



## TOTO - THIS AIN'T KANSAS

My choice of words is done in the hope that you will read this important message. It often seems as if we are in Oz and are trying to figure out exactly what is really going on behind the green curtain. But more importantly, I hope that you will help me capture the attention of our current governor, the governor-elect and all the current and in-coming senators and representatives of the Maine legislature. 2010 has been a terrible year from both a jobs and business standpoint. Unemployment has been at an all-time high here, and, according to a Forbes magazine survey, Maine has plummeted from 41st to dead last in business climate nationally. By any measure, that is a very disappointing and disturbing place to be. However, there is one bright spot amidst all this economic gloom: Maine's dynamic tourism industry. As in the past, the unnoticed, underappreciated and very rarely heralded tourism industry continues to bring in badly needed business and tax revenues. Large and small, all of Maine's tourism owners and operator are entrepreneurs in the truest sense of the word.

We have had new hotel properties, many of them valued in the millions, start up this year. Our employment numbers have held steadily and most of those who sought summer employment were able to find work. As in past years, our industry in 2010 made significant investments in their properties, and by extension, in their communities. They also found ways to keep Mainers employed in spite of the previously bad tourism year. Some Maine business owners were quoted as being 'bearish' on our economy. Not, however, our Maine tourism industry! Through their many improvements and investments, they powerfully demonstrated their belief that they can make a difference in the Maine economy. Neither our executive nor legislative leaders can ignore the \$530 million that the industry contributes annually to the general tax fund. Nor can they overlook the more than 170,000 jobs the industry provides to Maine families statewide. And they cannot be anything other than ecstatic by the state accounting that shows Maine tourism to be a more than \$10 billion industry. In 2009, for instance, astonishingly we welcomed more than 34 million visitors, and through September of this year, more than 22 million guests have visited our state. As traditional industries such as paper mills and fishing have been shuttered or been crippled, it is Maine tourism that continues to reinvent itself, thus providing the badly needed employment and tax revenues our state requires. All of this points to one, inescapable fact: the Maine tourism industry is the economic engine that is pulling us through the worst economic downturn in modern history. And what are we asking for? Simply the recognition and respect that we have earned as Maine's largest industry.

Please share these facts with co-workers, staff, and anyone else who benefits from Maine tourism, which, of course, means everyone that you know. Just as importantly, make your views known to your local senator and representative. Make them aware of what you do, how you contribute to the state's welfare, and just how proud you are to be one of the key ingredients in Maine's financial stability in these very trying economic times. There is no wizardry in that.

— Vaughn Stinson, CTC  
Chief Executive Officer

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## e-Impact for Sept.-Nov.:

[www.maintourism.com/assets/stats.pdf](http://www.maintourism.com/assets/stats.pdf)

## Our Mission Statement:

To serve as a unifying organization representing the common interests of the tourism industry; to create economic opportunities for our members by helping visitors and the general public become more aware of the unique quality of the Maine experience.

## WELCOME NEW MEMBERS

Sept. 1 – Nov. 30, 2010

### Alouette Beach Resort

Old Orchard Beach  
207-934-4151

info@alouettebeachresort.com

www.alouettebeachresort.com

Motel, Restaurant, Resort

### Anne Erwin Sotheby's International Realty

York

207-363-6640

realestate@anneerwin.com

www.anneerwin.com

Real Estate, Rental Management

### Avalon Village

Hamden

207-862-5100

info@avalonvillage.com

www.avalonvillage.com

Retirement Cmty.

### Dana's Snowmobile Rentals

Jackman

207-668-7828

www.danasrentals.com

Snowmobile Rentals

### First & Last Motel

Bridgton

207-647-2200

Motel

### Grand Harbor Inn

Camden

207-230-7177

info@grandharborinn.com

www.grandharborinn.com

Inn, Spa, Yoga

### Greenville Inn at Moosehead Lake

Greenville

207-695-2206

innkeeper@greenvilleinn.com

www.greenvilleinn.com

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*Continued on page 3.*

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## SOLID SIGNS OF AN ECONOMIC RECOVERY

Anecdotal evidence of an economic rebound is plentiful, but it never hurts to have up-to-the-minute data to back up perceived reality. Not only was there a report of a surge in overall tax revenue, recent meals and lodging tax receipts, both for the high season and for the year as a whole, do provide hard evidence of a cautious return to better times.

July and August were especially robust for both industries, although September was significantly weaker than the other two months. Annual restaurant sales are up 3% for the year, and up 4% for the critical July through September timeframe. Things softened significantly in September with only a slight 1.1% bump over 2009's September. Lodging, on the other hand, boasted some very aggressive numbers, which bode well for the future. Lodging tax revenues shot up 6% annually over 2009's dismal numbers. Most encouragingly, buoyed by an almost unrelenting stretch of excellent weather, July through September saw a whopping 9% spike, which is very impressive in this era of price-cutting and last minute on-line wheeling and dealing.

It is sobering, however, to note that the lodging tax increases were at least double those of the state eateries, indicating that tourists were either eating out less, or patronizing lower-cost restaurants or menu items when they did dine out.

—Michael Conley,  
Manager - Advertising & Membership Sales

## HAMPDEN VISITOR INFORMATION CENTER CELEBRATES 20TH ANNIVERSARY

The Hampden Visitor Information Centers, located in both the northbound and southbound lanes on Interstate 95, celebrated their 20th anniversary on October 7th, 2010 with cake and coffee to both visitors and a number of invited guests.

On hand to celebrate the centers' history of hospitality and offer congratulations to Lois Simpson, manager for the Hampden VICs and to Vaughn Stinson, CEO of the Maine Tourism

Association, were representatives from the Maine Department of Transportation, the Maine Office of Tourism, the Maine Innkeepers Association, Maine Restaurant Association, Maine Snowmobile Association and Ski Maine Association.

David Cole, DOT Commissioner, stated that the Hampden VICs are "critical" in informing visitors about Acadia National Park, Downeast, the Katahdin region and Aroostook; Pat Eltman, Director of the Maine Office of Tourism, said that VIC employees are a key to why tourists return to Maine year after year. Since 1990, the Hampden VIC's have welcomed more than 3.2 million visitors.



# PUBLIC AFFAIRS

## UPDATE

**Election Results.** For the first time in decades, Republicans control the Governor's office, the Maine House of Representatives and the Maine Senate. Congratulations to Governor-elect Paul LePage! With 38% of the vote, Republican Paul LePage of Waterville will be Governor of Maine for the next four years. He will be sworn in and take office on January 5, 2011. In the meantime he has named both a Transition Team and a Special Budget Team to assist with the many tasks at hand including reviewing and vetting candidates for appointive office. There are approximately 150 appointed positions including department heads, deputies and some bureau directors.

The **Budget Working Group** is being co-chaired by outgoing Representative Sawin Millett; Ryan Low, former Commissioner of the Department of Finance and Administration under Governor Baldacci and Tarren Bragdon, Maine Heritage Policy Center. The committee will be reviewing the budget and requests for agencies and crafting a biennial spending plan to reflect the new Governor's plans. For a complete listing of the committee members, please use this link: <http://www.lepagetransition.com/2010/11/governor-elect-lepage-announces-budget-working-group/>

In addition, Governor-elect LePage has announced an expanded Transition Team to review candidates for appointed positions in the new administration. Co-chairing this team are Ann Robinson, a partner at Preti Flaherty law office; Tarren Bragdon, CEO, Maine Heritage Policy Center and John Butera, Executive Director, Central Maine Growth Council. For information on other members of the Transition Team please use this link: <http://www.lepagetransition.com/2010/11/transition-advisory-team-to-governor-elect-paul-lepage/>

**125th Legislature.** The newly elected 125th Legislature was sworn in on Wednesday, December 1, 2010.

**Constitutional Officers.** The 125th Legislature elected William Schneider as Attorney General; Bruce Poliquin as Treasurer and Charles Summers, Jr. as Secretary of State. Constitutional officers are elected for two year terms.

**Maine State Senate.** Control of the Senate shifted with 20 Republicans, 14 Democrats and 1 Independent. Newly elected leaders are: Senate President - Kevin Raye; Majority Leader - Jon Courtney; Assistant Majority Leader - Deborah Plowman; Minority Leader - Barry Hobbins; Assistant Minority Leader - Justin Alford.

**House of Representatives.** Control of the Maine House of Representatives shifted with 78 Republicans; 72 Democrats and 1 Unenrolled. Newly elected leaders are: Speaker - Robert Nutting; Majority Leader - Philip Curtis; Assistant Majority Leader - Andre Cushing; Minority Leader - Emily Cain; Assistant Minority Leader - Terry Hayes.

**Maine Business Representatives Meeting with Governor-elect LePage.** The Maine Tourism Association participated in the Maine Business Association Roundtable meeting with Governor-elect Paul LePage to discuss ways to improve Maine's business climate. The focus of this meeting was on regulatory reform and business leaders were given the opportunity to present specific examples of rules and regulations that are overly burdensome and need reform. It is anticipated that a special select committee on regulatory reform will be established by the legislature.

If you would like additional information, please call me at the Maine Tourism Association, 207-623-0363, ext. 104 or e-mail me at [carolyn@mainetourism.com](mailto:carolyn@mainetourism.com).

— Carolyn Manson,  
Manager of Public Affairs

## WELCOME NEW MEMBERS

Sept. 1 – Nov. 30, 2010

*Continued from page 2.*

### Hunnewell Valley

Embden  
207-635-2289

[hunnewellva@tds.net](mailto:hunnewellva@tds.net)  
[www.hunnewellvalley.com](http://www.hunnewellvalley.com)

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### I Lobster Maine

Trevett  
207-350-5717

[www.ilobstermaine.com](http://www.ilobstermaine.com)  
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### Machiasport Historical Society

Machiasport

207-255-8461 (when open) or 207-259-3901

[www.machiasporthistoricalsociety.org](http://www.machiasporthistoricalsociety.org)  
Museum

### Maine-ly Marketing, Inc.

Mount Vernon  
207-293-2661

[www.georgesmithmaine.com](http://www.georgesmithmaine.com)  
Marketing & Sales

### Public Theatre

Lewiston  
207-782-3200

[info@thepublictheatre.org](mailto:info@thepublictheatre.org)  
[www.thepublictheatre.org](http://www.thepublictheatre.org)  
Entertainment, Theatre

### Undercliff Farm Cottages

Brooksville  
207-326-4577

[egggladie2@aol.com](mailto:egggladie2@aol.com)  
[www.undercliff-farm.com](http://www.undercliff-farm.com)  
Camp & Cottages

### Wind-In-Pines

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## Become a Featured Member

To be considered, submit a photo or artwork and a 150-word description of your business to: [mpierre@mainetourism.com](mailto:mpierre@mainetourism.com)

## NOV./DEC. EVENTS

For more information on these events, go to: [www.maine tourism.com](http://www.maine tourism.com)

### Polar Express

Dec. 16-23, 2010  
Ocean Gateway Ferry Terminal  
Portland, ME  
207-828-0814

All aboard the Polar Express™! This Christmas season, the Polar Express™ will come to life when the Maine Narrow Gauge Railroad journeys to the "North Pole" once again. The Ocean Gateway Ferry Terminal will be transformed into a train depot and serve as the departure point for the special train ride. Holiday decorations along the train's route will light up the night as guests on board meet the conductor, have hot chocolate and cookies, listen to a reading of the story over our sound system, and sing carols. Santa will ride back with everyone to the train station from a special outpost of the North Pole and be sure that every child receives a reindeer bell.

### Jordan Planetarium Christmas Eve Special

December 24, 2010; 2-3 p.m.  
University of Maine, Orono, ME  
207-581-1341

Join our Planetarium family on December 24th for a special matinee showing of "Season of Light" to celebrate these festive times. Travel through history to discover how certain traditions came to be and what the meaning behind all these lights we see this time of year truly means. All tickets are \$3 per person and seating is limited so please call to reserve your spot.

### HOLLYWOOD SLOTS GOES RED CARPET FOR NEW YEAR'S EVE

December 31, 2010  
500 Main St., Bangor, ME  
877-779-7771

Reality TV Stars To Sign Autographs; Motor Booty Affair To Play Into 2011 Hollywood Slots Hotel & Raceway invites guests to ring in the New Year red carpet-style with reality TV stars Jordan Lloyd and Jeff Schroeder from the hit CBS shows Big Brother and The Amazing Race, along with music from ultimate disco party band, Motor Booty Affair.

### Downtown Countdown 2011

December 31, 2010  
Downtown Bangor, ME  
207-992-4234

Diverse family friendly events all day! Starting at 3:00PM at the Maine Discovery Museum. Don't miss the big kick off to the evening countdown at 7:30PM in West Market Square! Annual New Year's Eve Celebration and ball drop. Lots of changes this year to make for a more comprehensive event. Including a venue at West

*Continued on page 5.*

## INNKEEPER OF THE YEAR

Cornelius, "Connie" Russell, General Manager of the Samoset Resort in Rockport, was named Innkeeper of the Year by the Maine Innkeeper's Association (MEIA) at their 89th Annual Meeting & Conference held at the Cliff House Resort & Spa, on November 8, 2010. The prestigious award, presented annually to an active Innkeeper who has significantly contributed to the development of the Maine Innkeepers Association, was presented to Russell by Peter Daigle of Lafayette Hotels.



Left to right: Peter Daigle and Connie Russell

The inscription on the award read: To an Innkeeper who knows no bounds. Connie is always gracious and generous whether he is hosting an MEIA Board meeting or a local or statewide charitable event. A well deserved honor.

A second generation hotelier, Russell began his career in 1987 with Ocean Properties Ltd. and held management positions at multiple hotels in Maine, New Hampshire, Colorado, Arizona and Florida. He has been the General Manager at the Samoset Resort since 1999 where he has overseen numerous multi-million dollar capital improvement projects, most recently overseeing the construction of the resort's free form zero entry pool.

Russell's service on several boards of directors includes Past Presidency of the Penobscot Bay Regional Chamber of Commerce, State Vice President of the New England Inns and Resorts Association, Maine State Chamber of Commerce, Governor Appointed Maine Rural Development Authority and he is a member of the Rockland Rotary Club. He has served as President of the Maine Innkeepers Association and currently serves as Chairman of the Board.

"I am completely surprised but very much honored by this great recognition from my peers," said Russell. "I have organized awards for others in the past, but to be on the receiving end of such a great honor is overwhelming. I would like to personally thank the Ocean Properties Family, a first-class operation, for whom I have enjoyed working for my entire career."

*Photo: Cornelius "Connie" Russell, General Manger of the Samoset Resort, accepts the Innkeeper of the Year award from Peter Daigle of Lafayette Hotels, at the Maine Innkeepers Association's 89th Annual Meeting & Conference.*

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## SALES/USE TAX AND HEALTHCARE REFORM UPDATE

I recently attended a workshop presented by Maine Revenue Service-Sales, Fuel & Special Tax Division. In order to live by the “letter of the law” with regards to sales tax, the inclusions and exclusions are actually quite complicated. I can only imagine how complicated it would have been if the new sales taxes had passed last June.

Some of the areas that I learned new information about are:

- Inclusions for alterations on clothing and finishing of furniture if they are done before you take possession of the items.
- Excluded are services done after you take possession of goods, as well as discounts, trade-ins of like items, tips, gratuities.
- Delivery charges if common carrier. However, if you use the words shipping and handling than it is taxable.
- In the case of parts and labor contracts, parts need to be listed separately from labor, since you are responsible for tax on the parts.
- A key one to tourism is sales tax issues that relate to casual rentals. Everyone should be aware that even if you are renting out a privately owned cottage, if you do so more than 15 days a year you must pay sales tax.
- In this era where bundling of packages has become a big part of our industry it is my understanding now that if you list everything together as one price for a package that the entire price is taxable, where if you break the items out separately some items may be excluded.
- Service and labor in Telecom is taxable.
- If you have cable, basic service is not taxable but everything over basic is taxable.
- Fabrication-labor is taxable if you take something owned by the customer and make it into something.
- All diabetic equipment is exempt.
- The purchase of ATV's and snowmobiles by non-residents is exempt.
- Use tax is being monitored more closely, as well as all retail, Internet and catalog purchases made from out of state.

If you have any questions about what is and is not taxable, the number for the Maine Revenue Service is 207-624-9693.

Lastly, the Joint Select Committee on Health Care Reform opportunities and implementation is getting ready to release its final draft report on issues such as health insurance exchanges. Keep your eyes on this link <http://www.maine.gov/legis/opla/healthcaramaterials.htm> late next week to read the final report. I have a copy of the previous draft if anyone is interested in seeing it sooner.

Happy Holidays and be sure if you buy anything out of state for your business or personal use that you keep track of it and pay the applicable sales tax to the State of Maine.

– Ron Brann,  
Finance & Human Resources Manager

## NOV./DEC. EVENTS

*Continued from page 4.*

Market Square and VIP buttons available for purchase for a VIP venue and chance to win a great prize package! Public Transit: Transportation between venues will be provided by the BAT.

### First Night in OOB

December 31, 2010  
Old Orchard Beach, ME  
[www.oob365.com](http://www.oob365.com)  
Events start on Friday afternoon and end on Saturday with the Annual Lobster Dip. Two sets of fireworks on Friday night! First set at 6:15 for the younger crowd and those that can't make it to midnight. Second set welcomes in 2011 at midnight. Event buttons can be purchased in advance for discounts at local businesses.

### Horse-drawn Sled Rides at Leonard's Mills

January 9, 2011; 10 a.m.-3 p.m.  
Government Rd., Bradley, ME  
207-974-6278

Over the snow, through the covered bridge, and along the wooded paths, horse-drawn sleds do go, if the snow cover is adequate. Rides commence at the Blacksmith's Shop, loop around the settlement and through the forest for about 30 minutes. After a ride visitors are invited to enjoy a cup of hot chocolate in the warm blacksmith shop. The Gift Shop will be open with a cozy fire, but riders are reminded to dress warmly and bring a blanket to sit on. Fees are: \$8 for an adult, \$4 for a child.

### Youth Can Build LEGO House Buildathon

January 15, 2011; 1-4 p.m.  
Maine Mall center court, S. Portland, ME  
207-772-2151

This annual event is a perfect way for community members to travel down memory lane with Maine's favorite building block. Every dollar raised through these colorful “habitat houses” will help put the finishing touches on Habitat's “Youth Build” house in Westbrook, future home of a local single mother and her three children.

### Rangeley Snowmobile Snoedo

January 20-22, 2011  
Russell Cove, Rangeley, ME  
207-864-5364

Snowmobile displays, games, radar run, kid's events, parade, fireworks, food, entertainment.

### Moosehead Lake Togue Ice Fishing Derby

January 28-30, 2011  
Greenville, ME  
207-695-2702

Fourth Annual Derby with lots of great prizes. Cash prizes for the three largest togue, and numerous prizes for the fish pool.

## TOURISM TIDBIT

### Encouraging people to give the gift of travel

For many people the Chanukah & Christmas season is a time of giving. One of the great gifts that a person can give to another is the gift of travel. Travel serves as a perfect gift in that it allows the receiver to use it at a time that works for him/her. Travel gifts open up new horizons and provide memories that can last a lifetime. Encouraging people to provide the gift of travel is not only good business, but acts as a subtle form of marketing. To make travel the perfect gift, however, some preplanning is also needed. In this special edition of Tourism Tidbits we provide you with ideas as to how to make your travel experience the least hassle free possible, either as a giver of travel or as a receiver.

The holiday season is a wonderful time to showcase your community and/or attraction. It is also a time when if things go wrong there will be a great number of people with and for whom you will need to do damage control.

- Do not overcharge. Everyone understands that during the holidays prices will rise a bit, but gauging is never a good idea. The few extra dollars that you will make by raising prices unfairly will be more than offset by negative publicity. Instead, offer holiday specials. Consider these to be part of your advertising campaign. Nothing promotes your industry better than good word-of-mouth advertising.

- Remember that your employees are people too. These are people who are giving up their holidays for others, and while they may be receiving extra pay, no amount of money can compensate for lost time. Treat your employees with extra respect; prepare them for longer than usual hours and visitors who are tired, frustrated or even angry.

- When in doubt smile! The holidays are supposed to be about fun, family, and memories. Travel should also be about those very same things. Even when people have had to deal with the hassles of travel, train your employees to go out of their way to smile, be cheerful and do something extra nice for people.

*Continued on page 7.*

## MT ABRAM LAUNCHES "LE CLUB DE SPORT LAVALLEE/PARISIEN" - MAINE'S PREMIERE NON-SKI ACADEMY RACE PROGRAM

The Mt Abram Resort is proud to announce the launch of Le Club de Sport LaVallee/Parisien, a non academy race program that will be taking to our slopes this winter. The program for this season will gear focus to promote high school and middle school ski racing and help those athletes reach their full potential and grow in alpine racing. We will supplement and support the athlete's

home program, high school/middle school coaches, and training needs. We will do this by providing world class coaching, a 40-day training program that includes training over Christmas break, low racer to coach ratio, extensive video analysis and logical progression of skills development through a blending of directed free ski drills, gate drills, and full-length courses.

The program is being lead by Three-time Olympian Julie Parisien joining the Mt Abram team for the 2010-11 season and contrary to rumors, Head Coach Tim LaVallee will be returning to the mountain to work with his former athlete Julie, to create a great race development program. These two native Mainer's are bringing the knowledge of many experiences competing and coaching at the World's most elite levels of the sport to our young athletes of Maine.

For more details on how to join the Le Club de Sport LaVallee/Parisien, visit [www.skimtabram.com](http://www.skimtabram.com) or [race@skimtabram.com](mailto:race@skimtabram.com) or call 207-875-5000.



## THE MDI BAND GOES OVERSEAS

Everyone connected with the Mount Desert High School Band has a lot to be proud of this coming holiday season. On December 26, the band, along with its music director Dan Granholm, will leave for London, England, to participate in London's New Year's Day Parade and Festival for London. This will be the second time that Director Dan Granholm has taken his band "across the pond." His previous trip in 2007 was wildly successful and led to a return engagement. The performance is an incredible honor, as attendance is by invitation only, issued directly from the Queen.

Two years ago the Lord Lieutenant, Roger Bramble, was entertained on the island. He was awestruck by the island's natural beauty and vowed to return one day. It was he who relayed the formal invitation to the band. It is believed that MDI is only the second school in the State of Maine to have participated in this prestigious event and the only Maine school playing this year.

—Michael Conley,  
Manager - Advertising & Membership Sales



## SHARE THE WARMTH - WINNER

Dead River's "Share the Warmth" contest has a winner! Clues to where "Arthur" was hiding were given out on Dead River's Facebook site. Wilma Blockhaus, from New Brunswick found him behind a plant at the Calais Visitor Information Center.



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## SMITH LAUNCHES NEW OUTDOOR NEWS

After 18 years as the executive director of the Sportsman's Alliance of Maine, George Smith has stepped down from that job to focus on a new career as a writer.

On November 1, Smith launched his new website, [www.georgesmithmaine.com](http://www.georgesmithmaine.com). The website includes two new blogs and access to most of Smith's columns and his TV show.

Smith plans to continue his editorial page weekly column in the Kennebec Journal and Waterville Morning Sentinel that he has been writing for twenty years, called "The Native Conservative." And he will continue his Downeast magazine website blog that he started writing last year.

He'll also continue his "Capitol Report" for The Maine Sportsman magazine and his TV show Wildfire seen on the Time Warner cable network and at [www.wildfiremaine.tv](http://www.wildfiremaine.tv). Harry Vanderweide co-hosts the Wildfire TV show that has been a fixture on Maine television stations for 11 years. It's the only talk show focused on hunting, fishing, conservation and environmental issues.

With his new website, constructed by Fieldstone Media, Smith is launching two new blogs.

"George's Outdoor News," will be the "place where environmentalists and sportsmen meet," says Smith. "I hope to educate, motivate, and activate Mainers to save their outdoor heritage," he reported.

"Many key issues involving hunting, fishing, and other outdoor recreation, conservation, and the environment, go unreported and detailed analysis of these issues is almost nonexistent," said Smith. "George's Outdoor News will fill this gap, as I go to the legislature, state agencies, and all over the state, to listen and to report through regular postings to this blog."

Smith said his goals are, "to bring sportsmen and environmentalists together at one location where they can learn from each other, find common ground, and minimize their differences; to provide in-depth and timely news and analysis of issues of concern to sportsmen and environmentalists; and to provide news and analysis to organizations that represent sportsmen and environmentalists, by putting a link to [www.georgesmithmaine.com](http://www.georgesmithmaine.com) on their websites and providing written material for their publications."

Smith launched his new blog with a comprehensive look at Maine's fish hatcheries.

Smith and his wife Linda Hillier Smith are also starting a travel blog called the "Travelin Maine(rs)."

"The tourism industry promotes the concept of 'staycations' to encourage Mainers to vacation in their home state," said Smith, "but there is a dearth of travel columns and news about traveling in Maine. If a travel column does appear in a Maine newspaper, it is usually about travel out of state, often to a locale that is out-of-reach for most Mainers. Our blog about travel in Maine will help fill this gap and be useful in promoting the state's attractions to both Mainers and our friends from away."

Already loaded on the website are restaurant reviews of Prism in Rockport, Mount Vernon's Post Office Café, and Caiola's in Portland. Smith and his wife are also writing book reviews and the website includes a review of Paul Doiron's first mystery novel, *The Poacher's Son*.

## Tourism Tidbit

Continued from page 6.

- Making travel a personal gift item. Another good marketing tool is to encourage your local citizens to consider travel to your locale as a personal gift option. Even in these difficult economic times, many of people will be spending a great deal of time trying to find new and innovative gifts and travel gifts not only provide for friends and family to see each other but also aid your local economy.

There are numerous ways that you promote your locale as a travel gift. Many travel agencies will be more than happy to work with you. Before promoting the gift of travel to your locale remember the following:

- Make sure that you locals check with the people receiving the gift to determine which dates will work for him/her/they and which dates will become a problem. Help locals to know when airline prices are reasonable and promote travel to your location when the hotels are in their low season.

- Make sure that the person giving the gift is aware of about how much the gift will cost the receiver. It is not helpful to give an airline ticket or a free night stay at a hotel if the person cannot afford to get to the destination and/or stay at a destination's hotels. Make sure to match the gift with the receiver's ability to pay for the other parts of travel.

- Encourage people to give travel gifts to your community that create positive memories and a desire to return. It does not matter what giver likes or may think the other person ought to like, rather make sure that the travel gift reflects the receiver's lifestyle and shows off your community in the best light. Know if the person to whom you are giving the gift likes adventure travel, urban travel or perhaps countryside travel. You will get the best results from gift travel if you can encourage the givers to match the travel experience to the receiver's psychological profile.

- Do not be afraid to encourage the people who live in your locale to use air miles as a way to bring people to your community. Once

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## Tourism Tidbit

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the person is in your community, s/he will be spending money and adding to the local economy. How the person gets to your community is less important than what the person does once there. Although many airlines charge for transferring miles, but allow you to “purchase” a trip for another person for free. Do not transfer miles but rather purchase the trip for the person who is to receive the gift. Remember that paid airline tickets usually are not refundable and charge for date transfers, most tickets bought with air miles are much more flexible.

- If inviting friends and relatives from another country, make sure that the person has a passport and meets all visa requirements. If you are dealing with US citizens, remember that all US citizens need a passport if they are traveling by air or sea. That same requirement is true of many other nations.

- Purchase the gift around the other person's likes and dislikes. If giving an urban travel gift, provide a special add-on. Travel is about memories. When encouraging your local citizens to give the gift of travel, aid them to turn these trips into special memories. Make sure that your citizens understand that special memories need not be expensive. For example, a bottle of wine or a fruit basket will set the stage. Lots of communities have local theaters or sporting events that are fun and add a bit of local color. Always remind people to chose events for their guests that fit the receiver's lifestyle.

- Make sure that the person receiving the gift has an opportunity to let your local tourism office know what he or she thought of your community. Feedback from gift travel is especially helpful in knowing your community's strengths and weaknesses. When people come to your community make the gift of travel more than merely seeing and doing new things, make it about sharing memories and a desire to return again and again.

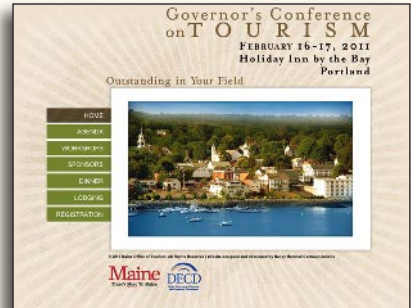
— Excerpted from **Tidbits & More, Inc.**, Dec. 2010. To read more: [www.tourismandmore.com](http://www.tourismandmore.com)

## THE ANNUAL GOVERNOR'S CONFERENCE ON TOURISM

The Annual Maine Governor's Conference on Tourism will be held on February 16-17, 2011 at the Holiday Inn by the Bay in Portland. Each year, the Maine Office of Tourism and the Maine Tourism Commission sponsor the conference for the purpose of professional development and an opportunity to network with peers.

This year, the Governor's Conference on Tourism Dinner will focus on the people, places and foods that are “outstanding in their field.” Without giving away too much of the surprise, we can tell you that the evening will be a celebration of Maine's bounty.

Mark your calendars and hope to see you in February at this important event. For more information and to register, visit [www.maineconference.com](http://www.maineconference.com).



## FERRY SERVICE'S FUTURE STILL MUDDY

With the sudden shut down of the Bay Ferries Cat service between Maine and Nova Scotia, there has been a great deal of speculation about when some variety of ferry service would resume. Recent and contradictory press reports have only served to confuse the issue further.

An article published by Cliff Robinson on November 19 in the *Portland Sun* started this latest speculation. “In a move that increases chances that international ferry service returns to New England next year, the Nova Scotia provincial government has agreed to subsidize some start-up costs for the service, officials in Canada confirmed. Meanwhile, the Yarmouth (NS) group pursuing restoration of the service has narrowed its vendor search from four proposals to two, officials said.

“The Portland Daily Sun has also learned that the Yarmouth process has stalled because provincial officials have demanded more information before committing to either of the plans under consideration.

- “Yes, the province has indicated it may fund some starting costs,” said Dave Whiting, director of the Yarmouth Area Industrial Commission, in a telephone interview Wednesday. The assistance would not likely extend to operating expenses, he added. As examples of what might be funded, he said a more intensive marketing campaign to offset a late start or perhaps help with a boat.

- “Whiting said that ‘... service for next year, that's our goal, that's still our goal.’”

- In an AP article, however, published just two days later, the momentum was apparently stalled for an early resumption of service. “Nova Scotia Premier Darrell Dexter told Halifax radio station CJLS that neither of two proposals for resuming service from Yarmouth, Nova Scotia, to New England is detailed enough to justify a provincial subsidy. As the Maine Sunday Telegram reports, the service isn't financially viable without government startup money.”

- Portland and Bar Harbor have certainly benefited from the Cat's presence in the past, but any negative economic impact from the shut-down has probably been blunted by the continuing surge in ocean liner traffic to both ports. And without the ferry, Canadians have been forced to go overland through Maine, which has almost certainly been a boon to cities like Bangor.

—Michael Conley,  
Manager - Advertising & Membership Sales

## MAGELLAN AWARD

"I am pleased to announce that the prestigious Magellan Award sponsored by *Travel Weekly* has been given to Portland Webworks, Inc. on behalf of their client, the Maine Office of Tourism. The Magellan was given to Portland Webworks in the Destination Marketing – Website for their superb work on the MOT's website Visitmaine.com," said Vaughn Stinson, CEO of the Maine Tourism Association. "The web is an essential part of travel marketing today and the importance of great site to attract tourism to our great state cannot be overstated. All of us here at the MTA offer our congratulations to Pat and her team."



From design to marketing to services, The Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all. Winners were featured in an issue of *Travel Weekly* in September that included a section dedicated to this year's winners. Winners also received a custom produced statuette.

—Michael Conley,  
Manager - Advertising & Membership Sales

## UPPER ANDRO 2 FLY TOURNAMENT



The Upper Andro Anglers Alliance held its annual 2 Fly Contest on September 18th in conjunction with the Bethel Harvest Fest. Thirteen drift boats participated—each with an oarsman and two anglers who could only use two flies to catch the biggest and most trout in the Upper Androscoggin River. The Maine Tourism Association sponsored a boat with oarsman, Luke Gray angler Eric Melanson both of MTA member Sun Valley Sports and our Board Chair Don Kleiner. Despite having two Maine guides and one Master Maine Guide in the boat, the MTA team was

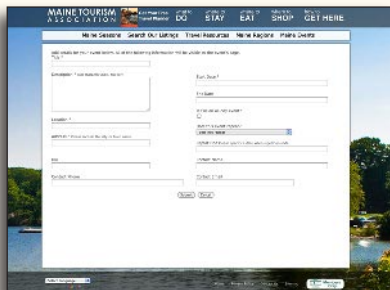
unsuccessful in capturing any awards this year. Good luck in 2011! Other Maine Tourism Association members participating included teams from Sunday River Resort, The Bethel Inn Resort, Bethel Outdoor Adventures, Striking Gold Jewelers and angler Mark Foster from the Stage Neck Inn. Thanks go to MTA members LL Bean and Kittery Trading Post for providing merchandise prizes.

## HOW TO LIST YOUR EVENT

Please enter your events on the Maine Tourism Association's Web site at: <http://listings.mainetourism.com/submitEvent.php>

Please allow 7-10 business days for them to be posted to the Web site. To check events already on the calendar visit: [www.mainetourism.com](http://www.mainetourism.com) and click on the icon on the home page to search the calendar.

*The Maine Tourism Association reserves the right to edit events for space and content.*



Maine Tourism Association is a non-profit association. In this capacity, we operate the state visitor information centers and produce the state's official travel planner for worldwide distribution.

Our association, in its 89th year, is the acknowledged, private-sector tourism leader in the State of Maine. The Association's membership is made up of professional leadership and organizations whose goal is to promote Maine as a prime vacation destination.

## Contact Information

Maine Tourism Association  
327 Water St., Hallowell, ME 04347  
[www.mainetourism.com](http://www.mainetourism.com)

*For Administrative Assistance:*  
207-623-0363 • 800-767-8709  
fax: 207-623-0388

[mtainfo@mainetourism.com](mailto:mtainfo@mainetourism.com)

*For Maine Tourism Information:*  
888-MAINE45 (888-624-6345)

The following are the telephone extensions to contact us at the Maine Tourism Association, 207-623-0363:

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<i>Administrative Assistant</i>	
Carolyn Manson.....	104
<i>Manager of Public Affairs</i>	
Diane Hopkins.....	201
<i>Publications Manager</i>	
Marcel Labbe.....	210
<i>Warehouse Manager</i>	
Michael Conley.....	107
<i>Manager - Advertising &amp; Membership Sales</i>	
Micheline Pierre.....	203
<i>Publications Assistant</i>	
Ron Brann.....	208
<i>Finance &amp; Human Resources Manager</i>	
Shawn Brann.....	103
<i>Assistant to IT Manager</i>	
Sherry Byrne.....	106
<i>IT Manager</i>	
Vaughn Stinson.....	113
<i>CEO</i>	

## FEATURED MEMBER

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Onboard the lobster boat "Lucky Catch" capturing footage for the Maine Office of Tourism.

Tourism is Maine's largest industry, and at Fieldstone Media, we understand that you need to stand out from the crowd. Your image is everything and how your guests find you is important. Operating out of Augusta, Maine, Fieldstone Media offers design and production services for web, video, and print. Our multi-platform expertise situates us at a convenient nexus, providing such varied services as e-commerce, web design and development, web video and TV ad production, and brochure and logo design.

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## THE BIG CITY

### George

Ordinarily there is no reason to leave our small village of Mount Vernon. We have our world-class Post Office Café, a wonderful library, and lots of private and public land for recreation. For shopping, if the Mount Vernon Country Store doesn't have it, we don't need it.

But once in a while Linda and I start hankering for a trip to the big city of Portland. Such a hankering struck us one Saturday morning in October. With nothing on the schedule, Portland seemed just the ticket. And the ticket was the easiest thing to procure.

Portland Stage was offering its first play of the 2010/2011 season, *The 39 Steps*. And it only took me a dozen steps – from the kitchen to the advertising flyer on the desk in my home office – to reserve our tickets by phone at 207-774-0465. They don't offer on-line reservations. We even got aisle seats. There are no bad seats at Portland Stage, but we do like the aisle. The play was riotous. The four marvelous actors played 150 parts. We laughed out loud, a lot. Linda found it, "fascinating, witty, and just plain fun." Agreed. You can check out the line-up of high quality productions coming up in the next few months at [www.portlandstage.org](http://www.portlandstage.org). We'll certainly be going again.

### Linda

Dinner out at Caiola's was a real treat. We both love to eat, but I love to cook. I could appreciate the creativity of dishes on that night's menu.

The appetizer that caught our eye was the Mushrooms stuffed with caramelized onions. It was served drizzled in a cream sauce (delicious!), and accompanied by a mixed greens salad. George and I both agreed that it was a fabulous dish. We often order an appetizer to split. As of late, we've had a string of disappointing appetizers. This stuffed mushroom dish was off the charts.

My entrée was the Wild Mushroom Risotto. I am a big fan of risotto after visiting Italy. This one did not disappoint. They used chanterelles mixed with porcini, and the porcini gave it a rich meaty flavor.

Rarely do I have room for dessert when I go out to eat, but the panna cotta was too tempting. When the waiter brought it out he asked if I'd ever had it before. When I said no, he replied "Get ready to be spoiled."

This panna cotta was so light that it made a perfect end to the meal. Raspberries, and a raspberry drizzle accented the pure vanilla flavor. The waiter was right ... I am spoiled! I doubt that I'll ever find a panna cotta that will outshine that one. That's the dish that will call me back to Caiola's.

### George

Partners Lisa Vaccaro and Chef Abby Harmon opened Caiola's (pronounced cay -o-la's) Restaurant in 2005 ([www.caiolas.com](http://www.caiolas.com) or 207-772-1110). Lisa's great grandfather, Augustino Caiola of Napoli, inspired the name. My entree was cannelloni with ricotta, sweet peppers and spinach in a tomato sauce with parmesan. If you think that sounds yummy, you'd be right! The staff was very friendly; the food was fabulous; we're already anxious to return.



More of George and Linda's travel news can be found at [www.georgesmith-maine.com](http://www.georgesmith-maine.com). George Smith is an outdoor writer, newspaper columnist, television talk show host ([www.wildfiremaine.tv](http://www.wildfiremaine.tv)), and former executive director of the Sportsman's Alliance of Maine, the state's largest sportsmen's organization. Linda Hillier Smith is a first-grade teacher, mother of three children and grandmother of two boys. In addition to her family, her interests include gardening, cooking, birding, and traveling.

### Be a Featured Member

Submit 2 photos and 150-word description to: [mpierre@mainetourism.com](mailto:mpierre@mainetourism.com)

## Visitor Information Center

### TRAFFIC FIGURES FOR SEPTEMBER

	September		Year-to-Date		Y-D Comparison	
	2009	2010	2009	2010	2010/2009	
<b>Calais</b>	2,423	2,805	13,416	15,022	+1,606	+12%
<b>Fryeburg</b>	6,129	6,779	41,271	30,799	-10,472	-25%
<b>Hampden (N)</b>	14,054	12,512	81,340	93,512	+12,172	+15%
<b>Hampden (S)</b>	8,648	8,484	54,360	49,387	-4,973	-9%
<b>Houlton</b>	2,947	3,070	18,349	19,168	+819	+4%
<b>Kittery</b>	55,578	55,696	348,903	360,640	+11,737	+3%
<b>West Gardiner</b>	2,893	3,516	9,920	18,025	+8,105	+82%
<b>Yarmouth</b>	21,624	21,483	123,679	125,279	+1,600	+1%
<b>TOTALS</b>	114,296	114,345	691,238	711,832	+20,594	+3%

### TRAFFIC FIGURES FOR OCTOBER

	October		Year-to-Date		Y-D Comparison	
	2009	2010	2009	2010	2010/2009	
<b>Calais</b>	1,486	1,667	14,902	16,689	+1,787	+12%
<b>Fryeburg</b>	6,630	6,408	47,901	37,207	-10,694	-22%
<b>Hampden (N)</b>	9,482	9,265	90,822	102,777	+11,955	+13%
<b>Hampden (S)</b>	6,992	7,142	61,352	56,529	-4832	-8%
<b>Houlton</b>	1,935	2,116	20,284	21,284	+1,000	+5%
<b>Kittery</b>	39,860	41,231	388,763	401,871	+13,108	+3%
<b>West Gardiner</b>	2,045	2,582	11,965	20,607	+8,642	+72%
<b>Yarmouth</b>	16,849	16,050	140,528	141,329	+801	+1%
<b>TOTALS</b>	85,279	86,461	776,517	798,293	+21,776	+3%

## Maine State Visitor Information Centers

Maine Tourism Association proudly operates Information Centers at these locations:

### Calais

39 Union St., Ste. B, Calais, ME 04619  
Tel: 207-454-2211 • Fax: 207-454-7227

### Fryeburg

US Rt. 302, 97 Main St., Fryeburg, ME 04037  
Tel: 207-935-3639 • Fax: 207-935-7670

### Hampden North

I-95 N., PO Box 319, Hampden, ME 04444  
Tel: 207-862-6628 • Fax: 207-862-6629

### Hampden South

I-95 S., PO Box 319, Hampden, ME 04444  
Tel: 207-862-6638 • Fax: 207-862-6626

### Houlton

I-95 Exit 302, 28 Ludlow Rd, PO Box 482  
Houlton, ME 04730  
Tel: 207-532-6346 • Fax: 207-532-4792

### Kittery

US Rt. 1; I-95; PO Box 396, Kittery, ME 03904  
Tel: 207-439-1319 • Fax: 207-439-8281

### West Gardiner

I-95 No. Exit 102 + So. Exit 103; I-295 Exit 51  
24 Service Plaza Dr. • Tel/Fax: 207-582-0160

### Yarmouth

US Rt. 1; I-295/Exit 17, 1100 US Rt. 1,  
Yarmouth, ME 04096  
Tel: 207-846-0833 • Fax: 207-846-6919



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