

Why Celebrate Risk?

Success requires risk.
Our current economic era
is not the time to hunker
down and play it safe.

Policy-makers are embracing the challenge of encouraging innovation. Juice 3.0 will explore many kinds of risks: creative, financial, career, technological, organizational, political and environmental. We'll celebrate successes and failures and look for opportunities to encourage smart economic development.

Juice is a conference designed to generate energy, to be a conductor for ideas and action. Taking place over a fall weekend in Camden, Maine, Juice connects elements of the creative economy to spark growth and prosperity. Here we will discuss, debate and decide on action plans to fuel Maine's future. Whether you're an arts leader, entrepreneur, community developer, industry leader or policy maker, we invite you to join us November 4-5, 2011 to create currents of cross-pollination. We want you to connect, collaborate and create opportunities for economic expansion.

Registration Details

Join us for the full two-day conference, or register for one day only.

- **Early-Bird 2-Day Conference Pass** (purchase before 9/30/2011): **\$175**
- **Two-Day Conference Pass** (10/1/2011 - 11/3/2011): **\$225**
- **One-Day Conference Pass** (Friday or Saturday): **\$150**
- **Pitch Contest Participant Pass** (two days): **\$200**
- **Group Pass** (four or more attendees; two days): **\$150**
- **Volunteer Pass** (two days): **\$125**
- **Youth Pass, 24 and under** (two days): **\$75**

REGISTER for Juice 3.0 online at JUICECONFERENCE.ORG.

\$150,000 Pitch Contest

CALLING ENTREPRENEURS, INNOVATORS & GROUNDBREAKERS!
This three-round competition takes place during the Juice Conference and is open to all types of businesses and non-profit organizations operating in Maine. The five contest categories are Scalable Innovation; Sustainability; Main Street; Art, Culture & Design; and Non-Profit. If you are looking for investment capital for an innovative business idea; have a new product, service or idea for a current business; or if you are starting a non-profit organization or new program at an existing non-profit, visit juiceconference.org!

CONTEST FUNDAMENTALS:

- Register for the Juice Conference, download the Contest application and follow the guidelines at juiceconference.org
- Participate in a coaching session with two business experts
- Give your 5-minute pitch, followed by Q & A and discussion with your coaches
- The top 25 companies will be invited to an investor reception at Cellardoor Winery
- Semi-finalists make their pitch to a panel of judges; finalists give a 45-minute pitch to experienced venture capital investors

The competition offers the opportunity to win a \$5,000 to \$100,000 investment in your great idea! Visit the Juice Conference website at juiceconference.org to apply. **Application deadline: October 15, 2011.** Act soon—only 100 entrants may participate (first come, first served)!

Film Contest

CALL FOR ENTRIES: THE JUICE FILM CONTEST

We tend to celebrate the good effects of what risk can bring, but often cringe when we hear the word "risk." How do you visualize risk? What does a life look like when risk is celebrated? Where does risk lead us? **Wanted:** Your 60- to 120- second video on this year's conference theme: Celebrating Risk! Contest is open until October 15, 2011. You could win the \$1,000 cash prize! Top films will be shown to the 500+ Juice Conference attendees (Camden Opera House, Nov 4 - 5, 2011); top filmmakers will win free tickets to Juice 3.0. See juiceconference.org for contest details.

Pecha Kucha

Juice 3.0 will host a Pecha Kucha event Friday, November 4, 2011 at the Camden Opera House. The event is open to the public. Ten individuals will be chosen to show 20 images for 20 seconds each, a fast-paced and engaging program. While grounded in the visual arts, Pecha Kucha is open to a spectrum of imaginative endeavors and encourages visual storytelling as a way of sharing personal projects and introducing fresh perspectives. It strengthens community by bringing people of all ages together to consider ideas and images presented by various creative makers and thinkers. The organizing partners hope the evening will result in new connections, deepened discussions, and in some cases, lead to future projects and collaborations.



Scan this code with your smartphone to view a Juice 3.0 Promo Video!



REGISTER at
JUICECONFERENCE.ORG
Early Bird DEADLINE 9/30/11

Keynote Speakers

Amy Applebaum

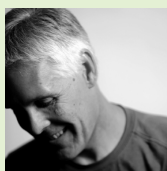
Success Coach, Amy Applebaum, Inc.



Amy Applebaum is the prominent Success Coach behind the Release Your Inner Millionairess coaching program designed to create life changing breakthroughs in her clients. Amy's groundbreaking process has helped thousands of female entrepreneurs break through barriers inhibiting their success and happiness, allowing them to accomplish goals they never imagined possible. Amy's coaching success has led to high-profile appearances on ABC News, CNN, TLC, and Martha Stewart. Amy also serves as an ongoing contributor to publications including The NY Times, The International Herald Tribune, Cosmopolitan, Figure Magazine, and Woman's World. Amy's first book was "Stop Stressing... In 6 Simple Steps". She is currently working on her second book, due to hit bookstores in late 2012.

John Bielenberg

Co-founder, COMMON



What John does best is help companies and their people find the courage and sense of humor to consider whole new, wrong ways of bringing their stories, ideas, and innovations into the world. John created Project M, designed to inspire and educate young designers, writers, photographers, and filmmakers by proving that their work—especially their wrongest thinking—can have a positive and significant impact on the world. Most recently, John partnered with Alex Bogusky and Rob Schuham to form COMMON, a new brand of capitalism that replaces competitive advantage with collaborative advantage. In his career, John has won more than 250 design awards and served on the AIGA National Board of Directors. He teaches at California College of the Arts in San Francisco and was granted an honorary doctorate degree from Maryland Institute College of Art in 2011.

Gino Bona

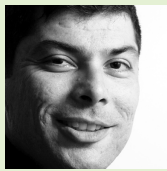
Editor, FearLess Revolution



Gino Bona broke into the advertising industry as a copywriter and worked his way to PR manager to business developer and eventually to senior management. While climbing the ad ladder, Gino moonlighted as a columnist for ESPN.com. In 2007, he won the National Football League's "Pitch Us Your Idea For The Best Super Bowl Commercial" contest. His commercial was viewed by 93 million people watching Super Bowl XLII. After achieving Super Bowl glory, he left the agency world to work in-house where he could make a more meaningful impact. After serving as VP of marketing for Camden National Corporation, Gino moved to Raleigh, North Carolina, where he spends his days building the brand of an upstart engineering firm and his nights as the editor for Alex Bogusky's FearLess Revolution.

Kerem Durdag

CEO, Biovation LLC



Born and raised in Pakistan of Turkish parents, Kerem was educated in a British school in Karachi, and completed undergraduate and graduate studies in the US. Kerem is CEO of Biovation and a partner of Blue-Wave Investments. He is on the Board of Directors for Maine Center for Enterprise Development and serves as advisor and mentor for the Top Gun program. He also is a member of the angel investor community Maine Angels; serves on the board of several non-profit organizations; and is the founder of CreateMaine an entrepreneurship event for Maine high school and college students. Kerem is a published essayist, poet and poetry editor. He received his Bachelor of Science from St. John's University (MN) and Master in Mechanical Engineering from UNH.



BETSY BIEMANN
Maine Technology Institute



GLENN CUMMINGS
Good Will-Hinkley



ELIOT CUTLER
OneMaine



BETTINA DOULTON
Cellardoor Winery



JEANNE HULIT
SBA, New England



MICHAEL THORNE KELLY, PH.D.
Running Start Institute



LAURIE LACHANCE
Maine Development Foundation



JANE LAFLEUR
Friends of Midcoast Maine



BEN LEVINE
Watching Place Productions



LOUISA MCCALL
Artists In Context



DONNA MCNEIL
Maine Arts Commission



BEN SAWYER
Digital Mill



WESLEY STERRS
Maine Student Film Festival Winner



SETH, TYLER & COREY
Love, The Bus

JUICE 3.0
NOV. 4-5, 2011
CAMDEN,
MAINE

Juice!

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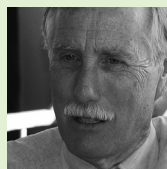
Juice

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Juice!

Angus King

Two-Term Governor, State of Maine



Angus King was elected independent Governor of Maine in 1994 and re-elected in 1998 by one of the largest margins in Maine history. His accomplishments included a major rebuild of the state's mental health and corrections systems; a substantial increase in the state's commitment to R&D; the largest increase of lands in conservation in the state's history; and the nationally recognized program to provide a laptop computer to every seventh and eighth grade student in Maine. He is a graduate of Dartmouth College and the University of Virginia Law School. He practiced law for 20 years before becoming an entrepreneur and business leader. He is currently a principal of Independence Wind, LLC and lectures in leadership, public service and politics at Bates and Bowdoin Colleges.

Roxanne Quimby

Founder, Burt's Bees & Ellitsville Plantation LLC



Born in Cambridge, Massachusetts, Roxanne developed an early passion for the arts and nature that became the central theme of her future business and social philosophy. After receiving her BFA in Painting from the San Francisco Art Institute, Roxanne moved to Maine, where she spent her life savings on 30 acres of woods. She built a cabin where she and her twins lived for almost 15 years without electricity and running water. In 1989, Roxanne and her partner Burt started Burt's Bees, a cottage industry which quickly evolved into an internationally renowned personal care company. In 2003, Roxanne sold the multimillion dollar company. With the proceeds of the sale, she funded two foundations; the Quimby Family Foundation and Ellitsville Plantation, Inc. In her opinion, Roxanne's most stunning achievement was her ascent of Mt. Katahdin in 2010.

“ If you **risk**
nothing,
then you **risk**
everything.”

► Geena
Davis

JUICE 3.0 THE CREATIVE
ECONOMY CONFERENCE
NOVEMBER 4-5, 2011
CAMDEN, MAINE

Register at www.juiceconference.org

CELEBRATING



juiceconference.org

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