

# MONTHLY NEWSLETTER

*Bethel Area*  
Chamber of Commerce

July 2025

## JULY

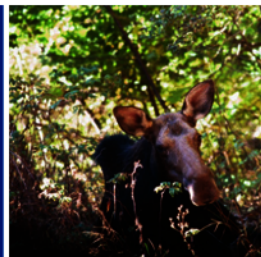


Sunshine, Smiles, and Local Style!  
Can you feel that summer energy, Bethel?! July is officially here, bringing with it longer days, warmer nights, and a whole lot of reasons to celebrate.



### Summer Fun is here!!!!

Summer fun heats up in Bethel this July! Get ready for a July packed with excitement and relaxation in Bethel! Our community thrives in the summer, offering something for everyone. From family-friendly activities like the Mini Mountain Challenge at Sunday River to exploring the fascinating Maine Mineral and Gem Museum, or a drink at the Suds Pub. You'll find plenty to keep you entertained. Enjoy delicious local food, browse unique shops, and soak in the natural beauty that surrounds us. Make Bethel your home base for unforgettable summer memories!



## Things to do this summer

- Fishing
- Hiking
- Camping
- Canoeing
- Biking
- Golf
- Eat out
- Casino
- Museum



**Bethel Adventure Tours**



Let these companies help you on your way to adventure. Just to name a few



## Maine Mineral and Gem Museum

### Business After Hours

What a wonderful event to see and spend time with the Museum. Hearing from management and staff. Learning what the museum does for education and for the town as a whole. Such a beautiful time.



More Information:

[mainemineralmuseum.org](http://mainemineralmuseum.org)

Would you like to see something in the newsletter let us KNOW!!!!

Is your business celebrating a special occasion or anniversary.  
Let's celebrate with a Ribbon Cutting for the event!

**BUSINESS CARDS, RACK CARDS, AND FLYERS  
WANTED FOR THE VISITORS CENTER!**

WOULD YOU LIKE TO  
BE FEATURED IN THE NEXT  
BUSINESS SPOTLIGHT IN THE  
NEWSLETTER?

PLEASE EMAIL US AT  
[EVENTS@BETHELMAINE.COM](mailto:EVENTS@BETHELMAINE.COM)

WOULD YOU LIKE TO  
BE FEATURED IN THE NEXT  
MEMBER EVENTS IN THE  
NEWSLETTER?

PLEASE EMAIL US AT  
[EVENTS@BETHELMAINE.COM](mailto:EVENTS@BETHELMAINE.COM)






**MAINE MINERAL & GEM MUSEUM**

Community Rocks! A Day Celebrating Science and Discovery

For more information [CLICK HERE](#)

Saturday Jul 19, 2025  
10:00 AM - 5:00 PM  
99 Main Street  
Bethel, ME 04217



**Chamber 101 Workshops**

**Introducing Chamber 101**  
**Learn, Connect, Grow**

We're excited to launch our new Chamber 101 sessions—monthly classes designed to help you build practical skills and get more from your Chamber membership. Each session will focus on a different topic, from mastering Canva and navigating ChamberMaster to leveling up your social media game and more. Whether you're a new member or a longtime participant, there's always something new to discover. Let's learn together, grow together, and strengthen our community one skill at a time.

[LEARN MORE](#) [BOBBI@BETHELMAINE.COM](mailto:BOBBI@BETHELMAINE.COM)



**FARMER'S market**

Every Saturday from 9am to noon  
by Norway Savings Bank on the corner of Route 2 and Parkway  
And in Greenwood/Locke Mills



**SUNDAY RIVER JULY 26**  
**5:30PM-8:30PM TO BUY YOUR TICKETS**

[CLICK HERE!](#)

**SUNDAY RIVER GOLF COURSE BUSINESS AFTER HOURS**  
**AUGUST 20<sup>TH</sup> 4-6 PM**

**BUSINESS SPOTLIGHT**

**WESTERN MAINE SUPPLY**

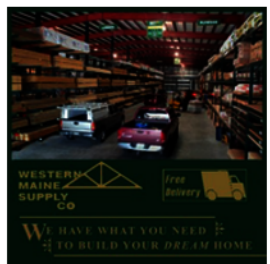
Established in 1964 by Frank Lowell, Sr. we started our humble beginnings on Summer Street in Bethel selling a selection of hardware, paints and building materials to the local community. We were committed to improving the level of service you expect from a "full service" lumber yard. Besides our full line of building needs, a carpenter shop work was available.

In February of 1968 we had grown out of our Summer Street location and moved to our current location on Cross Street. With this move, and our expansion of product offerings, we gained the reputation of being "the place for all your building needs".

Over the years, we've remained operated by the Lowell family, with brothers Bob and Frank Jr. handling the day to day operations. In 2020 Frank's son, Danny Lowell, along with business partners Braydon Rice and Grayson Wakefield, purchased Western Maine Supply Co. We still operate with the philosophy of offering quality building supplies from the leading manufacturers backed up with superior customer service and guidance.

Deliveries have always been handled with the utmost care. We currently operate seven delivery trucks, including two boom trucks, one Moffett truck, one box truck, and several flatbeds.

**207-824-2139**  
**33 Cross St**  
**Bethel, ME 04217**



[HTTP://WWW.WESTERNMAINESUPPLY.COM](http://www.westernmainesupply.com)

*Thank You*

**IN THE KNOW**



**Volunteers needed**

to help at  
**Harvestfest this year September 20th** please reach out if you can help

@  
[connect@bethelmaine.com](mailto:connect@bethelmaine.com)



**AI Explained: What is AI and How Might It Impact Small Businesses?**

Have you heard of "AI"? It sounds futuristic, but Artificial Intelligence is already helping businesses like ours in Bethel!

Think of AI not as a super-smart robot, but a highly trained digital assistant that learns from data to automate tasks and help you make smarter decisions. Think of Star Trek!!

What is AI, really?  
It's about computers recognizing patterns, making predictions, and even creating content, just like your navigation app finds the best route or your email filters spam. It "learns" and gets better over time!

How Can AI Help Your Small Business?  
You don't need a big budget—many tools now include AI features to help you work smarter. Save Time: Automate tasks like answering frequent customer questions (with website chatbots) or organizing data efficiently.

More to come!

**BEYOND THE MAIN STORY**



**MaineHealth**

**MaineHealth Stephens Hospital**  
**Recognized as a Top 100 Critical Access Hospital**







## Message from Executive Director

### Chamber E-blasts: A Powerful Tool to Reach the Local Business Community

Did you know our Chamber e-blasts reach an average of 950 local business owners and community leaders? With an impressive 45% open rate and a 4% click-through rate, our e-blasts outperform industry standards and offer a high-impact way to get your message in front of the people who matter most.

Whether you're announcing a sale, launching a new service, hosting an event, or looking to hire—our eblast platform helps you break through the noise and speak directly to a responsive audience.

Why use the Chamber as your marketing ally?

- **Credibility:** Messages come from a trusted local source.
- **Reach:** We connect you to businesses, nonprofits, and civic leaders across the region.
- **Timing:** E-blasts land midweek when engagement is highest.

As a Chamber member, you have access to this resource designed specifically to help your business grow. If you haven't used it yet—or it's been a while—now's the time.

Your message deserves to be seen. Let us help you deliver it.

To learn more about this service, contact us at [connect@bethelmaine.com](mailto:connect@bethelmaine.com).



2025



### Bethel Area Chamber Golf Classic



  
Sunday River.



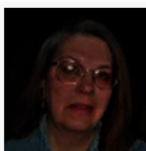
WHAT'S NEW!

With HarvestFest fast approaching, we're looking for a few additional artists, crafters, beer vendors and fun kids activities. As the summer is in full swing we are hard at work looking for donations for the Silent Auction at the Annual Awards and Meeting. If you would like to donate an item, please let us know.



Bethel was originally named "Sudbury-Canada." This name was granted by the Commonwealth of Massachusetts to men whose ancestors fought in a campaign to conquer Canada in 1690. The name was changed to Bethel in 1796, meaning "House of God."

Tara



Vacation TIME!



Definitely summer out there! Our guests are from all over: many from the center of our country, from Germany, Australia, Canada, India, and many more countries. It's so much fun to try out my high school German, and I wish Mr. Taylor could hear me! They are full of compliments about the people here, the beautiful setting, all the great food, welcoming places to stay. They tell me how lucky I am to live here. I don't need telling, but it is good to hear.

All our members, please give us some rack cards, business cards, flyers to represent you in our lobby. We have lots of folks from the area coming in for referrals, and it makes a much better impression if we can give them your information.

Stay cool!



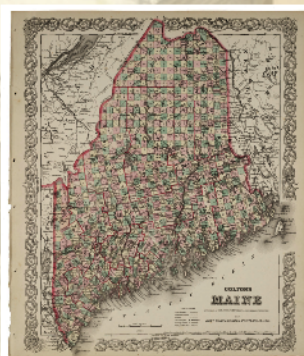
## Bethel History Nugget



Thank you to  
Museums of the  
Bethel Historical Society

Did you know Bethel's first official Town Meeting was held in March 1775? Our community has been shaping its future together for nearly 250 years!

Since the mid-1800s, with the arrival of the railroad, Bethel rapidly grew as a beloved summer destination. Our community has welcomed visitors seeking escape and recreation for over a century!



  
Wheeler's  
INSURANCE

**Wheeler's Insurance we can offer you an affordable, customized insurance plan with a choice of companies. We are your trusted advisor and your advocate after a loss.**



## What actor is reportedly owns a winter retreat on Thompson Lake?

William Dufresne

## 2025 Annual Golf Tournament - THANK YOU Sponsors, Players, & Volunteers

From all of us at The Bethel Area Chamber of Commerce, we would like to extend a hole-in-one THANK YOU to everyone who made our Annual Golf Classic a swinging success! This year's tournament was a complete sellout – and that's no small feat. From the first tee to the final putt, the day was filled with friendly competition, great company, and incredible community spirit.

To our amazing sponsors: Thank You for stepping up to the tee and driving this event forward. Your support is the backbone of our success, and we couldn't have done it without you.

Our Sponsors for the 2025 Bethel Area Chamber Golf Classic:

Title Sponsor - Franklin Savings Bank, Major Sponsors - Coca-Cola Northeast, Hancock Lumber, Mt. Abram, LunchBox Sponsors - Pratt & Sons, Oxford Casino Hotel, Hole-in-One Sponsor - Bennett Automotive & Power Equipment, Prize Sponsors - Mainely Provisions, AAH Fireworks. Supporting Sponsors - The Sudbury Inn/Suds Pub, Oxford Federal Credit Union, Renewal by Andersen, Holiday House Bed & Breakfast, Dead River Co., Gold Sponsors: Central Maine Motors Auto Group, Edward Jones Investments, Nadeau Development Corp., Bancroft Contracting Corp., Bethel Builders, Bill Hamel's Automotive Repair, Boulder Construction, Brookview Residential, Clean Cut Painting Co., Coastal Auto Parts/NAPA, Community Energy/Brooks Bros., DeJulio Realty Group, Evergreen Construction 207/Modern Barn, Jar Cannabis Co., Mahoosuc Realty/Maine Ski Lodging, Maine Energy Systems, Mainely Provisions, Milton Rents, Norway Savings Bank, Piston Bully/Kassbohrer, Ripley and Fletcher Ford, Royal Electric Co., Sunday River Resort, United Insurance, Valley Beverage, Western Maine Roofing, Western Maine Supply Co., and Wheelers Insurance Co.

To our golfers: you brought the energy, the fun, and some seriously impressive shots (and maybe a few mulligans – we won't tell). Your enthusiasm made the day unforgettable.

To our Chamber members, committee members and the incredible volunteers who kept things on course: your behind-the-scenes efforts were truly the unsung heroes of the day. From check-in to clean-up, you helped every part of the event run smoothly.

We are proud to host this tournament not just as a fundraiser, but as a celebration of the businesses and individuals who make our community stronger. We're already looking forward to next year's classic – so keep your clubs handy and your calendars marked!

Thanks to everyone at Sunday River Golf Club, we had a great time and you were all amazing to work with!

With heartfelt thanks and a tip of the visor, The Bethel Area Chamber Team



## SHOUT OUTS



Bethel Area Arts & Music is a creative group of local volunteers and artists motivated by a shared vision. Each member adds to the collective drive to inspire "a community where artists flourish, diverse art forms are widely accessible, and all community members experience the value of the arts close to home." This devoted group of volunteers comprises the BAAM Task Force and has been working to fulfill these goals since 2017.



Ruthie's Boutique is your go-to destination in our community for fashionable separates, sweaters, slacks, special occasion wear, and accessories—offering styles from casual to chic.



Bethel Village Motel is conveniently located in the beautiful mountain village of Bethel, Maine, with easy access to shopping and dining. Close to Sunday River Ski Resort, Mt. Abram Ski Area, Sunday River Golf Course, White Mountain National Forest, Androscoggin River, and more year-round 4-season recreational opportunities in Western Maine. Free Mountain Explorer shuttle bus to Sunday River Ski Resort.

## Thank you to our Premium Tier Members

AARON BENTLY  
WEST BETHEL MOTEL

NATASHA COLBRY  
ELIZABETH INN &  
RESTAURANT

JANET EVERETT  
EVERETT OIL &  
PROPANE

SARA HEMEON  
ELEMENTS ART  
GALLERY

JAY KIEL  
NORWAY SAVINGS  
BANK

MARGARETTA "MAGGIE"  
KROENKE  
MAINE MINERAL AND  
GEM MUSEUM

STEPHEN S. LEEN, JR.  
HANCOCK LUMBER CO.

ALEXANDRA "ALLIE"  
MASTEN-WILLIAMSON  
MT. ABRAM SKI & BIKE  
RESORT

JENNIFER MERRILL  
FRANKLIN SAVINGS  
BANK

B.J. OTTEN  
MAINE ENERGY  
SYSTEMS

LLOYD SWEETSER  
NORTHEAST BANK

JOHN POOLE  
HOLIDAE HOUSE

### STAFF:

EXECUTIVE DIRECTOR  
BOBBI VANDENBULCKE

EVENTS & MARKETING  
COORDINATOR  
TARA POOLE

VISITOR CENTER  
SPECIALIST  
CATHY HOWE

JOIN US

## Cornerstone Members



## Leader Members

Clean Cut Painting Company  
Elements Gallery  
Good Food Store & Catering Company  
Gould Academy  
Leighton's of West Paris  
Mt. Abram Ski Area & Bike Park

Modern Barn/Evergreen Construction 207  
River View Resort  
Smokin' Good BBQ  
The Sudbury Inn/Suds Pub  
Sunday River Brewing Company

## Partner Members

Bethel HealthReach  
Carter's XC Ski Center  
Chalmer's Insurance Co.  
Cho Sun/Pok Sun Emporium  
Community Energy/Brooks Bros.  
Dead River Co.  
Friends of Bear Mt. Music Hall

Gem Theater  
Gneiss Spice  
Holiday House Bed & Breakfast  
Lovell Software Consulting  
MEDCO/Barking Dawg Market  
Maine Energy Co.  
MaineHealth Stephens Hospital

Maine Mineral & Gem Museum  
Northeast Bank  
Ripley & Fletcher Ford  
Rumford Hospital  
Sport Thoma  
Varney Agency  
Western Maine Supply  
Wheelers Insurance Co.



## CLICK THE LINKS BELOW



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