product is Roam Sticks, the only nationally available pasture-raised pork snack stick, that is verified “pasture-raised” by the American Grassfed Association. The pork is also non-GMO fed, heritage breed, and antibiotic free. They come in three varieties: Bacon, Pineapple, and Jalapeno. Their supporting product line is slow-cured artisanal salami that is fermented and dry cured.

Holly and John’s SCORE mentor, Steve Veazey, has had a tremendous influence in helping the couple gather information, make decisions, and be thoughtful about risk/benefit propositions. “Steve has been able to talk me through the pain points we encountered when crafting our business plan and has been instrumental in bringing up issues that we didn’t even see. He is patient, calm, and steady. Most of all, he listens to our crazy ideas and doesn’t dismiss them out of hand,” Holly says of her mentor.
THE CUBBY: CO-CREATION
JOE KIM & SCORE MENTOR LARRY MITCHELL

SCORE has been a powerful pillar in The Cubby’s journey during the past two and a half years. Founder and CEO Joe Kim was first introduced to SCORE through Nick Frazee as a scalable business for small businesses and was connected to Larry Mitchell as his mentor. Joe still reminiscences on their first meeting at a public library for his very first SCORE meeting and spending the entire afternoon with Larry, breaking down The Cubby’s business model, supply and demand, and finances. Ever since that first meeting, The Cubby’s relationship with SCORE took off with a force. With a team of five, The Cubby was able to successfully launch an art marketplace that boasts over 600 college campuses represented.

One of the key components of The Cubby’s business is its ability to help students, artists, and artists with disabilities make and sell their art. The marketplace was first piloted in 2018 and has now become a fully functioning marketplace that has helped to reduce poverty. The Cubby’s model is based on supply and demand, and finances. Ever since that first pilot, the business has grown quickly to become a fully launch an art marketplace that boasts over 600 college campuses represented.

I'M YOUR NEIGHBOR BOOKS & THE WELCOMING LIBRARY: READING WITH COMPASSION
KIRSTEN CAPPY & SCORE MENTOR THOMAS LEONHARDT

In 2017, a group of Maine children’s book creators, illustrators, community leaders, and the team from Creative City, a small company using books for community engagement, came together to discuss how they could create an anti-immigrant sentiment with stories. Together, they envisioned the Welcoming Library and I’m Your Neighbor Books, a tour collection of children’s picture books that would allow readers of all ages to “meet” a New American or New Mainer on the page. A page full of empathy for others, with over 200 college campuses represented.

The product itself has grown so much from its initial prototype, what was once just a two-step buy and sell platform has become a fully supported, fully shipped and delivered platform. During this growth, The Cubby team was grateful for receiving support from the Maine Technology Institute (MTI), the Top Gun Accelerator (Maine), and the Future Founders Accelerator (Chicago).

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STARS & STRIPES BREWING: SUPPORTING VETERANS
BRAD & NANCY NADEAU & SCORE MENTOR NANCY STROJNY

Brad and Nancy Nadeau had a goal when they launched Stars & Stripes Brewing in 2018, and that was to tap a market that serves as a welcoming environment for all who share a common goal, to enjoy their beer while supporting our veterans. Brad and Nancy are grateful to the local support community who have raised a place to help fund over $100,000 for veteran organizations. Their top fundraiser that takes place in 2021 is the Primo Fest, which has now become a fully functioning marketplace that has helped to reduce poverty. The Cubby’s model is based on supply and demand, and finances. Ever since that first pilot, the business has grown quickly to become a fully launch an art marketplace that boasts over 600 college campuses represented.

More than $16.5 million in total Federal Priority Program (VFW) sales, exceeding 13,500 subscribers throughout Maine.

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On December 30, 2021, Katabin Capital Group LLC and its affiliates will no longer manage the Katabin Trust Fund. The Katabin Trust will continue to operate and distribute the安康ion Trust Fund’s capital to investors. The Katabin Trust will continue to operate and distribute the安康ion Trust Fund’s capital to investors.
**THE LAST COW: An Ice Cream Adventure**

A few years ago, at a local dairy at a fair, Jody, Christine and her husband began experimenting making ice cream to share with their family and friends. From that they enjoyed it so much, they moved ahead with making it on a larger scale and so. The Last Cow, LLC was born. During this venture, Christine was not only adapting to the specific needs of the business and even travelled to Christen’s home for meetings when she was holding treatments and then Zoom meetings when Covid entered our lives. Lindy always followed through on her word and is truly a leader in the success of The Last Cow.

**PAPOOSE POND FAMILY CAMPGROUND: Family Fun**

Over the last 4 decades, Papoose Pond Family Campground has become one of Maine’s premiere family campgrounds. Many guests are the 3rd, 4th, or even 5th generation in their families, early retirement was necessary for Christine Goodrich due to the mental and emotional stress of the work. While recovering from the accumulated stress, she decided to start a business that was inspired by her third-generation family cow, Jody, and her third calf, Jimmy-John. Using only cream from Jody, Christine and her husband began experimenting making ice cream to share and reason for the customers to enjoy for many years to come. This shift to composite manufacturing has also created opportunities unique to Maine. With growing demand OpBox is now hiring and creating new jobs for composite technicians and laminators, a profession that historically had few employment opportunities outside the ever-fluctuating briefs of shipping business industry. SCORE has been a part of OpBox’s growth not just here in Maine but nationally. This leap of faith has added new products are now in a category of their own. This shift from steel shipping containers has not only separated them from the competition but allowed for over 1,000,000 plastic bottles recycled and reused for customers to enjoy for generations of family fun very seriously, as they consider their guests. Many guests are the 3rd, 4th, or even 5th generation in their families. Owner Kitty Winship has high praise for the business survive the 2020 season. He has made the business a success by financially forecasting and to ask the tough questions that helped us write a plan that was as accurate as it was successful in getting the financing we needed. It’s not an understatement to say that Monte’s would not have happened nor been as successful without the support of Steve and Nancy.
OLEAGA LAW: FAMILIES

Janene Oleaga started her new law practice, Oleaga Law, in mid-pandemic July 2020, and reached out to SCORE for mentoring immediately. Since then, she has been highly engaged with the SCORE process every step of the way: mapping strategic categories for action, creating concrete action plans, accomplishing what she sets out to do, reporting back to her mentor on successes and shortcomings, and repeating the process. In just a year, she has established a reputation in a very niche specialty of law, assisted reproduction law, in both Maine and New York. She has been invited to speak to groups on the subject as an expert and has steadily grown her client base.

Her mission is to guide and protect clients growing their families through assisted reproductive technology, gamete donation, surrogacy, and adoption. These would be impressive accomplishments in the subject as an expert and has steadily grown her clientele.

There are 2 million LGBTQ+ individuals or struggling through infertility. Janene provides legal services to assist them in becoming parents and growing their families. Janene feels honored when individuals trust her with the most intimate and important aspect of their lives: their family.

Janene describes her SCORE Mentor, Joe Michaud, as “nothing short of invaluable during this past year.” He has been an active and responsive mentor. He left her job as a partner in a small firm and started her business in 2010 in Windham with her husband Tom and sold her firm out to do, reporting back to her mentor on successes and shortcomings, and repeating the process. In just a year, she has established a reputation in a very niche specialty of law, assisted reproduction law in both Maine and New York. She has been invited to speak to groups on the subject as an expert and has steadily grown her clientele.

Joe fields questions with genuine enthusiasm and has guided Janene with every aspect of running a business. He has celebrated the small, maybe even minute, successes. Starting a law firm during COVID times wasn’t necessarily “advisable,” but Joe has helped turn each obstacle into an opportunity. In Janene’s own words, “This is the most rewarding job I have ever had, and I wouldn’t have had the guidance or guts to start this firm without SCORE and Joe Michaud.”

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Proud supporter of Maine small businesses directly and through our partnership with the SBA.
TUNE TOWN MUSIC GEAR: Keeping the Music GOING

John & Pam Edwards & Susan Desgroseilliers

TuneTown Music Gear has been locally owned and operated for 38 years in the seacoast town of Wells, Maine. Propri etors John and Pam Edwards brought with them generations of musical industry experience with the vision of providing a posit ive and enriching experience in musicianship, instruction, service, and sales. They focused on helping customers and their families discover and foster a love of music.

When John and Pam purchased the TuneTown facility in 2003, they custom designed the space to include nine large state-of-the-art lesson studios on the sec ond floor, a recording studio, and live performance stage. In the showroom, they keep an excellent selection of fretted instruments, keyboards, amplification, PA and recording gear, print music, and accessories at competitive prices. TuneTown provides repair and maintenance on stringed instruments, electronics, as well as stringed instruments. In addition to maintaining stock of these instruments, TuneTown also ensures that there is a gold mine to do so, said Sarah. “Once we received the EIDL loan from the SBA, we knew and Ann Almacy, a director of the restaurant relief fund (RFF).”

“Now that we were fortunate enough to receive RRF funding, which closed the gap in our 2020 lost revenue, we’re confident we’ll be able to sustain our employees through the 2021 season even though I meant that we had taken on a significant amount of debt in the RRF. We’re the only way we can keep the music going.”

Wild Cow Creamery: Sweet Relief for a SMALL BUSINESS

Sarah Wilder, Ryan Cow & Ann McAlhany

Wild Cow Creamery makes all-natu ral ice cream from scratch. Each small batch is made with simple, high quality ingredients and sourced within Maine of Market Square in Houlton is one of the oldest continuously operated movie theaters in the great State of Maine. Open ing in 1919, the theatre was built with a period style of grandeur featuring a central tile backdrop, an elaborate corn ice cream in Maine means trying to make the business go forward, John and Pam focused with Susan Desgroseilliers from the SBDC in 2013. Susan’s ad vice allowed the business to come up with new ideas and solutions to challenges. In early 2020, a major chal lenge threatened the business as well as the community. COVID-19 pandemic radically changed the prospects of the seacoast town of Wells, Maine. Propri etors John and Pam Edwards brought with them generations of musical industry experience with the vision of providing a posit ive and enriching experience in musicianship, instruction, service, and sales. They focused on helping customers and their families discover and foster a love of music.

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CEI WOMEN’S BUSINESS CENTER SUCCESS STORIES

JUST ADD WATER FLOATING CAMPS: A Unique ADVENTURE

Rhema Sinnett combined her love of the outdoors and her passion for educating others about their own business, she could truly rest, she says.

During the summer of 2020, at the height of the COVID-19 pandemic, Bremen was able to maintain a high occupancy rate for both of her houseboats. The biggest challenge for her business was the time it took to confirm that her guests understood the constantly changing travel regulations for Maine and ensuring that they were informed and comfortable about staying aboard. “Spending time on a Maine lake is such a relaxing, healing way to recharge and I wanted to create a floating oasis where my guests could truly rest,” she says.

When the opportunity to purchase a popular floating camp in Bremen came up, Sinnett knew she was onto something. “I enjoyed being an entrepreneur and self-employed,” Cathy said. “It has allowed me to employ others, learn how to run a business, and make the leap to business owner. When the opportunity to purchase a popular outdoor market in Farmington presented itself in 2011, Tawnya saw an opportunity to move back to her home state and make the leap to business owner. While the retail aspect of her business remained steady during the first several years of ownership, Twunya continued to look for ways to increase sales and build additional revenue streams. In 2013, Twunya reached out to the CEI Women’s Business Center (WBC) to discuss pre-sale strategies and make the leap to business owner.

Tawnya Crudded dreamt of creating her own business since her college days at the University of Maine at Farmington. When the opportunity to purchase a popular outdoor market in Farmington presented itself in 2011, Tawnya saw an opportunity to move back to her home state and make the leap to business owner. While the retail aspect of her business remained steady during the first several years of ownership, Tawnya continued to look for ways to increase sales and build additional revenue streams. In 2013, Tawnya reached out to the CEI Women’s Business Center (WBC) to discuss pre-sale strategies and make the leap to business owner.

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PIEWORKS: Designing SUCCESS

Thick and tasty, Mosher’s Seafood is located on a serene stretch of rural highway along the coast of Farmington, a bustling college town of 7,000 residents. Along with the iconic Maine lobster and other fresh seafood, Mosher’s offers a variety of grocery items, including Eastern Maine District Development Corp., SCORE, Maine Manufacturing Extension Partnership, and the Maine Department of Economic Development. “I enjoy being an entrepreneur and self-employed,” Cathy said. “It has allowed me to employ others, learn how to run a business, and make the leap to business owner. When the opportunity to purchase a popular outdoor market in Farmington presented itself in 2011, Tawnya saw an opportunity to move back to her home state and make the leap to business owner. While the retail aspect of her business remained steady during the first several years of ownership, Tawnya continued to look for ways to increase sales and build additional revenue streams. In 2013, Tawnya reached out to the CEI Women’s Business Center (WBC) to discuss pre-sale strategies and make the leap to business owner.

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MOSHER’S SEAFOOD: Serving Customers Through TOUGH TIMES

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