

# SCORE mentor offers small-business advice

BY SCOTT TAYLOR  
SUN JOURNAL

AUBURN — Craig Bailey was a corporate software project manager in 2001 and thinking very hard about striking out on his own.

So he jumped at the chance get some advice from a team at SCORE, the Service Corps of Retired Executives.

"The feedback I got, you could tell they were retired executives," Bailey said. "I used words I used every day in the office. I pitched my thing to this group, and they were like, 'What are you talking about? You can't use words like that.'"

Most of the volunteers who'd signed up to help guide Bailey had stepped down from their high-powered positions early in the dot-com boom and weren't familiar with the stresses and rewards the internet economy offered.

Still, they had good advice and business instincts that Bailey would rely upon as he established himself over the next 15 years.

"I didn't argue with them," he said. "I kept moving along and used the feedback I needed."

Today, Bailey brings his own expertise as a project manager and

entrepreneur meeting with the biz-curious in central Maine. He and his fellow mentors are up to date and know what it takes to make it.

It's a new SCORE in 2016, he said.

"SCORE has changed," Bailey said. "I'm not retired. I'm still in business, and many of my peers in SCORE are progressive, not retired and still in business. They are more up to date, which is great."

Colleagues may focus on finance or legal issues. Bailey brings a general sense of business, marketing and project management to the people he counsels.

"I won't say that I'm an expert, but I have seen a lot," Bailey said. "I can really help people on a broad spectrum of business matters."

Bailey is one of the 40 or so volunteers who offer their business expertise free of charge to people who sign up with SCORE Portland, the central Maine branch of the business advisory group. Although based in Portland, the group sends mentors up to Brunswick and Auburn to coach and advise startups and entrepreneurs. Bailey said he regularly meets with small-business owners in

Portland and out of the Androscoggin Valley Council of Governments offices at 125 Manley Road in Auburn.

Success, especially when it comes to going into business, is a mental game, he said. He recommends his clients develop a plan and stick to it.

"The biggest issue most people have starting their own business is not the product of the service they want to offer," Bailey said. "It's their own fear of making the move."

The help they get depends on what they need. Some clients come in for advice one time, then move on. He meets with others multiple times to offer guidance and coaching.

"I won't know the answer to all the questions, but I have a network of SCORE mentors behind me that if I don't know, I'll let you know," he said. "So far, if I don't know, I can get you an answer in 24 hours or less."

His career experience, guiding software development projects, comes in handy. He's used to advising big companies on what to do.

"If I'm a company and I'm going to take that hill or launch this



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SCORE mentor Craig Bailey spends several hours each week advising small-business owners and would-be entrepreneurs on how to make it in business.

product, I need these four or five departments or people to be engaged, collaborating and agree with each other," Bailey said. "I need an unbiased party to lead that group down the path."

That's what he does.

"I can help them get there in a way that's meaningful, and accomplishes the objectives they are all interested in achieving," he said.

It's the same kind of advice he brings to his SCORE clients, on a smaller scale.

"Even the smallest dog can look like a big dog on the internet," he said. "You need to be up to date and relevant because of how technology is moving so fast. When it comes to social media, if you are not on top of that, you are going get run over."



COURTESY OF BILL SWAIN

Sherry Jewel, a production supervisor for Maine Stitching Specialties, stitches together an American flag at the former Dirigo Stitching factory that was restarted two years ago. This is the first Independence Day holiday for which the company produced the flags.

## Flags

Continued from Page C1

at 3 feet by 5 feet — sells for \$22.99 at Renys.

Maine Stitching this year secured distribution through Renys

retail stores, L.L. Bean and is building more distribution at places that already offer its pet products.

"When we're replenishing the pet items, we offer the flag as well," Swain said. "We hope that they're pretty universally available throughout Maine."

The materials for the flag are

all supplied by companies in the United States. Swain said, and the company tries to source materials for all of its products domestically.

"It's really our focus to make it here with products that are made here and put people back to work and make a premium quality product," Swain said.

## Forum

Continued from Page C1

sified skimming at gas pumps as an "emerging threat." In Eagan Minnesota, police and most local gas station operators have teamed up in an effort to defeat the skimmers.

Stations that take part in the SkimStop program place stickers on their pumps, warning potential thieves that the pumps are checked daily. The stickers bear serial numbers, so they can't be easily duplicated. If the seal on the security label is tampered with, the pump can be checked to make sure a skimmer hasn't been installed.

Eagan police say thieves in one case captured the data of 157 victims. They used the data they stole to buy gift cards and made some

\$21,000 in illegal purchases.

"For the cost of some stickers, we can solve a lot of problems," Officer Aaron Machtemes told me. The SkimStop program began in March. "We haven't had a skimming device in our city since," Machtemes said.

At least one Maine chain of convenience stores tried another version of sticker, but company officials declined a request for an interview. Some stickers do not carry a serial number and are readily available for purchase online. Thieves can buy a roll of 500 stickers for about \$70, do their dirty work and slap a new sticker on a pump, leaving consumers — and likely most store employees — none the wiser.

William Lund is superintendent of Maine's Bureau of Consumer Credit Protection. Lund said the arrest of the three suspects in the

Brunswick case shows that some thieves consider Maine as ripe for ripping off as anywhere.

"It all boils down to people in Maine realizing that we don't get a free pass when this technology becomes common," Lund said. He urged consumers to be observant and cautious when using credit or debit cards in any public setting. More on this topic next week.

Consumer Forum is a collaboration of the Bangor Daily News and Northeast CONTACT, Maine's all-volunteer, nonprofit consumer organization. For assistance with consumer-related issues, including consumer fraud and identity theft, or for information, write Consumer Forum, P.O. Box 486, Brewer, ME 04412, visit <http://necontact.wordpress.com> or email [contactexdir@live.com](mailto:contactexdir@live.com).

## On the Job

Lorraine Ivers has joined Bar Harbor Bank & Trust as vice president, senior risk and compliance analyst. With almost 30 years in banking, Ivers started her career in 1989 at Fleet Bank of Maine working in branches and then in district operations. In 2000, she began working for Camden National Bank as quality service manager, Bank Secrecy Act officer and security officer.

In 2002, Ivers was promoted to vice president, compliance and CRA manager, and in 2004 took on the role of Corporate Bank Secrecy Act officer. In 2006, she joined another Maine financial institution as vice president, senior compliance and BSA officer, and in 2015 was promoted to senior vice president, director of compliance, before joining Bar Harbor Bank & Trust. Ivers holds an associate degree in business administration from the University of Maine at Augusta; earned her general banking diploma from the American Bankers Association; and is a graduate of New England School of Banking and the ABA National Compliance School. She also successfully completed a Dale Carnegie course. Ivers serves as a cemetery trustee for the town of Dixmont. She grew up in Strong and was graduated from Mt. Abram High School in Salem. She lives in Dixmont with her husband, Dana. They have two grown daughters, four grandchildren and a great-granddaughter. Ivers also enjoys gardening and knitting.



Ivers

Jody Marra, SPHR, SHRM-SCP, has joined SaviLinX, LLC, a Brunswick-based contact center specializing in business process outsourcing and technical support services, as human resources manager. The company is adding 200 new customer service and quality assurance positions to support a new large contract. Marra will manage all facets of the HR program for these new employees as well as for the 100 contact center agents and staff currently located at the company's Maine headquarters and the 200 located in its Hattiesburg, Mississippi, location. Marra joined SaviLinX



Marra

Husson University in Bangor has named Sarah Cary Robinson as its vice president of advancement. Robinson was a vice president and trust officer at Bar Harbor Trust Services where she specialized in consulting with nonprofits about charitable gift planning. In her new role, Robinson will be responsible for leading the university's advancement division. This includes alumni relations, major gifts and planned giving efforts. She was selected after an extensive national search. Robinson also has worked at several other colleges and nonprofit institutions on annual fund, capital campaign and planned giving fundraising efforts. She graduated from Bowdoin College in 1985 with a bachelor's degree in geology and environmental studies.

Matthew Weaver, vice president and senior portfolio manager at First Advisors in Damariscotta, recently was awarded the certified trust and financial adviser designation from the Institute of Certified Bankers, a subsidiary of the American Bankers Association. The CTFA designation is awarded to individuals who demonstrate excellence in the field of wealth management and trust. Weaver joined First Advisors in November 2000 as operations supervisor. In 2007, Matt was promoted to assistant investment officer and assumed responsibility for performance reporting and portfolio management. As a senior portfolio manager, his responsibilities include serving on the First Advisors Investment Committee and managing the portfolios of individuals, trusts, and non-profit foundations.



Weaver

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## Grads

Continued from Page C1

ing potential. An earlier Georgetown study found that the top 25 percent of earners with education degrees can expect to make as much as the bottom 25 percent of people with engineering degrees, even mid-career. Getting an advanced degree will improve educators' prospects but won't do much to narrow the wage gap with engineers, the study said.

"Our higher education system is basically a \$500 billion machine with no operating system from the point of view of the economy," Carnevale said. "There is more leaning toward employability as the ultimate standard for college in America, and that always means, in the end, the more affluent families get both education and training, while the less affluent just get training."

## \$56,000 grant to fund training for workers

BREWER — Troy Industrial Solutions in Brewer will receive a no-cost, customized Lean training for up to 45 of its employees thanks to a \$56,000 grant from Maine Quality Centers.

Watervliet, New York-based Troy Industrial Solutions acquired the former Lane Conveyors and Drives, headquartered in Brewer, in October of last year.

The company has more than 130 employees and provides products and services to industries including chemical, mining, food and beverage, aggregate, pharmaceuticals, paper and pulp, cement, power generation, and packaging, as well as water, waste and hydropower systems for municipalities.

Maine Quality Centers is a program of the Maine Community College System that provides customized workforce training grants for employers locating or expanding operations in Maine. Training programs are coordinated and delivered through Maine's seven community colleges.

Eastern Maine Community

College has led curriculum development and will deliver the 538-hour Lean training, designed to help Troy's Brewer location become proficient in and implement Lean manufacturing concepts for process and quality improvements.

## EMDC receives money from Grants to Green Fund

BANGOR — Eastern Maine Development Corp. announced recently that it has received a \$24,000 grant from the Grants to Green Fund of the Maine Community Foundation. The funds will be used for energy efficiency improvements, including mechanical upgrades, sealing window and door sweeps, and for the purchase of a boiler system for the first floor of the EMDC offices in downtown Bangor.

"EMDC is working to promote sustainable practices, balancing social, environmental and economic considerations for the benefit of our residents, businesses, and visitors," said Michael Aube, president and CEO at EMDC, in a news release. "This grant will enable us to continue the implementation of energy

efficiency best practices for our offices, and we are very grateful to the Grants to Green Fund for their support."

Eastern Maine Development Corp. in Bangor works to promote and strengthen Maine's economy by growing businesses, shaping the workforce and enhancing the community.

For information, visit [emdc.org](http://emdc.org) or call 800-339-6389. To learn more about the Maine Community Foundation, visit [mainecf.org](http://mainecf.org).

## Camden National Bank seeks nominees for award

CAMDEN — Camden National Bank, through The Bank of Maine Charitable Foundation, is accepting nominations for the 2016 Leaders & Luminaries Award competition.

The statewide search honors four of Maine's leading nonprofit board members and presents them each with \$5,000 cash awards for their organizations.

Leaders & Luminaries recognizes board members who have effectively used inspiration, creativity and ingenuity in board governance and whose contributions have led to the

organization's growth, successful transition or financial stability. Each of the selected leaders will be presented with cash prizes totaling \$20,000.

The Leaders & Luminaries Award competition is open to any board director of a 501(c)(3) organization based in Maine who can demonstrate how inspiration, creativity and ingenuity in governance has led to his or her organization's success.

The cash awards will be given during a special ceremony held during the Maine Association of Nonprofits Executive Leadership Forum, "Building Board Engagement," on Nov. 10, at the Harraseeket Inn in Freeport.

An independent committee, appointed by Camden National Bank, will select the four winners. Last year's award recipients included Catherine Powers of Bath Housing Authority, Pete Bixler of Bay Chamber Concerts in Rockport, William Branch of Kennebec Regional Health in Waterville, and Lynn Gierie of the Robbie Foundation in Scarborough.

Deadline for entries is Sept. 2. For complete details and entry information, visit the Camden National Bank website at [CamdenNational.com/leaders-and-luminaries-2016](http://CamdenNational.com/leaders-and-luminaries-2016).