

Maine & New England Veteran Owned Small Business of the Year

Will's Shop'n Save



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Will Wedge, owner of Will's Shop 'n Save in Dover-Foxcroft, has dedicated his SBA award as the Maine & New England Veteran Owned Small Business of the Year to his father — Army Spec. 4 Leonard Wedge.

Spec. Wedge was killed in Vietnam in 1962 when Will was only eight weeks old. Having been raised by his grandfathers — dedicated workers who each were employed at Great Northern Paper in Millinocket for 40 years — Will Wedge credits much of his business success to them for one reason, the

work ethic they instilled in him at a young age.

“You never want to disappoint your elders, and they were both great work role models,” Wedge said.

After working for Hannaford as a part-time clerk in high school and college, Wedge joined the U.S. Air Force and served for five years before beginning a management training program with Hannaford to become a store manager. He finished his 32 year career as the director of fresh merchandising at their corporate office.

“My military training gave me the discipline and confidence to take on many challenging leadership roles at

Hannaford he said.

Thirty-two years later, he is now the owner/operator of Will's Shop 'n Save, along with his wife and business partner, Melissa. The business was nominated for the SBA Award by James Macomber of MaineStream Finance. It's truly is a family operation, and Wedge noted that his daughters, Abby and Emily both worked at the store when they were in college at Husson University. Wedge is also a University of Maine and Husson University alumni and was a Husson adjunct professor for 12 years.

Wedge built his supermarket on three core values: A clean and fresh store

with outstanding customer service.

“We built our store on those basics ... It's that simple,” Wedge said. He credits the community of the Piscataquis region and his 30 store associates for helping his family build a successful business. “Without great customers and great associates a business is nothing more than an empty structure.

Our associates are what makes our little supermarket unique and the best we can be,” Wedge said. “And we wouldn't have had the success we have in the last five years if the Piscataquis County community hadn't rallied behind us.”



COURTESY OF WILL WEDGE

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Congratulations to
Will Wedge of Will's Shop'n Save
on being named
Veteran-Owned Small Business of the Year
for Maine & New England by the
U.S. Small Business Administration and to
all of Maine's small business award winners!

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