

WATER WAVES

intention |in'ten ch ən|

noun

1 [a](#) thing intended; an aim or plan : *What is Poland Springs' intention in the town of Fryeburg?*

Nestle/Poland Spring has a Public Relations firm working for them to try and sway people's opinions to believe that their presence in Fryeburg is a good thing for the town. It would be smart to understand what the **intention** of their actions is. When Poland Spring set up an office in town and offered to meet people over a cup of coffee and give away free cases of bottled water, what is their calculated **intent**? Is it to give away free coffee because they want to be with you, or to feed you information supporting their business plan. You may ask what their intent is when they decide to sue the town because Fryeburg said no to their plans to expand pumping and trucking from a Rural Residential zone.

The Brass Tacks

Big businesses like Nestle/Poland Spring are in business for one thing, to make money. That is what their stockholders demand. Nestle/Poland Spring are not benevolent philanthropists looking for ways to help out citizens of small towns. They will do this only to promote the growth of their business and probably only if they feel like it will be a good investment for them.

Pay attention to the *intent* of the actions of Nestle/Poland Spring. Remember that nothing in business is really free, and the *intent* of a large corporation like Nestle is ultimately to make as much profit as they can. Everything else they do is second to that concept.