

2.5 Small Business Success Stories



Bulletin Board

the people

Eggemoggin Country Store (ECS) is located on the southern tip of the Blue Hill Peninsula, in Sedgwick. The workforce at ECS ranges from 13 to 18, depending on the season. Each day, approximately 700 customers stop into the store to gas up, eat breakfast or lunch, stock up on groceries, or grab a snack. Co-owners Trish and Dennis Robertson have begun to look for ways to encourage employees and clientele to adopt healthy behaviors.

the need

ECS was interested in raising awareness among employees and customers about good health practices. The store also was interested in providing information about local resources or opportunities to be physically active, learn about good nutrition, or quit using tobacco products.

the idea

ECS planned to put together a bulletin board on the outside of the store where health information could be posted along with information on community activities and events.

the idea at work

One of the first steps in getting the bulletin board project underway was to determine the desired size. The amount of space necessary to post health information and community information in a visible, uncluttered manner was estimated. Next, a local carpenter was asked to provide an estimate to build an attractive, weather-tight frame with plexiglass doors. While the owners were pleased with the design, the cost was much greater than anticipated. The store then reached out to one of the local high schools, George Stevens Academy, ultimately working with a student to build the structure as part of an Independent Study project. This time the cost was much more reasonable, as only material costs were incurred.

The bulletin board was mounted on a highly visible exterior section of the store in March 2003. At least half of the bulletin board space is dedicated to health information. New content is posted on the board when received from

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local healthcare providers or community groups. “We have received information on cardiovascular disease, tobacco cessation, healthy eating, health classes, and support groups,” says Trish Robertson, who researches and posts the information.

the costs

The materials to build the bulletin board cost a total of \$350. Approximately four hours per month are spent finding and planning the content to put in the bulletin board.

the results

“We’ve had very positive comments from customers and employees,” says Trish Robertson. “I post information myself because we keep the board locked. When people see me adding information, they take notice of the changes.” Trish reports, “For the future, we plan to revise the heading of the board in coordination with local healthcare contacts. We also plan periodically to post health trivia questions to which answers would come from information posted on the board.”

contact(s)

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