

One-on-One Business Counseling and Training for Women

The Women's Business Center at CEI (WBC) offers counseling and training in a full range of business issues to new and existing women business owners throughout Maine. WBC staff are responsive and knowledgeable and understand the opportunities and obstacles faced by women business owners.

The WBC helps women build their business skills by providing access to timely, accurate, tailored information within a setting that respects each woman's experience, management skills and learning style. WBC services can be accessed by any woman who owns or is interested in starting a business in Maine. Opportunities for networking, peer support and mentoring are also available. Through the Rim Counties Women's Business Initiative (RCWBI), both workshops and one-on-one help are available online in formats that make business help and training especially accessible to those in remote rural parts of Maine.

What are the benefits of the Women's Business Center?

- Development of a long-term relationship with a skilled business counselor
 - Business plan development
 - Improved business skills
 - Ongoing support for business growth and expansion tailored to the needs of your business
 - Innovative approaches to supporting women's business ownership
 - Assistance with website development, E-Commerce, and Internet marketing
 - Opportunities for networking with other business owners
- Getting help from the WBC is easy! For business counseling on a range of issues such as start-up, growth management, marketing and bookkeeping, websites and e-commerce, contact the business counselor nearest you.

Portland
Gretchen Henn
2 Portland Fish Pier, Suite 201, Portland ME 04101
Phone: 207/772-5356 x112; Fax: 207/772-5503
E-mail: ghenn@ceimaine.org

Farmington
Betty Gensel
107 Church Street, POB 963
Farmington ME 04938 Phone: 207/778-6529
E-mail: bjg@ceimaine.org

Machias (in partnership with Sunrise County Economic Council)
Ruth Cash-Smith
P.O. Box 679, Machias ME 04654
Phone: 207/255-0983
E-mail: rcs@ceimaine.org

Wiscasset
Internet/Website Counseling is available in Wiscasset, over the phone and online
Marita Fairfield
P.O. Box 268, Wiscasset, ME 04578
Phone: 207/882-7552
E-mail: mlf@ceimaine.org

Houlton
Stacey Emery
Houlton Career Center
91 Military Street, Houlton ME 04730
Phone: 207/449-6645
E-mail: sle@ceimaine.org

Counseling is available by phone or online if these offices are not convenient.

All program participants must complete an application, which gives us basic information about you and your business, and will enable us to serve you better. This information is kept completely confidential and only shared in summary form.

[Download the application here.](#)

For more information about workshops we offer and to register, please [click here](#).

For general assistance with the Women's Business Center or to determine which counselor will best meet your needs, please contact Sherrie Leverton at 207/882-7552, ext. 167 or sll@ceimaine.org

Other small business resources are available for small business owners across the state. Click on small businesses for more information.

The WBC is strategically aligned with the Maine SBDC/SBIDC. The WBC also has a strategic partnership with the Small Business Administration.