

# Hampden *Highlights*

Quarterly Newsletter, Town of Hampden • Issue 8, July 2007

## Meet the Hampden Town Office Staff

By Brandon Gassett and Matt Arnett

This edition of Hampden Highlights Newsletter features the Town's front office staff—the people you meet at the service windows as you enter the Town Office. They are the people who register your vehicles, receive your tax payments, provide forms, pay bills, keep track of records, answer your questions and phone calls and perform a myriad of other services that are essential to a well-run town. ■



Sue Lessard, Hampden Town Manager

## SUSAN LESSARD, TOWN MANAGER

By Brandon Gassett, Summer Intern

HAMPDEN'S TOWN MANAGER, SUSAN LESSARD likes to talk about her job because she really enjoys what she does. Not only is she the town's manager, but also the town's Treasurer. As Town Manager, Susan supervises all departments and all activities assigned to her by the Town Council. That's a big job. Susan gives credit to a strong team of department heads, and a high level of commitment by all town employees.

In this article we will focus on Susan's involvement with the Town's office staff but first, did you know that Susan was once a lighthouse keeper?

As Town Manager of Vinalhaven, an Island twelve and a half miles off the  
*continued on page 2*

## Hampden Children's Day August 18

*"The World of Music" to be  
featured at Hampden  
Children's Day, August 18*

The 28th Annual Hampden Children's Day will take place on Saturday, August 18 with a rain date of August 19. This year's parade theme is "The World of Music." Activities begin with the Kiwanis Pancake Breakfast at Kiwanis Hall from 7-9AM. They continue with bike decorating at Reeds Brook School at 10 AM. The parade starts at 11:30 AM at Reeds Brook Middle School and proceeds north on Main Street to Western Avenue, then to Edwards Family Shop N' Save where it ends. Following the parade, games, entertainment, activities, and lots of great food will be available behind Weatherbee School from 12 noon until 4PM. From 4-8 PM treat your family to ribs, chicken and lots more at Sonny's Bar-B-Cue. From 7-8:15 enjoy the Beecher Boys'n Girls Hillbilly Band & Cloggers in the Weatherbee gym. Then from 8:30-9 PM don't miss the spectacular Blue Hill Pyrotechnics fireworks show behind Weatherbee!

*To the Hampden Children's Day Committee for creating another great program and to other volunteers, and the many merchants and businesses that have sponsored fund raisers and made donations which are vital to Children's Day: We thank and salute you one and all!*

A complete schedule of Children's Day events (as of July 12) can be found on page 7. ■

# MEET THE STAFF

*Susan Lessard, continued from page 1*

coast of Rockland, one of her responsibilities was lighthouse keeper. This included giving tours, and cleaning. Her two sons call it her frontier days. Another big task of being the lighthouse keeper was making sure the light on the lighthouse was always aglow. Well one night seemed rather dark compared to most nights. Susan went to the lighthouse, called the Coast Guard and said, "My name is Susan Lessard, from Brown's Head Lighthouse. Just calling to say that the lighthouse light is out." Then the Coast Guard asked her if she was sure the light was out. Susan told him, "of course I'm sure, I'm living in the lighthouse!"

While much of Susan's time is spent in planning and administering the major activities and functions of the town, she's not above pitching-in with the day-to-day activities of the town office staff. When it's really busy and the phones are ringing off the hook, Susan won't hesitate to grab the phone or come to the counter and help the next person in line. She feels that the customer service is the most important aspect of her job. She said a very interesting thing: "The customers are like hostages. They can't go anywhere else to get the service we provide. So we need to make sure we give them the best service that we can possibly give."

Susan told me that she was blessed with an amazing office staff, that among them they have well over 120 years of experience. "They are all customer oriented and they really care about people." She went on, "The team likes to work as a whole, and really enjoys doing things for community members. They have adopted soldiers from Hampden who are serving in Iraq. They will write them letters of encouragement, and then they usually send them a gift package." Susan's pride in her office staff team is echoed by the staff who told me, "She the best boss I've ever had or could hope to have." ■



Denise Hodsdon, Hampden Town Clerk

## DENISE HODSDON HAMPDEN TOWN CLERK

By Brandon Gassett

**D**o you know what your Town Clerk actually does? Hampden Highlights recently talked to Denise Hodsdon, our clerk, to find out.

"I am very proud to be a Hampden native," Denise says with a confident look on her face. She grew up in Hampden and is a graduate of Hampden Academy. She spent 15 years as a paralegal before being hired as Hampden Town clerk on January 2, 2001.

Denise deals with many types of documents such as marriage licenses and death certificates. She has to keep track of all the municipal records such as contracts, insurance policies, deeds, and many other legal documents. She is also responsible for posting information on the town website. "I also prepare the bulletin board and schedule broadcasts for the town's cable station, Time Warner channel 7" she said.

Denise is a member and officer of several professional associations, including the Board of Directors of the Maine Town and City Clerks Association, and treasurer of the New England Clerk's Association where she also serves on the 2007 Conference Committee. Denise is a Certified Municipal Clerk, one of only 18 in the entire state of Maine. This certification required a great deal of training.

Asked what she likes about her work, Denise said, "When I awake in the morning, I feel good about coming into work. You never know who will appear at the office window but 90% of the time its fun to meet them and to help them. I like it when I see them for the first time and I like it even more when I see them again." "But don't you find it difficult when the place gets really busy?" I asked. "Actually," she said, "the busy times are often the best times. The staff here at the town office likes to pitch-in and help one another. We take pride in helping out and supporting one another." ■

# MEET THE STAFF



Cheryl Johnson, Tax Collector and Welfare Director

## CHERYL JOHNSON TAX COLLECTOR AND WELFARE DIRECTOR

By Brandon Gassett

It's stressful enough that you have to pay for gas and food. So why do towns make you pay taxes? Meet Cheryl Johnson, your Tax Collector. But don't blame her, because she is just doing her job. Cheryl is the one responsible for collecting your taxes. She is also the one that keeps track of all your motor vehicle taxes.

Cheryl is often asked for information about the town like the phone number to the post office or a bank, sometimes even a trivia question. For example Cheryl will get a call, and the person may ask a question along the lines of, who lived in this house 30 years ago?

As welfare director Cheryl needs to determine who is eligible for short-term emergency assistance. "The hardest part about my job is trying to find ways for people to help themselves. Telling the people who are not eligible, that they weren't accepted can be very challenging as well." Cheryl is the type that makes sure things are done right the first time. According to Town Manager Susan Lessard, "Cheryl is the type that will say 'close enough is not good enough', and she does an amazing job with what she does."

Before coming to Hampden Cheryl worked for the Town of Winterport for 25 years. She said it was the same type of work, but there was more to do. "In Winterport there were fewer employees so everyone needed to know a lot more than just their job description."

To work in the Hampden town office you need a sense of humor. Conditions get hectic at times. "You need a good memory, because you have the people coming and going, and you need to be able to respond to strange questions every now and then. And it helps once in a while to just goof off for a minute and have a laugh."

One of the reasons the front office ladies get along so well is because their desks are snuggled close to one another. That's just fine with Cheryl. ■

## Hampden *Highlights*

*Hampden Highlights* is published quarterly by the Town of Hampden, and its success depends upon a community-wide effort. We ask you to please forward news, notes and tips about friends, neighbors, colleagues – or yourselves – to Matt Arnett by e-mailing: [marnett01@adelphia.net](mailto:marnett01@adelphia.net), drop off at the Town Office, or mailing to *Hampden Highlights*, Town Office, Western Avenue, Hampden, ME, 04444. You can find *Hampden Highlights* on the Web at [www.hampdenmaine.com](http://www.hampdenmaine.com).

We welcome your feedback.

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# MEET THE STAFF



Janie Pitcher, Finance Officer

## JANIE PITCHER FINANCE OFFICER

*By Brandon Gassett*

Janie Pitcher is the finance officer at the Hampden Town Office. Janie is in charge of the pay roll, accounts payable, and processing monies from other departments. She also posts journals to the general ledger.

Posting journals to the general ledger makes everyone else's job a bit easier. This way money can be charged to certain accounts without a big hassle. Small changes can cause a journal, anything from someone taking a pen out of the supply room, to the end of the day when the counter is closed.

Before entering the doors at the Hampden Town Office, Janie worked for the town Etna, as the town clerk. She worked for Etna for six years, and then took some time off. The woman who replaced Janie was later accused of embezzlement and Janie was called back to help figure out what happened to the missing money. "This was a very difficult period for me, at the trial I had to testify against the accused person, who was then convicted of embezzlement." Before working at Etna, Janie worked in banking, so she has had a lot of experience dealing with money.

The last 5 years Janie has spent her time here in Hampden. "When I first got here I was looking for a family, and sure enough that's what I got." Just like all the people around her, Janie thinks the town office is a great place to work. She enjoys her work and the way the whole staff works together to get the job done. She also likes the times when there is a little mischief—like when Kathy Cole goes into her "bad cop" routine when someone takes items from the supply room without signing for them.

Janie feels that her job is a very busy and important job, just like the others. She said, "From the time I get in to the time I leave, there isn't a dull moment." Janie gives Susan Lessard a lot of credit for her success. Janie told me, "Without Susan, I wouldn't be where I am now, and I think that goes for the others as well." ■

# MEET THE STAFF



Kathy Cole, Utility Billing Clerk

## KATHY COLE UTILITY BILLING CLERK

*By Brandon Gassett*

When Kathy Cole saw the ad in the paper 18 years ago for a Utility Billing Clerk at the Hampden Town Office she applied right away. There were 200 other applicants, and she knew there was no way that she would get the position. A few weeks later she got a letter in the mail, which said that she got the job. “I was so pleased and excited that I danced up and down my drive way, jumping up and down, every which way.” Kathy already had a lot of experience with billing at that time, which made it an easy decision to hire her.

Monday through Friday Kathy comes in and sets up the office. The things that she is responsible for doing are turning on computers and printers, getting money out, and making the coffee.

Kathy is in charge of sewer billing. Every quarter she will sit down with all the information she needs, and she will bill the thousand customers that she has. Twice a year Kathy will also sit down and do a process called Liening. I wasn't sure what a lien was so I had Kathy explain it to me. “It's when the customers will go so many months with out paying the bill, and then I am forced to put a lien on their property.” I then asked her what that actually did to them. “It gives the customers very bad credit.” was her reply.

Kathy really enjoys her job, from the people coming and going to the town hall, to the coffee she makes in the morning. According to Kathy “For the most part everyone that comes in is very pleasant.” Kathy likes to keep track of special occasions, like someone's birthday, or an anniversary, and when the time comes, she will send out a card. She likes to show her appreciation to those who make her job easier, and more interesting.

Kathy is also known as the supply room enforcer. In that role she can be big, bad, and scary. “Part of my job is to see that when people take supplies, they sign for them.” Kathy had a little run in with a new fireman, who works next door in the public safety building. She noticed that he was in the supply room taking some pens and paper. She thought to her self, “Oh boy, I can't let this pass by.” So she went up to him and asked, “What are you doing?” He jumped up and he ran. He told one of the other guys, he wasn't going back in there. Then Kathy said, “Well it was supposed to be a joke and he didn't know me.” So Kathy went out and explained to the young guy how she enjoys having fun around the office. Playing pranks and causing ruckus is just one of her ways of making work more enjoyable. ■

## MEET THE STAFF



Tammy Ewing

### TAMMY EWING NEWEST TOWN OFFICE EMPLOYEE

*By Matt Arnett*

Our newest Town Office staff member is Tammy Ewing. Tammy joined the staff three months ago after a 20-year career in medical sales. This is her first experience in town government and her first experience in clerical/administrative work. Tammy is a fast learner but admits that, at times, the job requirements can be intimidating. “Thank goodness,” she says, “that my co-workers are so supportive and ever-ready to help me learn new things. That’s so different than my last job where I generally worked alone.”

Tammy’s job includes working at the window, answering the phones, and serving as a backup to Janie Pitcher, in finance. Janie is teaching Tammy how to do accounts payable. Tammy is also taking computer based training programs supplied by the Maine Department of Motor Vehicles and by other government service providers to speed her learning.

“What’s the biggest challenge in your work?” I asked. Tammy replied, “I think knowing what to ask. For example, registering a car seems like it should be simple, but there are so many different types of transactions and forms—sometimes paperwork can seem overwhelming when you’re new to the job.”

Tammy grew up in Winterport and is a graduate of Hampden Academy. She and her husband Josh live on Old County Road in Hampden. Tammy has a 9-year-old son and a thirteen-year-old daughter. Husband Josh is a police captain in Orono. ■

## *Hampden Children’s Day* Saturday, August 18 (Rain Date: August 19)

### **Food for the Day:**

Hampden Children’s Day - French fries and doughboys

Hampden Children’s Day - lemonade, operated by the Hart family

Kiwanis Lunch Wagon - hamburgers, hot dogs, sodas, nachos, chips, candy bars and coffee

D.A.R.E. - ice cream floats

American Legion - Post #213 – baked goods, popcorn

VFW Auxiliary – sandwiches, hot dogs, water, sodas and their famous strawberry shortcakes (McGraw cafeteria)

Hampden Recreation Department – cotton candy

Sonny’s Bar-B-Cue - Ribs, chicken, garlic bread, slaw, corn, pies

# Hampden Children's Day Schedule

## Saturday, August 18 (Rain Date: August 19)

### 7:00-9:00

Annual Hampden Kiwanis Pancake Breakfast  
Place: Hampden Kiwanis Civic Center – Main Rd.  
Cost: Adults - \$6.00, Children under 12 - \$3.00

### 10:00

Bike Decorating (in front of Reeds Brook Middle School)  
Kids, bring your bikes or anything that you have with wheels to ride in the parade and **Adoptive & Foster Families of Maine** will provide the decorations. **Don't forget your helmets!!!**

### 10:30

Parade line-up (at Reeds Brook Middle School)

### 11:30

Annual Children's Day Parade  
The parade will begin at Reeds Brook Middle School and end at **Edward's Shop & Save**. The **Bangor Daily News** sponsors the parade awards.

## 12:00-4:00 Activities:

Kiwanis Quarter Booth Games

Hampden Recreation Department will run field games on the soccer field.

Horse/Carriage Rides

Cost: \$1.00/person, \$3.00/family

Bounce house, sponsored by the **Best Western – White House Inn** and operated by **ATA Martial Arts**

Make and decorate your own musical instrument with the **Maine Discovery Museum**.

Toss a bean bag with **Maine DHHS/A Family for Me**

Visit **ATA Martial Arts** for some tips on child safety and self-defense.

Hampden Children's Day Information Booth. We are selling 50/50 tickets, so please visit us and get your tickets. Also, pick up your free tickets for the planetarium shows.

Visit the **Bangor Symphony Orchestra's** instrument petting zoo.

Join **Chris Slininger, Life Scout**, for information on various safety topics.

Check out **Maine Operation Lifesaver's** railroad.

**Zachary Field** will be performing juggling acts and doing balloons on the grounds, sponsored by the **Ground Round**.

Visit **A-1 Safe Storage** and pick up a treat.

Check out the **Hampden Fire Department's** smoke trailer.

**CHIPS**, a child identification program provided by the members of **Mystic Lodge Ancient Free & Accepted Masons of Hampden** and the **Maine Dental Association**. Parents will receive free fingerprint sets, dental imprints and videotapes of their children as part of this safety program. **Iggy the Clown**, along with the **Anah Shrine Clowns**, will also be there to help entertain the children.

## Scheduled Events

12:15 Visit the **Northern Stars Planetarium** for *Star Stories*. (McGraw cafeteria)

*\*Please be on time as late arrivals will not be able to enter the dome. Get your free tickets at the HCD info booth.*

12:15-1:00 Join the **Mad Scientist** for some scientific exploration.

12:30 Puppet show, performed by members of the **Hermon Baptist Church**.

1:00-1:30 **Top Hat Dancers** will perform behind McGraw.

\*1:00 Visit the **Northern Stars Planetarium** for *World of the Dinosaurs*. (McGraw cafeteria)

1:45 **Brewer Maine Traditional Karate** will perform a karate demonstration behind McGraw.

•1:45 Visit the **Northern Stars Planetarium** for *Sandy, Pepper, and the Eclipse*. (McGraw cafeteria)

•2:30 Visit the **Northern Stars Planetarium** for *Moon Witch*. (McGraw cafeteria)

2:45 Freeze Pop Giveaway (Hampden Children's Day lemonade stand)

2:45 **ATA Martial Arts** will demonstrate some self-defensive safety techniques.

•3:15 Visit the **Northern Stars Planetarium** for *The Wonderful Sky*. (McGraw cafeteria)

3:30 Clogging performance by the **Step in Time Cloggers**

3:30 **Kiwanis** rubber duck race

•4:00 Visit the **Northern Stars Planetarium** for *The Sky Tonight*. (McGraw cafeteria)

4:00-8:00 **Sonny's Bar-B-Cue**

Supper – ribs, chicken, garlic bread, cole slaw, corn, pies  
Adults - \$6 Children under 12 - \$4

7:00-8:15 Join **The Beecher Boys'n Girls Hillbilly Band & Cloggers** for a Hee-Haw style show.

8:15 Trophies and ribbons will be awarded for winning parade entries and awards for the field games, provided by **Kiwanis**, will be announced. 50/50 raffle will be drawn. Glow ropes are on sale now!!

8:30-9:00 Hampden Children's Day fireworks, provided by **Blue Hill Pyrotechnics**

## Sunday, August 19

8:00 a.m. – Please show your appreciation for Hampden Children's Day by volunteering some of your time to clean up from the festivities..

*\*Please note that all events are subject to change.*

*\*Please be on time as late arrivals will not be able to enter the dome. Get your free tickets at the HCD info booth.*

# Hampden Academy, Reeds Brook Middle School Among Top Public Schools in Maine

By Matt Arnett

In a research report by Dr. David L. Silvernail of the Maine Education Policy Research Institute at the University of Southern Maine, Hampden Academy, and Reeds Brook Middle Schools have been identified among the top public schools in academic performance in the state. The report is based on an analysis of the Maine Educational Assessment (MEA) test results for the past three years. Both schools as well as Wagner Middle School and Newburgh Elementary School were identified as higher performing. Only 14 of 118 high schools, and only 15 of 94 middle schools achieved this outstanding result. Neither Earl C McGraw nor George B Weatherbee Schools were included in the study, which compared elementary schools only if they were structured as K-5, or K-8. The Leroy H Smith School was identified as neither higher nor lower performing. This report was prepared at the request of the Joint Committee on Education and Cultural Affairs of the Maine Legislature.

The test results are based on school performance scores in four content areas: mathematics, reading, writing and science. “Higher performing schools had to score higher on the MEA; they also had to demonstrate the ability to educate all children well, not just those who are more advantaged academically and economically” according to Dr. Silvernail’s report. The report goes on, “perhaps most importantly, higher performing schools need to be scoring higher in the MEA content areas than what might be expected given the ... community education and poverty levels.” What this means is that our student achievements are not simply the result of being part of a more affluent community nor because their parents were more likely to have graduated from college. When these factors are



removed from the analysis, SAD22 schools are still among the top achievers in the state.

I asked SAD22 superintendent Rick Lyons to comment on the report. “Of the five schools from our district that were evaluated in this report, four of them, or 80%, were in the top category; I do not know of any other School Administrative Unit (there are 280 such units in Maine) that performed as well—certainly we would be among the top 5 school systems as measured by this analysis.”

*(As an aside, Lyons noted that SAD22 has not only been judged a high performance district it has also been judged administratively efficient and as such it is one of only six districts in the state that is exempted by the legislature from school consolidation.)*

Asked what features of the SAD22 approach were most important in achieving these results, Lyons responded, “The School Board, administration, and teaching staff are highly committed to excellence for all students, K-12. We place importance and emphasis on literacy at every level. In hiring new staff, we seek highly qualified teachers and devote significant time to train our recruiters in how to identify highly qualified and highly committed teachers.”

Mr. Lyons went on to say, “We rigorously evaluate our commitment to excellence. One of the ways is to have our schools accredited through a rigorous process of peer review by teaching professionals. For example, both of our middle schools are accredited—a certification level achieved by only eight of 100 middle schools in the state of Maine.”

Other results reported by Dr. Silvernail’s study:

- Larger schools performed better than smaller schools.
- Schools with more highly educated teachers and with more highly qualified teachers performed better than those with less educated and less qualified teachers.
- Schools with higher cost per pupil did not perform better than schools with lower cost per pupil and schools with more highly paid teachers did not perform better than schools with less highly paid teachers.
- Schools that gave more homework had better results than those with less homework.
- Schools with students who do more reading at home had better results than schools with students who do less reading at home.
- Greater amounts of professional development time for educators was a positive factor for K-5 and K-8 schools, neutral for middle schools, and a negative factor for high schools.

Visit the Web:

<http://usm.maine.edu/cepare/Reports/IdentifyingHigher.pdf> for the full report. ■

# News Magazine Comes to Hampden Channel 7

By Andre Cushing

**C**urious about the people who make our town run well? Wondering about businesses coming to town? Would you like to know more about community organizations and the services they provide? There is a new show beginning this month (July 2007) that will help answer some of these questions and many more; it's called Hampden Highlights News Magazine.

For many Hampden residents with cable service, the local government station at channel 7 has offered a rotation of public service messages 24 hours a day. The Hampden Communications Committee has been striving to improve this offering and last year initiated live coverage of town council meetings. This was followed by live broadcasts of planning board meetings and broadcast of some meetings of subcommittees such as Communications, Comprehensive Planning, Ordinance and Public Works. In addition some concerts and special programs at Hampden Academy and Reeds Brook Middle School have been taped and broadcast. Our goal is to provide a regular schedule of shows that educate and inform residents about town and educational activities.

Hampden Highlights New Magazine is a new, half-hour show, currently aired on a daily basis, which will focus on the people who live, work and volunteer their time to make Hampden "The community of choice in central Maine". Hosted by Andre Cushing each show introduces you to those in town government, local business community, and civic and non-profit organizations who make noteworthy contributions to the Hampden community. Additionally, one show each month will focus on regional or statewide issues that impact Hampden and its citizens. July shows air at 7:00 AM, 2:00 PM, 6:00 PM and 11:30 PM.

#### July guests include:

Susan Lessard, Hampden Town Manager,  
Don Darling of the Hampden Children's Day Committee,  
Dana Edwards from Edward's Family Shop N' Save,  
State Senator Debra Plowman.

**Guests planned for August** include Greg Nash current Public Works Director (who is retiring on August 31<sup>st</sup>) and incoming Public Works Director Galen "Chip" Swan. Julie Urban, President Hampden Garden Club, Perry Speaker, President Hampden Business Association, Rick Lyons, Superintendent SAD 22.

For more information on *Hampden Highlights* New Magazine visit the website at [www.hampdenmaine.com](http://www.hampdenmaine.com) and go to the link for Hampden Highlights.

If you do not currently get cable service in your area and would like to view the shows, DVD copies will be available at the Town Office and the Edythe Dyer Community Library. ■

## You Are Invited: Hampden Historical Society to Tour Famous Museum Village

By Chip Mattson

**T**he Hampden Historical Society is sponsoring a bus tour to the Willowbrook Museum Village in Newfield, Maine, on September 8, 2007. The public is invited to join the tour in exploring what has been described as the "largest fully restored 19<sup>th</sup> century museum village in New England."

The village contains two historic houses and their barns, a reproduction schoolhouse and bandstand, a millpond, horse-drawn sleighs and carriages, an

1849 Concord stagecoach, an 1894 Armitage-Herschell carousel, gas engines, a "roadable" airplane and various trade shops including blacksmith, broom maker, canoe builder, cooper, cobbler, harness maker, printer, wheelwright and woodworker. For more information see [www.willowbrookmuseum.org](http://www.willowbrookmuseum.org).

The bus will leave from the parking lot of the Maine Savings Bank at 101 Western Avenue, Hampden at 7:30 AM and return to the same place between

8-9 PM. Cost per person is \$30.00 including bus trip and admission to the village. Bring picnic or bag lunch. Iced tea and water will be provided by the Society. The bus will stop for dinner at Cole Farms in Gray on the return trip, dinner not included in the trip price.

*Trip cost is payable to Hampden Historical Society, P.O. Box 456, Hampden, ME 04444 by August 1. For more information contact Jerry Stanhope at 862-3463 or Paula Newcomb at 862-3118. ■*



## Getting Out the Word

HELP SPREAD  
THE GOOD NEWS!

By *Andre Cushing*

**Hampden's Communications Committee** has openings for folks who are willing to assist with the newsletter, website development and cable station programming.

Lot's of exciting things are happening in Hampden, and it is clear to those who serve our community why we are becoming "The community of choice in central Maine". One important factor is keeping our citizens informed about our town government, our business community and our civic and non-profit organizations.

The Town Council has charged its communications subcommittee with enhancing the tools of communications. We revamped the newsletter and currently publish and mail it to residents on a quarterly basis, the town website ([www.hampdenmaine.com](http://www.hampdenmaine.com)) will have a completely new look and level of information with its revised launch in August. Time Warner Cable channel 7 (local government access) is adding new programs monthly (see the article on Hampden Highlights News Magazine in this issue) and we have installed a new public information board at Edward's Family Shop N' Save.

We are seeking additional volunteers to write articles and edit the newsletter, to update information on the website and to add more programming for cable channel 7.

We need people interested in writing, proofreading, website design, video production and event planning. We need Hampden residents who will offer their time, talent and experiences to help our committee improve the communications we offer to our town. You can call the town office, 862-3034 or contact committee chair and town councilor Matt Arnett at 862-5382 for more information.. ■

## Our Summer Communications Specialist Intern Brandon Gassett Makes Instant Impact

By *Matt Arnett*



Brandon Gassett

**B**randon Gassett, soon to be a junior at the New England School of Communications (NESCOM) has made an immediate impact on both the Town's website development and the Town's cable TV programming—Time Warner Cable Channel 7. As you will note, he has also contributed to this edition of *Hampden Highlights* Newsletter.

Brandon's major at NESCOM is video productions and he came to us with strong recommendations from Rodney Verrill, who heads that department. Rodney's confidence was not misplaced; Brandon fixed a faulty video switcher and a video camera that were compromising broadcasts from the Town Council chamber. He has also improved sound quality on our broadcasts and has found an inexpensive way to add titles to our live broadcasts. (Our professional consultant thought we might have to spend as much as \$2500 to do this; Brandon's solution will cost less than \$50.) He has also acquired and installed, at no cost, a Time Warner music connection so that our Channel 7 bulletin board now has music playing in the background.

Another area that has benefited from Brandon's expertise is the Town Website. Our goal is to add more graphical elements— pictures, slide shows, and video. Brandon quickly learned how to format and upload these items so that visitors can click on a picture and be taken directly to a slide show or video.

Brandon has worked on several Town video projects: the Community Services sponsored Stream Cleanup, the Garden Club Tour preview, a summer intern project that received excellent reviews at the state level, and he has worked with Andre Cushing and Matt Arnett in designing and producing our new cable show "News Magazine."

Asked what he likes most about his work for the Town Brandon replied: "I can be creative in my own way. I like having an impact on the community through improving sound and visual aspects of communicating what goes on around town."

Asked what has been his biggest challenge, Brandon replied: "writing and interviewing for the newsletter. That's one of my weaknesses but I'm learning a lot from Anne Gabbianelli O'Reilly and Matt Arnett." ■

## Anne Gabbianelli O'Reilly Honored

# "It Takes Just a Second" Wins Telly Award

By Matt Arnett

"It Takes Just a Second" is an emotionally charged 15-minute video about the dangers of teenage drinking, the devastating impact of poor choices, and how being in the wrong place doing the wrong thing is an invitation to disaster.

This video produced by Anne Gabbianelli O'Reilly of Hampden for the Penobscot County Sheriff's Office, aired on WABI-TV 5 on May 26. It not only had an impact on viewers, but it meant something special to the judges of the 28th Annual Telly Awards which showcase the best work of highly respected advertising agencies, production companies, television stations, cable operators, and corporate video companies. From over 13,000 entries worldwide, O'Reilly's production received a bronze medal for excellence.

When Hampden Academy's Key Club was asked to participate in the video production, Kimble Rawcliffe didn't know what she was getting into. At a showing of the video to 11<sup>th</sup> and 12<sup>th</sup> grade students, Kimble said, "I just thought I was helping with a community service project. But that project had a powerful impact on me and the twelve other Hampden area teens who were part of the cast. It really makes you realize how deeply people can be hurt as a result of uncontrolled drinking."

In addition to Kimble, Key Club members Rylee Rawcliffe, Donovan O'Reilly, Joshua O'Donald, Lisa Johnson, Brian Moya, Ryan Asalone, Lulu Bates, Abby Sherburne, Carson Carney, Matt Collamore, Renee Sparacio, and Melissa Hoksch acted in the production, as did students from several other area schools.

Anne Gabbianelli O'Reilly is an independent film producer and a writing instructor at Husson College. She is also a founding member of the Hampden Communications Committee, a staff writer for this newsletter, and a contributor to the Town's cable station, Time Warner Channel 7.

Congratulations, Anne, we are so proud of you! ■

## GIANT FLEA MARKET TO BENEFIT LURA HOIT POOL PLANNED FOR SEPTEMBER 15

By Jim Feverston

**D**o you have items around your home you don't want or need anymore? Have your kids outgrown sporting equipment or toys and games? Did you discover camping and sleeping on the ground are not your favorite things? We have got a great solution for you! Why not rent a space at the Lura Hoit Memorial Pool Giant Flea Market and turn those extra items into cash or donate them to a worthy cause.

The Lura Hoit Memorial Pool Board of Trustees is sponsoring the Second Annual Giant Flea Market on the pool grounds, 146 Western Ave, Hampden, on Saturday, September 15, 2007 from 8:00am-1:00pm. Rain date is Sunday, September 16.

Space rental for the day is \$35.00.

In addition to rental spaces, Pool Trustees are requesting donations of quality, non-apparel, flea market items, books, bake sale goodies, and plants and bulbs to be sold or raffled. Proceeds from this year's event will be used to support scholarships and programming at the pool.

Last year's flea market was an enormous success thanks to our many sellers, friends, volunteers and contributors. If you or your group would like to rent a space, volunteer, or contribute items, please call the pool 863-4305, Norm Stern 862-5577, Karen Brooks 862-3642 or Norma Bishop 862-3725

We hope you will join us on SATURDAY, SEPTEMBER 15. Come sell your wares, have fun and find bargains galore! ■

## Swim Classes, Life Guard Training Available at Lura Hoit Pool

By Darcey Peakall, Pool Director

Swim lessons for Infant/Toddler, Water Tots, Pre-school, Beginner, Advanced Beginner, Intermediate Swimmer, Pre-competitive, Adult & Adolescent are available during the period August 4 to September 1. Lessons are offered 2 times per week for 4 weeks. Registration starts July 23.

Life Guard training is available at the Lura Hoit Pool from August 4-9. You must be age 15 or greater by the last scheduled class. You must also pass a pre-course swimming test. The class meets daily starting Saturday, August 4 at 4:30 PM. Cost is \$175. Attendance at all session is mandatory for certification.

For more information on either program call Darcey Peakall or Julie Macleod 862-4305 or visit our websites, [www.hampdenmaine.com](http://www.hampdenmaine.com) Town Departments, Lura Hoit Pool or [lura-hoitpool@yahoo.com](mailto:lura-hoitpool@yahoo.com). ■

# JEFF RAWCLIFFE HONORED AS HAMPDEN BUSINESSMAN OF YEAR

*By Andre Cushing*

The Hampden Business Association holds an annual dinner to recognize a business that has made a significant contribution in quality of life or the enhancement of community in the course of its business. This award recognizes accomplishments, achieved over many years by a business.

This year's banquet proved to be our biggest and by all remarks, one of our most enjoyable. Over 160 people came to Spectacular Event Center for a wonderful meal followed by the opportunity to honor Jeff Rawcliffe and Rawcliffe's Garage as the Hampden Business of the Year. Additionally, we recognized Rebecca Toothaker, a senior at Hampden Academy, as the winner of the HBA essay contest. Our thanks to Camden National Bank who was a major sponsor for the essay contest.

Brian Catell offered a pleasant musical interlude and Mike Friedman once again provided great commentary as our emcee. Our thanks to Mike, Bion Foster, Senator Debra Plowman and Mayor Rick Briggs for their presentations and comments in honor of Rawcliffe's. Perry Speaker HBA President gave a brief talk on the history of HBA and also

brought a display of news articles and bulletins mapping the history of the Hampden Business Association.

At the conclusion of the dinner we drew tickets for the many door prizes. Our thanks to R.H. Foster for providing 100 gallons of heating oil, Spectacular Events Center for the two sets of tickets to their June Comedy Night and the Town of Hampden Welcome Committee for one of their new Welcome to Hampden goodie bags.

Sponsors contributions helped us in offering \$1000 in scholarships to students who participated in the essay contest. The subject was on their view of entrepreneurship.

The HBA will commence meeting again in September. Over the summer you will hear from us as we begin our membership drive. We invite any businesses or business owners residing in or operating a business in Hampden to join the Hampden Business Association. For more details you may contact Perry Speaker, HBA President, at TDS Telecom (862-9225) or email [perry.speaker@tdstelecom.com](mailto:perry.speaker@tdstelecom.com). ■

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