

# MAINE STATE LEGISLATURE

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OFFICE OF  
THE GOVERNOR

NO. 4 FY 93/94  
DATE February 17, 1994

AN ORDER ESTABLISHING THE MAINE QUALITY PROMOTION COUNCIL  
UNDER THE LEADERSHIP OF THE MAINE  
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

WHEREAS, Maine has a reputation for high quality manufactured goods and services and its quality of life is widely known and envied; and

WHEREAS, several departments of state government and other promotional agencies are engaged in promoting Maine and its products and services;

WHEREAS, consistent with the Total Quality Management techniques now being incorporated in state government, it is important to find methods of achieving cost and program efficiencies, to work together and to seek opportunities to integrate efforts wherever possible;

WHEREAS, opportunities must be found for developing a consistent and unified promotional method and message for all promotional programs in Maine; and

WHEREAS, the Legislature established the Maine Promotion Council Cooperative in Public Laws ~~1992~~, c. 181 to provide a forum for discussions of marketing activities, *1993 Jee*

NOW, THEREFORE, I, JOHN R. MCKERNAN, JR., Governor of the State of Maine, do hereby establish the Maine Quality Promotion Council.

Purpose

The purpose of the Council is to develop marketing strategies which position Maine's products and services competitively in the national and international marketplace consistent with the reputation for excellence and the image of quality which the state now enjoys.

The Department of Economic and Community Development will organize and direct the Council's efforts. The Department will identify and involve the state agencies identified in P.L. ~~1992~~, c. 181, and other promotional organizations supported through state agencies currently engaged in promoting, selling, grading, or marketing Maine or its products or services to participate in this Council. *1993 Jee*

The Council shall also identify every reasonable opportunity to cross market Maine and its products and services and seek to maximize every opportunity to promote or add value to promotional or marketing efforts on behalf of the state. In addition, the Council shall make recommendations for institutionalizing such marketing or promotional activities which it deems appropriate.

State Agency Cooperation

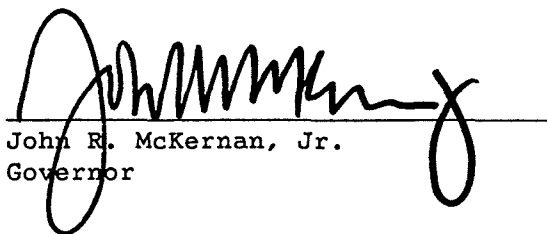
I hereby direct each state agency or department or state-sponsored effort to promote any Maine product or service to appoint a representative to this Council. These representatives shall examine the respective promotional or market development opportunities of their agencies and shall report on each planned activity for the coming year and on any other activities or opportunities as they arise. Representatives shall seek out every opportunity to combine efforts, achieve cost savings or other efficiencies as is practicable. Representatives to the Council will also seek to maintain and improve the image and standards of quality which Maine products represent.

Reporting

The Council shall report annually to the Governor its activities and actions taken for the year, outline its plans, and make such recommendations for further improving the marketing and promotion of Maine and its products and services as the Council deems appropriate. Where possible the Council shall also report results of any market studies or measurements of success which result from the Council's efforts.

Effective Date

The effective date of this Executive Order is February 17, 1994.

  
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John R. McKernan, Jr.  
Governor