



**Deadline for September 2009 newsletter is August 15.**

For information on the group and how to join, contact  
Renee Hudgens at (207) 974-3040 or renee@maineteamrealty.com

# TUESDAY FORUM Newsletter

Tuesday Forum PO Box 1098 Bangor, Maine 04402-1098

## Ways to promote your business through Tuesday Forum

By Debra Bell, Bell Imaging & Design/BDN Special Sections

**T**uesday Forum's credo is to "promote personal and professional growth." And within the group there are several ways to accomplish this.

### Newsletter advertising

The newsletter has advertising spaces available for members who want to promote a deal, service, or message. The bottom of the page is where the ad runs if someone has purchased space that month. Ad size is 7.5" wide by 2" tall and this space costs \$15. Ads must be pre-paid before they can run and must be e-mailed to Debra Bell in an electronic format (jpeg, tif, or PDF). The ad will run for one month.

### Business Meeting Sponsorship

In case you hadn't been paying attention, Tuesday Forum business meetings have changed a bit. Each business meeting now has a member sponsor.

What is a business meeting sponsorship? It's an opportunity for a member -- at no extra cost -- to speak in-depth about her business for five minutes. If you're interested in learning more about becoming a business meeting sponsor, please see the Program Committee to be put on the schedule.

### Networking

That's what we do when we gather at the Muddy Rudder. But networking is more than just showing up and saying who we are. It's about learning about our fellow members and their business and learning how we can send referrals to each other based on our (and our clients') needs.

When you come to lunch, sit next to someone new and introduce yourself. You never know when you might find a person who can help your business grow -- or who you can help. And keep the business card box stocked!

### July 2009 speaker recap

## Friends of Acadia president speaks to Tuesday Forum

By Laura Emack

**O**n July 14 members heard from Marla O'Byrne, President of the Friends of Acadia. Founded in 1986, the group has a paid staff of 9 and a membership of 3,500. The annual budget is approximately \$3 million, and the group manages an endowment of \$14 million.

Marla spoke about some of the Friends' priorities. They include rebuilding trails, organiz-

ing two annual volunteer cleanup days (April and November), and working with willing private landowners concerning compatible uses of private lands adjacent to or within the park.

A new event is planned for September 17-21 called the "Acadia Night Sky Festival." For more information about this and other activities sponsored by the Friends of Acadia, visit friendsofacadia.org.

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### August 2009 Program

- Aug. 4 Business meeting**  
Sponsored by Esther Littlefield
- Aug. 11 Guest Speaker: Valerie Marsh,**  
Bangor director, Habitat for Humanity
- Aug. 18 Lunch at Cascade Park:**  
**Bring your own bag lunch**
- Aug. 25 Personal profile:** Kathy Townsend

### September 2009 Program

- Sept. 1 Business meeting**  
Sponsored by Melissa Huston
- Sept. 8 Creating a good elevator speech**
- Sept. 15 Guest speaker: Dr. Janet Hock**  
Maine Inst. for Human Genetics,  
Eastern Maine Health Care
- Sept. 22 Guest speaker: Dr. Eric Brown**  
Discussion will be about substance  
abuse and prevention
- Sept. 29 Personal profile:** Judy Petros

### October 2009 Program

- Oct. 6 Business meeting**  
Sponsored by Eileen McAvoy
- Oct. 13 Guest speaker: Margaret Marshall**  
She will share information about  
memory and the brain and introduce  
us to her business "Infinite Learning."
- Oct. 20 Open House: BRING A GUEST**
- Oct. 27 Personal profile:** Lynne Snow

### November 2009 Program

- Nov. 3 Business meeting**  
Sponsored by Val Kitchen
- Nov. 10 Guest speaker: Dr. John F. Mahon**  
UMaine College of Business dean  
will speak on Maine's economy
- Nov. 17 Open Forum: Designing Goal  
Statements**
- Nov. 24 Personal profile:** Carol Brooks

*If you have an idea for a meeting topic or have a presenter you'd like to speak to the group, please let Program Committee members Linda Martin, Paula Baines, or Val Kitchen know!*

## Creative ways for your business to show personality

By ARA Content

No matter what your business, if you expect to make an impact, you've got to create and maintain a business personality. With communications changing at the speed of light, now is the time to get creative and go beyond just a logo on stationary.

### Communicate

Give potential customers many ways to find and interact with you and make it easy for them to use your products or services. Make sure your Web site is updated on a regular basis with company news and photos. Start a company blog and keep it current with relevant information, not only about your business, but about your industry and related issues. If you're not on Twitter, get there. Make it a point to "tweet" at least once a day to keep your content dynamic. Start a Facebook page and hold a company contest to see who can sign up the most "fans."

### Branding

You've got a logo that reflects the personality of your business so make sure your brand is consistent in everything you present and communicate. Your business cards, Web site, blog and presentation materials should all match or complement each other and, in a simple, uncluttered manner, reflect what your business does.

The same goes for the physical location of your business. The lobby is the face of a company and conference rooms are often where deals get done, so your customers' first impressions of those areas are lasting impressions. One of the easiest and most cost-effective

ways to set yourself apart is by using a mural to convey a more personalized, four-walls marketing message. You can take it one step further and customize the mural with your company's logo or mission statement.

Brian Parker, owner of a Michigan restaurant chain, says his restaurants have become a favorite destination for residents as well as tourists due, in part, to the casual ambience created by murals purchased from Murals Your Way. "They went up just like wallpaper and it only took us about a half an hour to mount the first one," Parker says.

Perfect for business owners, property managers, architects and designers, a mural can be selected from the Murals Your Way gallery collection of more than 5,000 images or can be customized to fit your business personality.

The business world is constantly evolving, but with a core vision and mission statement as your guide and an eye on innovative communications, it's easy to be creative and give your business a personality that will make it appealing to customers for years to come.

### Mission and vision

Whether you've been in business for one year or 50 years, it's crucial to have a relevant and up-to-date business vision and mission statement. Just as your business evolves, your mission and vision statements should be updated on a regular basis after meeting with executives, employees and other key stakeholders. Make sure everyone in the company is aware of the core mission and vision and "lives" it in their communications and interactions.

## Cut Costs Without Cutting Headcount

(NewsUSA) - Faced with the need to cut costs, businesses of all sizes regularly resort to "reducing headcount." But unlike their counterparts at large, publicly listed companies, owners and managers of smaller businesses have much more than today's share price to think about when they have to reduce costs.

For a small business, replacing experienced, talented individuals will be both costly and necessary in the longer term. So, how can they cut costs in the short term without compromising their long-term interests? Here are a few ideas from Earthtone, an online print marketplace that small businesses use to save money by comparing quotes from hundreds of independent printers before choosing the one best suited to their needs:

1. Enlist your team's help. Your team can help you make your business more efficient. Maybe your team has identified a bottleneck that the management hasn't seen. Perhaps they know how other businesses are cutting costs. Everyone's incentivized to help you make the savings needed to avoid lay-offs.

2. Shop around for big-ticket purchases. Whether it's insurance, business travel or printing essentials like your business cards or your company brochure, using comparison sites like CompareTheMarket, Expedia or Earthtone can help you find the same product at a better price.

3. Connect over the Web. You can use the Internet to shrink the cost of long-distance business. Services like Skype and GoToMeeting let you meet "face-to-face" with your counterparts in other cities and countries at little or no cost.

4. Get your services on demand. You can avoid costly investment in things like e-mail servers, high-spec printers or expensive software by tapping into "cloud" or "as a Service" solutions. Microsoft Office Live, Earthtone, Google Docs and others specialize in providing the resources businesses need while helping them avoid unnecessary upfront investment.

## Special Events

### New Committee: Special Events

Like planning and organizing parties and events? Then plan on joining the new Special Events Committee this September. This committee will be responsible for planning and carrying out special Tuesday Forum events such as the Holiday Party and next year's 30th anniversary celebration event.

Help is needed to plan these special events which draw in visitors and new members. For more information contact President Renee Hudgens.

### "Night Sky" event

Linda Martin is organizing a group event to Acadia National Park this September 19 to coincide with Friends of Acadia's Night Sky Festival. Members who are interested in more information or going should contact Linda Martin.

The Night Sky event is part of the Night Sky Festival being held in Acadia this summer/fall.

Information on the Night Sky festival itself can be found on Facebook.

## NETWORKING NOTES

### HAVE NEWS?

Have news to share with other members?  
E-mail: [debrabell@bellphotostudio.com](mailto:debrabell@bellphotostudio.com)

### TUESDAY FORUM DIRECTORY

It's out! Be sure to check your e-mail or the table when you come to Tuesday Forum for your 2009 directory!

### BUSINESS AFTER HOURS

August 13 at Lucerne Inn  
From 5-7 p.m.; RSVP: 947-0307  
*Tuesday Forum members are also members of the Bangor Chamber of Commerce.*