

CELEBRATING



CONFERENCE PROGRAM

---

**The Creative Economy Conference**  
JUICE 3.0 NOVEMBER 4-5, 2011 CAMDEN, ME

---



A MIDCOAST MAGNET PRODUCTION



## Conference Welcome

**“There are **risks** and costs to a program of action. But they are far less than the long-range **risks** and costs of comfortable inaction.”** ▶ John F. Kennedy

Welcome to Juice 3.0, *Celebrating Risk*.

Each of us is confronted with choice daily. Some of those choices are simple: soup, salad or both at lunch. Some, such as whether to take a new job, return to school, or move to another town, are trickier. As the complexity of choices increases, our level of risk aversion may follow, and avoidance, and in some cases, paralysis, might prevail.

Let's face it, we are raised to be careful. Each of us has a litany of “don'ts” in our heads from toddler to teen years. Granted, each of the “don'ts” was meant to protect us. Don't cross the street without looking; don't ride your bike down the hill; don't drink at the party. Our parents were trying to assure that we reached adulthood prepared to make good decisions.

As adults we cultivate our own sense of risk. We do so by trial and error. When ideas or serendipitous collaborations arise we may have internal arguments that play out as a tug of war between our intellect and instinct. Should we or shouldn't we? Many factors come into play, especially our responsibilities to others. Sometimes we have to take the risk, trust our gut, step off the ledge, know that we will come through the risk to reward if we commit to our passion, our imagination, and our belief that things can be different.

Our speakers and panelists are people who see the potential in new ideas, keep questioning why the way we always did it is not good enough, have taken multiple risks and, most importantly, have both failed and succeeded. To fail is not a fault. In the words of basketball great Michael Jordan, “I can accept failure, everyone fails at something. But I can't accept not trying.”

Juice 3.0 is your chance to explore multiple disciplines, presenters and ideas over two days of interactive sessions and workshops. Keep an open mind; listen to your gut. You might discover a new passion, meet a mentor or become one. Come connect, collaborate and create with us as we celebrate risk!

Sincerely,



**Amber Heffner**, Board Chair, Midcoast Magnet

## Contents

**3** Schedule Summary  
**4** Sessions/Workshops  
**13** Speaker Bios  
**16** Credits  
**18** Sponsors  
**19** Map

## Steering Committee

**Amber Heffner**; President, Midcoast Magnet; Owner, Little Harbor Technology

**Skip Bates**; President Emeritus, Midcoast Magnet; Regional Market Manager, Bangor Savings Bank

**Amanda Austin**; Vice President, Midcoast Magnet; Owner, 2A Architects

**Lori Roming**; Secretary, Midcoast Magnet; Research & Program Officer, Unity Foundation; Co-coordinator, Midcoast Leadership Academy

**George Callas**; Treasurer, Midcoast Magnet; President, Build Green Maine

**Mary Bumiller**; Board Member, Midcoast Magnet; Branch Manager, Bangor Savings Bank

**Kimberly Callas**; Board Member, Midcoast Magnet; Artist

**Jasie Costigan**; Board Member, Midcoast Magnet; Events/Wholesale, Cellardoor Winery

**Micah Ellis**; Board Member, Midcoast Magnet; Senior Designer, Pica Design, LLC

**Marty Farrell**; Board Member, Midcoast Magnet; Owner, Epic Management Group

**Jeff Gnecco**; Board Member, Midcoast Magnet; Attorney, J. Miller & Associates

Juice is Produced by



with Cornerstone  
Sponsorship by

**Bangor**  
Savings Bank

and in partnership with



MAINE  
DEVELOPMENT  
FOUNDATION



# Schedule Summary

3

## Friday, November 4, 2011

**7:30 - 8:30** - Registration

**8:30 - 10:00**

Seth, Corey & Tyler - *Love, the Bus*  
 Jim Conlon - *Bangor Savings Bank*  
 Angus King - *Two-Term Governor of Maine*  
 Kerem Durdag - *Biovation, LLC*  
 Ben Sawyer - *Digitalmill*  
 Michael Kelly - *Running Start Institute*

**10:15 - 11:45** - Breakout Session 1

**11:45 - 1:00** - Lunch

**1:00 - 2:15**

Kea Tesseyman - *Kinetic Energy Alive*  
 Laurie Lachance - *Maine Development Foundation*  
 Jeanne Hult - *Small Business Administration*  
 Amy Applebaum - *Amy Applebaum, Inc.*  
 Jane Lafleur - *Friends of Midcoast Maine*

**2:30 - 4:00** - Breakout Session 2

**4:15 - 5:15**

Wesleigh Sterrs - *Student Filmmaker*  
 Glenn Cummings - *Good Will-Hinckley*  
 Louisa McCall - *Artists in Context*  
 Roxanne Quimby - *Elliotsville Plantation, Inc.*

**7:00 - 8:30** - Pecha Kucha - Faces of the Creative Economy - Doors open at 6:30. Performance starts at 7:00. Included in Juice ticket price. \$5 for the public. First come first served.

**8:00 - 12:00** - Juice Party at Smokestack Grill in downtown Camden with the Jason Spooner Band

## Saturday, November 5, 2011

**7:30 - 8:30** - Registration

**8:30 - 10:00**

Donna McNeil - *Maine Arts Commission*  
 Eric Fischl - *America: Now and Here*  
 Eliot Cutler - *OneMaine, MaineAsia LLC*  
 Ben Levine - *Speaking Place*  
 Betsy Biemann - *Maine Technology Institute*  
 Gino Bona - *FearLess Revolution*

**10:15 - 11:45** - Breakout Session 3

**11:45 - 1:00** - Lunch

**1:00 - 2:15**

John and Rebecca Higby - *Yo Yo People*  
 Bettina Doulton - *Cellardoor Winery*  
 Chris Jones - *Technology Enthusiast & Web Developer*  
 Sue Coakley - *Northeast Energy Efficiency Partnerships*  
 Seth, Corey & Tyler - *Love, the Bus*

**2:30 - 4:00** - Breakout Session 4

**4:15 - 5:15**

Chris Gates - *Philanthropy for Active Civic Engagement*  
 John Bielenberg - *Project M/COMMON*  
 Film Contest Announcement  
 Pitch Contest Announcement  
 Conference Wrap Up & Prize

**Throwing Stones in a Pond of Ideas**, By Nate Aldrich

Please visit the interactive single-channel video artwork in the Opera House Lobby Box Office, specifically commissioned for Juice 3.0. Your very presence will activate and effect the patterning of the work. The work is a result of data collected by Juice participants and others answering the question "How do we celebrate risk?" Please see the Juice Website to learn how artist Nate Aldrich then takes that "data" and turns it into art.

Also, see Nate and Zach Poff's work, *Sferics & Aural Ecosystem*, at CMCA, the Center for Maine Contemporary Art, until Dec. 11.

## Things You Should Know

- Parking is available in the public lot on Washington Street, next to the Camden Fire Station. Parking is also available at the First Congregational Church on Route 1. Be advised that parking spots on most Camden downtown streets have a two-hour limit.
- All sessions are within walking distance of the Camden Opera House. Please refer to the map, or ask volunteers for help in locating your session venues. Please proceed quickly between sessions.
- Your conference badge will be your entry pass to all Juice events. Please wear it at all times.
- We will ask you to silence your mobile phone in the auditorium and during all breakout sessions.
- Wi-Fi is available at Zoot, the Camden Public Library, Boynton McKay, and Cappy's Chowder House.
- Restrooms are located on either side of the lobby outside the auditorium doors in the Camden Opera House; in the Knox Mill; and the Public Landing.
- You will find lunch vouchers in your badge holder for each day you are registered for Juice. Please go to the restaurant listed on your voucher. Tax and gratuity are included.
- There is a conference Help Desk and Lost & Found located at the Camden Opera House in the Washington Room.
- There is a Networking Lounge available to you in the Knox Mill Conference Center. The lounge is a great meeting place, breakroom for refreshments & snacks, and a comfortable place to sit, or get access to sponsor and panelist information.
- Books related to conference topics are available at the Owl & Turtle Bookshop (see map on Page 19 for location).
- Please join us for Pecha Kucha on Friday night in the Camden Opera House auditorium. Doors open at 6:30 and the show will start at 7:00 pm. Please note that Pecha Kucha is also open to the public. Seating is on a first-come basis.
- At the end of the conference, we will give away a Kindle Fire. Come to the closing keynotes and turn in your badge for a chance to win this door prize.
- In continuing efforts to be green, shortly after the conference you will receive an email with our online evaluation. We look forward to receiving your comments to make Juice 4.0 even better.

## PANELS 10:15-11:45 am (Morning) Friday, November 4

### F1

#### How the Lawyer Became a Painter: The Role of Maine's Craft Schools in Fostering Creative Career Change

Maine's craft schools have long been helping people discover, explore and develop their creative interests from boat building and pottery to poetry and photography. The recent economic recession has forced many to make life changes, with some taking the opportunity to finally pursue an artistic passion as a full-time profession. How do our craft schools inspire and enable people to re-imagine their lives as professional artists or craftspeople? What risks and rewards are inherent in this kind of reinvention? And what stories (successful or not) and resources are out there to guide and encourage those considering this type of change?

#### Moderator:

Susan Palmer, *Susan Palmer Consulting, LLC*

#### Panelists:

Charles Altschul, *Maine Media Workshops*

Peter Korn, *The Center for Furniture Craftsmanship*

Stuart Kestenbaum, *Haystack Mountain School of Crafts*

### F2

#### You Can Get There From Here: Tools for Business Expansion

Contemplating the risk of expanding your business? Recovering from challenges in the economy? Small businesses need a road map and guide to the future. These four panelists are well experienced at helping businesses to get the financial resources they need on the road to business success.

#### Moderator:

Eric Belley, *Bangor Savings Bank*

#### Panelists:

Maria McIntyre, *Maine Small Business Development Centers*

Charlie Emmons, *Finance Authority of Maine*

Bill Card, *US Small Business Administration Maine District Office*

### F3

#### Maine's Broadband Revolution...It's Coming

As our connectivity abilities improve in Maine, new opportunities are opening up for Maine to conduct business and build revenue from outside of Maine's borders. In this panel we will cover: economic, social and governmental roadblocks to getting state of the art connectivity in all areas of Maine; success stories of companies that have been able to grow their business outside of Maine's borders because of better connectivity; and creative ideas for Maine businesses on how they can grow outside of the state.

#### Moderator:

Martin Farrell, *Epic Management Group*

#### Panelists:

Josh Broder, *Tilson Technologies*

Susan Corbett, *Axiom Technologies*

Fletcher Kittredge, *GWI*

### F4

#### Entertain Us! Festival & Arts Promotion Potential for Community Development

Maine is fast becoming a haven for festival-goers and those seeking art and entertainment of all sorts. The experienced event promoters and community development experts on this panel have played pivotal roles in not only bringing visitors to events, but also have been witness to the positive effects of art and entertainment for their communities. This panel will engage the audience to talk about this unique approach to community development and offer their experience on promotion, building and defining an audience, pitching to sponsors, and much more.

#### Moderator:

Paul Benjamin, *North Atlantic Blues Festival*

#### Panelists:

Shannon Haines, *Maine International Film Festival; Waterville Main Street*

Chuck Kruger, *State Representative; Entertainment Resources, Inc.*

Heather McCarthy, *American Folk Festival*

### F5

#### Financing Options for Your Business

An experienced and active panel will provide insight to the various financing strategies for capitalizing businesses in Maine and regionally. Panelists will discuss types of business financing, expectations, and the general requirements of funding. Join lenders, investors and finance counselors to gain a better understanding of what you should be considering when developing a plan to grow your business.

#### Moderator:

Joe Migliaccio, *Maine Technology Institute*

#### Panelists:

Tom Gallant, *Small Business Development Centers*

John Burns, *Small Enterprise Growth Fund*

Tim Nightingale, *Camden National Bank*

Don Gooding, *Maine Center for Enterprise Development*

**F6****Do You Know What I Mean? Discovering Your Personal Communication Style**

We spend a lot of time planning what to say in preparation for important and/or difficult conversations, hoping to achieve understanding. The Communication Styles Framework, as outlined by Bob Keteyian in his book *Do You Know What I Mean?—Discovering Your Personal Communication Style*, offers an in-depth approach to conversational dynamics. This workshop will provide you with new, incisive tools for successfully managing even your most complex, high-stakes conversations.

Robert Keteyain,  
*Elias & Keteyian*

**F7****Food = Community: Maine's Food Shed – A Risk Reducer**

Food is an essential ingredient to building and maintaining vibrant and productive communities around the world. As natural resources and their distribution continually make sharp shifts in lifestyles, Mainers are taking action to preserve food production as a precious resource. Food is not only the fuel that energizes our bodies; food creates powerful economic and social change.

Learn about inspiring work being done in Maine's food sector to make Maine a vibrant, healthy, and sustaining place to live (and eat!)

**Moderator:**  
Martha Piscuskas, *Waterfall Arts*

**Panelists:**  
Amber Lambke,  
*Maine Grain Alliance*  
Sally Walker Madore, *No Small Potatoes Investment Club, LLC*  
Bonnie Rukin, *Slow Money*

**PANELS 2:30-4:00 pm (Afternoon) Friday, November 4****F11****Net Zero & Beyond: Integration of Deep Green Technology in Construction**

The sustainability movement in buildings has brought a wealth of innovation to construction practices. These new ideas are being implemented in a variety of scales in Maine – from the individual homeowner to Universities. We'll explore their implementation and the challenges to making new technology standard practice.

**Moderator:**  
Naomi Mermin, *Efficiency Maine*

**Panelists:**  
Randall Walter,  
*Bensonwood Homes*  
Doug Baston, *North Atlantic Energy Advisors*  
Alan Gibson, *GO Logic Homes*  
Susy Jones, *Northeast Energy Efficiency Partnerships*

**F12****Inspiration to Perspiration and Back: True Stories**

Come talk with entrepreneurs from the field who will offer their first-hand accounts of real life and on-the-ground experiences of what it means to create and make a start-up business work. This will be an open Q&A with the audience after initial introductions. Come with questions and leave with a tangible, tactile and verifiable sense of the actual mechanics and challenges of founding a start-up that has a reasonable chance of ensuring success and scalability.

**Moderator:**  
Kerem Durdag, *Biovation, LLC*

**Panelists:**  
Ian Kopp, *Kenway*  
Susan MacKay, *Zeomatrix; Cerahelix*  
Edie Johnston, *Maine Medicinals*  
Geo Johnston, *Maine Medicinals*

**F13****How to Grow Your Business with Very Little Money Out of Pocket**

Time to catapult your business to "Millionaire/ess" status without going bankrupt in the process! The SECRET to attracting incredibly talented individuals to join forces with you for very little money out of pocket. The 3 biggest challenges entrepreneurs have when it comes to growing their business and what to do to overcome them. The 2 most Critical Mental Shifts You Must Make to launch your business to "Millionaire Status." The most popular mistakes Entrepreneurs make when trying to grow their business that prevents them from achieving the success they deserve.

Amy Applebaum,  
*Amy Applebaum, Inc.*

## PANELS 2:30-4:00 pm (Afternoon) Friday, November 4

### F14

#### Connecting People to Places: Bikes & Hikes Link Dooryards, Downtowns, & Trailheads

If you plan for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places. Our American car culture is risky business while conversely, a bicycle and walking oriented society creates vitality in the areas of economy, health, conservation and cultural vibrancy. This session will highlight the benefits of how trail systems that connect communities impact the broader context of human, environmental and overall community well-being. America's increasingly unhealthy population, stressed natural systems and diminishing economic vitality are local problems, which require communities and agencies to work together to implement and promote user-friendly, people-powered transportation alternatives to access recreation and other popular community destinations. Increasing a culture of bike and pedestrian communities is a powerful form of economic revitalization that accelerates home sales and, attracts and sustains business. Learn from a panel of urban designers and trail development experts why it makes sense for communities to invest in more people-powered environments to improve and preserve our quality of place. Linking community destinations by creating interconnected pathways for Maine cyclists and pedestrians can drive economic growth, improve the overall physical health of our communities, and leave a positive legacy for the generations to come.

#### Moderator:

James Tasse PhD,  
*Bicycle Coalition of Maine*

Jaime Parker, *Portland Trails*

Tim Tierney, *Kingdom Trails Association*

Dan Stewart, *Maine Department of Transportation*

### F15

#### CEO by Day, Community Leader by Night: Successful CEOs with Souls

A unique opportunity to meet four very successful and incredibly diverse CEOs who have led their companies to high-growth through high tech, high-quality and high-touch! Each has invested in innovation, their people, and a higher cause: from education to animal adoption, the business climate to youth sports and homelessness. CEOs with passion and compassion – making it in Maine.

#### Moderator:

Ann Matlack, *City of Rockland*

#### Panelists:

Stephanie Volo, *Planet Dog*

Kent Peterson, *Fluid Imaging Technologies*

Wick Johnson, *Kennebec Technologies*

Norm Elvin, *G&E Roofing Co;*  
*China Dine-ah*

### F16

#### Benefiting from International Cultural Partnerships

Cultural entities all over the world are looking beyond their borders to develop new markets and opportunities. A partnership between Maine and New Brunswick is creating alliance between U.S./Canadian arts sectors. Strengthening the connection between Maine and New Brunswick builds a bridge for cultural trade between all of New England and Atlantic Canada. This alliance has created opportunities on the state/provincial level and aligns directly with initiatives happening in the national and global environment.

In this session members of the Maine/New Brunswick cultural taskforce will discuss progress that has been made within the past year. Invited guests from the New England Foundation for the Arts and the World Acadian Congress planning committee will join the task force in sharing information about developing cultural projects beyond national borders. Attendees will have the chance to learn about local opportunities, regional collaborations and international initiatives that are being developed.

#### Panelists:

Rebecca Blunk, *New England Foundation for the Arts*

Akoulina Connell, *Arts New Brunswick*

Nathalie Dubois, *NB Department of Wellness Culture and Sport*

Hugh French, *Tides Institute and Museum of Art*

Donna McNeil, *Maine Arts Commission*

Jason Parent, *World Acadian Congress*

Kathy Hamer/Jacinthe Breau, *Artslink;*  
*Association acadienne des artistes professionnel*



## Friday Afternoon Panels, Continued

**F17****Sixteen Percent Plus**

This panel will focus on the opportunities in accommodating persons with disabilities in arts and cultural venues and businesses; and the challenges in managing the risks. Sixteen percent of Mainers report some type or some level of disability, and the percentage will likely increase as baby boomers encounter age related changes. What are the risks of investing in accommodation and what are the benefits?

Universal design concepts provide opportunities for designers and entrepreneurs. How can my organization incorporate existing technology to improve universal accessibility?

What low cost strategies and improvements can your business or organization adopt right now and how can I fund it? How can universal design concepts be developed and marketed in Maine?

**Moderator:**

Paul Gaudreau,  
*Artist, Union Pottery*

**Panelists:**

Bryan Gould, *National Center for Accessible Media*

Jill Simpson, *Alpha One*

Aisha Hixon, *Iris Network*

Margaret Gaertner,  
*Historic Preservation Consultant*

**WORKSHOPS 1:00 – 5:00 pm (Afternoon) Friday, November 4****FW1****Zentangle & Beyond**

Juggling? Balance? Sometimes we become so ‘busy’ in our daily lives that having time to take care of ourselves can easily be overlooked. Often it seems that work, relationships, personal time and more compete for our waning attention. Is the answer more masterful juggling or finding a greater balance amidst the all the demands and good self care?

Working with Jane Haskell to identify and rethink what ‘feeds and nurtures’ your spirit is the first part of this afternoon workshop. With that information in mind we will then experience the process of Zentangle which instructor Nancy Lubin calls a ‘meditation in pen and ink’. Following the Zentangle experience we wrap up with some deeper questions about ‘what feeds your spirit/soul’ and how you might incorporate more of that in your life. Both Jane and Nancy offer ways to consider ‘risk’, in action and reflection.

Nancy Lubin, *Coach Associates / Zentangle Maine*

Jane Haskell, *University of Maine Extension*

**FW2****Powering the Creative Economy by Reframing Risk Through an Appreciative Lens**

*“If we all did the things we are capable of doing, we would literally astound ourselves.”* - Thomas Alva Edison

What happens when we pair strength with strength, hope with hope, and risk with capacity? How can our individual dreams fuel a collective tipping point? What contributions might we make to see each other’s aspirations come alive? How do we take our creativity to the next level to benefit the whole?

These are among the questions we will explore together in this fast-paced, highly interactive session. Together, we will: discover the life-giving “positive core” of Maine’s creative economy; create a shared dream for a Maine infused by the best this creative economy has to offer; design the first small steps forward and contemplate what giant steps are possible; and learn by engaging in a process for social innovation, where risk becomes the springboard for new realities.

**Facilitated by:**

Innovation Partners  
International

Bernard Mohr

Robert Laliberte

Diane Carazas

## PANELS 10:15 – 11:45 am (Morning) Saturday, November 5

### S1

#### Viral Marketing & Social Strategies

The “viral” in viral media is more than just a buzzword: it is a metaphor that provides a lens into how ideas are passed from one person to the next. The structures and strategies this metaphor suggests can be used to craft a message capable of surviving in a chaotic online environment where cats with captions stand as much chance of being recognized as multi-million dollar ad blitzes. Learn how to build a campaign that takes advantage of the social media environment to effectively get your message out by looking at the mechanisms of transmission underlying social networking. Understanding these basic roots will not just allow you to effectively use today’s technologies of the moment like Facebook and Twitter, but also to adapt your tactics to the evolving technologies of the future.

Richard Corey, *Artistek Design, Inc.*

John Bell, *University of Maine’s Innovative Communication Design*

### S2

#### Innovation + Entrepreneurship = Maine’s Future

Come hear from three Maine entrepreneurs who are growing exciting businesses and adding good jobs in Maine by applying their own mix of innovation, entrepreneurship, Maine’s abundant natural resources, and skilled workforce.

How do I do that? The panel will be followed by a discussion with the three partners of the Blackstone Accelerates Growth initiative, funded with a three-year, \$3 million grant from the Blackstone Charitable Foundation, which will boost growth-oriented companies by increasing access to entrepreneurship training, coaching, peer networks and access to capital.

#### Moderator:

Betsy Biemann, *Maine Technology Institute*

#### Panelists:

John Ferland, *Ocean Renewable Power Co.*

Steve Page, *Ocean Farm Technologies*

Paul Dobbins, *Ocean Approved*

Renee Kelly, *University of Maine*

Don Gooding, *Maine Center for Enterprise Development*

### S3

#### The Risk of Sharing Your Voice: Poetry, Creativity & Courage

Do you think of yourself as strict pragmatist? Afraid to express your creative side? Did poetry in school make you squirm? This poetry workshop for non-poets will expose you to unexpected and non-traditional voices from the communities who have taken the risk of making themselves heard through poetry, and will encourage and inspire you to reveal your own poetic self. Get in touch with your creative voice and learn how communication through poetry can give you permission to say what you think and feel in a new way, deepening both your personal and professional lives.

Gary Lawless, *Poet, teacher, bookseller and publisher*

### S4

#### Designing a Sustainable Life

Living more sustainably is a goal for so many of us. Yet evaluating and changing our lifestyle often seems too challenging and the problems too large for our contribution to be meaningful. There are so many aspects to consider in designing our sustainable lifestyle – food sources, consumption, our personal goals and motivations, and even finances. In this session, we’ll examine these aspects and our experts will help participants take those all-important first steps.

#### Moderator:

Sara Trunzo, *Unity College*

#### Panelists:

Mark Fulford, *Look Far*

Jim Merkel, *Global Living Project*

Steve Roberts, *Great Big Idea*



## Saturday Morning Panels, Continued

### S5

#### Building the Next Community Media Portal

A powerful new communication model has been developed in Maine by a group of filmmakers, software developers, educators and linguists. It was created to save a dying language, Passamaquoddy, by using documentary film and software to link vocabulary with direct experience in the context of traditional activities. So many more community needs can be addressed with the creative use of media and the internet.

Entrepreneurs, creative professionals, technologists, policy makers, social advocates, and any interested persons are invited to participate in this workshop. We will present video case studies and help facilitate attendees to brainstorm their own community documentation needs with feedback from an interdisciplinary panel.

#### Moderator:

Louise Rosen,  
*Louise Rosen Ltd.*

#### Panelists:

Gustavo Aguilar, *TUG; University of Maine Farmington*

Gaelyn Aguilar, *University of Maine, Farmington*

Mohammed Dini, *Somali Community Leader*

Andrew Jawitz, *African Diaspora Institute*

Keben Grier, *The Beehive Collective*

Ben Levine, *Speaking Place*

Alexa Mills, *MIT Community Innovator's Lab*

### S6

#### Kicking Ass Sustainably: The New Sustainability Marketplace & Path to Innovation

What if someone had told you 15 years ago that the internet was a fad and you listened to them? What would have been the implications for you and your company? Today, you hear the term sustainability bandied about all the time in the business world. Like the internet, it's in the early stages of revolutionizing business. The question remains, how do you take advantage of this new marketplace and use sustainability to transform your enterprise? This presentation and working session will explore the sustainability revolution happening throughout the business world. Specifically this session will: Examine a strategic framework for using sustainability to spur innovation and expand your bottom line; Provide insight about the usefulness of sustainability benchmarking tools; and Demo an interactive sustainable assessment tool developed by Maine Businesses for Sustainability and Manomet Center for Conservation Sciences to help you SEE the cash you're leaving on the table.

#### Panelists:

Merritt Carey,  
*Graffam Solutions*

Jay Friedlander, *College of the Atlantic*

## WORKSHOP 9:00 am – 1:00 pm (Morning) Saturday, November 5

### SW1

#### Built-in Support: Constructing a Better Board

These are challenging times for nonprofit and for-profit organizations. While it's hard to control the external forces at work, we can work towards equipping our board members with the tools that will help them make well-thought out, effective, and supportive decisions.

Join us as we look at three areas critical to mission fulfillment that are often challenging to address ~ strategic planning, board recruitment and education, and financial indicators. Our presenters will share their stories as well as provide hands-on processes, tips and techniques for getting the most out of your nonprofit board.

**Board Building** ~ How do you decide the board's role in the organization? Does the organization have the right people in the room? What do you do when you have them there?

**Strategic Planning** ~ What is it? Why is it important? Where do we start? How will we know when we're done? How do we implement it? How do we measure progress?

**Financial Indicators** ~ Is there a CPA in the room? Does there need to be? What information does the board need? How do you present meaningful data clearly and simply?

This workshop is for the leadership of emerging nonprofit organizations.

#### Moderator:

Jennifer Johnson, *FMC*

#### Panelists:

Alex Gaeth, *Big Brothers Big Sisters of Midcoast Maine*

Dalene Dutton, *Five Town Communities That Care*

Lori Roming,  
*Unity Foundation*

## PANELS 2:30 – 4:00 pm (Afternoon) Saturday, November 5

### S11

#### Marketing to the Young Guns

In this dynamic session, our panelists and moderator will discuss the changing landscape of marketing and how to best reach younger audiences with your marketing message.

Shannon will address industry trends, where things are going, changing media and tactics for effective marketing messaging and social media's impact. Tobin will cover his view of most effective tactics for marketing messaging, with a specific focus on mobile and lead generation through video and mobile. As a young gun himself in the tech industry, Chris Jones will share his experience and point of view in terms of the most effective methods for communication, and what tone/types of messages will be most effective.

#### Moderator:

John Zavodny, *Unity College*

#### Panelists:

Shannon Kinney, *Dream Local Digital*

Chris Jones, *Phireware*

Tobin Slaven, *Mobile Marketing of Maine*

### S12

#### The Policy Risk:

#### Saving 5.4 Billion Gallons of Oil in the Northeast

In buildings, public policy plays a key role in dictating energy performance. What do we risk both at home and abroad when much of our key energy source comes from foreign sources? Moving our buildings and our policy toward passive and net-zero consumption may seem like an impossible goal. But, it is the goal of many architects and builders here at home and is also being implemented by foreign governments such as the EU. This session will explore the challenges and possibilities for Maine's energy future.

#### Moderator:

George Callas, *Build Green Maine*

#### Panelists:

Paul Kando, *Midcoast Green Collaborative*

Matt O'Malia, *GO Logic Homes*

Dan Sosland, *Environment Northeast*

Keil Moe, *Architect; "Thermal Efficiency: Eastport"*

### S13

#### Risking Energy Revolution:

#### Sustainable Energy & Innovation Funding

Bringing revolutionary energy technology to market requires investment. Investment requires return. The challenging relationship between innovation and funding can all too often stop a new idea before its potential can be realized. This panel will present the perspectives of both sides and give insight on how to make it past the funding hurdle.

#### Moderator:

Vicki Worden, *Worden Associates*

#### Panelists:

Jon Calame, *Architect; "Thermal Efficiency: Eastport"*

John Voltz, *E2 Tech*

Bill Staby, *Resolute Marine Energy, Inc.*

### S14

#### Death By PowerPoint

We've all experienced it before. That slow, creeping numbness that starts at the eyes and ears and gradually spreads over your whole body. You're trapped, paralyzed, and unable to move as you look and listen and try to process what could well be the most important thing you've ever heard, but you can't escape it. It's the horror we whisper of as we gather around the water cooler as death by PowerPoint. How do we escape that horror? How do we avoid killing others with our own presentations? In this workshop we will explore the effective use of appropriate software and graphic elements in presentations, from text to graphs to fixed and moving images. After a look at the established ground rules for "good" presentations, we will break them all in the name of making compelling presentations.

#### Andy Hurtt,

*Visual Studies, University of Maine*

Matt LeClair, *Student and Teacher*

## Saturday Afternoon Panels, Continued

### S15

#### **Multi-Generational Collaboration: Young & Older Leaders Learn, Plan & Create Change**

Learn how experienced leaders are making a very conscious effort to bring young adults to the leadership table. Community transformation efforts cannot be successful or sustained unless all ages of residents are fully engaged and involved in setting the agenda for planning and change. This panel will consist of inspiring community leaders who are under the age of 21 and older than 21 to share how they take initiative to expand economic opportunity, enhance social networks and improve services and support structures that create healthy and vibrant communities. By engaging neighbors both young and old in positive community change we build a strong network of knowledge, experience and ownership for shaping the future of our municipalities, business environments and a shared culturally rich landscape.

#### **Moderator:**

John Anders, *USGS*

#### **Panelists:**

Gabe McPhail, *ARC & ARCAfé*  
Theo Brown, *Student, ARCAfé*

Adam Bullard, *Trekkers Mentor*  
Mark Lunt, *Trekkers Student*

Roger Dell, *Farnsworth Art Museum*  
Clio Berta, *Julia's Gallery, Farnsworth Art Museum Student*

### S16

#### **Talking & Walking the Main Street Risk**

It takes courage, creativity and charging ahead to turn Main Street around. Years of decay and disinvestment present myriad challenges and opportunities to community activists, preservationists, retailers and residents.

Get a realistic perspective on the activities and choices these risk challengers are taking to revitalize the heart and future of their communities: "Main Street."

#### **Moderator:**

Eileen Wilkinson, *Freelance Writer & Editor*

#### **Panelists:**

Roxanne Eflin, *Maine Downtown Center*  
Lorain Francis, *Rockland Main Street, Inc.*  
Pat O'Brien, *Fiore Oils*

### S17

#### **Be Here – Be Anywhere: Building a Knowledge-Based Economy by Leveraging Quality of Place**

The Coastal Mountain region of Maine features many of the idyllic images associated with the state; the rocky coastline, iconic lighthouses and, of course, lobsters. The region is also home to many knowledge-based workers and entrepreneurs. They fuel the regional economy, growing businesses, creating jobs. They enhance our arts & cultural landscape and they are champions in efforts to preserve and protect our natural environment. In essence, they have come to take advantage of our unrivaled Quality of Place and Life.

This panel will encourage a conversation between attendees and panelists to discuss the roles QoP & QoL play in encouraging economic development in a knowledge-base economy, which assets are of greatest and least importance and how strategies may be developed to advance development.

#### **Moderator:**

Justin Holmes,  
*Maine Coast Economic Alliance*

#### **Panelists:**

Amanda Austin, *2A Architects*  
Paul Hodgson, *GMI*

Rob Brown, *Opportunity Maine*

Dan Bookham, *Penobscot Bay Regional Chamber of Commerce*

Jasie Costigan, *Cellardoor Winery*

## Notes

## Speaker Bios



### **Amy Applebaum, Success Coach, Applebaum, Inc.**

Amy Applebaum is the prominent Success Coach behind Amy Applebaum, Inc. and the Release Your Inner Millionaire coaching program designed to create life changing breakthroughs in her clients.

Amy's groundbreaking Six Step 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 to name a few. Amy also serves as an ongoing expert to publications including The NY Times, The International Herald Tribune, Cosmopolitan, Figure Magazine, and Woman's World.



### **John Bielenberg, Founder, Project M/COMMON**

What John does best is help companies and their people, find the courage and the sense of humor to consider whole new, wrong ways of bringing their stories, ideas, and innovations out into the world. John feels so strongly about the value of thinking wrong that he created a program called Project M that is 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. Project M has developed projects to help a conservation area in Costa Rica, Micro-financing in Ghana, New Orleans after Katrina, the community of East Baltimore, and connecting households to fresh water in Hale County Alabama and addressing the BP oil spill in the Gulf of Alabama.



### **Betsy Biemann, President, Maine Technology Institute**

In 2005, Betsy Biemann was appointed by former Governor John Baldacci to serve as president of the Maine Technology Institute (MTI). MTI's purpose is to support entrepreneurs in Maine's seven targeted technology sectors to bring innovations to market and create good jobs for people across Maine. It does this by making grants and loans to Maine companies to jointly fund technology development projects as well as by funding collaborative activities aiming to strengthen Maine's high-potential technology clusters. These clusters span the state's mature industries, such as forestry and agriculture, and emerging industries, such as environmental and energy technology and biotechnology. MTI also administers the Maine Technology Asset Fund, the State's \$53 million bond program boosting research and economic development across Maine.



### **Gino Bona, Editor, FearLess Revolution**

Since graduating from Ithaca College in 1995, Gino Bona has traveled a unique career path. He broke into the advertising industry and worked his way from copywriter to public relations manager to business developer and eventually to a senior management position. During his time climbing the advertising 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 concept was turned into a commercial that aired during the Super Bowl XLI telecast to 93 million people

worldwide. After achieving Super Bowl glory, he left the agency world to work in-house with clients where he could make a more meaningful impact. Today, he spends his days building the brand of an upstart engineering firm and his nights as the editor for Alex Bogusky's FearLess Revolution.



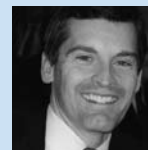
### **Susan Coakley, Executive Director, Northeast Energy Efficiency Partnerships**

Since founding Northeast Energy Efficiency Partnerships (NEEP) in 1996, Sue Coakley has served as Executive Director and a member of the Board of Directors. She provides strategic direction for NEEP's development, management and operations; manages relationships with NEEP's broad base of sponsors and funders; and contributes to national and regional strategies to accelerate energy efficiency as a clean, powerful and dependable energy resource. Known as a champion of collaboration as well as for energy efficiency, she has been advocating and collaborating for clean energy for over thirty years including five years at the Massachusetts Department of Public Utilities and several years as an energy efficiency consultant/advocate before leading NEEP.



### **James J. Conlon, President / Chief Executive Officer, Bangor Savings Bank**

Jim joined Bangor Savings Bank in March of 1996 and is currently serving in the position of President & Chief Executive Officer. Community activities currently include serving as immediate Past Chairman of Maine Bankers Association (MBA), member of Leadership Council for The Foundation for Maine's Community Colleges, Director of Maine Economic Research Institute (MERI), a member of the ABA Mutual Institutions Council, a member of the Maine State Chamber of Commerce Board of Directors, a Corporator of the Phillips-Strickland House, and a board member of the Bangor Mechanics Association. In 2008 Jim received the Spurwink Humanitarian of the Year Award.



### **Glenn Cummings Ed.D, President and Executive Director, Good Will-Hinckley**

Dr. Glenn Cummings recently took over as President and Executive Director of Good Will-Hinckley, an historic 121-year-old school for at-risk youth located on a 2,400-acre campus in Hinckley, Maine. Before returning home to Maine, Cummings served in President Obama's administration as Deputy Assistant Secretary for the U.S. Department of Education, where he helped manage a \$1.9 billion annual budget that focused on improving access to adult education and literacy training, career and technical education, and community colleges. He was part of that team that designed President Obama's plan to boost America's graduation rate by 2020. Cummings also chaired the Department's Green Initiative, which focused on increasing the teaching and learning of sustainability principles in American education.



## Speaker Bios



### **Eliot Cutler, Chairman, OneMaine & Chairman, MaineAsia LLC**

Eliot Cutler resigned as a partner in the Akin Gump law firm when he began his 2010 gubernatorial campaign, and he serves today as a Senior Counsel to the firm. He is Chair of MaineAsia LLC, a business development and consulting firm, and he is a principal in Maine Seafood Ventures LLC, a company formed to export lobster and other Maine seafood products to China and other foreign markets. He is also a principal in Pacific Islands Development LLC, a firm formed to undertake sustainable and eco-friendly projects in the tourism, agriculture and fishery sectors of Palau and other island nations in the western Pacific.



### **Bettina Doulton, Owner, Cellardoor Winery**

When Bettina first visited Cellardoor in December 2006, she immediately fell in love with the 200-year-old buildings and 68-acre farm. Knowing the Winery was for sale, she realized her longtime dream to run a small business when she became its owner in 2007. Leaving behind a 21-year career at Fidelity Investments managing mutual funds and people, and feeling more reflective after having finished breast-cancer treatment in 2006, Bettina has fully embraced this new chapter in her life. On any given day, you may find her greeting guests in the tasting rooms, driving the tractor or forklifts, or punching down grapes during harvest.



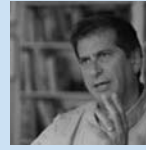
### **Kerem Durdag, CEO, Biovation, LLC**

Together with his chief executive officer duties for Biovation ([www.biovation.com](http://www.biovation.com)), Mr. Durdag is also currently a partner of BlueWave Investments. Previously he was the Director of Sales and Marketing of SenGenuity, a division of Vectron International responsible for global sales, marketing and product management initiatives. Prior to joining SenGenuity, he was the Chief Executive Officer of a young high-tech company, BiODE, responsible for the coordination and direction of operations, sales, marketing, manufacturing and business development activities for viscometer sensors for multiple scalable markets and eventually led the company to an acquisition event by Dover Corporation (NYSE:DOV).



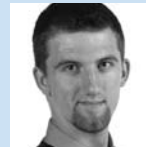
### **Eric Fischl, President & Lead Curator, America: Now and Here**

Eric is the founder, President and lead curator for America: Now and Here. A celebrated artist, Fischl has been painting suburban American life since the 1970s, demonstrating a unique ability to couple the perceived and the imagined within the context of our own contemporary world. His depictions of domestic life communicate immediacy to audiences and speak with a strong American accent. Fischl's paintings, sculptures, drawings and prints have been the subject of numerous solo and major group exhibitions as well as publications. His work is represented in many museums including the Whitney Museum of American Art, Toledo Museum of Art, Des Moines Art Center, St. Louis Art Museum, and many others.



### **Chris Gates, Executive Director, Philanthropy for Active Civic Engagement**

Gates is the Executive Director of PACE, Philanthropy for Active Civic Engagement. PACE is an affinity group of the Council on Foundations and serves as a learning collaborative of American foundations that fund work in the fields of civic engagement, service and democratic practice. In this role Gates works within the philanthropic community to encourage conversation about how to strengthen democratic practice, with a particular emphasis on the role that information and social media can play in empowering citizens to become more engaged. Gates also speaks and teaches extensively around the country on the broad topics of civic engagement and democratic theory.



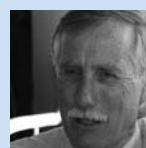
### **Chris Jones, Technology Enthusiast & Web Developer**

Chris Jones is a technology enthusiast & a web developer. He was introduced to Apple in 2007. Since then he has grown and expanded his knowledge of computers and technology. Whether it is creating an iPhone Web App, or helping develop Crystal Mail with Studio 182, these projects motivated him to become a developer, a learner, a teacher, and a leader. He shares his experience because he believes anyone can accomplish their dream by taking advantage of the opportunities in front of them. In his spare time he enjoys being outdoors, working in the community, in scouts, and in his church.



### **Michael Thorne Kelly, President, Running Start Institute**

Mike is a lifelong innovator in organizational process design and leadership. He currently serves as President of the Running Start Institute, a non-profit dedicated to community development. He is also interim Executive Vice President for Green Comfort Safe, Inc. a Maine-based environmental start-up. From 1993 to 2011 he was Chairman of the Board and Vice President for Research of Advanced Management Catalyst, Inc., a national consulting firm specializing in strategic alignment. He has consulted to executive management in the areas of strategy development and implementation, organizational development, and executive leadership.



### **Angus King, Two-Term Governor, State of Maine**

Governor of the State of Maine from 1995-2003, Angus King was elected as an independent in 1994 in his first run for public office and re-elected in 1998 by one of the largest margins in Maine history. Policy focus during term included economic development and job creation, education, mental health services, corrections, land conservation and environmental protection, and improvements in service delivery by state government. Responsible for \$2.5 billion budget and 13,000 employees. Governor King is currently the Distinguished Lecturer, Bowdoin College, Brunswick, Maine; Segal Lecturer in Politics, Bates College, Lewiston, Maine; Of Counsel, Bernstein, Shur, Portland, Maine.



### **Laurie G. LaChance, CEO, Maine Development Foundation**

Laurie is the President and CEO of the Maine Development Foundation established in 1978. MDF supports a high quality of life for all Maine



## Speaker Bios

people by empowering leaders, strengthening communities, and guiding public policy. The Foundation's flagship programs include Leadership Maine, Policy Leaders Academy, the Maine Downtown Center, the Maine Employers' Initiative, and the Maine Economic Growth Council. Through these programs, MDF stimulates new ideas, develops Maine's leaders, and provides a common ground for solving problems and advancing important issues. MDF has earned a statewide reputation as a trusted source of economic information and an independent, non-partisan advocate for long-term economic growth.



### **Jane Lafleur, Executive Director, Friends of Midcoast Maine**

Jane is the Executive Director of Friends of Midcoast Maine, a regional smart growth and community building organization. FMM works

with communities from Brunswick to Bucksport, engaging citizens, creating vibrant communities and supporting smart growth principles. Jane grew up in Lewiston, Maine and has been a city and regional planner since 1981. She has worked as a municipal planner in Vermont, New Hampshire and Maine and has worked as a private planning consultant. She graduated from the University of Maine and received her master's degree in City and Regional Planning from Harvard University. Jane lives in Camden.



### **Ben Levine, Director, Speaking Place - Documentary Filmmaker-New Media Developer**

Recently Ben Levine has been active designing and building documentary-inspired community media solutions. As Director for two multi-year

National Science Foundation, Endangered Language projects, he designed and coordinated the building of the first Indigenous Language Portal, which allows users to enter the world of an indigenous culture simultaneously using an 18,000 word online Passamaquoddy dictionary, an audio library and a video archive of cultural documentaries he produced for the Passamaquoddy People. This model will soon be employed with languages in southern Mexico. In these he has collaborated closely with Julia Schulz, Robert Leavitt, Dolly Apt, and Daniel Quintanilla.



### **Love, the Bus: Seth Brown, Corey McLean and Tyler Dunham**

With a mission to "Put themselves on the line to raise money and support for inspiring youth organizations" and to "Demonstrate that doing

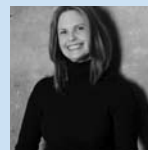
good can be integrated into any pursuit of happiness", the trio is breaking down walls that often separate doing good and having fun. By the end of the journey, the boys will have supported at least 12 different causes, while witnessing new parts of the country, learning a tremendous amount, and being inspired by incredible people met along the way. Seth, Corey and Tyler grew up in Lincolnville, Maine where Corey and Seth met at baby group, and joined Tyler in their terrible twos. In high school, the three garnered local support and funding to start the terrain park at the Camden Snowbowl. Seth went to Emerson College for Film, Tyler studied Environmental Studies at Connecticut College, and Corey attended Emmanuel College for Business Finance.



### **Louisa McCall, Creative Consultant & Co-Director, Artists in Context**

Louisa McCall is a creative consultant and Co-Director of Artists in Context, a Cambridge,

Massachusetts-based initiative designed to assemble artists and other creative thinkers across disciplines and fields to invent new approaches to the critical issues of our time. Before founding Artists in Context in 2009, Louisa was Program Director at the LEF Foundation, where she oversaw \$4.3 million in funding for artists' projects and developed strategic initiatives to enhance the support system for artists in New England. Prior to that, she organized a national conference for the Institute of Art and Civic Dialogue in collaboration with Anna Deavere Smith, the W.E.B. DuBois Institute at Harvard University and the American Repertory Theater in Cambridge, MA.



### **Donna McNeil, Arts Policy & Program Director, Maine Arts Commission**

As Arts Policy & Program Director, Donna McNeil is responsible for overseeing the cultural well being of the State of Maine through support

for artists and arts organizations. She joined the Maine Arts Commission staff in 2003 as Contemporary Art and Public Art Associate where she oversaw the advancement of artists through advocacy, grants, professional development and the percent for art program. Donna sits on the board of the New England Foundation for the Arts, the Maine Film Commission, the Maine-Aomori Sister City Council and the Governors Quality of Place Council.



### **Roxanne Quimby, Ellitsville Plantation, Inc.**

In 1989, Roxanne and her partner Burt, a beekeeper and refugee from New York, started Burt's Bees, a cottage industry which quickly

evolved into an internationally renowned personal care company with a core commitment to pure ingredients, naturally efficacious formulas and earth-friendly packaging. In 2003, Roxanne sold the multimillion dollar company. With the proceeds of the sale, Roxanne funded two foundations. The first awards grants to nonprofit organizations in support of the environment and the arts, and the second, an operating foundation which owns and maintains 120,000 acres of wilderness in the North Woods of Maine. Roxanne also serves as the founding director of the Quimby Colony; an artist in residence program located in Portland Maine, and in the summer of 2010, was honored to be appointed to the National Park Foundation by its Chairman, Kenneth Salazar, and Secretary of the Department of the Interior.



### **Ben Sawyer, Co-founder, Digitalmill**

Ben Sawyer is the co-founder of Digitalmill, a videogame consulting firm based in Portland, Maine. Since beginning his career in game

development over ten years ago, Sawyer has pioneered major initiatives in the field of serious games and has become a nationally recognized leader within the games community. In 2002, he co-founded the Serious Games Initiative, a project of the U.S. Government's Woodrow Wilson International Center for Scholars. The following year, Sawyer organized the first-ever Serious Games Summit – a conference which now attracts 300-500 attendees annually.

## Speaker Bios



### **Wesley Sterrs, Student, Filmmaker**

Wes Sterrs is a student filmmaker from Belfast, Maine. He has been making short films from age 11 and has expanded his portfolio since then. Wes has attended the summer program at the New York

Film Academy, produced/directed/edited numerous short films and has found work as a cinematographer/editor on a myriad of projects ranging from music videos to corporate events.

Recently, Sterrs (in collaboration with fellow student filmmaker John Loxterkamp) directed a short film titled "The Fly" that placed first at the Maine Student Film Festival. The film follows a man who encounters a late-night insect that won't leave him alone. Wes hopes to go to film school with a focus in cinematography and to go on to work in television on wildlife nature programs.

## Performers



### **Kea R. Tesseyman, Owner/Director/ Instructor, Kinetic Energy Alive**

As a choreographer, instructor and performer and in working with a variety of students ranging in versatility of age, sex, experience and cultural back

ground, Kea has had nearly a decade full of experiences that has shaped her philosophy and structure for delivering quality, wholesome and original dance classes and performances. Kea, now a 28 year old single mother, resides in Rockland, Maine and when she is not teaching in the studio, she also works as a massage therapist and is an instructor of Stand-up Paddleboarding and Snowboarding. In her nine years of instructing in dance studios, performing on stage, organizing and directing dance performances, volunteering at schools, presenting for prestigious groups such as MAPHERD Conference and much more, Kea has been developing her own style of dance which is a combination of technique, style, culture and history of each genre to create a basic foundation optimal for all students wishing to learn.



### **YoYo People John and Rebecca Higby**

The Yo-Yo People, John and Rebecca Higby have performed their unique high energy comedy yo-yo hula hoop unicycle show in 23 countries and have

been featured on The Guinness World Record show in Spain and China, The Late Show with David Letterman, and TIME WARP on the Discovery Channel. John Higby is the 2008 World Yo-Yo Champion and Guinness World Record Holder.



### **N.B. Aldrich**

N.B. Aldrich is a new media artist and educator residing in Penobscot, Maine, USA, who creates installation, video, performance and acousmatic art. Prior to earning an MFA in Electronic Music,

he spent ten years as a theatre director and artistic director. His current work is largely rooted in speculation about observed systems of organization, whether biological, physical, sociological or cognitive. He has had work shown nationally and internationally at such venues as Artists Space, the Casoria Contemporary Art Museum, the Festival de Arte Sonore, the Singapore National Museum, Dance Theatre Workshop and the Hipersonica Festival, among many others. He has taught Music, Sound Design, Electronic Music, Electronic Art & Media History and Installation

## Speaker Bios/Credits

Art courses at Bennington College, Rockport College and the University of New Hampshire and is currently on the faculty of the New Media Department and the Intermedia MFA Program at the University of Maine at Orono.

## Conference Organizers

### **Midcoast Magnet:**

**Amber Heffner**, President;  
Owner, Little Harbor Technology

**Amanda Austin**, Vice President;  
Owner, 2A Architects

**George Callas**, Treasurer;  
President, Build Green Maine

**Lori Roming**, Secretary;  
Research & Program Officer, Unity Foundation;  
Co-coordinator, Midcoast Leadership Academy

**Skip Bates**, President Emeritus;  
Regional Market Manager, Bangor Savings Bank

**Mary Bumiller**, Board Member;  
Branch Manager, Bangor Savings Bank

**Kimberly Callas**, Board Member;  
Artist

**Jasie Costigan**, Board Member;  
Events/Wholesale, Cellardoor Winery

**Micah Ellis**, Board Member;  
Senior Graphic Designer, Pica Design, LLC

**Marty Farrell**, Board Member;  
Owner, Epic Management Group

**Jeff Gnecco**, Board Member;  
Attorney, J. Miller & Associates

### **Maine Arts Commission:**

**Donna McNeil**,  
Arts Policy and Program Director

**Darrell Bulmer**,  
Interim Executive Director

**Kerstin Gilg**,  
Media Arts and Performing Arts Associate

### **Maine Development Foundation:**

**Laurie Lachance**, President and CEO

**Ed Cervone**, Senior Program Director  
and Operations Officer

### **Maine Technology Institute:**

**Betsy Biemann**, President

**Deborah Cook**, Communication Consultant

## Credits/Special Thanks

### Administrative:

**Lee Heffner**, Freelance Writer & Event Planner

**Aimee Cates**, Marketing & Sales Assistant, Little Harbor Technology

### Logistics:

**Catrina Murray**, Assistant Branch Manager, Bangor Savings Bank

**Emily Lusher**, Volunteer

### Marketing:

**Rob Dietz**, Principal & Creative Director, Pica Design, LLC

**Jen DeJoy**, Account Services Director, Pica Design, LLC

**Cassidy Parmley**, Art Director, Pica Design, LLC

**Micah Ellis**, Senior Designer, Pica Design, LLC

**Brooke Brewer**, Filmmaker, goodfocus

**Daniel Stephens**, Director of Photography, goodfocus

### Media:

**Mainebiz**

**Maine Boats Homes & Harbors**

**Maine Home & Design**

**Maine Magazine**

**MPBN**

**WERU**

### Pecha Kucha:

**Kelly Finlay**, Education Coordinator, Lectures and Classes, The Farnsworth Art Museum

**Leila Murphy**, Show Manager, Maine Boats, Homes & Harbors

**Maggi Blue**, Owner, Magpie Creative; Chocolatier Blue

### Pitch Contest:

**Jo Geddis**, Branch Manager, Bangor Savings Bank

**Jayne Okma Lee**, Fund Associate, Small Enterprise Growth Fund

**Terri Wark**, Fund Administrative Associate, Small Enterprise Growth Fund

**Don Gooding**, Executive Director, Maine Center for Enterprise Development

### Pitch Contest Reception:

**Bettina Doulton**, Owner, Cellardoor Winery

**Lani Temple**, Owner, Megunticook Market

### Production/Film:

**Elise Bell**, Assistant Branch Manager, Bangor Savings Bank

**Nick Callanan**, Owner, No Umbrella Media

**Kerry Hadley**, Opera House Manager, Camden Opera House

**Dave Morrison**, Opera House Facility Manager and Technical Director, Camden Opera House

**Jim Ruddy**, Technical Director, James Ruddy Productions

**Geoff Parker**, Executive Producer, Chromunique Audio Visual

**Wes Sterrs**, Student Filmmaker

**Sarah Szwajkos**, Photographer, Damn Rabbit Studios

**Rob Troxler**, Chief Operating Officer, Phi Home Design

**Shelly Ubbelohde**, Owner, Charisma Artists Agency

### Grant Support:

**Maine Community Foundation**

**The Betterment Fund**

### Program Support:

**Jane Haskell**, Professor, University of Maine Extension

**Nancy Boyington**, Co-coordinator, Midcoast Leadership Academy

**Robin McIntosh**, Co-coordinator, Midcoast Leadership Academy

**The 4th Class of the Midcoast Leadership Academy**

**John Zavodny**, Professor of Humanities/Director of the Center for Environmental Arts and Humanities, Unity College

### Sponsor/Volunteer Party:

**Suzette McAvoy**, Director, Center for Maine Contemporary Art

### Venues/Accommodations:

**Camden Public Library**

**Camden Riverhouse Hotel**

**First Congregational Church of Camden**

**Lord Camden Inn**

**Smokestack Grill**

**St. Thomas Episcopal Church**

**Waterfall Investments**

*The Midcoast Magnet board has benefited from the collaboration and support of many organizations, businesses and individuals from across the state in support of our programs, especially the Juice Conference. We are grateful for the support of over 100 volunteers, including logistical support, operational support, and Pitch Contest coaches and judges. We thank you all.*

## Sponsors

### Our Cornerstone Sponsor

# Bangor Savings Bank

### Our Partners



MAINE  
DEVELOPMENT  
FOUNDATION



### Our Conference Sponsors



### Our Pitch Contest Sponsors





# Map

## DOWNTOWN CAMDEN



## MAP KEY

### Registration

**Camden Opera House**  
(29 Elm St.)  
**Washington Room**  
(Command Central, Q&A  
Lost & Found, Volunteer HQ)

### Session/Workshop Venues

**1-4 Camden Opera House**  
(29 Elm St.)

- 1 Maine Auditorium
- 2 Tucker Room
- 3 Gentleman's Club
- 4 Third Floor Gallery

**5 Camden Public Library**  
(55 Main St., Picker Room)

**6 Lord Camden Inn**  
(24 Main St.)

**7-8 First Congregational Church**  
(55 Elm St.)

- 7 Mayflower Room
- 8 Pilgrim Room

**9 St. Thomas Episcopal Church**  
(33 Chestnut St., Parish Hall)

**10-11 Knox Mill**  
(40 Washington St.)

- 10 Knox Mill Event Center
- 11 Network Lounge 24/7

**12 Pitch Venue**  
(48 Washington St.)

### Lunch Venues

**13 The Waterfront**  
(40 Bayview St.)

**14 Paolina's Way**  
(7 Public Landing)

**15 Cappy's Chowder House**  
(1 Main St.)

**16 Village Restaurant**  
(5 Main St.)

**17 Marriners Restaurant**  
(35 Main St.)

**18 Camden Deli**  
(37 Main St.)

**19 Bagel Cafe**  
(25 Mechanic St.)

**20 Smokestack Grill**  
(43 Mechanic St.)  
Friday Night Party Venue

**B Juice Bookstore**  
(The Owl & Turtle  
32 Washington St.)

**P Parking**

Juice!

Juice!

Juice!

Juice!

Juice!

Juice!

Juice!

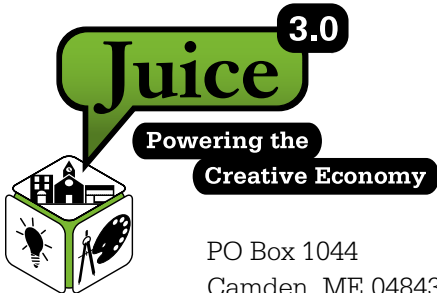
Juice!

Juice!

Juice!

Juice!

Juice!



PO Box 1044  
Camden, ME 04843  
[info@juiceconference.org](mailto:info@juiceconference.org)

