



Creating business strategies that work for Maine's small businesses.

GUIDING PRINCIPLES

1. Leadership by example. Be who you want to be associated with.
2. Operate a profitable business. Provide for the unexpected, for growth and for the future.
3. Benefit from Technology. Keep up with emerging technology to maintain an edge on competition and reduce production costs.
4. Innovate, create, re-evaluate. Always ask, "Can it be done simpler?"
5. Be honest. Be truthful with your employees, customers and contractors/vendors. Build trust.
6. Never settle for what you don't want. Stay true to yourself.
7. Communicate thoroughly. Stay in touch with everyone that affects your life or you affect.
8. Keep a positive attitude. It is contagious.