

MEDIA RELEASE

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For Immediate Release:

**Maine Small Business Development Centers
Name New Director of Training and Communication**

PORTLAND, Maine – Katherine E. Arno of Freeport has been named Director of Training and Communication at the Maine Small Business Development Centers, a statewide program that supports Maine’s 37,000 small and technology-based businesses and nearly 100,000 self-employed business workers. In her new role, Arno will provide client training and professional development to Maine SBDC counselors and staff throughout the state. She will also manage the organization’s marketing and communications programs.

Arno was formerly Vice President of Television and Education at Maine Public Broadcasting Corporation where she worked extensively with emerging technologies and their applications in lifelong learning and workforce preparation. She spearheaded a nationally groundbreaking partnership among Maine PBS, the Maine Department of Labor and Maine Department of Education to develop a daily televised training block for adults earning their G.E.D. or entering the workforce for the first time. She designed, funded, and launched Maine PBS’ education division. That division provided training for more than 600 Maine educators in the use of new technologies in the classroom.

Arno served for seven years as executive producer of the Emmy award-winning *Made in Maine*, a weekly television series which profiles Maine businesses. In that capacity, she was introduced to hundreds of Maine businesses, as well as the resources that support them. She coordinated efforts to bring the nationally syndicated *Small Business School* to Maine to produce two half hour programs on Maine businesses for distribution throughout the PBS system. Arno is an Emmy award winning television producer and under her leadership, Maine PBS earned nine Emmy awards and 33 Emmy award nominations.

Arno has eight year’s experience as a small business owner, operating a media production company with six employees and offices in Portland and Hallowell. In that capacity, she developed a niche business serving the media needs of nonprofit agencies. She is a graduate of the University of Maine and is currently pursuing a Masters degree in Public Policy from the Muskie School of Public Service at the University of Southern Maine.

She lives with her 11 year old daughter, Rozalind, and husband, Olin Smith, who has owned a film and video production company for 15 years.

“Kate’s hire is part of Maine SBDC’s resolve to be Maine’s ‘go-to’ small business resource, “ according to Maine SBDC State Director John Massaua. “She will help ensure that our counselors provide the best quality services possible while also helping us raise our visibility so that those who need our services can find them.”

Maine SBDCs provide comprehensive business management assistance, training, resource and information services to Maine's micro, small and technology-based business communities. Maine SBDC is a partnership program of the U.S. Small Business Administration (**SBA**) in association with the SBA/SBDC, Maine Department of Economic and Community Development (**Maine DECD**), the University of Southern Maine (**USM**), and leading economic and/or community development hosting organizations, including the Androscoggin Valley Council of Governments (**AVCOG**), Coastal Acadia Development Corporation (**CADC**), Coastal Enterprise, Inc. (**CEI**), Eastern Maine Development Corporation (**EMDC**), and the Northern Maine Development Commission (**NMDC**); with support from the Maine Technology Institute (**MTI**), the University of Maine (**UMaine**), and other contractors, allies and stakeholders.

Accredited by the Association of Small Business Development Centers (**ASBDC**) and administered by USM’s School of Business, Maine SBDC operates a network of 11 services centers and 25 outreach offices located conveniently throughout the State.

Additional information about the Maine Small Business Development Centers is located at www.mainesbdc.org. ###

