



To: Maine Technology Institute

From: Heather Bouffard, VP, Marketing, Communications, Product & Business Development

Re: Client reference – Ethos/VONT

Date: December 16, 2025

Ethos/VONT's team has become an integral part of our own, offering indispensable guidance and expertise, helping to drive Community Health Options' growth in Maine's health insurance market. They would be an invaluable resource to the businesses that rely on the Maine Entrepreneurial Resource Corps (MERC) for similar support. These Mainers understand our state and the unique challenges small businesses face—they truly are our neighbors.

Ethos/VONT operates as a full-suite marketing agency, demonstrating deep expertise across media, public relations and comprehensive marketing strategy. Crucially, every project is driven by thorough research, integrity and genuine dedication, with teams who put their heart and soul into the work. Participation in MERC will allow Ethos/VONT to extend this first-class, locally informed support to more growing Maine companies who might not otherwise afford it, directly benefiting our state's economy.

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