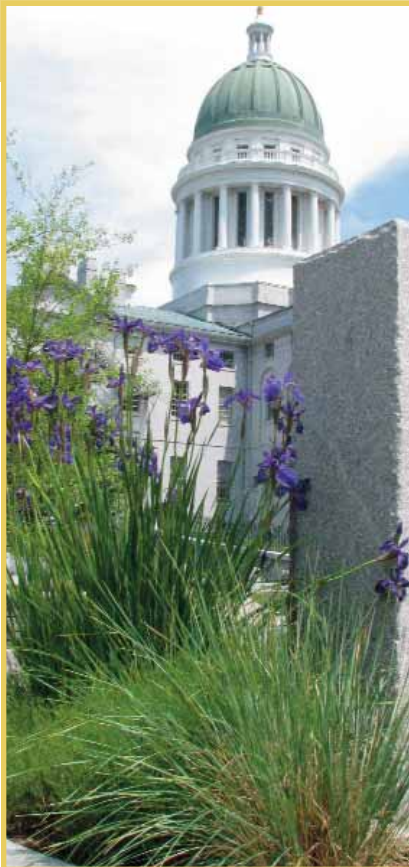


# *The* **Voice** *of* **Maine Business**

2012 ANNUAL REPORT

**MAINE**  
S T A T E  
**CHAMBER**  
*of*  
**COMMERCE**



## About Us...

As the state's most influential business advocate, the Maine State Chamber of Commerce works to ensure a business climate in which Maine State Chamber members, large and small, can compete successfully in the local, regional, national, and world marketplaces.

Since 1889, the Maine State Chamber has been fighting to lower your cost of doing business. Through our Grassroots Action Network and OneVoice program, we work with a network of approximately 5,000 companies statewide that see the value in such a service and provide the vital support that keeps our access, advocacy, and leadership efforts going strong. As Maine's Chamber, we make sure that the business environment of the state continues to thrive.

Known as *The Voice of Maine Business*, the Maine State Chamber is a not-for-profit organization supported through membership dues and contributions.

The Maine State Chamber of Commerce's advocacy efforts focus on seven central themes: taxation, health care, energy and environmental issues, workers' compensation, economic development, education, and government spending/budget. Our advocacy staff testifies before the Maine Legislature and the state's regulatory agencies; intervenes in adjudicatory hearings; drafts business-oriented laws and rules; meets regularly with business and state decision-makers; while the rest of our team works to keep members informed through newsletters, emails, alerts, reports, conferences, programs, seminars, and through personal contacts.



# From the President...

It is with great pride that we present our *2012 Annual Report* to you, our valued member. I am sure that you will be pleased with not only the volume of our work, but with the quality as well.

Each year, as our team prepares this publication, I am given an opportunity to pause and reflect on our work of the past year. And each year, I am amazed by how much is accomplished in one year, by 11 people who work collectively to advance this organization. This year's list of accomplishments is no exception. In fact, this year I am even more impressed by the productivity of our staff, and the good standing of our organization.

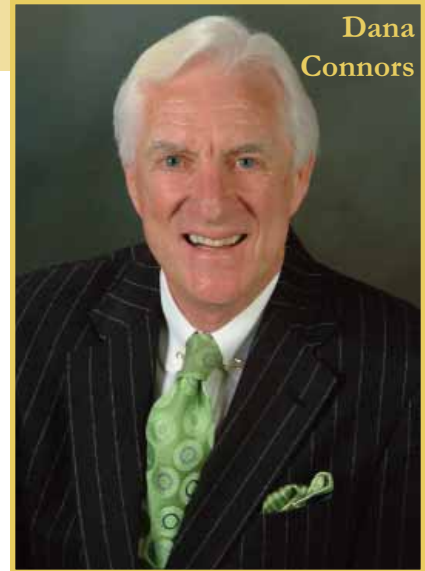
From a numbers perspective, I am happy to report that our membership levels remain strong. Despite the continued slow economy, businesses across this state have demonstrated their commitment to the Maine State Chamber of Commerce. We have worked extremely hard – and been very successful – both in recruiting new members and retaining current members. During a time when discretionary dollars – specifically those once allocated for advertising and sponsorship – are at a premium, we have far exceeded our expectations. Whether through our legislative advocacy efforts, collaborative initiatives, or the numerous programs and events we organize on behalf of Maine's employers, we are “*The*

*Voice of Maine Business.*”

Legislatively, the Maine State Chamber continues to be a strong pro-business force at the Statehouse. Although we are subject to the same financial forces as any business in Maine, we have a responsibility to provide relentless leadership within the legislative arena and throughout the state regardless of the economic situation, and we strive every day to meet this responsibility.

Advocacy remains our core function. The 125th Maine Legislature was historic on many fronts, most notably, in its change of majority leadership. The potential impact of legislation on the business community was not diminished during its second legislative session. As the session gained momentum, our respected, knowledgeable team remained visible and vigilant.

The 2010 release of *Making Maine Work: Critical Investments for the Maine Economy* outlined a clear set of priorities for our organization: health insurance costs; energy costs; state regulations; personal income tax; and, infrastructure. As the 125th Legislature completed its work this session, our 12 recommendations continued to serve as their roadmap to move Maine's economy toward increased prosperity. We worked aggressively to promote policies that would positively impact your ability to do business in this state and increase



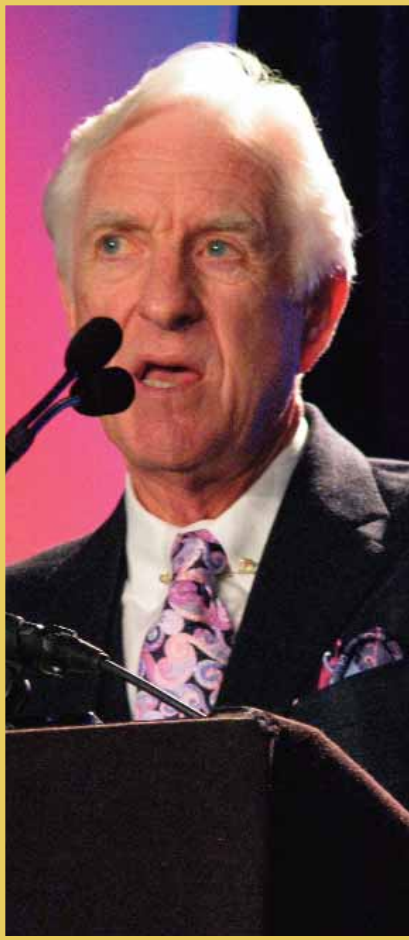
Dana  
Connors

Maine's competitiveness in the regional and global marketplaces.

In an effort to provide our members with value-added benefits, we have also increased our offering of non-dues programs this year. Our staff works diligently and creatively to deliver the highest level of programming available to Maine's business community, providing meaningful opportunities for both sponsors and attendees. In this report you'll find a complete listing of our programs and events. Revenues associated with advertising and sponsorships are significant to the organization. Events such as our Leadership Summit, Regional Breakfast Meetings, Annual Dinner, along with a number of other issue or topic related forums, all add to serving our members and Maine employers statewide.

Our staff met the challenges of 2012 with vigor and teamwork, and is committed to providing you with consistent, superior customer

*Continued on page 2...*



service in 2013, and beyond. The accomplishments described in the following pages are just the highlights of our work on your behalf. They are the culmination of countless discussions with business and legislative leaders and other interested parties throughout the state.

This past year built upon the foundation of the year before. However, we realize that more progress needs to take place in Augusta—and in Washington, D.C.—for our economy to stabilize and strengthen. The Maine State Chamber looks forward to collaborating with Governor Paul LePage, the 126th Legislature, and other stakeholders to fashion workable solutions to a host of important public policy issues.

I encourage you to use this Annual Report as a tool in helping you assess your investment and involvement in the Maine State Chamber, and perhaps consider a membership level upgrade this year, as we work to improve our economy. Your membership and continued involvement in the Maine State Chamber of Commerce provides your company, as well as your employees and your community, with the security that comes from having the best team working for you in the legislative arena.

It has been a challenging and successful year for the Maine State Chamber of Commerce, and we are grateful to our members and our board of directors for their ongoing support and involvement. It is our pleasure to serve you!



Scott  
Samson

We are pleased to report that, for the fiscal year ending June 30, 2012, our dues revenue remained stable. Under the watchful eye of our finance coordinator, Scott Samson, the financial position of the Maine State Chamber again reflects a respectable surplus dropping to the bottom line from our general operations category.

Our gross revenues for FY '12 total \$1,477,578, are attributed to stable dues and non-dues revenues as a result of our offering of specialized,

issues-centered events. This amount includes our auxiliary operations, such as our scholarship golf tournament and our Annual Dinner.

In addition, our cash flow remains very closely aligned to the monthly budgeted amounts, the result being that we did not have to borrow to fund any operations during this past fiscal year. We did make capital expenditures by purchasing a new phone system and a new computer server during this past year.

## Finance

# Advocacy & Grassroots

The hallmark of the 125th Legislature was change, and the Maine State Chamber of Commerce's experienced advocacy team did not miss a beat in helping the new legislature and administration make lasting positive changes for Maine's business community. With Republicans in control for the first time since 1963, lawmakers worked in a bipartisan manner again this session towards consensus on some very tough issues, including enacting a follow-up two-thirds supplemental budget, enacting critical changes to Maine's workers' comp law, allowing critical regulatory changes to encourage job growth and development, and passing changes to Maine's regulatory laws to make our state more business friendly.

Not surprisingly, however, the Second Session of the 125th Legislature was conducted in a more political environment than its first session. But even with the distraction of governing in an election year, legislators managed to put partisanship aside, for the most part, and continue to make good policy decisions for the people of Maine. In fact, when viewed against the priorities set out in our "Making Maine Work" document, the accomplishments of the 125th Legislature are really quite remarkable – meaningful regulatory reform; real income tax relief; stable energy costs; efforts

to lower the cost of doing business; legislation designed to encourage our state to take advantage of our opportunities and resources; and, balanced environmental/business policies where everyone benefits. While not all legislators may look back on this session and say they achieved everything they set out to accomplish, Maine State Chamber members, without question, will look back and judge the past two years as a resounding success.

Legislative advocacy is the flagship function of the Maine State Chamber of Commerce, and we take pride in the role our experienced team plays at the Statehouse. The Maine State Chamber's advocacy team is considered among the most knowledgeable and well-respected working in the Statehouse today on issues that affect the business community.

The Maine State Chamber's advocacy staff is led by Peter Gore, vice president for advocacy and government relations, and includes Ben Gilman, senior governmental affairs specialist; Jessica Laliberte, who joined us in 2012 to focus on education/workforce development and taxation issues; and, Linda Caprara, directing our grassroots advocacy efforts. This team represents the largest association lobbying group at the Statehouse. Their combined knowledge and expertise

*Continued on page 4...*



**Peter  
Gore**



**Ben  
Gilman**



**Jessica  
Laliberte**



**Linda  
Caprara**



provides our members with many years experience working in the halls of the Statehouse.

During the First and Second Session of the 125th Maine Legislature, the Maine State Chamber of Commerce's advocacy department continued in its core mission as the leading statewide business advocacy voice in the halls of Augusta. In the 125th Legislature, the Maine State Chamber's advocacy team tracked more than 400 individual pieces of legislation. These bills included:

- 78 bills related to taxation;
- 60 bills related to utilities and energy;
- 50 bills related to health insurance and health care (including Dirigo Health);
- 32 bills related to business regulation;
- 62 bills related to environmental and natural resource issues;
- 56 bills related to workers' compensation and labor issues;
- 15 bills related to economic development; and,
- Another 17 bills relating to issues such as transportation, budget and finance, education, bond issues, and miscellaneous legislation.

Here are some highlights of the Second Session of the 125th Legislature by the Maine State Chamber of Commerce:

- In the face of continued budget shortfalls, and a number of legislative adjustments to the biennial budget, we continued to be the leading advocate to protect and continue to fully fund the Business Equipment tax Reimbursement Program (BETR). Despite calls to the contrary, and thanks to the work of the Maine State Chamber and our members, we were able to ensure this critical business attraction and incentive program remained fully funded through the life of the 125th Legislature;
- A new law will shift how education is delivered to Maine students. The legislation moves away from the traditional time-based learning model and allows students to progress at their own rate in their own time, essentially creating a customized learning environment for each individual child. This law calls for sweeping changes to how students learn and how they are assessed. Maine schools will become "standards based" and allow children to progress as they demonstrate proficiency in a particular skill or standard;
- To help schools pay for the transition to a proficiency-based diploma system the Department of Education will give out grants to schools when funds are available. Implementation is pushed back one year for each year grants are not awarded or when General Purpose Aid to schools falls below the 2012-13 funding level;
- Another major change taking place in Maine schools is how teachers and principals are evaluated. The law establishes a rating system for teachers and administrators which allows teachers who receive an ineffective rating to create a professional improvement plan and establishes the Maine Educator Effectiveness Council that will help set the standards for evaluations;
- The Maine State Chamber continued our leadership role in the policy area of workers' compensation, working on behalf of employers to help pass legislation that corrects a long-standing area of instability on our comp law. No longer will 1 in 4 injured workers be entitled to lifetime benefits regardless of work capacity. The changes made this session ensures that those most seriously injured workers are protected, while at the same time, connecting work and work capacity to eligibility for benefits beyond durational caps. This change is expected to bring greater stability to both Maine's comp law and the workings of the Maine Workers' Compensation Board;
- The Maine Chamber joined a

*Continued on page 5...*

coalition of business associations working for the passage of LD 1853, *An Act To Improve Environmental Oversight and Streamline Permitting for Mining in Maine*. LD 1853 was approved by the Legislature and signed into law by Governor Paul LePage. The law will help revitalize the mining industry in Maine, specifically aimed at the Bald Mountain site in Northern Maine. The bill calls for stringent oversight of the mining industry by a single agency, the DEP, and eases excessive, and often redundant, regulations. LD 1853 sets up a framework law that instructs the DEP to undergo a major substantive rulemaking process, which will then need to be approved by the next Legislature. Revising the rules and regulations may well expand the mining industry, and in turn, strengthen our economic outlook. The single mining development at Bald Mountain in Aroostook County could create up to 700 direct and indirect jobs and generate as much as \$120 million in state and local taxes;

- Our advocacy team instituted a new online video entitled “The Week Ahead,” which provides employers with a timely look at the issues facing legislators in the upcoming week. Recorded by our three-person advocacy team every Monday morning,

this five-minute flight briefing has become a must-see web tool for employers, legislators and politicians;

- We also continued the “Chamber Minute” on our website to keep our members informed on the most current issues and happenings at the Statehouse, becoming the first trade association in Maine to take advantage of this interactive service for members; and,
- Hosted “Business day at the State House,” which drew nearly 400 employers and their employees from around the state to Augusta to let legislators hear first-hand what was on their mind, and what the priorities were of the Maine business community during the first session.

The Maine State Chamber’s advocacy team is not just a legislative session function. When the legislature is not in session, the Maine State Chamber’s advocacy team stays very busy commenting on proposed rulemaking before various state agencies throughout the course of the year and regularly monitors the activities of the Workers’ Compensation Board, the Dirigo Health Agency, the Maine Public Utilities Commission, the Efficiency Maine Trust, and the Board of Environmental Protection, as well as various stakeholder groups, task forces, and study commissions created by the Legislature.



As we look ahead to the First Session of the 126th Legislature, more pressing issues will continue to confront Maine’s business community, including: potential new budget shortfalls; workforce preparedness; tax policy; energy issues; health insurance; unemployment insurance reform; government efficiency; environmental regulation; and, government spending. In addition, the LePage administration will be presenting both a new budget and their legislative priorities for the next two years. All in all, the future looks busy at the Statehouse.

The Maine State Chamber of Commerce’s advocacy team stands ready to continue to be *The Voice of Maine Business* on behalf of our members, and the entire business community, as we continue to work with Governor Paul LePage and the 126th Maine Legislature.

# Our Affiliates & Programs



InternHelpME.com

Our statewide **InternHelpME.com** program links employers, students, colleges and universities, working to attract and retain talent for Maine's future workforce.

Joyce LaRoche, Acting Director; Amy Downing, Program Coordinator



Maine Corner Store

Answers, Action & Advice for Small business

The **Maine Corner Store** ([www.mainecornerstore.org](http://www.mainecornerstore.org)) provides an online venue for small businesses to swap stories, share tips, ask questions of fellow entrepreneurs, and find helpful resources.

Peter Gore and Melanie Baillargeon, Program Managers



The **Maine State Chamber Purchasing Alliance, Inc.** ([www.mainechamber.org/blueoptions](http://www.mainechamber.org/blueoptions)) offers small businesses with 2-50 employees, as well as self-employed people, who are members of a local or regional chamber of commerce, a suite of eight health plans called Chamber BlueOptions.

Joyce LaRoche, Director; Amy Downing, Program Coordinator

Our **Grassroots Action Network** involves members and their employees in the legislative process through outreach campaigns and grassroots initiatives designed to increase the Voice of Maine Business and impact real public policy outcomes.

Linda Caprara, Director of Grassroots Advocacy



The **Environmental & Energy Technology Council of Maine** ([www.e2tech.org](http://www.e2tech.org)), a network of companies, non-profits, educational institutions, and government agencies involved in Maine's energy and environmental technology sector, is charged with advancing job growth, research and development, and new product commercialization.

Jeffrey Marks, Executive Director



**Maine & Company** ([www.maineco.org](http://www.maineco.org)) helps companies find Maine locations to expand or relocate by providing critical information for decision-making.

Peter DelGreco, President

The **Maine Association of Chamber of Commerce Executives** ([www.mainechambersunited.com](http://www.mainechambersunited.com)) provides a forum where local and regional chamber executives meet to share ideas, network with peers, and build partnerships with other chambers of commerce across Maine.

Amy Downing, Administrative Director



The **Maine Economic Research Institute's** ([www.me-ri.org](http://www.me-ri.org)) mission is to improve Maine's business environment by providing objective information to enhance economic policy making and through improved public policy.

Ben Gilman, Administrator



The **Maine State Chamber Workers' Compensation Group Trust** is a self-insured group entity provides workers' compensation group coverage to its business members as a long-term workers' compensation solution.

Joe Edwards, Fund Administrator

Jeff Lewis, Willis of Northern New England, Inc.



# Membership & Marketing

The membership and marketing department supports activities that encompass both dues and non-dues revenues. These activities include membership retention and recruitment, program and event planning, and sponsorship and advertising sales. The department continuously looks for opportunities to enhance the organization's value to the business community statewide.

The department consists of Joyce LaRoche, vice president of membership and marketing; Melody Rousseau, advertising and sponsorship sales manager; and, Amy Downing, member services and program manager. Event planning and database support for the department are provided by Rita Stoddard, office manager and executive assistant to the president.

## Membership...

Each year, the department works with both the finance and advocacy departments to create target lists of prospective members, as well as members to revisit, setting goals based on the organization's budget for the fiscal year. Collectively, the chamber staff worked aggressively to meet our dues revenue goals. For the 2011-2012 fiscal year, 20 new members were added, representing nearly \$30,000 in new dues revenue.

## Marketing...

Marketing efforts focus on opportunities to increase brand awareness and to showcase the organization through strategic partnerships. The Maine State Chamber continues to be a participating sponsor of the annual Maine Human Resources Convention and the Workers' Compensation Summit. Each of these events provides us with valuable marketing opportunities and high-level visibility. We again provided support for and sponsorship of the 2012 Best Places to Work in Maine program, which recognized 42 Maine companies at its gala on October 11, 2012.

## Sponsorship & Advertising...

Our events and programs, as well as advertising opportunities in our *Impact* newsletter, provide members with focused marketing outlets through sponsorships and advertising. We consistently deliver high visibility and value to businesses seeking statewide exposure, which translate into non-dues revenues vital to our operating budget. Our non-dues revenue growth represents significant program development with a positive impact to our budget of about \$100,000 in the last fiscal year.

## Events...

Our team continuously enhances the offerings of our value-



*Continued on page 8...*



In January 2007, the Maine State Chamber Purchasing Alliance (MSCPA) began offering a suite of health insurance plans to Maine's small business community. Employers currently have ten coverage options from which their employees can choose. Known as "Chamber BlueOptions," this program is offered through local and regional chambers. In the last year, working with Anthem, local chambers and the producer community, we restructured the enrollment process and now completing its sixth year, MSCPA's enrollment is more impressive and encouraging than ever. With nearly 500 businesses currently enrolled in the plan, Chamber BlueOptions covers more than 4,000 individuals. Most interesting is the number of enrolled businesses that were previously uninsured at more than 30%.

added events each year, ensuring that attendees and sponsors are well-served by these quality programs:

- **Regional Business Breakfast Meetings** | In 2012, we hosted six Regional Business Breakfast Meetings in partnership with local chambers across the state. This collaborative effort allows us to bring key business leaders together for one-hour discussions about issues specific to the region and their businesses. Our staff shares legislative updates and looks to learn about regional issues and how we might provide support on our statewide platform.
- **Leadership Summit** | At our 2012 Leadership Summit, our board members had the opportunity to meet with legislative leaders and members of the Governor's Cabinet on February 2-3, for a two-day discussion around policy issues facing Maine's business community. This event continues to be regarded by both business and legislative leaders as a tremendous opportunity to increase understanding of our policy priorities.
- **Business Day at the Statehouse** | We hosted our third consecutive Business Day in the Statehouse's Hall of Flags on March 28, 2012. The event provides an occasion for businesses to connect face-to-face

with Maine legislators.

- **Scramble for Scholars** | On September 7, 132 golfers participated in our 17th annual scholarship golf tournament. Money raised through this event provides six Maine State Chamber scholarships to Maine students. Since 1995, the Maine State Chamber has assisted 74 students representing a total of \$105,000 in tuition assistance.
- **Annual Meeting & Awards Dinner** | On October 5, the Maine State Chamber hosted its Annual Dinner at the Augusta Civic Center, dedicating the evening to honoring the career of distinguished service of Senator Olympia J. Snowe. This year's event hosted a record attendance of more than 400 guests. Among those guests were more than 40 college students who attended at our invitation. The program will certainly be remembered as one of the Chamber's best events. Guests received a commemorative coin recognizing Sen. Olympia J. Snowe's service to Maine and the Nation.

#### **Program Development...**

We continuously look for ways to improve existing member services and programs to better serve our members and Maine's business community. The following are ex-

*Continued on page 9...*

amples of our efforts in 2012:

- **New in 2012 – News That Matters to You!** A daily e-blast to our member companies highlighting news articles from around the state of interest to Maine’s business community. Response to this new initiative has been very positive.
- **Legislative Week Ahead |** With the success of last session’s *Maine Chamber Minute*, the Maine State Chamber decided to add another video component to its website this year, the *Legislative Week Ahead*. The Legislative Week Ahead is a video snapshot of the biggest legislative issues of the week. Look for the Legislative Week Ahead, on our website, each Monday during the Legislative session. This new media outlet has increased traffic to the Maine State Chamber website and provides a unique sponsorship opportunity.
- **Federal Health Care Reform: After the Supreme Court Decision |** On November 28, for the third year in a row, the Maine State Chamber assembled a panel of experts for an informative and timely presentation on the national health care reform act’s updates and potential impact on Maine businesses and employees.
- **Environmental Issues Symposium |** On December 7,

the Maine State Chamber held this symposium to discuss the implementation of changes passed in LD 1, including beneficial reuse, Maine’s new environmental audit law, changes to the BEP, and the significant changes to Maine’s chemical regulation laws and how these changes can help business.

- **Maine Human Resource Manuals |** In early 2010, we partnered with the American Chamber of Commerce Resources (ACCR), an organization that works with state chambers nationwide, to launch a new publication. The Maine Human Resources Manual first became available in July 2011, providing Maine employers with a comprehensive resource that explains their responsibilities and helps them to run their businesses more efficiently and effectively. Specifically for Maine employers, this guide offers information on the most up-to-date topics that employers deal with on a daily basis, including state and federal employment laws and regulations. The next edition will be available early in the first quarter of 2013.
- **The Alliance of Maine Chambers |** Known as the “Chamber Alliance,” this program is a collaborative relationship among the Maine State

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**InternHelpME.com**

InternHelpME.com was launched in 2010 targeting the critical need to recruit and retain talent in Maine. Projections to 2030 show a declining and aging population, placing a tremendous financial and social burden on Maine, and putting employers at a disadvantage in growing their businesses and competing globally.

This statewide internship-matching program links employers, students, colleges and universities. It provides a powerful high-tech, web-based search technology, with a matching and reporting system coupled with high touch personal assistance.

A program managed by the Maine State Chamber, InternHelpME.com will impact Maine’s ability to change its course by:

- Addressing “Brain Drain;”
- Providing meaningful opportunities to in-state and out-of-state students;
- Addressing the state’s aging workforce;
- Giving Maine businesses access to a skilled workforce;
- Providing an economic development tool for business attraction; and,
- Encouraging continuing education and higher education attainment.

To date, more than 550 students have created profiles and posted resumes, nearly 100 employers have created workspaces, offering nearly 90 internship opportunities.





Chamber, local and regional chambers of commerce, and program vendor companies. This partnership is designed to provide businesses with unique savings or discounts, and the programs' benefits go far beyond the financial savings. Chamber Alliance currently offers Maine businesses a credit card processing program through TSYS | Merchant Solutions and a dental care program with Securian Dental.

Additionally, the Maine State Chamber had several opportunities in 2012 to partner on some key business programs, including:

- **The Economics of the Lack of Dental Care** | Working with Maine Street Solutions, we assembled a panel to discuss how the lack of access to affordable dental care affects business and Maine's economy.
- **Business Diversity Conference** | In partnership with the Maine Department of Health & Human Services and the Maine Department of Labor, a national speaker and a panel of Maine businesses in an effort to highlight opportunities for employers as they discover the possibilities of diversity and inclusion in the workplace. This event also illustrated why hiring people with disabilities makes good business sense.

- **The Future of Maine's Media** | This workshop provided a frank dialogue from the perspective of Maine's print media outlets on the future of print media in our state and beyond.
- **Many Flags, One Campus** | We often wonder "Will Maine have the skilled workforce we will all need to succeed in the 21st Century?" To explore the answers to and perspectives of that question, the Maine State Chamber brought together educators, business leaders and public officials to discuss the Many Flags / One Campus model, which integrates high school, career and technical instruction, post-secondary education, and private industry training in one seamless delivery system.
- **Maine Book** | The Maine State Chamber collaborated with the Maine Department of Economic & Community Development and MaineBiz on a hardcover, heirloom quality book about Maine. The book highlights Maine with photography by Maine photographers and gives a select group of Maine businesses the opportunity to tell their stories and share their histories.

# Communications

The communications department is responsible for the strategic and timely implementation of internal and external communications projects, including the production of chamber publications from concept to completion, upgrades to and maintenance of the website, media relations, event support, and other special projects.

Staffed by Melanie Baillargeon, the department works closely with all staff to coordinate the various communications, public relations, and marketing needs of the organization. Among the many miscellaneous duties, the communications department is also responsible for development of timelines, scheduling and deadlines; photography at events and at the Statehouse; writing and messaging; publication design / layout; creation of artwork for promotional materials, signs and banners; verifications and fulfillment of sponsorships and advertising; and review of broadcast emails and other correspondence. The department has also retained Jennifer Webber for help with media relations, press releases and advisories, and press conferences as needed.

The communications department has spent many months researching and planning for the 2013 debut of the Maine State Chamber's television show - "The Bottom Line." Airing twice each week on Time Warner's statewide public access station, this new

venture will offer an in-depth look at a wide variety of business related issues, as well as highlight some of the successful initiatives and resources available to businesses across Maine.

In addition to its traditional workload, the department continues to oversee our *Making Maine Work* initiative. In July 2010, the Maine State Chamber released the first in this series, "Making Maine Work: Critical Investments for the Maine Economy," a joint initiative between the Maine State Chamber and the Maine Development Foundation. As the 125th Legislature worked through its issues this session, the 12 recommendations in *Making Maine Work* outlined the business community's agenda to move Maine's economy toward increased prosperity.

The second installment of the Making Maine Work series, entitled *Making Maine Work: The Role of Maine's Public University System*, was unveiled in December 2010 and contained a detailed account of current University System contributions to the state of Maine, as well as "best practices" from other states. And then in early January 2012, the Maine State Chamber and the Maine Development Foundation released the third edition in the *Making Maine Work* series. *Making Maine Work: Investment in Young Children = Real Economic Development* dis-

*Continued on page 12...*



Melanie  
Baillargeon



Lucas  
Caron



Jen  
Webber

cussed the proven benefits derived from investment in the early development years and the real potential they have for Maine.

Production has already begun for the fourth edition in the *Making Maine Work* series, and its release is expected to occur in January 2013 as the 126th Legislature begins its work.

During the 2012 legislative session, website traffic on [www.MaineChamber.org](http://www.MaineChamber.org) exhibited another healthy climb in its number of visitors, driven largely by the range and weight of the issues we monitor and peaking when key top-

ics such as chemical products, energy, health care, and tax reform were at the forefront of legislative discussions. In addition to [MaineChamber.org](http://MaineChamber.org), the department also produces and manages content for the Maine Corner Store website ([www.MaineCornerStore.org](http://www.MaineCornerStore.org)) and the Maine State Chamber Purchasing Alliance website ([www.mainechamber.org/blueoptions](http://www.mainechamber.org/blueoptions)).

To keep up with the demand for fresh, timely content, we retained the services of Lucas Caron this year. Plans are coming together for website upgrades and enhancements in 2013, as well as the development of social media strategies.

We built upon the success of last session's one-minute video spots, called the *Maine Chamber Minute*, which educated our members on the finer points of pending legislation throughout the session. In 2012, another video component was added to our website, each Monday during the Legislative session. *The Legislative Week Ahead* provided a video snapshot of the biggest legislative issues of the week, while also increasing website traffic and providing a new, unique sponsorship opportunity.

We also added a daily e-blast to our member companies. *News That Matters to You!* highlights key news articles specific to Maine's business community.

In 2012, we produced 20 issues of our newsletter, *Impact*. Our flagship publication was pro-

duced on a weekly basis during the legislative session and monthly after the session adjourned in late June. Beyond each edition's 1,400 printed copies, *Impact* was also distributed electronically to more than 2,500 contacts per issue and posted on our website. At the session's conclusion, the communications and advocacy staff produced the 36-page *Final Summary* edition to outline the second session's enacted bills. This year's *Final Summary* provided an extensive review of the legislative session, with 14 pages discussing the issues and their outcomes in detail, and the remaining 22 pages outlining the bills tracked during the 125th Legislature's second session.

The department also responds to the communications needs of the individual departments within the chamber, as well as our affiliates and partners. This support often involves the production of pamphlets, invitations, handouts, event program booklets and slideshows for our events, as well as the development of general marketing materials to promote our various programs.

In addition, other publications in 2012 included this *Annual Report*, the sequel in our *Making Maine Work* series, our *Return on Investment* statement, promotional materials for the annual HR Conference, and the annual *Directory of Chambers of Commerce in Maine*.





# Board of Directors

**Mr. William Allard**

Burns & McDonnell

**Mr. James Atwell**

Sevee & Maher Engineers,  
Inc.

**Mr. David H. Brenerman**

Unum

**Mr. Tom Brennan**

Poland Spring Water  
Company

**Mr. Dana Bullen**

Sunday River

**Ms. Sara Burns**

Central Maine Power  
Company

**Ms. Cindy Carroll**

Unitil Corp.

**Mr. Jim Cohen**

Verrill Dana, LLP

**Mr. James Conlon**

Bangor Savings Bank

**Mr. Daniel P. Corcoran**

Anthem Blue Cross and  
Blue Shield in Maine

**Mr. Stephen Culver**

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**Mr. John Delahanty**

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Pike Industries, Inc.

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**Mr. Edward Kane**

Harvard Pilgrim Health Care

**Mr. Sterling Kozlowski**

KeyBank Maine

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Old Town Fuel & Fiber

**Ms. Kimberly N. Lindlof**

Mid-Maine Chamber of  
Commerce

**Mr. Richard Malinowski**

Procter & Gamble -  
Tambrands

**Mr. Frank McGinty**

MaineHealth

**Mr. Dave McKenney**

McCain Foods USA, Inc.

**Mr. Doug McKeown**

Woodard & Curran, Inc.

**Mr. Brian Oliver**

Casella Waste Systems,  
Eastern Region

## BOARD OFFICERS

**Board Chair:**

**Frank McGinty,**  
*MaineHealth*

**First Vice Chair:**

**Melinda Poore,**  
*Time Warner Cable,*  
*New England Division*

**Second Vice Chair**  
**and Treasurer:**

**Wick Johnson,**  
*Kennebec Technologies*

## EXECUTIVE COMMITTEE

Consists of Board Officers  
and the following Committee Chairs

**HR Committee Chair:**

**Richard Malinowski,**  
*Procter & Gamble - Tambrands*

**Tax Committee Chair:**

**Josh Tardy,**  
*Mitchell Tardy Government Affairs*

**Environmental / Energy**  
**Committee Chair:**

**Chris Sherman,**  
*NextEra Energy Maine, LLC*

**Education / Workforce**  
**Committee Chair:**

**Wick Johnson,**  
*Kennebec Technologies*

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**Mr. John Oliver**  
L.L. Bean, Inc.

**Mr. Michael A. Papp**  
Pratt & Whitney

**Ms. Melinda Poore**  
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New England Division

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Samoset Resort

**Mr. Mitchell Sammons**  
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Sargent Corporation

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NextEra Energy Maine, LLC

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Sea Bags

**Ms. Eileen Skinner**  
Mercy Hospital

**Mr. Owen Smith**  
AT&T Wireless

**Mr. Richard Stanley**  
Sanford-Springvale Chamber  
& Economic Development

**Mr. Josh Tardy**  
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Alternative Manufacturing,  
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Volk Packaging Corporation

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Bangor Hydro-Electric  
Company

**Mr. Bruce Wagner**  
Traverse CEO, LLC

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CIANBRO

**Mr. Richard White**  
Martin's Point Health Care

**Mr. Gregory Wiessner**  
Wright Express Corporation

**Mr. William Williamson**  
Bank of America  
Merrill Lynch

**Mr. Doug Wilson**  
Texas Instruments

**Mr. Lawrence Wold**  
TD Bank

**Mr. Sam Zaitlin**  
Renewable Energy Storage  
of Maine



# Thank You To Our Investors

## CHAIRMAN'S CIRCLE

*(minimum investment of \$35,000)*

Anthem Blue Cross and Blue Shield in Maine  
FairPoint Communications  
General Dynamics Bath Iron Works Corp.  
Hannaford Bros., Co.  
L.L. Bean, Inc.  
Poland Spring Water Company  
Unum

## PRESIDENT'S CIRCLE

*(minimum investment of \$25,000)*

Central Maine Power Company  
TD Bank

## CORNERSTONE LEVEL

*(minimum investment of \$10,000)*

Advance Pierre/Barber Foods	NextEra Energy Maine, LLC
Bangor Daily News	Preti Flaherty, LLP
Bangor Hydro-Electric Company	Procter & Gamble-Tambrands
Bank of America Merrill Lynch	Sargent Corporation
Casella Waste Systems, Eastern Region	Sugarloaf
CIANBRO	Sunday River
Dead River Company	Texas Instruments
Fairchild Semiconductor Corp.	Time Warner Cable, New England Division
General Electric Co.	Verizon Wireless
KeyBank Maine	Wal-Mart
Maine Turnpike Authority	

## Investors Committed to Influencing Maine's Economic Future...

The Maine State Chamber of Commerce represents a network of 5,000 businesses through our various membership categories and specialized membership programs.

In the following pages, we are pleased to recognize the top five Investor levels of membership, those companies who have increased both their financial commitment beyond the traditional subscriber level, as well as their participation in the direction of the organization.

In addition, we offer four other levels of specialized membership options, including:

- Subscribers;
- OneVoice;
- Chamber Alliance; and,
- Maine Chamber Group Trust.

For more information on our membership structure or to increase your involvement, please contact Joyce LaRoche, vice president of membership and marketing, by calling (207) 623-4568, ext. 113, or by emailing [jlaroche@mainechamber.org](mailto:jlaroche@mainechamber.org).





## BUSINESS ADVOCATE

*(minimum investment of \$3,000)*

Affiliated Healthcare Systems	Maine Beverage Company
Alternative Manufacturing, Inc.	Maine Employers' Mutual Ins. Co.
Altria Client Services, Inc.	Maine Today Media, Inc.
AT&T Wireless	Martin's Point Health Care
Backyard Farms, LLC	McCain Foods USA, Inc.
Baker Newman & Noyes, LLC	Mercy Hospital
Bangor Savings Bank	New Balance Athletic Shoe, Inc
Burns & McDonnell	Nichols Portland
Central Maine Medical Center	Old Town Fuel & Fiber
Corning, Inc.	Oxford Casino
DD Independent Franchise Owners, Inc.	Pike Industries, Inc.
Dingley Press	Plum Creek Timber Company
Downeast Energy Company	Pratt & Whitney
Eastern Maine Healthcare Systems	Reynolds American Inc.
Elmet Technologies	Samoset Resort
Evonik CYRO, LLC	The Jackson Laboratory
Fisher Engineering	The Lane Construction Corp.
Hammond Lumber Company	T-Mobile USA, Inc.
Hardwood Products Co. LLC / Puritan Medical Products LLC	Unitil Corp.
Harvard Pilgrim Health Care	UPM Madison - The Biofore Company
Huhtamaki, Inc.	Verrill Dana, LLP
Hussey Seating Co.	Waste Management, Inc., Northern New England
IDEXX Laboratories, Inc.	WEX Inc.
Irving Oil Operations Ltd.	Woodard & Curran Inc.
Maine and Maritimes Corp.	

## INVESTOR LEVEL

*(minimum investment of \$1,000)*

Abilis New England  
Acadia Insurance Company  
Aetna, Inc.  
Allied Engineering, Inc.  
American Chemistry Council,  
Northeast Region  
Androscoggin Bank  
AstraZeneca  
B & G Strategic Communications,  
A Division of Power Engineers  
Bernstein Shur  
Blueberry Broadcasting  
Burnham & Morrill Co.  
Camden National Bank  
Canteen Service Co.  
CIGNA HealthCare of Maine, Inc.  
Cives Steel Co., New England Division  
Clark Insurance  
Community Pharmacies, LP  
Consumer Healthcare Products Association  
CPRC Group, LLC  
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First Wind Energy, LLC  
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Garelick Farms  
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Technical Products  
GlaxoSmithKline  
Goold Health Systems, Inc.  
Gorham Savings Bank  
Granite Bay Care, Inc.  
Hahnel Brothers. Co.  
Hancock Lumber Co.  
Harriman Associates  
Headlight Audio Visual, Inc.

HNTB Corporation  
Huber Engineered Woods, LLC  
Hutchins Trucking Co.  
International Paper Co.-Auburn  
Irving Woodlands LLC  
J & S Oil  
J.S. McCarthy, Inc.  
Janney Montgomery Scott LLC  
Johnson & Johnson  
Kaplan University  
Kardex Remstar, LLC  
Kennebec Technologies  
Kris-Way Truck Leasing, Inc.  
LAI International  
Lepage Bakeries, Inc.  
Liberty Mutual Insurance  
Maine Drilling & Blasting  
Maine Hospital Association  
Maine Manufacturing  
Extension Partnership  
Maine Medical Center  
Maine Renewable Energy Association  
Maine Street Solutions  
Maine Yankee  
MaineGeneral Health / MaineHealth  
Maritimes & Northeast Pipeline  
MMG Insurance  
Northeast Bank  
Norway Savings Bank  
Otis/Atwell  
OTT Communications  
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Patriot Insurance Company  
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Pine State Trading Company  
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VHB/Vanasse Hangen Brustlin, Inc.  
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VOX Global  
Wasco Products, Inc.  
WBRC Architects Engineers  
WCSH-TV (Channel 6)  
Wright-Pierce

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