

# Boats

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We just had to make the numbers work, and that’s how that happened. So we’re saving the line.”

Higgins projects that Puffin Boats will be building between 50 and 100 of the Dorados within the next three years.

The Edendriver was designed by a member by marriage of the family that founded Scout Boats, Higgins said.

Its designer was Seph Limehouse, who used to design Scout’s 25-foot-and-under boats. Five years ago, Limehouse was diagnosed with terminal cancer. His wife was pregnant with their daughter at the time.

“This was a huge blow to Scout,” Higgins said. “Seph was one of their chief designers, and Seph knew that he was dying, so he spent the last three years of his life designing the Edendriver in his barn.”

Limehouse died two years ago, he said.

“He was trying to leave a last gift, or at least some financial support, to his family after he died, so he built this boat. His final wish was that this boat goes into production and gets out on the market,” Higgins said. “So we’ve been chosen. That, in a nutshell, is why this happened, more than any money or financial gain.”

Higgins finds the Eden-



Yacht fiberglass parts are seen in the manufacturing part of Hamlin’s Marine in Hampden. The company is planning an expansion to start production on the Scout 151 Dorado.

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driver intriguing because of its design.

“There is no other boat on the market that’s ever been built like this” in terms of style and design, he said.

The Edendriver has the handsome lines of a classic New England boat, but the performance features more common on a South Carolina-style boat, he said.

“Usually, the pretty New England boats just kind of hobble along. They look pretty and they’re soft-riding. This manages to be soft-riding, but it also manages to be fast and quick,” Higgins said.

The Edendriver will make its commercial debut at the

Maine Boats, Homes and Harbor Show held each August in Rockland, Higgins said.

The Scout deal comes on the heels of a half-million-dollar expansion at the Hampden manufacturing facility near town-owned Turtle Head Marina.

“We built the facility for 10 workers, and now we’re at five. With this project and the other projects, I think we’ll be at capacity within the next two years,” Higgins said. “We want to have controlled growth. We don’t want to take on too much at once.”

Higgins said the company could double its manufac-

turing workforce again if necessary because it owns an adjacent vacant building.

Higgins is in the process of recruiting more employees for the manufacturing operation. He said he’d like to bring on one or two more boat builders, another yard laborer and mechanic and possibly a front desk administrator.

“We’re really just trying to bring awareness to people that this is a career. I think a lot of people think of us as a seasonal job, and we can’t seem to find the people we need. We pay well. I just don’t think people have the impression that it’s a real job, but it is year-round.”

# Neuman

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target” me with ads for slippers and other products or services they know I am interested in.

The “target” part is what makes this form of marketing so effective. Unlike a general display ad that appears on a site, these ads have been tailored to my likes, interests and online activity.

## Can this get annoying?

It can be a little bit unnerving and annoying to see ads for products we’ve been searching for. But if a company does it right, it won’t be overdone.

## Can it ruin a surprise?

You do want to be careful if you don’t want other people to know what you’ve been shopping for. Sharing your computer or phone with friends and family can

easily ruin a surprise. I heard about a guy who was searching for engagement rings, as he was planning to surprise his girlfriend with a marriage proposal. She figured it out when she went to use his laptop and engagements rings were popping up everywhere.

## Does retargeting work?

In my case, I was searching for slippers but I got busy with other things and went about my evening, forgetting all about those slippers. But the company that wants to sell me those slippers didn’t forget. The next day I see those slippers popping up all over my computer screen. Sure enough, I ordered them.

The company knows that by retargeting and reminding me about those slippers, I was more likely to “convert” that search to a sale. Statistics show the company probably is right. Users who are retargeted are 70 percent more likely to convert their

search to a purchase, according to Digital Information World.

## Make it stop!

If you are not fond of seeing those ads pop up for items you have been searching for, you can stop it by clearing your browser’s Web cache and cookies.

Not sure how to do that? Google it.

Or you can just accept it and have a little fun with it by searching for things you don’t mind seeing in your news feeds — think George Clooney, Porsche or bacon.

## Can your business benefit?

Any business can create a retargeting campaign. The most popular retargeting networks are Google AdWords, Facebook and Twitter.

For example, on Facebook, you can deliver ads to people who have visited your site using a program

called “Facebook Exchange.” A “cookie” is installed on your site. You create a “retargeting audience” and create Facebook ad campaigns to target that audience. The ads show up on the right sidebar of the news feed.

As a business owner, a retargeting strategy may work well for you. As a consumer, be careful what you search for. Big Brother is watching you and wants you to buy those slippers.

Read Deb Neuman’s Back to Business blog at [backto.business.bangordailynews.com](http://backto.business.bangordailynews.com).

# On the Job

Bernstein Shur, one of northern New England’s largest law firms, announced the addition of **Peter F. Herzog** as an associate lawyer in the firm’s Labor & Employment Practice Group in Portland. Her-



Herzog

zog’s practice focuses on labor and employment law, providing counsel and representation to employers throughout New England and the mid-Atlantic. Before joining Bernstein Shur, Herzog was an employment lawyer at the Portland offices of Fisher & Phillips LLP and Littler Mendelson, P.C., two of the nation’s largest labor and employment law firms. Before law school, Herzog served as a surface warfare officer in the U.S. Navy, stationed on warships based in Gaeta, Italy, and Virginia Beach, Virginia. Herzog, who lives in Scarborough with his family, earned his Juris Doctor degree from Boston University School of Law and his Bachelor of Arts from The George Washington University.

**Elliott Barry** has been promoted to senior vice president, commercial banking officer, for Camden National Bank in Portland. He will report to Ben Geci, senior vice president, director of commercial banking for the southern Maine region, and will continue to help develop relationships with businesses in southern Maine and provide solutions to their financing and banking needs. Barry joined Camden National Bank in September 2012 as vice president, commercial



Barry

banking officer, in Portland. Barry serves as a board member of Big Brothers Big Sisters of Southern Maine and a member of the chapter’s Bowl for Kids and Development Committees, the Eggs and Issues Committee for the Portland Region Chamber of Commerce, and the events committee for the Maine Real Estate & Development Association.

**Michael P. Jones**, certified public accountant of BBSC CPAs (formerly Beatham, Bernier, Seekins & Colpritt, CPAs), has joined Penobscot Community Health Care’s board of directors. Jones serves as the CPA firm’s managing partner and oversees audit, review and compilation services to ensure compliance with professional standards, ethics and regulations. He earned his Bachelor of Science in accounting from Southern New Hampshire University. He is a board member and treasurer for several local nonprofit organizations and a member of the Maine Society of CPAs and AICPA.

**Nancy Tracy** has been promoted to senior vice president, retail banking for central and western Maine, based out of the Waterville Camden National Bank banking center. She will continue to report to June Parent, executive vice president, senior retail banking manager, and will oversee 19 branches from Greenville to Auburn. Tracy joined Camden National Bank in July 2011 as vice president, retail regional manager for the southern/central region. With more than 21 years in the banking industry, Tracy is a certified business banker and mortgage lender. Tracy also has served on the Sidney Planning Board and has supported the efforts of nonprofit organizations such as Meals on Wheels, Big Brothers, Big Sisters, and local family violence and disabled veterans groups.

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# Forum

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burning the phone lines pretending to be IRS agents, police officers, court officials and others who might be in the business of collecting delinquent taxes.

Except, they’re not. They’re just criminals trying to get you to wire them money you can never get back.

“It’s really unusual that they’ve started in December,” David Leach of BCCP said.

Leach said his office has received calls from across Maine. Many callers said they realized they were targets of a scam attempt; others said they didn’t realize they were being victimized until they had sent money they had no hopes of recovering.

As with most scams, the crooks demand that money be sent by wire transfer or prepaid cash cards. Both methods are untraceable, and crooks count on that fact

— plus their scare tactics to make their scams work.

Aiding their schemes are electronic tactics, such as spoofing, which makes a phony number appear on caller ID devices. The criminals can make it appear they really are calling from an IRS office, when they may be halfway around the world.

The callers can make their threats sound real, but they’re as phony as the call itself. The real IRS never cold calls; it always sends a letter first — on real IRS stationery — and never asks for credit or debit card information or that money be sent by wire transfer or money card.

If a phone caller claims to be calling from the IRS office in Washington, at the very least the phone number should include a 202 area code. Ask for the agency’s exact name, physical address and the supervisor’s direct dial — not 800 — phone number. If you’re in doubt, locate the phone number of the real tax office and call to find out

if you have taxes that are overdue. Don’t disclose personal information — date of birth, Social Security number, credit or bank account numbers — to unknown callers; you could become a victim of identity theft.

Report suspicious activity to the BCCP (800-332-8529), to an IRS office or to a federal law enforcement officer in Maine or Boston. The anti-scam guide Gone Phishing is available free to Maine residents who call BCCP at the number above or online at [CreditMaine.gov](http://CreditMaine.gov).

**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 [necontact.wordpress.com](http://necontact.wordpress.com) or email [contactexdir@live.com](mailto:contactexdir@live.com).

# Chamber to host Business After Hours

PITTSFIELD — The Seabasticook Valley Chamber of Commerce will hold its Business After Hours event 5:30-7:30 p.m. Wednesday, Dec. 16, at the People’s United Bank in Pittsfield.

Light refreshments and door prizes will be available. Mingle with community leaders and talk with business representatives and owners.

For information about this event or to host an event, call Nicole at the Chamber at 368-4698 or email [info@ourchamber.org](mailto:info@ourchamber.org).

# Verso

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ties seeking to scrap the mill. The town of Bucksport in November approved a permit for AIM Development to demolish the mill.

Chutkan wrote the government laid out a factual basis for not including the Bucksport mill in the settlement, finding it was not closed because of the merger but because of declining demand for the coated groundwood paper it produced, used in commercial printing for applications such as magazines and catalogs.

Chutkan also cleared objections to the Department of Justice’s judgment that the sale of Verso’s Rumford and Biron, Wisconsin, mills to Catalyst Paper would create a


sufficiently strong competitor.

The court also held that price increases after the merger were not a result of the merger and that a broader investigation of anticompetitive conduct by Verso’s parent corporation, Apollo Global Management, was beyond its review under the Tunney Act.

The company has struggled since completing the merger as well.

It plans to lay off 310 workers at a mill in Kentucky and 300 at its Jay mill, mostly in December. In September, the company’s stock was pulled from the New York Stock Exchange after prices fell to 15 cents per share.

The settlement agreement approved Friday expires in 10 years, meaning Verso could face antitrust complaints if it were to reacquire either of the mills it sold as part of the settlement.



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