



## Gorham Business & Civic Exchange

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[www.gorhambusiness.org](http://www.gorhambusiness.org)

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Dede Perkins  
*Executive Director*

# Gorham Business & Civic Exchange 2009 Annual Report

GBCE promotes business in Gorham and business involvement in the Gorham community.

## President's Report



*We make a living by  
what we get, but we  
make a life by what  
we give.*

~ Winston Churchill

Yes, Kermit, it is easy being green!

2009 was the year to move towards electronic communication and ease of interacting via the web. Besides using email as our primary source of member communication, we enhanced our website with a calendar and PayPal links so members may pay electronically for meetings, membership dues, and charitable contributions.

If you are not our "friend" on Facebook, we ask that you sign up as members find this a great way to communicate special events happening within their businesses. GBCE is also on Twitter. If you like to tweet, check it out...it's just one more tool for us to spread the word about your businesses and GBCE news and events.

Our annual Gorham Business Directory is circulating throughout the community with 50% increased print run over last year. In addition, members were given the option to include their display ads on our new and improved website!

Not on the web, but equally as exciting, was Gorham Marketplace 2010, held on March 27<sup>th</sup>. The event had 10 percent increased participation with 100 booths representing 81 members. Green and Gorham Business obviously are lookin' good together!

Our member meetings were varied, informative, and collaborative. Dr. Rob Lavoie showed us how to de-stress our workplace by helping businesses be more efficient, comfortable, and happy places to work. Thank you, Dr. Rob!

Members learned about social media and how to use it to attract more customers. Many members now use Facebook and Twitter to communicate their business activities.

In May, we awarded Paul Willis of Willis Real Estate our annual Business Person of the Year Award. Congratulations, Paul - we were honored to present you with the award!

Our annual Fore-a-Scholarship Golf Scramble moved to a new day and provided great fun and lively competition amongst our local businesses while funding two scholarships for Gorham High School Seniors, Ashley Martin and Abbey Jean Tanguay.

Gorham Savings Bank hosted a memorable after-hours social that included a great putting game and scrumptious food & beverage.

The annual Chili and Chowder Cook-Off competition proved once again that GBCE members can multi-task with the best of 'em! Not only are they good in the boardroom, they are good in the kitchen! Mmmm, mmmm!

John Jennings from the Maine Red Claws gave us a preview of life with a semi-pro basketball team in the neighborhood, and of course that was followed by a great Gorham Night at the Maine Red Claws.

In November, we learned about PR for Small Business. Presenter Sarah Nelson gave us great ideas to boost marketing power with public relations and press releases.

And last, but certainly not least, was the annual holiday extravaganza hosted by Gorham Fitness Studio and Great Falls Construction. Once again, we raised money for Operation Tribute.... what a great way to end the year.

We'd like to thank all of the hard-working public employees and elected officials in the Town of Gorham who make our beautiful town the best place to work and live. And finally, thank you to all our business and community members for your contributions to the Gorham Business and Civic Exchange.

*Donna Reinheimer, President*

## SPECIAL THANKS...

Thank you to **Crockett Furniture, Gorham Fitness Studio, Gorham Recreation, Gorham Savings Bank, Great Falls Construction, and Moody's Collision Centers** for hosting membership meetings and receptions.

Thank you to **Fox 23, Gorham Times, Go-Cat, American Journal, Portland Press Herald, and WMTW** for getting our news to the community.

Thank you to **Gail Platts, Roundstone Communications**, for your work on the GBCE website.

Thank you **USM** for your continued support of GBCE. In particular, we'd like to thank you for allowing us use of the Costello Field House for Gorham Marketplace 2010.

Dede Perkins, *Executive Director*

If you have questions or comments about GBCE, please email [dede@gorhambusiness.org](mailto:dede@gorhambusiness.org) or call 207.892.5515.

## FINANCIAL REPORT

Year Ending December 31, 2009

Submitted by Rebecca Winslow, Treasurer

### INCOME

Membership Dues	\$13,194
Registration Fees	\$21,244
Sales	\$16,367
Total Income	\$50,804

### EXPENSES

Advertising/Marketing	\$13,709
Community Contributions	\$ 2,520
Event Fees	\$ 8,938
Total Office/Operations	\$16,631
Total Expenses	\$41,797

**NET INCOME** \$ 9,007

## Gorham Business & Civic Exchange Statement of Purpose

- Promote and maintain a positive business climate in and about the Town of Gorham.
- Help local residents, local businesses, and other business consumers meet their business needs within the Gorham business community.
- Provide a resource of information about the Town of Gorham, its business community and its member businesses, and to provide and disseminate such information to interested parties and consumers.
- Assist in the growth and development of existing businesses and the establishment of new businesses in the Gorham community.
- Provide a forum for discussion of issues of importance to members of the Gorham business community, as well as a vehicle for communicating members' opinions and views of business issues to other decision makers and the community in general.