

“Building Maine’s Innovation Networks”

2.0

Juice

Powering the

Creative Economy



NOVEMBER 13-14, 2009

Camden, Maine

www.juiceconference.org

CONFERENCE SUMMARY REPORT

midcoast
magnet



A Midcoast Magnet Production

Skip Bates

Outgoing Board Chair,
Midcoast Magnet



We kicked off Juice 2.0 with a dramatic dance performance. The performers started moving as isolated individuals, listening to headphones and grooving out to their own tunes. As

the rhythm picked up and the downbeat grew stronger, the individual dancers started connecting with each other, ultimately synchronizing their movements with the whole troupe working together to set the stage physically and metaphorically for the beginning of the conference.

In my opening remarks, I asked the more than 500 registrants to look for opportunities to connect, collaborate, and create. Some participants took the message to heart and began networking immediately. Local Camden resident Bill Roesing met Penny Johnston of the Maine Float Rope Company in between stages of the elevator pitch contest. The two connected throughout the day, talking about her fabulous business plan and the pitch contest and how to improve her presentation. With some bolstering from Bill, Penny's moxie won the day and she went on to earn a \$25,000 investment from Midcoast Magnet. *(For more on the Maine Float Rope Company, see page 15)* For Friday night, Midcoast Magnet hired The Toughcats, a North Haven-based band, to perform downtown, where they connected with Juice Conference participant, Shelley Ubellohde. Shelley is the owner of Charisma Artist Agency, a Rockland-based talent management company, and is now representing The Toughcats on a national tour. Warren-based roofing contractor Peter Horch, after a day of thought-provoking keynotes and breakout sessions, but with several crews on roofs around the midcoast, asked himself "Why am I here?" During the presentation of dancer and choreographer Liz Lerman, Peter connected with his inner creative soul. On the spot, he became inspired to make a major change in his business. He started recycling roofing shingles from construction debris to turn the material into asphalt paving.

In her discussion (*summarized on page 7*), Liz Lerman described a continuum of art. More than just "high art" and "low art," we have art for many different purposes, all of which are important. Take the idea a step further: more than a linear continuum, creativity happens in a multi-dimensional spectrum. Art, business, technology, every sector of the economy thrives when people add value by invoking values of beauty, functionality, livability, and sustainability. Those values flourish when people collaborate to bring new art forms, products and services to life. We make Maine a better place to live when we work together.

The Juice Conference happens during a discreet moment in time. Magic develops when creative entrepreneurs from seemingly disparate sectors of the economy discuss shared values, goals and aspirations. As we weave the people of the creative economy together, we set the stage for a stronger business climate and a more interesting and beautiful place to live.

I hope you'll remember the energy and enthusiasm that came from the Juice Conference. There is a tremendous spirit in Maine's innovation economy. Over the months ahead, please use our program synopsis to remember inspiring moments and messages from the Conference, and put those ideas to work in your business. Connecting is where the conference starts, but the payoff happens when participants start to collaborate, and then create. We look forward to your innovations. Let us know what you come up with!

Sincerely,
Skip Bates

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We have benefited from the collaboration and support of many organizations and individuals. We thank you all.

Nick Spitzer, Ph. D.

Radio Show Host for American Public Radio - American Routes

Professor of American Studies & Communications, Tulane University



“If culture is strong and community is strong, the economy will take care of itself.” These were words of wisdom from Nick Spitzer, who opened the Juice conference with fervent ideas about America’s

cultural array. Spitzer’s address was infused with music clips from classic rhythm and blues artists who call the French Quarter of New Orleans home. Spitzer himself originally hails from Old Lyme, Connecticut and he has been a regular visitor and aficionado of Maine for many decades. However, Spitzer’s heart belongs to Louisiana, whose culture is infused by the carefree verve of the French. It is from New Orleans that Spitzer hosts American Public Radio’s “American Routes” program, which highlights ethnic and regional music from throughout the country.

With his deep connections to artists and music industry officials, Spitzer played a significant role in bringing the American Folk Festival to Bangor, Maine. Building the music festival was a great opportunity to learn about Maine and its people. Spitzer recounted publicly teasing Governor John Baldacci to provide Mainers with the Baldacci secret family recipe for fine Italian tomato sauce to create more cultural diversity in Maine. Baldacci protectively refused. But, Spitzer insists that embracing cultural influences is vital to the well-being of a community.

Spitzer recalled how the festival organizers were witness to a French band whose members were all under the age of 15. The youngsters “rocked” the Bangor Folk Festival,

If culture is strong and community is strong, the economy will take care of itself.

inspiring people of all ages, but especially the young folk in the audience. From Spitzer’s vantage, the musicians touched and inspired the audience, allowing the young attendees to swell with pride and to share in a vision of possibility. According to Spitzer, the French share a sense of exuberance, a *joie de vivre*; they know how to embrace life and how to play. In contrast, the stereotypical New Englander is subject to a restrictive puritan work ethic. New Englanders could learn a lesson from the French, said Spitzer, on how to lighten-up and have more free-flowing fun.

Spitzer related how his “American Routes” radio show helps to highlight both music and culture. “Roots”, said Spitzer, are about tradition and story, while “routes” are about agency, movement, travel, crossroads and ports. Port cities like Portland and New Orleans are a cross-section of art, food and activity. Port cities are portals that lead to new places, alluring people, and innovative ideas. Spitzer noted that jazz started in New Orleans and he firmly believes that jazz has changed our world. Spitzer partially credited the spread of jazz with the fall of communism in the late 1980s. Music, as a vehicle for culture and the sharing of ideas, was that powerful.

Providing a further illustration of the impact of jazz on society, Spitzer noted that music has kept New Orleans rooted, despite the city’s poor physical infrastructure and disasters such as hurricane Katrina. Spitzer stated that “Human rights dictate that we must have a strong infrastructure, but in New Orleans they were never able to plan for growth.” Instead what flourished in New Orleans is culture itself. “No one visits New Orleans for its expertly designed and maintained infrastructure.” Rather, this port city draws people for the social aid and pleasure aid it offers. One finds people in the streets enjoying, collaborating, connecting and sharing their cultures under the canopy of French-American musical and cuisine indulgences. The strength of that culture, implied Spitzer, is what has allowed New Orleans to persevere.

Highlights from Keynote Speeches

Spitzer noted that Maine is also challenged by infrastructural limitations, as evidenced by the parade of planes, trains, and buses needed to get him on time through inclement weather to the Juice Conference. But rather than just worrying about the potholes, Spitzer suggested that Mainers should put a little pleasure out front. According to Spitzer, Mainers should create freedom and space for people to enjoy themselves, whether that pleasure comes from a bean supper, a local contra-dance or a local theater troupe, he advocated that we should let those events and the inclinations to enjoy them be nourished. Spitzer suggested that the way to develop our Main Street infrastructure is to encourage a culturally diverse and entrepreneurial force. He suggested letting new people of all different backgrounds develop and revive our antique architecture, giving new life to what is already a strong sense of place.

Spitzer wrapped up his passionate consultation by linking industry and craftsmanship to individuals and cultural endeavors in both Maine and Louisiana. “Underneath all the images of music are great craftsmen and people celebrating the lives of individuals, as occupational culture, as regional culture, as ethnic culture and as community culture.” Spitzer encouraged the audience to learn from Louisiana by thinking laterally. The Bangor Folk Festival is a conglomeration of lobstermen, Penobscot Indians, Passamaquoddy representatives, French folks, local politicians, Acadians, and Yankees all in the same space, at the same time, for the same reason. According to Spitzer “it was like the international federation of planets from Star Trek gathering.” All from Maine, but these groups barely knew or spoke with each other prior to this event. It was the music that brought them together, and it is through music that these groups can learn from each other. The first Folk Festival hailed a total attendance of 110,000 in a town of 32,000, and it continues today in Bangor; culture driving the economy.



The Juice audience was left with final thoughts that focused on the realization that it's not industry that creates value or allows something to flourish – it's the craftsman who creates the work – “musicians make the music – not the industry.” Conference attendees were asked to keep in mind that what is important is to support culture. “If culture is strong and community is strong, the economy will take care of itself,” reassured Spitzer. The freedoms of a vibrant culture will right many problems in life. Whether the downing of the Berlin Wall, the reconstruction of dikes in New Orleans, or the improvement of roads in Maine. Culture gives people the passion to go to work, to be productive and feel like they are living in a space where they have joy, hope and a sense of pleasure. That's what we can learn from jazz. That's what will keep us a strong people. Money may come and go, but our sense of humanness, creativity and personal value does not need to wax or wane.

Dr. Habib Dagher, Ph.D

University of Maine at Orono

Director, Center for Advanced Engineered Wood Composites (AEWC)

Dr. Habib Dagher is the Director of the Center for Advanced Engineered Wood Composites (AEWC), a University of Maine program at the leading edge of science and innovation. Over the past 15 years the AEWC has grown to a staff of 144 and it derives 98% of its funding from outside of Maine. Dr. Dagher spoke about two exciting developments that illustrate the innovation and entrepreneurship taking place at AEWC that will have tremendous impacts upon Maine's future.



First, he presented AEWC's "Bridge in a Backpack." This is an inflatable concrete form for bridge construction. The bridge is portable and can be rolled out on a construction site.

It is then inflated and infused with resins. The "Bridge in a Backpack" serves three purposes: it is a stay-in-place form for poured concrete; provides exoskeleton reinforcement for existing bridges; and serves as a protective layer for concrete.

Dr. Dagher expects that there will be 60 bridges built with this technology in Maine in 2010. This product is exciting for several reasons: the backpack has only 50% of the carbon footprint of a conventional bridge; construction time is counted in days, not weeks; and the prototype cost is 5% less than conventional counterparts. Dagher expects that production efficiencies will lead to even greater economic cost efficiency.

AEWC's bridges are also being used outside the state. This new product demonstrates that Maine can be a leader in the development of technologies valued for export to the world. The "Bridge in a Backpack" was featured on the front page of the New York Times Science section and was named one of Popular Mechanics' top 100 technologies for 2009.

It (this new technology) was featured on the front page of the New York Times Science section and was named one of Popular Mechanics' top 100 technologies for 2009.

Dr. Dagher provided a second example of AEWC innovation, centered on a deepwater offshore wind program. The natural resources available in Maine provide a compelling case for Maine to become a leading provider of energy for the country. He noted that the United States uses about 3,500 terawatts of electricity every year. This is approximately equal to the amount of potential ocean energy resource available within 50 nautical miles of the U.S. coastline. Of this potential, 8% is in the Gulf of Maine.

However, realizing the availability of such vast resources is only half the battle. In order to tap into those resources, the world must make significant leaps in technology. Norway recently launched an experimental floating wind turbine in over 100 feet of water, deep in the North Sea. According to Dagher, such innovation should be a natural fit for Maine, where deep water wind turbines would bring together two traditional Maine industries, boatbuilding and construction.

Dagher noted that the know-how and ingenuity to develop deepwater wind resources can be found and developed here in the state. A similar example, he pointed out, was the construction by Maine-based Cianbro Corporation of two deepwater oil drilling platform rigs at Bath Iron Works, for use in Brazil. According to Dagher, translating such work to wind energy will result in significant economic benefit. The infrastructure necessary to create just 5 giga-watts of wind-generated electricity would result in \$20 billion of economic activity and would produce 15,000 jobs. AEWC is taking composite construction materials, originally developed for boats, and applying the technology to create advanced wind turbines, with an eye to capturing the wind, and the windfall.

Liz Lerman

Owner, Liz Lerman Dance Exchange

Hiking the Horizontal, Making Rules Breaking Rules



Expanding on the conference theme of Building Maine's Innovation Networks, Liz Lerman advocated for collaboration. "We can't do it alone," she said, "the problems confronting

us are much too big for that." According to Lerman, the challenges facing our economy require an interdisciplinary approach. "Ask a difficult enough question, and you will need more than one discipline to answer it." Lerman has been an innovator in dance for thirty years, infusing her work with inspiration that comes from embracing diversity. Her choreography has brought together such diverse groups as: the elderly, scientists, business organizations, the military, and clergy.

Liz Lerman is the owner of Liz Lerman Dance Exchange, which has fostered partnerships with the State of Maine and has been a strong advocate for the arts in business. Her focus for Building Maine's Innovation Networks was to suggest ways that the tools and skills of artistic disciplines can become available to our workplaces. Innovation, she suggested, thrives from fostering unusual partnerships. "A lot can happen when you cross over into someone else's universe. You change the language; change the name, change something and suddenly there's hope and a new sense of possibilities."

A great example comes from the Dance Exchange's involvement with the Portsmouth Shipyard Project. According to Lerman, she had a five-minute meeting with the officer-in-charge of the project. While she had expected resistance, she found the official already on board with the dance project. Of the upcoming collaboration, he said, "Well, I kind of think this dance project is good for the shipyard. People are kind of afraid of us; they think we are secretive. We wear weird uniforms and they really don't know what's going on." Lerman noted that people often feel the same way about dancers. Right then they

made a lasting connection and dance became a medium to help local residents become more comfortable with work at the shipyard.

Lerman encouraged the Juice audience to think differently about creativity. She suggested that how people think about creativity can block us from using it in our work places. Contrary to some perspectives, creativity is not "fluffy" or undisciplined. Lerman gave the example of working with a group of fifty bankers. After the workshop, one of the bankers exclaimed, "This is good Liz, but at the end of the day all the numbers have to add up." Liz retorted, "Yes, and at the end of the day the dancers' arms all have to be perfectly level with their focus on a specific point. It is incredibly disciplined." The shared value of precision created an understanding between the two worlds, helping the bankers to realize that creativity is not 'anything goes', but rather a structured and powerful tool for exploration and communication.

"Artists actively use their imaginations," said Lerman, "most of us are trained to suppress imagination. Physicists are excited about other universes, but I say we have one right here that's not being used. If only we'd spend a little time there." The creativity tools that artists are trained to use can be helpful in any field. "These are troubled economic times, but be encouraged, because trouble causes us to make new things." According to Lerman, now is the time to learn to be creative.

After Lerman's talk, Elizabeth Johnson of the Liz Lerman Dance Exchange gave a workshop titled, "Why are the Bankers Dancing?" for the Juice participants to try out some of these principles along with creative movement.

...creativity is not 'anything goes', but rather a structured and powerful tool for problem solving and perspective.

Dr. Catherine Renault

Director, Maine's Office of Innovation



“Maine needs to create an environment where science, technology and entrepreneurship stimulate Maine’s economy.” This is the heart of Maine’s recently developed five-year Science and

Technology Plan, as rolled out by Dr. Catherine Renault, Director of Maine’s Office of Innovation.

Renault noted that in today’s economy, characterized by government directives aimed at “curtailment,” “furloughs,” and “budget cuts,” it is sometimes hard to get up in the morning. However, Renault said that she is inspired by prospects for Maine’s future, particularly through her work on the Ocean Energy Task Force and her work in developing the Science and Technology plan.

The Science and Technology plan, still in draft form when presented at the Juice conference, but now finalized and published on The Maine Office of Innovation’s website (maineinnovation.com) was the culmination of months of effort and many resources. Among the collaborators were Miles Theeman, representatives of the University of Maine system, various researchers, and members from the state’s seven technology sectors. The goal of the plan is to transform Maine’s economy with a vision that is “big and bold.”

Renault stated that an important challenge for Maine is to grow the economy, “without wrecking the place.” She noted that we need jobs and revenue, but that we don’t want to destroy the aspects of the state that we all love. According to Renault, as we move from an industrial age to an age of information and creativity, it is innovation that will drive economic development. “Innovation is the single most important key for success in today’s age.”

To foster innovation, Renault suggested that it is essential to foster entrepreneurship, which is the carrier of innovation. Entrepreneurship, in turn, relies on advances in research and development. According to Renault, in the early 90’s Maine was spending approximately \$1 million per year. Today, Maine has moved from 49th to 35th place in state spending on research development, investing approximately \$22 to \$25 million each year. However, Renault feels that this commitment, though significant, is still not enough.

Dr. Renault noted that Maine is well known for small business entrepreneurial activity. But, she also noted that Maine companies tend to employ one to nine people. Renault suggested that the state should seek a transformation from “lifestyle entrepreneurs” to companies of greater scale, employing 10 or more people. Renault said that this could be accomplished by broadening the focus for job growth, higher wages, and a skilled workforce.

Sixty-five to eighty percent of growth comes from innovation; innovation is the single most important key for success in today’s age.

Highlights from Keynote Speeches



The Science and Technology Plan has three benchmarks:

1. Spending needs to be 3% of gross state product, or 1.4 billion on Science and Technology
2. Employment in these sectors needs to increase by 5,000 – 6,000 jobs or approximately 10%
3. Per capita income needs to increase from today's average wage of \$32,096 to \$42,000

According to the Plan, to achieve these three goals we need to:

- Increase the R&D tax credit to increase research capacity and keep organizations like the Maine Technology Institute funded
- Support and strengthen emerging and existing clusters
- Build a supportive environment for innovation and entrepreneurship
- Align the Science & Technology strategy with the state's economic strategy

- Improve skills
- Create more knowledgeable entrepreneurs
- Train our kids to fill Maine jobs
- Increase the number of graduates in the STEM disciplines
- Recruit from away to take advantage of higher skill base and education levels

Renault concluded by encouraging the conference attendees to lend their talent and support to this cause. She recommended that we read the plan, lead in our organizations by talking about the importance of this initiative, engage our legislators, challenge the candidates in the upcoming gubernatorial race, and vote to be a part of the vision.

Dr. Joseph Lstiburek

CEO of Building Science Corporation, Inc.



What has happened to the quality of insulation over the 1,000 year history of building science, and how does building science impact the economy? Dr. Joseph Lstiburek began his

presentation by describing the seeming devolution of building performance. According to Lstiburek, humans began building with rocks that had a thermal resistance of $r-2$. After centuries of innovations like thatched roofs, daub and wattle stucco, and post & beam framing, thermal resistance improved to about $r-8$. However, Lstiburek noted that in 2005, Leadership in Energy Efficient Design (LEED) celebrated an award winning building that had achieved performance of just $r-2$. “So, after 1,000 years we have not improved the thermal efficiency of our buildings, but we get award plaques. This is stupid.”

The problem, according to Lstiburek, has to do with incentives. The low-performing building used in his illustration was a commercial building. As Lstiburek noted, residential building performance is much better, because homeowners pay monthly utility bills. “Homeowners,” he said, “keep score.” In contrast, commercial sector architects and engineers compare their designs with a theoretical baseline model and aren’t necessarily motivated by real energy savings.

While taking a playful stab at architects, Lstiburek did note that while architectural design does not always lead to maximum energy performance, beautifully designed buildings are important. “One of the things I’ve learned is that for a building to last, you have to maintain it. And people don’t take care of ugly things. So, for something to be sustainable is has to be beautiful.”

Sustainability was a key theme for Dr. Lstiburek, who spoke of America’s energy future. He noted that it will require a mix of sources, including natural gas, wind, hydro

and solar, as well as improvements to our electric grid to allow for the input of energy from a variety of sources at any one time. America also has an abundant source of coal, but Lstiburek suggested that coal is a dwindling resource that will only serve as a bridge to the future.

According to Lstiburek, energy is the key to society: without energy in our future, there will be no healthcare, no education and no economy. If energy is a matter of life and death, then energy independence is vital. But developing diverse sources of energy is not the only way to ensure America’s energy independence.

Lstiburek said that the biggest source of lost energy in Maine is “the stuff we waste.” Forty percent of our energy consumption goes to conditioning buildings. Transportation consumes another twenty-five percent. Innovation in the building and transportation sectors must be driven by homeowners and corporate accountants keeping score of their energy costs. Lstiburek suggested that a major reduction in energy consumption is achievable through improvements to construction techniques and weatherization of existing homes.

“What we want for Maine is efficiency: a smart grid, access to natural gas, wind and biofuel, in that order. A fifty percent energy reduction is doable,” said Lstiburek. “It is easy with new construction, but the challenge is our existing infrastructure. The key to Maine’s economic future is to fix its buildings and houses. That’s what will give us jobs and healthcare. Fix the houses and the rest will follow.”

“One of the things I’ve learned is that for a building to last, you have to maintain it. And people don’t take care of ugly things. So, for something to be sustainable is has to be beautiful.”

Marci Rossell

Economist & Commentator



“The story we tell ourselves about Maine,” Rossell said, is that Maine is “poorer than the average state, a little economically depressed, and the ‘step-child’ of Massachusetts.”

However, according to Rossell, this does not bear out when considered against relevant data. We should take pride in Maine’s strengths and the rest of the country should learn from Maine’s example.

According to Rossell, statistics indicate that Maine is better off than 80% of other states. For example, she pointed out that the unemployment rate nationally is over 10%, while Maine’s is just 8.5%. Additionally 13% of Americans nationally live below the poverty rate, compared to only 12% of Mainers. In the housing and construction sectors, one in 385 houses across the country is currently in foreclosure while Maine compares very favorably, with only one in 1,900 houses in foreclosure.

While the rest of the country lacks in differentiation, with big box stores and chain restaurants driving an urban sprawl that Rossell described as a ‘geography of nowhere,’ Maine has an essential character tied to a sense of place and providing a strong identity.

Despite Maine’s success, Rossell pointed out that to many of us, it doesn’t seem that we are doing better. This, she pointed out, is a fault of our consumption of mainstream media. Rossell pointed out that for “gazillions” of years humans have lived as farmers, whose need for news is limited to a local weather report and knowledge of natural phenomena.

In today’s non-stop media environment, Rossell said, we are barraged with negative, anxiety-inducing messages that may not be relevant to our local economy. In other words, while Maine is doing pretty well on a number of economic measures, our ability to appreciate that success is dampened by an onslaught of negative national news.

According to Rossell, the reason for Maine’s success in escaping the worst of the recession has to do with the strength of the state’s character. In particular, Rossell pointed out that there are three types of problem-solving successfully at work in Maine that could be used to find solutions for the economy nationally. “Solutions to our national problems...need to be local; small and simple; and creative,” said Rossell.

Rossell described “going local” as an artistic idea, having a firm sense of place and being firmly rooted in geography. While the rest of the country lacks in differentiation, with big box stores and chain restaurants driving an urban sprawl that Rossell described as a ‘geography of nowhere,’ Maine has an essential character tied to a sense of place and providing a strong identity. She identified the Juice Conference Perfect Pitch Contest winner, Maine Float Rope Company, which manufactures doormats from recycled lobster trap line, as a great example of a company with a strong local identity.

Known for her ability to bring clarity to complex ideas, Rossell pointed to a chain of events starting with the Asian currency crisis in 1997 as the cause of today’s problems, illustrating the need for “small and simple” solutions. As a result of recession in the Asian economies, the price of oil fell. With cheap oil and gasoline, Americans started to buy SUV’s,

Photo by Richard Anderson, courtesy of Village Soup

Highlights from Keynote Speeches

moved to the suburbs and started consuming with the assumption that cheap prices were permanent. The tech bust of 2000-2001 led to a brief recession, which the Federal Reserve battled by lowering interest rates. Those low interest rates continued to enable strong consumption, high levels of personal debt, and encouraged banks to grow based on volume, not on quality. In addition, complex financial instruments such as mortgage backed securities created an obfuscation of information and risk, leading many banks into troubled waters. In contrast, Rossell noted that many community banks have thrived, paying attention to local economies and the needs of individual consumers.

In addition to 'local' and 'small and simple', Rossell stated that solutions to the national economy need to be creative. According to Rossell, the national savings rate bottomed out at 0% in 2007. Through the recession, the savings rate has climbed to 5%. This is a cultural anomaly, said Rossell. Further, according to some viewpoints, a high savings rate is bad for the economy, as high savings means low spending, which means slow growth. Rossell, however, argued that if it is over-consumption that drove us into the recession, continued spending can't be a reasonable cure. Instead, she said, high rates of saving will lead to a higher standard of living in the long run.

"Common sense and creativity together are a powerful combination and together mean that the high rate of savings is a good thing for the economy," according to Rossell.

As to where we should look for growth opportunities, Rossell pointed to the export sector, stating, "The economic surprise of the year is going to be exports." As the world economy continues to improve, our 'customers' (Brazil, Mexico, Europe, India and China) are growing wealthier and therefore able to buy more American, or more Maine, exports.

Rossell, however, argued that if it is over-consumption that drove us into the recession, continued spending can't be a reasonable cure.

Break-Out Session Overview

The Juice 2.0 program was developed to focus on those areas important to building Maine's Creative Economy – Arts & Culture, Community Development, Entrepreneurs, Funding & Investing, Living Green, Networking & Marketing, and Technology & Innovation. Each category was represented by five to eight distinct break-out sessions, with a few falling into more than one category. This is a brief look at the themes and discussion areas relating to these topics.

Connect * Collaborate * Create ~ During two days, utilizing twelve venues in Camden, more than 500 people discussed topics ranging from aquaculture to preserving Maine's heritage to 'dancing' bankers to green living to technology to the arts and artists. From this diversity emerged three repeating themes focusing on Maine's rich cultural heritage, engaging youth and creating networks.

Arts & Culture

- Maine has a rich tradition of creativity and innovation.
- What are the current funding needs for artists and who should be "at the table" for discussions? (i.e., public, private and government representatives)
- Capitalize on multi-generational commonalities in non-traditional venues.
- Create an Artists Network that would include resource support, sharing success stories and forming collaborations.

"Consider other ways to hold a meeting – change environment...sit on the floor... walk around..." -Quoted during *Why Are The Bankers Dancing* session

Community Development

- Use technology to assist organizations of all sizes to work together to provide public access to cultural/ heritage documents, preserve resources, be a source for lesson plans linked to Maine's tradition and history.
- Leadership is required to grow job creation through creative enterprise that promotes the growth of artists.
- Historic preservation is beginning to include changes in

- philosophy and practice, legislation and technology.
- State-wide building codes would assist with revitalization.
- Development vs. Sprawl: What are they and how do we start the conversation?
- It is critical for all sectors to tap into local resources.
- Libraries are gateways to information and strong in community building and mitigating isolation through customer-based services (for example, the Presque Isle library serves as an area passport agency).

"Recognize and celebrate Maine's rich history of creativity and innovation"

-Quoted during *Got Space?*

Entrepreneurs

- Entrepreneurs would like a network to aid in collaboration, access to resources, skill development, and mitigate the sense of isolation.
- Foster collaboration and non-competition as hallmarks of Maine-based resources. This means inter-agency collaboration, modeling partnerships and providing opportunities to interact.
- Raise awareness of diverse funding opportunities in Maine, such as bank loans, investment strategies, Maine Technology Institute and Finance Authority of Maine.
- Growth and collaboration comes from in-migration as well as in-state sources

"You cannot be a "Me Too" in 2010! Innovate!"

-Quoted during *Maine Foodies* session

Funding & Investing

- Use diverse avenues of access to financial resources; look at investors, bank loans, grants, Finance Authority of Maine and Maine Technology Institute.
- Create and effectively make a case for financial support.
- How and when to make the ASK for best results; what are the pitfalls?
- Explore what other non-financial resources are available to entrepreneurs, businesses and nonprofits.

“It’s important to determine what is ‘fundable’ vs. ‘not fundable’; ask for feedback early in the application process.”

-Quoted during *Fundraising –Raising the Value of Your Organization* session

Living Green

- Create living spaces that include cultural traditions and ‘green’ technology.
- Promote Maine’s quality of place.
- Share resources and encourage collaborative efforts to use high-quality, eco-friendly materials.
- Provide ongoing education for practitioners in the building field while encouraging lenders and legislators to provide incentives for long-term energy savings.
- Create a network for practitioners to share success stories, collaborate and foster public’s awareness.

“In a time of rapid economic, social and technological change, we need to pay attention to creating and maintaining living spaces that build upon our cultural traditions.” -Quoted in *20/30 Vision*

Networking & Marketing

- Encourage collaboration between art, culture, commerce and science.
- Hone your message to harness electronic communication and effectively utilize social media.
- How do artists, entrepreneurs and businesses extend a personal touch to customers?
- Involve and develop youth and other emerging leaders.
- Elevator Speech: Who are you? What do you do and for whom? How can you be found? Be respectful, memorable and tell your own story.

“Social media is like a cocktail party that never ends.” -Quoted during *Social Media Makeover*

Technology & Innovation

- What do aquaculture, wood and media design have in common? All three are innovative, entrepreneurial and thriving in Maine.
- Manufacturing is still a viable option given the high skill level among Maine’s working population.
- Biotechnology contributes to Maine’s economy, enhances Maine’s quality of place and exports knowledge across the world.
- Encourage inclusion of arts advocate on the State’s Innovation Committee.
- Reduce regulation of fledgling industries, support increased research and development in new technologies, composites, aquaculture and biotechnology.
- Create a network for entrepreneurs, technology innovators, artists and others to learn, share and create.

“IT (Information Technology) is a “cloud” of tools that touches all business and creativity.” -Quoted in *Sparks in the Water*

Some sessions identified next steps and those individuals willing to take the lead. As reports from those groups become available they will be posted on the Juice website (www.juice-conference.org). Individual session reports from the majority of sessions are available upon request.

Thank you to all the volunteers who took great notes and made it possible to capture the incredible thinking, conversations and energy that epitomizes the Juice Conference!



“Alive & kicking.” That’s how Penny Johnston, founder of the Maine Float Rope Company, responded to our request for a status update. One of the unique features of Juice 2.0 was the “Perfect Pitch” contest, in which over 40 companies ‘pitched’ their business plans to a panel of finance experts. At stake was an opportunity to earn an investment of \$25,000 from Midcoast Magnet, as well as two \$2,500 prizes for runners up.

“Float rope” has traditionally been used by Maine lobstermen to tether multiple traps on the ocean floor. The problem with float rope is that it can entangle whales, leading to their injury or death. Lobstermen are now required to replace floating rope with sinking rope. While this is good for the whales, it’s tough on landfills, as there are now hundreds of thousands of pounds of float rope to be replaced. It’s also tough on lobstermen, who must shell out thousands of dollars for new rope. That’s where the Maine Float Rope Company (MFR) comes to the rescue. Johnston’s company collects and recycles the rope, turning it into terrific, colorful and virtually indestructible doormats. According to the company, “it’s a win-win – safer habitat for whales, some financial relief for the lobstermen, and a cleaner environment.”

This is just the kind of creativity that Midcoast Magnet hopes to promote with the Juice Conference. MFR serves multiple purposes, not the least of which is the creation of jobs and the potential for strong revenue. Following Johnston’s triumph at the Pitch Contest, Midcoast Magnet invested \$25,000 in MFR, with the intention that the money will be used to grow the company and that it will ultimately be repaid.

An extra \$25,000 is not the only benefit that Johnston received from participating in the contest. Perhaps more importantly, she has made several valuable connections to sources of good advice and other potential sources of financing, including Maine Angels (www.maineangels.org) and the Small Enterprise Growth Fund (www.segmaine.com). Additionally, the network that Johnston began to build through Juice 2.0 led her to Work It UP (www.workitup.web.officelife.com), a Portland-based organization focused on social entrepreneurship.

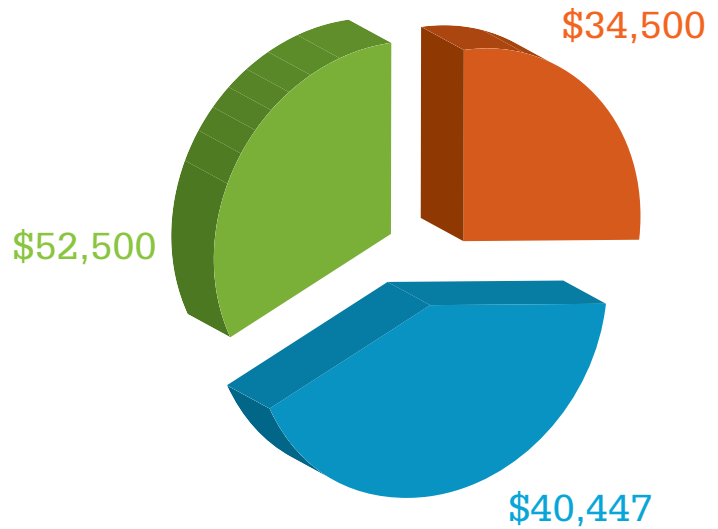
Through Work It UP, Johnston connected with Terry Veysey, the former CEO of Thomaston-based Dragon Cement. Veysey has accepted a volunteer assignment to work as a part-time chief financial officer for Maine Float Rope Company. Veysey has been engaged at MFR for the past six months, helping the company to grow its revenue, improve its margins and helping to position the company for additional investment capital. Assuming a successful round of venture capital investment, Veysey will have an opportunity to join MFR in a more formal and lucrative aspect.

Part of Maine Float Rope Company’s agreement with Midcoast Magnet is that the company will keep us informed of its progress. In turn, we promise to give you highlights of the company’s entrepreneurial efforts and we’ll share some of the learning opportunities along the way. Eventually, we expect to recoup our investment, with a modest profit, and then we’ll recycle the funds. Thanks to the generosity of one of our supporters, Midcoast Magnet now has a \$25,000 “evergreen” fund, which we will use to help grow the creative economy.

Revenue & Expense Statement

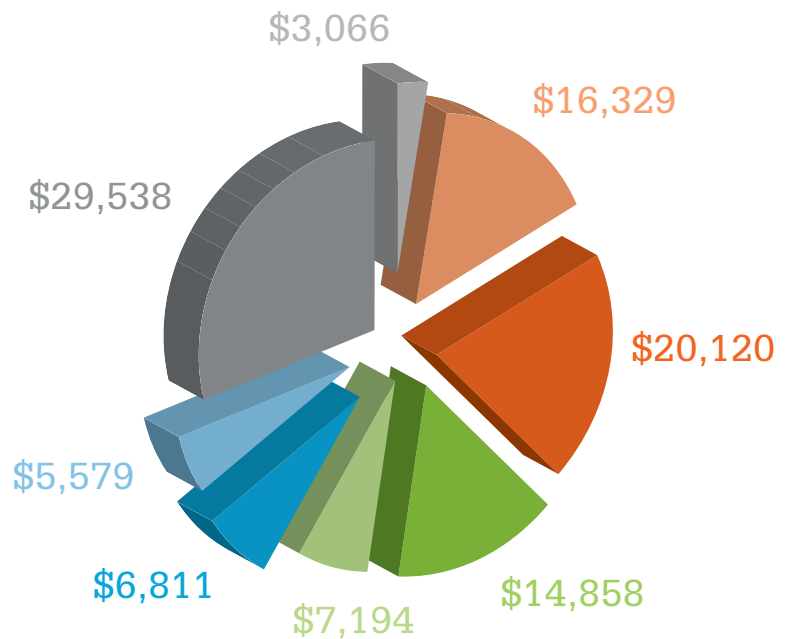
Revenue (total revenue = \$127,447)

- Public & Government Sponsors
- Private & Corporate Sponsors
- Registration Income



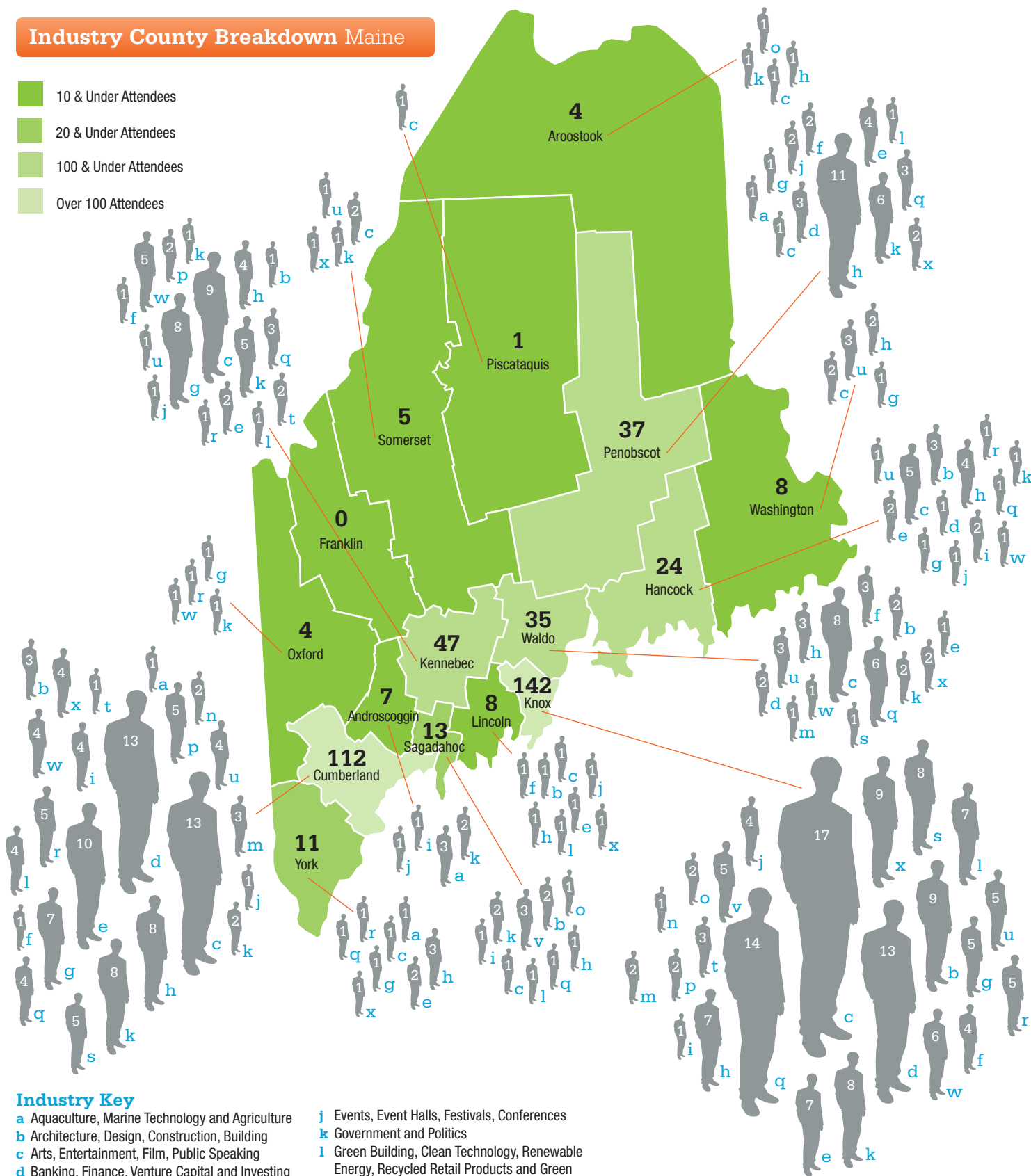
Expenses (total expenses = \$103,494)

- Performances
- Materials
- Website
- Food
- Promotion
- Speakers & Entertainment
- Investors Contest
- Post-Production



Industry County Breakdown Maine

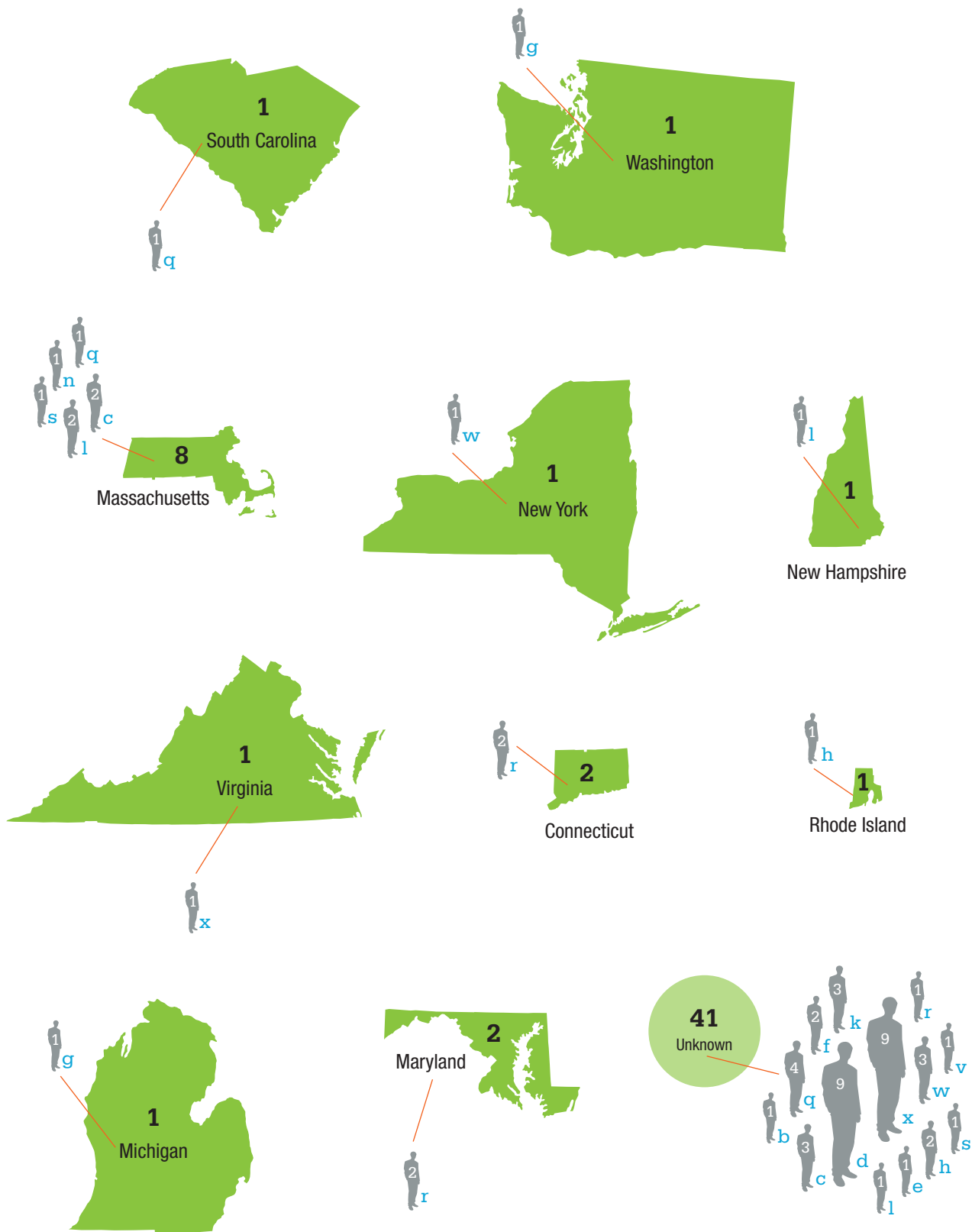
- 10 & Under Attendees
- 20 & Under Attendees
- 100 & Under Attendees
- Over 100 Attendees



Industry Key

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> a Aquaculture, Marine Technology and Agriculture b Architecture, Design, Construction, Building c Arts, Entertainment, Film, Public Speaking d Banking, Finance, Venture Capital and Investing e Business Services, Human Services, Retail Stores f Conservation, Historical and Environmental Preservation g Economic and Business Development h Education - Including Arts and Continuing i Engineering, Geospatial Solutions, Aerospace, Biotechnology | <ul style="list-style-type: none"> j Events, Event Halls, Festivals, Conferences k Government and Politics l Green Building, Clean Technology, Renewable Energy, Recycled Retail Products and Green Services m Healthcare, Wellness and Medical Technology n Hospitality and Hotels o Libraries p Manufacturing q Marketing, Advertising, Media, Web Design, Graphic Design, Printing, Radio and Communications | <ul style="list-style-type: none"> r Performing Arts and Professional Theaters s Publishing and Online News t Real Estate, Development, Housing Services and Management u Restaurants, Food and Beverage Production v Ship and Boat Building w Technology x Unknown |
|--|---|---|

Industry County Breakdown Out of State



Amber Heffner

Incoming Board Chair,
Midcoast Magnet



Looking Forward...

In 2007 I was a participant at Juice 1.0. I had only been in Maine for a year and a half. I was a little nervous as I did not know any of the presenters, who might attend or who I might meet. More importantly what would I learn? As an entrepreneur and technologist, was I a member of the creative economy? The day was action-packed, informative, sometimes challenging and always interesting. I left thirsting for more.

Before attending Juice, Midcoast Magnet was certainly on my radar. It was touted as a networking group for young professionals. While I am not old, Midcoast Magnet seemed geared towards 20 somethings. I learned over time that Midcoast Magnet's mission was much broader than a specific demographic. Its mission is to attract, connect, and retain creative workers in Maine. Today Midcoast Magnet is attracting and connecting people of all ages up and down the Midcoast.

Following the success of Juice 2.0, the Midcoast Magnet Board is working on events and programs that carry on the conversations from Juice 2.0 through to 3.0. We have planned Juice Boxes: afternoon or evening events, geared toward specific audiences in the creative economy. Each invited speaker or panelist has experience to share with participants who will leave the events with new connections and new knowledge. Juice Boxes are just one way to continue the journey to Juice 3.0.

We will also continue Pecha Kucha with 4 planned nights of creative chit-chat in 2010. Each Pecha Kucha will showcase the many facets and faces of the creative economy, from traditional artists to not so traditional inventors.

I am privileged, now, to be at the helm of Midcoast Magnet and I look forward to the next 2 years as we plan for Juice 3.0 in 2011. I look forward to the continued opportunities to connect, collaborate, and create with Midcoast Magnet and you. Please do not hesitate to contact me about involvement with any of the upcoming plans or the Midcoast Magnet board.

Sincerely,
Amber Heffner

What are people saying about JUICE 2.0?

The Conference provided an incredible atmosphere for collaboration and networking. My favorite experience was, of all things, lunch on Friday, when six strangers and I sat upstairs in Cappy's and discussed a broad range of topics from how to monetize Facebook and Twitter for your business, to the future of the Dirigo Health program, to the successful branding and marketing of Maine peekytoe crab. That kind of atmosphere was very energizing and inspiring to be in for two days!

Juice brings together a great diversity of voices and thoughts. It's a change to be at a conference that doesn't have a narrow focus, where all views are welcome. It's refreshing to be able to talk with a banker, an artist, and an entrepreneur and hear their thoughts on the same subject. It's always eye-opening.

I am "Juiced" up with enough jet fuel to wade into several projects I have put off for a decade.

It seems that all of us who are so like-minded are destined to meet. We only needed the catalyst that brings us all to the same place. This is the way it is at Juice. Suddenly we are among others that we have so much in common with; the way we think, the way we work, the way we become engaged with the world around us. Collaborations are a natural and organic part of the conversations. Then there are the world class presenters! But that is the icing on the cake!

The infrastructure of Midcoast Maine has been evolving and improving over the past decade, though to see this, it is vital that you look at all the communities together. Midcoast Magnet is actively drawing energetic, creative, and often, young people to our community. The creative juices are flowing!

The Creative Economy is the way forward for Maine and it is built from the bottom up by creative people. Creativity is an unlimited natural resource, like the wind. It needs to be nurtured and sustained as we rebrand Maine, revitalize its downtowns and retrofit its architecture and employ its people.

The creative economy is an amorphous hard to define process. The conference clearly showed how difficult it is to see the big picture while still appreciating the wonderful artistic moments. For artists who prefer to work in isolation but need to market their goods, there was a series of helpful ideas. For a small, great idea person with bigger aspirations, there were a series of helpful ideas. All in all, everyone should have come away with something to use to their benefit and to growing their businesses.