

Winter 2016 Women's Quarterly



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branding success**

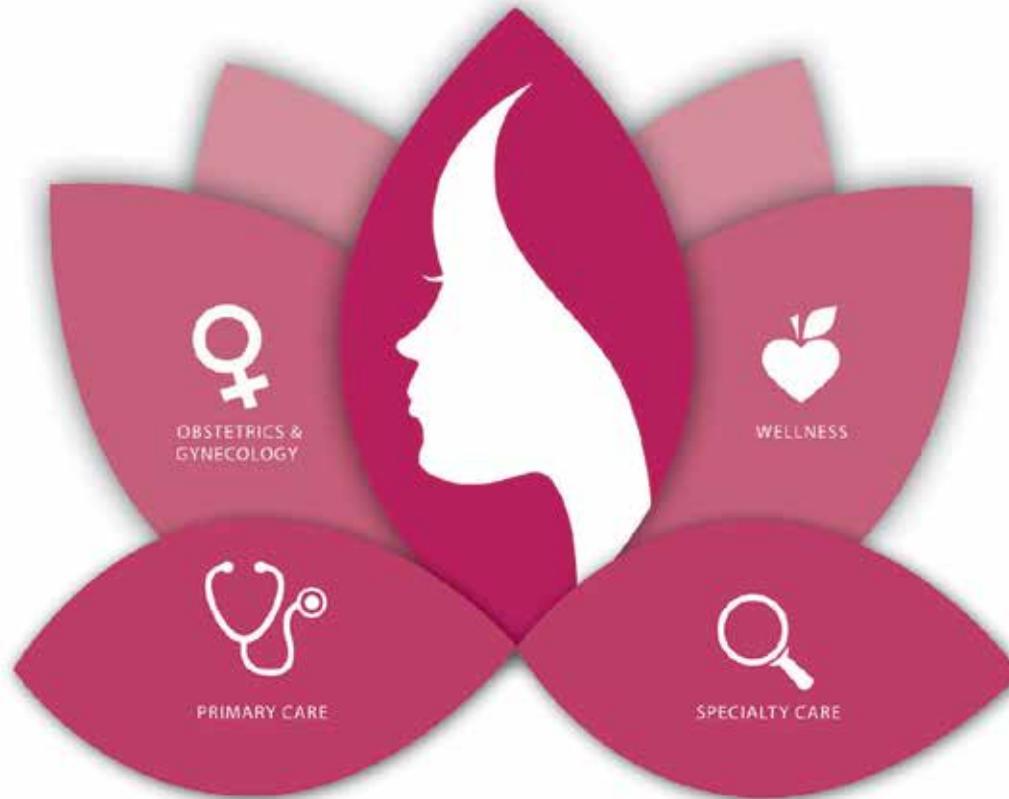
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Advertising Supplement

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About this section

This special advertising supplement was produced by the Kennebec Journal/Morning Sentinel and is published quarterly. The next issue will be in April.

The cover design by Dawn Tantum, Graphic Designer, features Kathryn Foster, president of the University of Maine at Farmington.

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**Just
a Thought**

BY TERRI HIBBARD
Correspondent

**Sadness
seeps in as
I pick apart
the bones of
my home**

On a Monday, the piano was moved out, leaving a great empty space in the living room and vivid mind pictures of Nana Donna at the keyboard. She's showing off, head thrown back, singing in husky tones, happy to be the star of the room. No party in our home was complete without Donna pounding out a boogie-woogie, or a thundering classical piece or an old-time tune we all knew the words to — *Five foot two, eyes of blue, But oh! what those five feet could do, Has anybody seen my girl?*

The piano is gone. And Donna. She left us 16 years ago, lung cancer having silenced her music forever.

The huge custom-built picnic table left our family room and with it went happy celebrations and boisterous family dinners for 12 or 14 of us, which included hours of family stories and secrets shared. Sigh.

The huge roll-top desk also left the family room. I'd spent long hours culling through its contents, reading old cards and letters, one signed "Love, Dick." Hmm. Was that the boy who left college and joined the Army when I broke up with him? Or was it that nice boy I shared a bus seat with as he was headed to Springfield College and I headed to a governess job in New York City? Both now lost in the fog of time.

A photo of Aunt Nin sat atop that desk, her pose and look solemn, unlike the woman who changed my life by making sure I had a chance to be a happy kid. Because seeing her always reminds me of those languorous, happy days spent at Lovejoy Pond with her and my cousin Judy, I'll be sure to make a new place for the photo when I make a new home for me.

In the spring of 1974, we moved across a muddy would-be lawn and into our house when it was only partially done. We were okay with that. We had spent four very long winters in a house trailer that had held, sometimes uncomfortably, seven of us, plus a dog and, briefly, a flock of baby chicks in the pantry. Weekends of skiing and summers spent on the beach in Kennebunk saved my sanity, more or less.

We'd planned to live in the trailer for one winter while we settled on a home builder and a mortgage. But coming from Yankee stock who didn't believe in mortgages, my husband balked every time he saw that interest nearly doubled the price of a house over 30 years. Finally we sold our Kennebunk land and bought a Ridge "package home," which meant Ridge provided the weather-tight shell and all the parts to be put together to create a home. We got a great house with no mortgage at half the cost — if you don't count the cost to my nervous system during trailer winters.

Cleaning out a house that our family lived in for 42 years unearths too much at times.

Another letter (Oh, why did I save these things?) was an apology from my daughter. She had apparently upset me and I had reacted — as I too often did — by looking at things from *my* point of view rather than my child's, in this case, a young woman who had all the finest qualities a mother could ever hope for.

Finally, I tackled the boxes of snapshots and school photos that I was going to get to "someday." Before my fourth child was born (when the oldest was 5, mind you), photos went into albums and I actually put information under them. But being knee-deep in toddlers and diapers, updating photo albums didn't often make it to the top of my priority list. I spent hours sorting through and looking at pictures of my sweet children. It was wonderful . . . and painful.

How I wish I could go back to cuddle and love and praise and play with my little ones as I now know I should have. Instead, I spent my time and energy keeping them and the house clean, keeping them well-fed, teaching them how to behave and to study hard in school.

Unfortunately we don't get a second chances to be a great mother. But we can be an amazing grandmother no matter where we live.

Terri Hibbard may be reached at language lady@twc.com

Artists' vision creates homegrown business

Owners share a common goal

BY JESSICA DONAHUE

Nancy Marshall Communications
Special to Women's Quarterly

Maine's riverbanks have seen their fair share of mills come and go, especially in the textile industry. But there has been a quiet renaissance happening, not only at the mills but within the textile industry itself.

Enter South Street Linen, based in Portland, Maine. This homegrown business was founded in 2010 by three mid-career artists with a commitment to the re-emerging textile community and the "slow fashion" movement. The "movement" prides itself in eco-friendly practices that lend themselves to customization and personalization rather than a mass-produced, mass-marketed model.

The three artists, Jane Ryan, Mary Ruth Hedstrom and Lynn Krauss, have been friends for decades. Ryan, the fifth of seven children, was a substance abuse counselor for 20 years. At age 45, after her first child left for college, she enrolled in her first drawing class. In no time, she was immersed in painting Maine landscapes, loving the combination of the creative process and the great outdoors.

Growing up in a New York City suburb, Hedstrom was exposed to the cultural riches of the city and developed an early appreciation of art and music. After earning her degree in psychiatric nursing, she worked at a hospital in Haiti, then worked in Boston until 1982, when she moved to Maine. In 1984, she pursued her interest in painting.

Krauss' career has included work as a visual artist and a 10-year stint as an interior designer after attending the Maryland Institute College of Art and Maine College of Art. Always in love with design, her major interest is the minimalism aesthetic found in both Japanese and Scandinavian design.

In late 2010, during one of their regular meetings where they discussed their current projects, Krauss commented on a piece of linen Hedstrom was wearing as a scarf, leading her to comment that she had always wanted to print on textiles. Hedstrom, who had collected linen samples for years, expressed a long-held interest in learning more about dyeing fabric. They agreed to start there, dyeing linen samples.

Ryan got hooked when she saw their first samples drying in the breeze on Hedstrom's clothesline. At her sewing machine, she stitched together South Street Linen's first sample products, a series of collared linen scarves that Krauss then block printed in her studio. A friend who owned a Portland boutique threw a launch party in the beginning of December 2010, where they quickly sold out of



"I feel very fortunate to have found these two. The slow fashion movement speaks to us."

JANE RYAN, WHO WITH MARY RUTH HEDSTROM
AND LYNN KRAUSS, OWN SOUTH STREET LINEN
IN PORTLAND



Contributed photo

South Street Linen, a homegrown business, was founded in 2010 by three mid-career artists, from left, Mary Ruth Hedstrom, Lynn Krauss and Jane Ryan, with a commitment to the re-emerging textile community and the "slow fashion" movement.



their linen scarves.

Their first product sold so well the three started to design other items in linen: tableware, pillows and women's apparel. By the fall of 2011, it was clear they needed to be under one roof. They moved to their present location, a studio and retail shop at 5 South Street in Portland.

"I feel very fortunate to have found these two," Ryan said. "The slow fashion movement speaks to us. Being able to say that our products are hand-crafted in small batches makes us feel good. Our customers have an appreciation for beautifully crafted, classically designed and thoughtful items."

Linen is an ancient fabric with a story spanning thousands of years. Essentially, pure linen is woven from fibers of the flax plant and because of this, the fabric feels cool to the touch. Linen breathes, making it cool in summer and surprisingly warm in winter. The fabric has a sumptuous textured hand and won't pill or leave lint behind. The more it is washed, the softer it gets.

The entire product line is produced, from concept to design to final product, in Maine. South Street Linen found linen weavers in Lithuania who have been manufacturing flax products for nearly 100 years. The fabric that South Street Linen uses is custom designed to their specifications. Ryan, Hedstrom and Krauss hand pick the yarn from swatch books and have multiple fabric samples made before they select the perfect fabric weight and color for their products.

With their innovative and well-thought-out designs being crafted in small batches, they set out to design their clothing and accessories with women, much like themselves, in mind. As demand grew, it afforded opportunities for alliances with local seamstresses, pattern makers, a master printer and other businesses that supported their initiative and dreams.

South Street's product line has expanded from the days of their weekly get-togethers. Since South Street was born from the classic linen scarf, the three have added tops, dresses, pants, skirts and outerwear.

This winter, the women will be showcasing their entire line and new spring colors at the Trunk Show Off 5th Avenue in Naples, Florida. With the snowbird ties, this area is a logical next step to catapulting this high-end Maine brand to nationwide status, they said.

Krauss said she, Ren Wilkinson and Rosie Allard will all be at the trunk show unveiling the spring line at Basix on Dearborn Street in Englewood, hoping to help people find their "South Street style."

BOOK TALK: About time and love, and a love for all time

“A Man Called Ove” by Fredrik Backman

BY NANCY P. MCGINNIS
Correspondent

“A Man Called Ove” might actually be a book that arguably can be judged by its cover. The title, like the story that unfolds in its pages, is ambiguous, unconventional — and intriguing. Much is unanswered, left to the reader’s interpretation. Within two years of its dubious journey to publication in 2014, this engaging first novel from Swedish blogger Fredrik Backman eventually made its way to the New York Times bestseller list, has been translated into nearly 40 languages and already has appeared as a feature film.

Backman confesses to sharing much in common with the protagonist he created, drawing from his own personal perspective and insight to bring the character to life.

Ove (pronounced “OO-veh”), is described as “the sort of man who, when he was not quite certain where he was going, just carried on walking straight ahead, convinced that the road would eventually fall into line.” Over nearly six decades, his existence has followed rules and routines marked by the dogged and pragmatic self-sufficiency that has served him, or so he believed, through times of hardship and loss.

In his youth, after losing his parents, Ove generally distanced himself from others, taking comfort in the predictability and familiarity of self-reliance. That is, until a chance encounter on a train changed everything.

Ove, “who had never done anything spontaneous in his life,” found himself captivated by Sonja’s auburn hair, sparkling blue eyes, and most of all her effervescent laughter. “When he saw her it was as if something malfunctioned.” So much so, that he started deliberately boarding the wrong train to spend hours every day, simply sitting next to her and listening while she spoke.

“Night and day,” was how those who knew the unlikely couple described them. Warm, whimsical Sonja swooned over “abstract things like music and books and strange words.” Pragmatic Ove, with his affinity for “straight lines and clear decisions,” was drawn to the tangible — tools and automobiles. “He went through life with his hands firmly shoved in his pockets. She danced.”

“People said Ove saw the world in black and white. But she was color. All the color he had.”

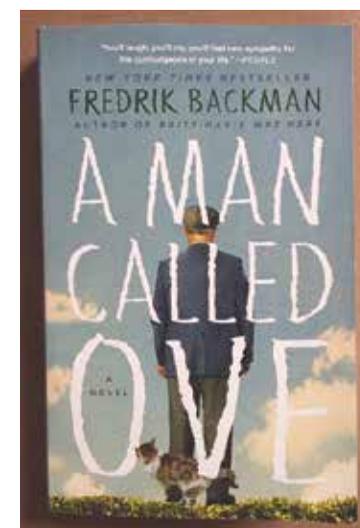
While his life up until then had been filled with his share, or maybe more, of challenges and mishaps, the greatest blow that Ove ever suffered was Sonja’s untimely death, about six

months before the story opens.

The Ove whom the reader encounters in the opening chapters comes across as maniacally methodical, rigid, stubborn and opinionated. He is downright curmudgeonly, especially in his awkward interactions with his noisy, nosy neighbors. At just the moment when even the most sympathetic and compassionate reader might lose interest, what begins to emerge is a lonely human being’s principled, stoic and heartbroken struggle with grief, anger and loneliness. “All people at root are time optimists. We always think there’s enough time to do things with other people. Time to say things to them. And then something happens and then we stand there holding on to words like ‘if.’”

While there is profound sadness in Backman’s existentialist tale, there are also utterly comical, delightful, touching moments — many of them. The story is bittersweet, like life itself. And without spoiling the plot, suffice it to note that built into human existence is the potential capacity for transformative change.

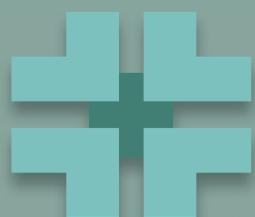
And finally, “A Man Called Ove” is a remarkable, enduring and endearing love story. It’s not only a compelling read to curl up with on a winter’s day, but one that permeates and echoes through the reader’s consciousness



long afterward.

As Backman wrote: “To love someone is like moving into a house,” Sonja used to say. “At first you fall in love in everything new, you wonder every morning that this is one’s own, as if they are afraid that someone will suddenly come tumbling through the door and say that there has been a serious mistake and that it simply was not meant to live so fine.

“But as the years go by, the facade worn, the wood cracks here and there, and you start to love this house not so much for all the ways it is perfect in that for all the ways it is not. You become familiar with all its nooks and crannies. How to avoid that the key gets stuck in the lock if it is cold outside. Which floorboards have some give when you step on them, and exactly how to open the doors for them not to creak. That’s it, all the little secrets that make it your home.”



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You want to stay healthy and you want convenience in every aspect of your life! From compassionate primary care to the highest quality OB/GYN services, to all the specialty care you may need at every age and stage of life - the EMHS Center for Women's Health at Inland is an easy link to the resources that matter to you.

- Request an appointment online
- Find a primary care provider or a specialist
- Get recommendations about community programs
- And much more...

This website is specially designed for you because we recognize women experience health issues differently than men, face many different challenges in your busy world, and want easy connections to community resources.

Inland Hospital introduces new virtual center for women's health

BY WANDA CURTIS
Correspondent

Inland Hospital recently introduced EMHS Center for Women's Health — a “virtual” center that helps connect central Maine women with resources and information they need.

Those connections include Inland services/medical providers, EMHS and other system services, community resources and wellness support for themselves and their families. Inland is a member of EMHS, a statewide health delivery system.

Inland's President and CEO John Dalton said the new site, www.emhsomenscenter.org/inland, is an innovation for the hospital and for women who want quick, convenient access to health care information and wellness resources.

“Convenience, education and ease of access are incredibly important,” he said.

Dalton said the plan is to make information available to women not just about the services that Inland provides, but also services offered by partnering organizations. He said that two of their sister health care facilities in the EMHS are already planning virtual centers using the same structure as Inland's.

“It's all about convenience for busy women — making it as easy as possible to connect with the resources and providers they need to stay or become healthy.”

SARA BARRY, DIRECTOR OF COMMUNITY RELATIONS AT INLAND HOSPITAL

Dalton explained that the virtual center is part of Inland's continuing focus on women's services. “We just opened a new women's imaging center attached to our OB-GYN practice (Inland Women's Health Care, 180 Kennedy Memorial Drive in Waterville). It's more discreet and offers more privacy,” he said. The new women's imaging center also offers state-of-the-art 3D mammography technology.

In addition to the virtual center, Dalton said that Inland has added another program to assist women in connecting to community resources and wellness support.

“We added a Community Health Navigator program to help women and families connect to community resources and wellness support,” Dalton said. “(It offers) more ways to help busy women who are involved in the majority of the health care deci-

sions for their entire family.” Women can connect to the Navigator at 861-6091 or through the virtual center.

Inland's Director of Community Relations Sara Barry said that the new website is a micro site connected to Inland's main website (inlandhospital.org), which brings together information under one easy-to-navigate presence. She said that visitors to the site can locate wellness information, primary care and OB/GYN services, and the many specialty services offered at Inland and elsewhere in the EMHS family across Maine.

“It's all about convenience for busy women — making it as easy as possible to connect with the resources and providers they need to stay or become healthy,” Barry said. “If you're looking for a new health care provider, the site offers the ability to request an appointment online.

“We understand that sometimes

it may be more convenient to email your request to get established with a new medical provider. We can help with whatever you need, from the type of provider to the time and day for your first appointment.”

Barry said the goal with the virtual center is to make it as easy as possible for women to find information, resources and assistance to make it easier for them to be healthy and to keep their families healthy.

Inland's Director of Women's Health Crystal Richard, who together with Dalton and Barry helped initiate the virtual center, said one of the helpful features of the site is a link called “Healthcare for you.”

The section found on the homepage of the site contains information regarding health screening tests and immunizations recommended for women at each age and stage of their lives.

“It's great information for them to be aware of and discuss with their primary care provider if they have questions or concerns,” Richard said.

Inland leaders said they're very excited about the response to the site so far and are pleased to be offering women and their families an easy link to the health and wellness resources that matter to them.

“It’s Only a Play” opens Jan. 27 at Waterville Opera House

BY NATE TOWNE

Marketing Manager, Waterville Creates!
Special to Women’s Quarterly

The Waterville Opera House (WOH) is proud to present “It’s Only a Play,” a celebration of theater at its best — and theater people behaving their not-so-best. The show opens at the WOH in downtown Waterville at 7:30 p.m. Friday, Jan. 27 and runs through to a 2 p.m. show on Sunday, Feb. 5.

If “It’s Only a Play,” then what’s it all about?

It is the opening night of Peter Austin’s new play on Broadway and he anxiously awaits to see if his show will be a hit or a flop. With his career on the line, he shares the big first night with his television star best friend, the novice but wealthy producer, the pill-popping leading lady, the unstable yet genius director, and a lethal drama critic. This show is rated PG-13 for profanity.

“It’s Only a Play” was written by Terrence McNally, an American playwright, librettist and screenwriter. Originally having opened Off-Off-Broadway in 1982, “It’s Only a Play” was revived Off-Broadway in 1986, and then on Broadway in 2014.

Tickets are \$21 for adults, \$19 for youths and seniors; groups of 10 or more receive a 10 percent discount. “It’s Only a Play” is sponsored by Hamlin’s Marine. For show times and ticket information call 873-7000 or visit www.operahouse.org

“It’s Only a Play” is presented through special arrangement with Dramatists Play Service, Inc., New York, and is sponsored by Hamlin’s Marine.



“This show is without a doubt hilariously, side splittingly funny... These are among the funniest lines to roll off a stage in years...” “It’s Only a Play” deserves only a rave.” — **The New York Times.**

“At the heart of the humor is the sublime narcissism of the professional players and their honest conviction that nothing matters except the theater... You really must laugh at McNally’s unquenchable wit—but those sloppy-kiss tributes to the theater... are deeply felt and honestly moving.” — **Variety.**

“This is the sort of comedy that puts the broad in Broadway, with a genuinely funny script boasting pointed barbs at theater mainstays such as Liza Minnelli, Harvey Fierstein, Audra McDonald, and New York Times critic Ben Brantley... “It’s Only a Play” is a poison-pen mash note to New York theater, at once gleefully bitchy and affectionate.”

— **Entertainment Weekly.**

Waterville Opera House’s 2016-17 season programming is made possible through the generous sponsorship of the Harold Alfond Foundation, Colby College, Kennebec Savings Bank, Maine General Health, Central Maine Motors, Golden Pond Wealth Management, Inland Hospital, GHM Agency, JS McCarthy Printers, Morning Sentinel, Marie Cormier and The Sukeforth Family Charitable Foundation.

About the Waterville Opera House

The Waterville Opera House has been central Maine’s cultural center since 1902, treating audiences of all ages to the magic of the performing arts. The 800-seat venue has been host to theatrical productions, ballet performances, concerts, vaudeville and comedy acts and touring shows, as well as a variety of community celebrations and special events. Each year, the Opera House draws 30,000 patrons, reaches 4,000 students through its education performances, and features 250 youths in its theater camps and productions. From the classics to new releases, the Waterville Opera House has a seat for you. For more information, visit www.operahouse.org

Experience the Arts in Waterville: calendar and more information at www.WatervilleCreates.org

Waterville Creates! provides marketing, back office and development services to greater Waterville cultural institutions and arts nonprofits to promote awareness, enhance programming and operations and better serve greater Waterville’s arts community.



Lucinda Bliss

Tracking the Border

Artist’s Reception: January 19, 4-6 pm

Artist Talk: February 23, 5 pm

Exhibition runs now through February 25

Tracking the Border is the culminating event of a year-long project focused on the artist’s navigation of the 611 miles that make up the Maine-Canada border.

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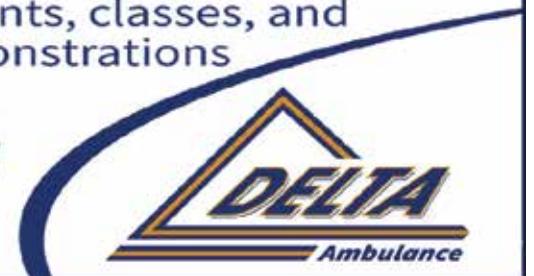


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Strength training helps women maintain independence

Exercising muscles can improve health and longevity

BY VALERIE TUCKER
Correspondent

Strong muscles aren't just for male bodybuilders or 20-somethings. Women of all ages can benefit from improved muscle strength, according to Alison Thayer, assistant director of the University of Maine Farmington's campus Fitness Center.

Strength is one of the ingredients that's important for maintaining independence, according to Thayer.

As the director of fitness, she also works with gym members and creates individualized programs with exercises that meet their fitness goals. Many of her clients are women, and she encourages them to try resistance and strength training exercises. Those who do are finding the results worth the time and effort.

Muscle strengthening can improve one's health and longevity, Thayer said. Individuals in their 30s gradually begin to lose muscle mass, and the rate of this decline speeds up with age. Having strong muscles is a key to staying mobile and active, both of which are essential for good health. Research discloses that people who have trouble doing everyday activities such as walking, climbing stairs or getting up from a chair experience faster declines in health. When these muscles weaken, a person is more likely to get off-balance and fall. Since falls contribute to most fractures in older adults, they can lead to surgery, hospitalization, and loss of function, as well as to nursing home stays.

Aerobic exercise has long been linked to a lower risk for diabetes and heart disease. Now, research has shown that muscle-strengthening exercises also help women avoid this disease. Exercise is known to improve pain and mobility in people who already have osteoarthritis, but some research suggests it might also help prevent the disease.

Add two to three light strength-training sessions a week, and you'll build muscle, which uses blood sugar for fuel, advised Johns Hopkins diabetes expert Dr. Rita Rastogi Kalyani, M.D., M.H.S.

In one notable study of 251 people with diabetes, those who participated in aerobic exercise and strength-training every week for nearly six months saw their A1C fall by nearly one percent — a drop big enough to reduce the risk for diabetes-related micro vascular complications by a substantial 35 percent.

Strengthening muscles through exercise doesn't necessarily mean going to the gym and pumping iron. Actually, it's the combination of strength and speed of movement that is best for improving

physical function. Specific power exercises help a person train for the activities of daily life, such as getting out of a chair easily or climbing a flight of stairs. Interval training can be done on an exercise bike, alternating a steady pace with quick bursts of speed.

Go at a speed that's challenging, but don't push yourself beyond your limits or to the point of pain, Thayer said.

Those women who try strength training or add to their cardio regimen will lose body fat by training twice a week. Women don't gain size from strength training, but they will add muscle tone and definition.

Women also will significantly decrease their risk of osteoporosis, and even reverse some of the first signs of bone loss. Another benefit of strength training is increasing athletic ability in other sports. Golfers may be able to drive their shots further and more accurately, and hikers may find the mountain less difficult to climb. Cyclists are able to continue for longer periods of time with less fatigue, and skiers can improve their technique and reduce injury.

Older women benefit especially, she said. Daily chores can be easier, and they won't have as much difficulty getting down on the floor to play with the grandkids. Women may be more inclined to let their husbands do a lot of the heavier work, and if the man is no longer around, the women struggle with carrying groceries, shoveling snow, carrying firewood, or moving items up and down stairs safely, she said.

Many women have never participated in outdoor activities that require strength and agility, and as they get older, they are even less willing to try something physically challenging. Sometimes, just gaining more physical strength and endurance can be the boost to self-esteem and independence that a woman needs to go on a canoe trip or a longer hike, Thayer said.

She cautions those individuals new to strength training or any type of targeted exercise to ask what type of certification an instructor has. All too often, she said, people work with someone who is not qualified to coach or train, and that puts them at risk of injury that could be severe and permanent. Certified trainers in different specialties have to complete many hours of instruction and have to demonstrate a high level of expertise and knowledge to become licensed. Many people join a fitness center after an injury, and the personal trainer should know an individual's limits.

"We work closely with physical therapists to be sure that a person coming to us as a referral is given a program that

Go at a speed that's challenging, but don't push yourself beyond your limits or to the point of pain.

DIRECTOR OF FITNESS ALISON THAYER, UNIVERSITY OF MAINE
FARMINGTON'S CAMPUS FITNESS CENTER



Photo by Valerie Tucker

Alison Thayer, assistant director of the University of Maine's Farmington's campus Fitness Center, works with student, Shannon Knight, in the weight room at the gym. As the director of fitness, Thayer helps develop training programs based on an individual's goal and physical abilities. Knight said she started with much lower weights but has graduated to 15- and 25-pound weights with regular exercise sessions.

is specifically tailored to the needs of the individual," Thayer said.

For more tips on preserving muscle

strength, see the Harvard Special Health Report Strength and Power Training: A Guide for Adults of All Ages.

Important women's health screenings

Routine medical screenings are an essential element of a healthy lifestyle. Many health screenings are recommended for both men and women, but women also should include some gender-specific testing in their health routines.

"An ounce of prevention is worth a pound of cure." That popular adage can be applied to personal health, particularly with respect to women's health screenings.

•**Breast cancer:** Both men and women can get breast cancer, but women are at a far greater risk than men. According to *breastcancer.org*, roughly one in eight women in the United States will develop invasive breast cancer over the course of her lifetime. The Canadian Cancer Society says breast cancer is the second leading cause of death from cancer in Canadian women. The earlier a woman finds breast cancer, the better her chance for survival. Cancers caught early are less likely to spread to the lymph nodes and vital organs than cancers caught at later stages. Recommendations on mammogram screening start time and frequency vary with age and risk factor, so women should discuss and develop an individualized plan with their doctors.

•**Cervical cancer:** Doctors advise that women should receive pelvic exams beginning at age 21, or earlier for women who are sexually active. Pap smears are



Routine medical screenings for women may help discover certain diseases before they threaten women's long-term health.

screenings that help detect the presence of cancerous cells on and around the cervix that may be indicative of cervical cancer. Guidelines continually change regarding the frequency of Pap smear testing, but the general consensus is women age 30 and older may need screening

every three years if they have not had any abnormal tests in the past, according to Everyday Health. Women should speak with their gynecologists regarding how frequently they should be tested for cervical cancer.

•**Bone density test:** Osteoporosis, a

weakening of bones that causes them to become more fragile, may initially be symptom-free. Osteoporosis is often discovered only after a fracture. The National Osteoporosis Foundation says that estrogen decreases during menopause can cause bone loss, which is why women have a higher risk of developing osteoporosis than men. In addition to healthy living habits, bone mineral density tests beginning at age 65 or earlier can help identify problems early on. Certain risk factors may require women to begin receiving bone density tests before age 65.

•**Skin cancer screening:** A report from the National Cancer Institute appearing in the *Journal of Investigative Dermatology* revealed startling melanoma trends among young women. This deadly skin cancer is rising in incidence. Screening for changes in skin markings can help identify melanoma and other non-melanoma cancers early on. Skin should be checked by a dermatologist or a general health professional during regular physicals.

Guidelines recommended by the U.S. Preventive Services Task Force, a group of experts in disease prevention, also recommend these screenings for women: blood pressure, cholesterol, colorectal cancer, and diabetes. Proper care and early identification of illness risk factors can keep women on the road to good health.



Laurie Danforth, owner of The Homestead in Farmington, with FSB's Mike Mansir.

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MaineGeneral helps patients with osteoporosis prevent future fractures

BY JOHN D. BEGIN

*Communications Specialist
MaineGeneral Health's Marketing
and Communications Dept. Augusta
Special to Women's Quarterly*

Nurse practitioner Lyra Collard knows the potentially devastating effects of osteoporosis, a disease that makes a person's bones weak and more likely to break.

About 10 million Americans have osteoporosis nationally and another 44 million have low bone density. That means 54 million Americans — half of adults age 50 and older — are at risk of breaking a bone. That's of particular importance in Maine, which has the oldest population in the U.S.

Armed with specialized knowledge and training on osteoporosis, Collard heads a small team at MaineGeneral Orthopaedics in Augusta focused on working with patients who have the disease — and identifying those who may have it. The team helps manage osteoporosis and prevent future fractures that can be both life-altering and costly.

Certified by the National Osteoporosis Foundation (NOF), MaineGeneral Orthopaedics' Fracture Liaison Service was the first of its kind in Maine when it was started by orthopaedic surgeon Dr. James Johnston and registered nurse Betsy Coots a few years ago. Collard joined the team in March 2016 and now manages all patients seen through the service.

"This service is extremely important in reducing the burden of osteoporosis," she said. "I've always been very interested in preventive health, so this was a fabulous opportunity to use my



Lyra Collard, FNP, heads up MaineGeneral Orthopaedics' Fracture Liaison Service, a program that works with patients who have osteoporosis — and identifies those who may have it — to help manage the disease and prevent future fractures.

"Osteoporosis is a silent disease until someone fractures a bone and then it moves up the list of medical priorities for the patient."

LYRA COLLARD, NURSE PRACTITIONER WHO LEADS A SMALL TEAM FOR MAINEGENERAL ORTHOPAEDICS IN AUGUSTA

Contributed photo

skills and knowledge to really improve the health of our community."

The silent disease

As a disease process, osteoporosis may not be as readily apparent as others. That doesn't mean its potential impact is small.

"Osteoporosis is a silent disease until someone fractures a bone and then it moves up the list of medical priorities for the patient," Collard said.

A woman's risk of having a hip fracture is greater than her combined risk of breast, ovarian and uterine cancer, she said. For men, the risk of having a fracture related to osteoporosis is greater than that of prostate cancer.

"What most people don't realize is that osteoporosis is a problem for both genders," Collard said.

Identifying and treating osteoporosis patients

It's estimated that half of osteoporosis-related repeat fractures can be prevented with appropriate treatment. In order to treat patients with or at risk for the disease, they first must be identified. That's where the Fracture Liaison Service comes in.

Patients age 50 and older who are admitted to the Alford Center for Health with a fracture are seen by Coots, who explains the service and answers questions. If they choose to participate, they are scheduled for a bone density scan and then see Collard at MaineGeneral Orthopaedics in Augusta or Oakland to discuss their fracture risk.

"We talk about many things that can affect their bones. We discuss nutrition and their diet to make sure they're getting

enough calcium and vitamin D," Collard said. "We review their medical history and discuss medications they're taking that may affect bone health. We also talk about exercise and what they can do to make their bones stronger. And, if needed, we talk about medication."

Once patients are diagnosed with osteoporosis, Collard regularly refers them to physical therapy, which includes fall prevention, balance training, posture retraining and exercises to strengthen muscles around the spine. Therapy also includes safe weight-bearing exercises "which are key to keeping bones strong."

Initially, the service focused solely on inpatients. Later, it expanded to include any patient seen by MaineGeneral Orthopaedics for a fragility fracture. Further outreach efforts now include patients of primary care providers and gynecologists who can be referred for an osteoporosis consultation if they're at high risk for a fragility fracture or have had one in the past.

Prevention, prevention, prevention

Collard said the service's biggest benefit to patients is its concerted effort to "prevent the next fracture."

"If we can find these people and offer appropriate treatment, we can reduce the risk of another fracture by about half," she said. "And of greatest importance is preventing hip fractures because those can be deadly. People lose their independence and frequently go to nursing homes, so it's a big and very costly problem."

Patients interested in the service must have a referral from their orthopaedic surgeon, primary care provider or gynecologist. To learn more, call 621-8700 and ask to speak with Lyra Collard or Betsy Coots.

Staving off osteoporosis: Steps to take for improved bone health

According to the National Osteoporosis Foundation (NOF), one in two women and one in four men will break a bone in their lifetime due to osteoporosis.

In addition to the potentially negative impact on an individual's quality of life following a fracture, osteoporosis is also costly. Osteoporosis-related bone breaks cost patients, their families and the health care system an estimated \$19 billion annually.

The good news is that the disease is manageable, especially if diagnosed early when lifestyle, dietary and medication changes are part of a thorough approach to treating it and preventing initial or secondary fractures.

The NOF recommends these five steps to improve bone health and prevent osteoporosis and broken bones:

- Get the calcium and vitamin D you need every day.
- Do regular weight-bearing and muscle-strengthening exercises.
- Don't smoke and drink too much alcohol.
- Talk to your health care provider about your chance of getting osteoporosis and ask when you should have a bone density test.
- Take an osteoporosis medication when it's right for you.

To learn more about MaineGeneral Orthopaedics' Fracture Liaison Service and its management of osteoporosis, call 621-8700.

Juggling a career and new motherhood

The role women play in society and within their own households has changed dramatically over the last half-century. According to Pew Research Center analysis of the Decennial Census and American Community Surveys Integrated Public Use Microdata Sample files, in 1960 just 10.8 percent of married mothers were the primary earners in households that included children under the age of 18. That figure rose steadily over the next 50 years, reaching 40.4 percent by 2011. Though the steady rise in those percentages makes the 2011 figure less than surprising, the fact remains that today's working mothers have more on their plate than ever before and are under more pressure to juggle those responsibilities than their predecessors.

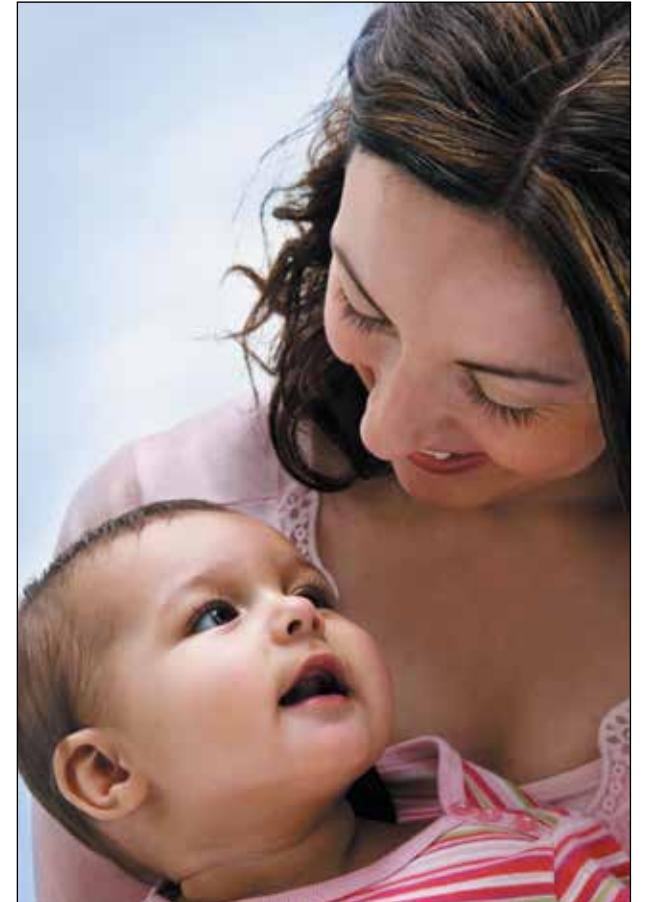
Juggling a career and motherhood is difficult for any woman, but the transition to wearing two hats can prove an especially difficult adjustment for new mothers. The following are a handful of tips for new mothers about to embark on the challenging task of juggling a career and a growing family.

- **Carefully consider career decisions.** Some new mothers respond to motherhood by making changes with regard to their careers. While adjustments will almost certainly need to be made, it's important that women avoid knee-jerk reactions. Some women feel guilty about not spending enough time with their children and ultimately allow that guilt to govern their decisions about their careers. But women who don't give ample consideration to such decisions may grow to regret them when they find they miss their old jobs and the responsibilities and sense of purpose that comes with those jobs. When making career decisions as new motherhood

is approaching or after it arrives, make a list of the pros and cons to each decision and the motives behind each decision you might make. The more thoughtfully you approach each decision, the happier you're likely to be with that decision once it's been made.

- **Avoid going overboard at the office.** Working mothers are often driven to show their employers that new motherhood will not affect their on-the-job performance. In their haste to prove motherhood won't prove a distraction, new mothers may take on more they can chew. Recognize that being a working mother does require an adjustment period, especially in the immediate weeks and months after maternity leave has ended and your body has yet to adjust to its new schedule. Accept help when it's offered and recognize that good employers understand the adjustments you will need to make in the immediate aftermath of a pregnancy.

- **Look for ways to reduce your workload at home.** Juggling a career and new motherhood won't just have an impact at the office. Part of making a successful transition from working professional to working mother is recognizing that adjustments need to be made at home as well. Both new parents are in the same boat, but mothers are the ones who spend the first three months at home with their new child, and during those three months new mothers typically develop a certain rapport with their new babies that new fathers do not. Babies may prove more comfortable being fed or rocked to sleep by mom instead of dad. In such instances, look for ways to reduce your workload at home, whether that's sharing cooking duties or other chores around the house that were once your responsibility alone.



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Drumming helps women relieve stress, shed shyness

Rhythm opens the brain in new ways

BY VALERIE TUCKER
Correspondent

Women who seek a vigorous cardio workout have many options from which to choose that can typically include yoga, aerobics, swimming and treadmill work. Drums Alive teacher and trainer Carol Richards in Richmond encourages women of all ages to consider drumming, as well.

Richards teaches drumming, and her students are encouraged to make a lot of noise and have as much fun as possible. She finds younger students in school districts eager to follow her advice, but adults may be a little more shy and restrained at first. Women often have never considered drumming as a female pursuit. Richards said that's often the first obstacle she seeks to help them overcome.

"They worry that they'll look silly or do something wrong," she said. "I tell everyone to look at me at the head of the class, so no one will be looking at them but me."

Her students use standard drumsticks with large inflatable exercise balls on stabilizing pedestals as she leads them through rhythmic exercises with accompanying invigorating music. Richards said one of her favorite parts of each drumming class is the happy laughing. Playing is a great stress reliever. Students quickly shed their shyness, and they stop worrying.

"You can't be stressed and drum at the same time," she said.

Drums are natural kinetic (motion-related) instruments, she said, because they require a person to use the whole body. Drumming classes improve coordination, because students use their arms and legs to make music.

"Drumming also really helps with bal-

ance, because the sequences require foot movement too," she said.

Richards said drumming exercises affect the brain's neuroplasticity, a concept she enjoys explaining. A person's mind, with active engagement, easily can continue to grow, learn and retain new information. Research has shown that learning new skills helps keep the adult mind sharp. The rhythmical patterns of the drum increases synchronization of brain wave activity, which in turn promotes positive energy and improved mental awareness.

"Those adults who continue to work out and learn advanced concepts will find that it becomes even easier to learn new material" she said.

Teachers and others involved with cognitive development in young people already understand the connection between movement and learning. They know that children not involved in some sort of physical activity may be missing a critical component in their education.

"Children who are involved in music and dance before the age of five, before they start school, are ahead academically," Richards said.

Even simple hand-clapping activities encourage a youngster's coordination, social development and learning skills. Students learning math, language arts, science, social studies, health and physical education can use more of the left and right hemispheres of the brain.

"Rhythm gets the brain to open up in new ways," she said.

Her Golden Beats class is specially designed for older active adults. As an instructor and Master Trainer, she also works with Special Olympics, seniors and Alzheimer's patients, among other populations.

The Drums Alive program has become

"You can't be stressed and drum at the same time."

CAROL RICHARDS, DRUMS ALIVE TEACHER AND TRAINER



Photo contributed by Drums Alive

The international Drums Alive classes encourage people of all ages to try drumming as an exercise to improve coordination and balance, release stress and improve cognitive functions. Maine workshops are conducted by Carol Richards of Richmond and include students, adults and special populations.

an international effort, Richards said, with instructors and classes in nearly every country. She encourages people interested in taking a class or becoming

an instructor to visit www.drums-alive.com or www.carolarichards.com. Call 409-3626, or email classeswithcarol@gmail.com.

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Sunshine scones warm up a winter afternoon

BY NANCY P. MCGINNIS
Correspondent

Looking for a little something adventurous to enjoy with a cup of tea on a winter afternoon, or for a special breakfast treat? Scones are surprisingly easy to create from scratch, as long as care is taken not to over-handle the dough.

The resulting pastry, when baked, is intended to look slightly rustic and perfectly imperfect. This recipe produces moist, rich scones — not overly sweet, but boasting an irresistible, sophisticated, exotic combination of flavors. The zippy citrus zest cuts the natural sweetness of the dates and pairs beautifully with the anise-flavored fennel, complemented by the crunchy pistachios. Besides the satisfaction of enjoying something delicious made from scratch, there will also be lovely flavors drifting from the oven throughout the house as these scones bake to redolent golden brown.

While using butter (rather than margarine or other alternatives) makes a difference in this recipe, feel free to balance the indulgence factor by choosing low fat ricotta and yogurt.

Spread the finished scones with butter if you like; but these are good enough to eat plain, just as they emerge golden from the oven. Leftovers — if any! — may be tightly sealed at room temperature for a day or two, or freeze remaining scones for longer storage. Just before serving, remove from freezer, and microwave individual scones no more than 15-30 seconds, and enjoy while warm.

SUNSHINE SCONES

- 1 3/4 cups unbleached all purpose flour
- 2 Tablespoons sugar
- 2 tsp baking powder
- 1/2 tsp baking soda
- 1/4 tsp salt
- 6 Tablespoons chilled butter, in 1/4-inch slices
- 1/4 cup ricotta cheese
- 1/4 cup plain yogurt
- 1 tsp orange zest
- 1/2 tsp pure vanilla extract
- 1 cup dates, pitted and coarsely chopped (about 10-12 dates)
- 1 Tablespoon fennel seeds (note: fennel seeds can be purchased in small quantities in bulk at the natural or health food store)
- 1/4 cup shelled pistachio nuts, coarsely chopped
- 1 egg, lightly beaten
- (optional: add 1 tsp milk)

Preheat oven to 425 degrees. Place rack in center position.

Toast the fennel seeds and pistachios by placing them in a dry skillet over medium heat for a minute or two, shaking the skillet or stirring the contents just until they become aromatic. Quickly remove from heat, and set aside to cool.

In a small bowl, whisk together ricotta, yogurt and vanilla. Set aside.

In another bowl, combine flour, sugar, baking powder, baking soda and salt. Add chilled butter, mixing gently but thoroughly with a pastry blender or fork until blended to the consistency of coarse meal. Blend in the orange zest, dates, fennel seeds and pistachios. Make a well in the center of the flour mixture, and pour in the ricotta/yogurt. Mix together lightly with a fork until just combined — avoid overworking, as it makes the dough tough. The mixture should be somewhat shaggy.

On a lightly-floured surface, shape the dough into a circle about 1/2-inch thick. Dip a knife in water to make it easier to cut the dough into 8 approximately triangular wedge-shaped pieces, or 16 mini-scones. Place them an inch or two apart on a parchment paper-lined baking sheet.

Beat the egg; add milk if using. Use a pastry brush to spread the egg wash over each scone.

Bake 15 minutes, or until scones are puffed and golden brown. Transfer to a wire rack to cool.



Nancy P McGinnis photo)

An unexpected and delicious combination of dates, nuts, fennel and citrus liven up irresistible homemade scones.

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LinkedIn tips for personal branding success

BY NANCY MARSHALL
The PR Maven®

Every professional needs to have a LinkedIn profile since, as a career networking platform, it is growing more and more important every day for making career connections.

Some people think it's only for job seekers, but that's not the case. LinkedIn is a very big, very credible website. It is actually the 14th most popular website of all the sites on the internet. It has 467 million accounts, of which about 25 percent are active.

Because it has a "gated access" approach, people tend to trust it. What do I mean by gated access? People have to be introduced to you, or connect with you intentionally by accepting an invitation in order to have access to all your information. It is an invaluable resource for networking, job seeking, finding job candidates and for business-to-business (B2B) sales.

Another attribute that is often overlooked is that Google finds it to be credible, so Google sends a lot of people there who are searching for specific peoples' names. So if you are trying to optimize your own name, it is important to have a LinkedIn profile with information about your background, credentials and, in my opinion, your personal brand. What's that? It's what makes you different from everyone else who does the same thing you do.

For example, if you are a plumber or an electrician, you need to tell the story about why you are different from other plumbers or electricians. What is your unique value proposition? That information, which is your personal brand, should be placed right into the summary section of your LinkedIn profile. Then, when people are searching for a plumber or electrician who has your unique skill set and background, your profile will show up high in an online search.

Since LinkedIn ranks so highly in search engines, your LinkedIn profile will likely appear whenever anyone searches for your name. So if you meet someone at a chamber of commerce meeting, or a new banker is checking out your background, they'll find your LinkedIn profile when they type in your name.

Here are my tips for LinkedIn success:

1. Your head shot is vital. Don't use a snapshot that your spouse took at your last birthday party or backyard barbecue. Invest in a professional photographer to take a photo that reflects a professional image. Make sure you use a current photo, too. If you have a 10-year old photo, then you show up at a meeting looking like you have aged 10 years, you will not give a good first impression. LinkedIn tells



us that users who have photos are seven times more likely to be contacted with professional opportunities.

2. Make sure your work history is complete. Describe all the positions you have held, making sure you use key words that people would be using to search for you, or someone with your background and credentials.

3. Connect with at least 50 people, because this helps broaden your network through second and third degree LinkedIn connections. Those second and third degree contacts are the ones who are most likely to pay off in terms of referrals, recommendations and opportunities.

4. Create a simplified URL. Go into LinkedIn settings so your profile's web address is simple. Mine is www.linkedin.com/in/nancymarshall. Think about adding your LinkedIn profile to your email signature and your business card.

5. Make sure your headline and summary are complete and full of key words. Here's your opportunity to exude your personal brand by writing about what makes you stand out from others

who do the same thing you do. So, don't just say you're a dentist, or an attorney, or a mechanic, use adjectives about what makes you the best dentist, attorney or mechanic. What's your superpower? Make sure you fully describe the reasons why you are different and unique.

6. Add content to your profile, whether it's an original article that you have written or whether you repost content you find on other peoples' sites. More and more, LinkedIn is going to be used as a blogging platform where people share interesting articles and posts that help define who they are and help them connect with like-minded professionals.

Here's what NOT to do:

1. Don't use words that everyone else uses, such as experienced, innovative or creative.

2. Don't use LinkedIn exclusively for yourself. In other words, think about how you can give recommendations to others in order to help them advance their career. Being greedy and expecting others will always recommend you if you recommend them will not reflect well on your reputation.

3. Don't use cryptic language to describe what you do and assume everyone will understand. Be sure to fully explain any industry jargon in your profile.

It's vitally important to look at LinkedIn several times a week and congratulate people who are celebrating work anniversaries, birthdays or other accolades. It's also vital to continuously broaden your professional network. The more people in your professional network, the more people you have access to, which will pay off in ways you may never imagine.

Think of the age-old question you've been asked, "Hey, do you know someone who does..." If you are the one who does the dot, dot, dot, you want to be the first one who comes to mind. And LinkedIn will help you stay there.

Nancy Marshall has been practicing public relations in Maine for more than 35 years. She is a graduate of Colby College with an MBA from Thomas College. She is trademarked as The PR Maven® for her expertise in personal branding and social branding. She can be found at www.marshallpr.com or www.prmaven.com. She is the author of PR WORKS!, available on amazon.com and audible.com.

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Take a cue from successful women

Women had another successful year in 2015. According to the Fortune 500 list, 2015 tied the record set for the highest number of female CEOs in America's largest companies by revenue. Twenty-four women, including Mary Barra of General Motors, Meg Whitman of Hewlett-Packard and Ginny Rometty of IBM, made the list.

Although women make up 45 percent of the labor force and only 5 percent head Fortune 500 companies, women are making greater strides than ever before. For example, in 1998, just one woman led a Fortune 500 company, according to Pew Research Center.

Certain traits could help propel successful women to the top. Here's a look at some of the ways female professionals can overcome professional hurdles and make their mark.

• **Be passionate about what you do.** Women who maintain passion about their careers are more likely to overcome any challenges and stand out in the workplace. If your profession is not stoking any passion, explore alternate career opportunities.

• **Recognize your strengths.** Today's professionals are less likely than their predecessors to stick with one company or line of work for their entire working lives. But just because you change jobs or career paths does not mean your past experience is useless.



Successful women know what they do best, whether it's public speaking, writing or making sales pitches. Apply those strengths when looking for a new job or career.

• **Know when to ask for help.** Even the most accomplished women have limitations. Asking for help when you need it can help you overcome those limitations. To be good at what you do, you first have to learn from oth-

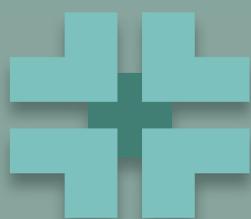
ers. Sometimes the smartest way to overcome an obstacle is having several hands on deck to provide a boost. Thinking that the work is better left to you alone could be a mistake. Enlist help when you need it and never hesitate to ask for another perspective.

• **Make time for exercise.** A sluggish body can make for a sluggish mind. Successful people need to be sharp, and exercise can help them maintain

their mental focus. According to John J. Ratey, Ph.D., a clinical associate professor of psychiatry at Harvard Medical School, muscles send hormones rushing to the brain where they mix with a substance called brain-derived neurotrophic factor, or BDNF. BDNF plays a role in brain cell growth and learning. Without it, brains can't absorb new information or grow and learn. Exercise also helps relieve stress, which can make resolutions easier to see and make tasks less overwhelming.

• **Go easy on yourself.** While many successful people strive for perfection, achieving perfection is unlikely, if not impossible. Successful people often admit to being their own worst critics, but don't beat yourself up if you endure some trial and error. Mistakes can be a great teacher, so use any you make to your advantage.

• **Don't be afraid to take risks.** Successful women are not afraid to take risks. Many may have decided they don't fit a specific mold and want to affect change. However, calculated risks are different from reckless decisions, and it is important to recognize the difference. A calculated risk may involve starting your own business after learning the ropes in a specific field and testing the waters. Reckless behavior would be opening that business with no relevant experience.

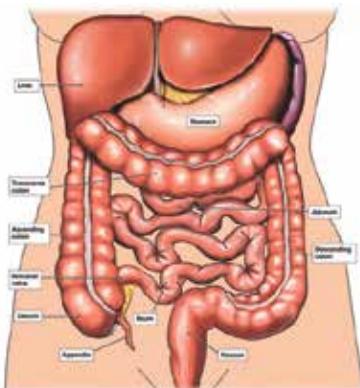


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