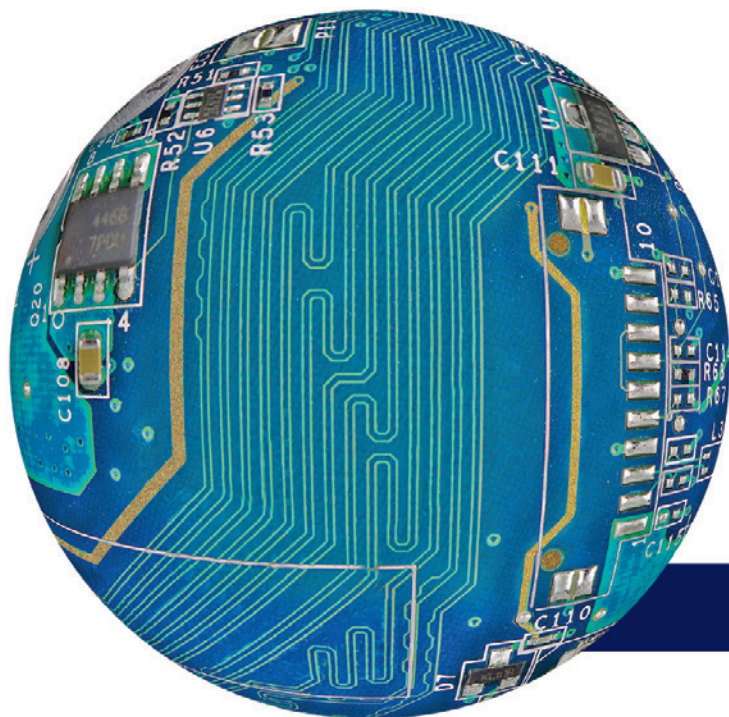


MAINE INTERNATIONAL TRADE CENTER PRESENTS

# TRADE DAY 2016



**Technology Forward:**  
Innovative Trends  
for Maine's Global Businesses

20<sup>th</sup> Gala

**THURSDAY, MAY 26 • Holiday Inn by the Bay, Portland**

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# MITC'S FIRST 20 YEARS – MILESTONES



MAINE INTERNATIONAL TRADE CENTER

1996

MITC established by Maine State Legislature

MITC Grand Opening at 511 Congress St.  
Opened Bangor office

1997

Future Global Leaders internship program

1998

Canada Desk

Opened Lewiston office

2001

Jeanne Hult wins John W. Bernotavicz Award

U.S. Department of Agriculture's Food Export USA Award

2002

U.S. Department Of Commerce "Export Achievement Certificate"

Angus King wins John W. Bernotavicz Award

2005

Asia Desk



StudyMaine

2005



2010

invest in maine U.S.A.

Champion Award for Attraction, Retention, and Engagement of New Populations from Maine Development Foundation

2012

U.S. Small Business Administration (SBA) State Trade and Export Promotion (STEP) grant



MENADO  
MAINE NORTH ATLANTIC DEVELOPMENT OFFICE

2013

Young Global Professionals



3-year U.S. EDA grant to expand Invest in Maine initiative

2014

2015

North Atlantic Supply Chain Initiative (NASCI) launched



Maine International Trade Center

2016

MITC receives President's E-Award from U.S. Department of Commerce  
Maine selected to host four Arctic Council meetings

# AGENDA

## 12:00 Welcome & Keynote Presentation

*Liz Graham, Vice President of Sales and Service, Wayfair*

## 12:40 International Trade & Investment Awards Luncheon

Exporter of the Year – *Kepware Technologies*

Innovator of the Year – *Mt. Blue Campus*

Service Provider of the Year – *Allen Insurance & Financial*

Foreign Direct Investor of the Year – *Eimskip*

President's Award – *Adrian Kendall, Esq., Honorary Consul of the Federal Republic of Germany, Norman, Hanson & DeTroy, LLC*

Future Global Leader Award – *Joe Long*

## 2:45 Concurrent Workshops

### Future of Global Manufacturing – Automation and Robotics

*Moderator: John Karp, Karp Strategic Consulting and Maine MEP*

*John Doxsey, Texas Instruments; Jonathan Robertson, Lanco Integrated;*

*Forest Wentworth, Maine MEP/Advanced Manufacturing Center,*

*University of Maine*

### Attracting and Developing Maine's Next Workforce

*Ryan Wallace, Maine Center for Business and Economic Research, University of Southern Maine; Steve Westra, Maine MEP; Ed McKersie, Live+Work in Maine*

### Using Data Analytics to Know Your Global Market/Customer

*Torey Penrod-Cambra, Director of Marketing Communications, Kepware Technologies; Heather Johnson, Diversified Communications*

## 4:00 Global Adventures (and Misadventures)

Special Event with Maine Center for Creativity and PechaKucha Portland

"Mapping the Route: Bicycling Across Russia and Central Asia." – *Lucy Sommo*

"What happens throughout history when your ship splits in half and both halves catch on fire?" – *Dan Bookham*

"They Say You Can Never Go Back, But Almost Everything They Say is Wrong." – *Jeanne Hulit*

"That Which Does Not Kill Us Makes Us Stronger." – *Bob Maynes*

## KEYNOTE SPEAKER



**Liz Graham**, Director of Customer Service and Sales, Wayfair

### Strategic Intelligence: Data-Driven Business Growth

Liz Graham oversees customer service and sales for all of Wayfair's US and European brands. Prior to joining Wayfair, Liz served as Vice President of IT Operations at HubSpot (HUBS), the world's leading inbound marketing and sales platform, where she created a cloud-based data warehouse to facilitate access to diverse data sets. Liz also served as the Vice President of Operations with HubSpot, where she increased employee satisfaction and cultivated the unique company culture. Before HubSpot, Liz held several senior level operations roles at Comcast Corporation, Northeast Division, including Vice President of Technical Operations and Vice President of Network Operations Centers. Liz earned an AB from Harvard College, an MSt from Oxford University and a JD from Harvard Law School. She lives outside of Boston with her husband and daughter.

## Black, White & Gold 20th Anniversary Gala

5:00 - 7:00 PM

Cash bar, hors d'oeuvres, and live music from  
The Wayouts with special guest George!

New Product Global Showcase  
Photo booth with Globey!



# AWARDEES

## Exporter of the Year – *Kepware Technologies* (Portland, ME)

Kepware Technologies is a software development company headquartered in Portland, Maine. Established in 1995, the company provides a portfolio of software solutions to help businesses connect diverse automation devices and software and serves a wide range of customers in a variety of vertical markets including Manufacturing, Oil & Gas, and Power & Utilities. Kepware's software solutions are distributed in more than 100 countries.



## Service Provider of the Year – *Allen Insurance and Financial* (Camden, ME)

Allen Insurance and Financial provides advice, information, and education on all insurance and financial services issues for individuals and businesses. Founded in 1866, the company is an employee-owned business located in Camden, Maine with offices in Belfast, Rockland, and Southwest Harbor. Licensed in virtually every state in the United States, Allen Insurance works with clients locally and insures passenger-carrying vessels and their employees all over the world.

## Innovator of the Year – *Mt. Blue Campus* (Farmington, ME)

Located in Farmington, Maine, Mt. Blue Campus is a state of the art facility consisting of Mt. Blue High School and Foster Career and Technical Education Center. The classrooms of the high school and technical center are located side-by-side within the Mt. Blue Campus, which exposes both local and international students to a variety of subjects and provides faculty opportunities for interdisciplinary instruction. The technical program provides cutting-edge courses in composite manufacturing, biotechnology, and robotics.



## Foreign Direct Investor of the Year – *Eimskip* (Reykjavik, Iceland and Portland, ME)

Founded in 1914, Eimskipafélag Íslands (The Icelandic Steamship Company) the oldest shipping company in Iceland, today offers total transport solutions with its North Atlantic transport system and freight forwarding around the world. Eimskip operates 18 vessels in the North Atlantic, a mix of container vessels, refrigerated bulk vessels and multipurpose container/bulk vessels. The company has a network of 56 offices and works with 68 associates in a total of 46 countries. In 2013, Eimskip moved its North American headquarters from Norfolk, Virginia to Portland, Maine. The company set a goal of providing weekly container service by 2020, making Portland a viable export/import option for more manufacturers and distributors with business interests in Northern Europe.

## President's Award – *Adrian Kendall, Esq., Honorary Consul of the Federal Republic of Germany, Norman, Hanson & DeTroy, LLC* (Cumberland, ME)

The President's Award is given to an individual or organization which has displayed exceptional support to Maine International Trade Center. Adrian and the law firm of Norman, Hanson & DeTroy have been longstanding and active MITC members from the very beginning. Adrian has assisted MITC and administration leadership, participated in and briefed participants on numerous MITC-coordinated trade missions in Europe, and led many trade education programs here in Maine. As German Honorary Consul, he has been especially helpful with many cooperative trade, education, and workforce efforts with the State of Maine, particularly concerning renewable energies and the Trans-Atlantic Climate Bridge initiative. Adrian has been an annual presenter to the Best of New England life science consortium regarding German and European markets and has worked closely with MITC on both export development and international business attraction efforts. We appreciate the continuous efforts of Adrian and Norman, Hanson & DeTroy to bring more trade and investment to Maine.



## Future Global Leader Award – *Joe Long* (Cape Elizabeth, ME)

The Future Global Leader Internship Program at MITC provides a framework for young people to gain valuable experiences in a multicultural, business environment while working with Maine companies to increase their global markets. With support from our sponsors – Bangor Savings Bank, Diversified Communications, Kepware Technologies, Lee International, and the University of Maine – we are able to offer paid, part-time internships and training that advance Maine's global workforce. This year, we are pleased to recognize Joe Long of Cape Elizabeth. Joe served in several capacities, starting as a Blackstone Fellow in the summer of 2014, returning in the winter of 2015 to conduct research on Maine's manufacturing workforce, and finally as a Senior Research Associate for trade assistance for the remainder of the year. As a highly valued member of the team, Joe brought excellent research and writing skills along with his willingness to pitch in however needed during crunch periods. After leaving MITC, Joe relocated to Washington, DC for an internship working for the Global Energy Center at the Atlantic Council.

# WORKSHOP PRESENTERS



**John Doxsey**  
*Texas Instruments*

John Doxsey is the Manager of Information Technology at the Texas Instruments wafer fab manufacturing facility in South Portland, Maine. The Wafer Fab is a highly automated, high-technology cleanroom for semiconductor manufacturing, producing “computer chips” for many industries including personal appliances, automotive and industrial, communications, and computers — nearly everything with an on/off switch. John has over 40 years of industry experience applying the use of computers to manufacturing environments. His organization was responsible for the development of the automation system put in place at the startup of the facility in 1996 when the site was constructed and operated by National Semiconductor. The facility uses systems for automated material handling, computerized control of all aspects of the factory environment, automated decision making, and real-time process monitoring. Most of the applications are developed in-house by the South Portland IT staff. The facility makes extensive use of robotics both in the transportation of materials and the manufacturing process.



**Heather Johnson**  
*Diversified Communications*

Heather Johnson is an Event and eMedia Director for Diversified Communications. She is responsible for the strategic vision and profitability of a portfolio of events and global digital media products. On a day-to-day basis, Heather and her team have the luxury of accessing a plethora of data and analysis to drive business decisions. Diversified Communications is a leading international media company providing market access, education and information through global, national and regional face-to-face events, digital products, publications, and television stations. Diversified serves a number of industries including: seafood, food service, natural and organic, healthcare, commercial marine, technology and business management. Based in Portland, Maine, Diversified has divisions in the Eastern United States, Australia, Canada, Hong Kong, Singapore, Thailand and the United Kingdom. Prior to joining Diversified Business Communications, Heather was the e-commerce manager for Phillips-Van Heusen's Bass division where she grew online revenues by utilizing search engine marketing tactics and creative pricing strategies.



**John Karp**  
*Karp Strategic Consulting and Maine Manufacturing Extension Partnership*

John Karp is a Mechanical Engineer by training. He has broad experience in many aspects of mechanical engineering ranging from automation systems to medical devices. John has worked in engineering business management since 1989. Since 2005, John has consulted in business management with a focus on technology driven companies or those wishing to become so. As a serial entrepreneur, John has several startups to his credit including a major technology spinout from Harvard Medical School. He is

completing a turnaround of a high end guitar company (Long story how he got involved in that...) at present and is engaging as the latest member in the Maine Technology Institute's Entrepreneur in Residence program.



**Edward McKersie**  
*Live + Work in Maine, LLC and Pro Search, Inc.*

Ed McKersie is the Founder and President of Liveand WorkinMaine LLC, a statewide initiative launched in 2015 to increase awareness about Maine-based career opportunities. He is also the Founder and President of Pro Search, Inc., a staffing and recruiting firm. Established in 1994 in Portland, the firm is now the largest locally owned (non-franchised) firm of its kind in the State of Maine, with annual sales of over \$17 million in 2015. Ed was also a co-founder and early investor in JobsintheUS.com. A member of Maine Angels, Ed has served as the Board Chair of the Maine Center for Enterprise Development. He is a past President of the Human Resources Association of Southern Maine and a past Chair of University of Southern Maine (USM) Corporate Partners. Ed currently serves as Chair of the USM Foundation Board and on the USM Board of Visitors. In 2011, Ed was invited to join the University-Business Information Technology and Computer Science Partnership Steering Committee, a group tasked with finding solutions that address the need for more technology workers in Maine. He was appointed by Maine Governor LePage to the State Workforce Investment Board (2012) and the Civil Service Review Panel (2015) to provide recommendations on best practices related to recruiting, hiring, and retention of employees. A Massachusetts native, Ed graduated from Bentley University with a dual major in Economics and Finance in 1983 and moved to Maine in 1989.



**Torey Penrod-Cambra**  
*Kepware Technologies*

Torey Penrod-Cambra is the Director of Marketing Communications for Kepware Technologies, a software development company headquartered in Portland, Maine. Kepware provides a portfolio of software solutions to help businesses connect diverse automation devices and software applications and enable the Industrial Internet of Things. From plant floor to wellsite to windfarm, Kepware serves a wide range of customers in a variety of vertical markets including Manufacturing, Oil & Gas, Building Automation, Power & Utilities, and more. Established in 1995 and now distributed in more than 100 countries, Kepware's software solutions help thousands of businesses improve operations and decision making. Torey joined Kepware in 2012, and is currently responsible for all Marketing, Advertising, and Public Relations programs. Torey's inbound, analytics-driven approach to Marketing is a byproduct of her diverse academic achievements in both chemistry and ethics. She is passionate about leading by example and encourages her team to make learning a daily ritual. Torey has spent most of the last decade executing global product launches for major pharmaceutical and medical nutritional corporations. She has also lead brand development and tactical execution for highly technical industrial companies in the natural gas and large equipment manufacturing markets.

# WORKSHOP PRESENTERS



**Jon Robertson**

*Lanco Integrated*

Jon Robertson has pursued enabling teams and electromechanical systems to work well together for over 25 years. His experience ranges from designing and integrating complex electrical systems on military aircraft in Texas, large scale assembly system deployment for Nissan and suppliers in Tennessee, custom control system integration in Maine to business leadership in a Maine-based international assembly automation company. An Electrical Engineer from LeTourneau University with extensive Masters level Manufacturing Engineering training and experience, Jon now works at Lanco Integrated in a Corporate Development role, optimizing sales and operations efforts globally. As one of the original owners in a small company that is now a 60+ million dollar ESOP, Jon very much enjoys figuring out ways for the Lanco group to succeed together, with strong middle class jobs for the headquarters here in Maine, Stuttgart, Germany, and Hong Kong, China. Jon lives in Maine with his wife Deanne and four children and looks forward to hiking El Camino in Spain with them this summer.



**Ryan Wallace**

*Maine Center for Business and Economic Research, University of Southern Maine*

Ryan is a regional economist with the Maine Center for Business and Economic Research at the University of Southern Maine. He is an author of several studies on the advanced manufacturing workforce and regional labor markets, as well as research on the role of knowledge and skills in the modern innovation economy. Ryan holds a BS in finance from Bentley College and a Masters in Regional Planning and economic development from the University of Massachusetts Amherst. He is presently completing a PhD from UMass where he is a National Science Foundation IGERT Offshore Wind Energy research fellow. Before arriving in Maine, he spent 8 years in the private sector and 6 years with the UMass Center for Economic Development and the UMass Donahue Institute. He currently lives in Portland with his wife Kristin.



**Steve Westra**

*Maine Manufacturing Extension Partnership (MEP)*

As Maine MEP's Supply Chain Project Manager, Steve Westra is accountable for the management of the Make it in America Challenge Grant. His responsibilities include supply chain scouting, development of a supply chain capability repository, and supply

chain information dissemination to targeted industries which includes aerospace, advanced composites and materials, biotechnology, and renewable energy industries. Steve develops initiatives to introduce manufacturers and incumbent workers to the concepts and practices required to be compliant with international quality standards. Additionally, Steve develops proposals with appropriate resources and scope of work for identified manufacturing needs that might include assessments, education and training, consulting or technical assistance. Prior to working for Maine MEP, Steve was an executive and training leader for the Naval Sea Systems Command (NAVSEA) and Portsmouth Naval Shipyard. He worked previously for Maine MEP as a project manager and for the Maine Department of Economic and Community Development (DECD) as a development officer. Steve is a graduate of Tufts University with a Master's degree in urban and environmental planning and graduated from the University of Massachusetts Amherst with a Bachelor's degree in English and Journalism. He received Six Sigma Training at Villanova University, as well as Supply Chain Strategy & Management, at the Massachusetts Institute of Technology (MIT). Steve is involved in volunteer efforts, tutoring refugees in Portland.



**Forest Wentworth**

*Maine Manufacturing Extension Partnership (MEP)*

Forest Wentworth serves as Maine MEP's project manager at the University of Maine's Advanced Manufacturing Center (AMC) in Orono. His position was created in 2014 to expand the expertise available to Maine manufacturers who use AMC's engineering support and service center. Forest provides a range of research, design, and manufacturing services to private sector clients and functions as Maine MEP's liaison with the Center. With fabrication capabilities and access to research expertise, AMC provides valuable services to Maine manufacturers by working with companies on design and prototype projects. Prior to his position with Maine MEP, Forest worked for an equipment manufacturer, designing and integrating tank systems on vehicles for the petroleum and firefighting industries. He has extensive knowledge in 3-D CAD design, CNC machining, welding and fabrication. Forest also worked in the petroleum industry as a quality control manager and design certifying engineer. While earning a B.S. in Mechanical Engineering Technologies at the University of Maine, as an AMC student engineer assistant he worked on more than 20 engineering projects and managed manufacturing precision machine components, as well as a pilot food processing line.



# NEW PRODUCT GLOBAL SHOWCASE



## Bixby & Co. (Rockland, ME)

Nutty for You Bixby Bar is a certified organic dark chocolate peanut butter Maine sea salt candy bar that is non-GMO, gluten-free, vegan (dairy-free), and made with ethically and fairly traded chocolate. An innovator in the new category of natural candy, Bixby & Co. has created an award winning and delicious candy bar that has healthy benefits. With its certifications and allergen friendly ingredients, Nutty For You is packed full of protein and fiber (3-4 times more than standard candy bars), bringing a healthier option to market.



## Flowfold (Scarborough, ME)

Stormproof Porter-Zipper Tote Bag is a remodel of a classic design with modern aesthetics, cast-iron strength, and stormproof zippers. This zipper tote bag, which weighs in at half a pound, is stoic in unpredictable weather and invulnerable to spills. It's an excellent carry-on, lunch bag, and go-to for your daily commute. This product, like all of Flowfold's products, is made in the USA from the world's strongest material.



**NONESUCH™**

SKINCARE FROM THE SEA  
NATURALLY FROM MAINE

## Nature et Luxe (Biddeford Pool, ME)

Nature et Luxe marries the French tradition of marine skincare with Maine's legacy of natural product innovation. Its suite of natural skincare products fortified by Maine Seaweed and other ingredients are deeply hydrating and rich in essential vitamins, minerals, and amino acids that promote healthy skin. The Nature et Luxe line includes a Maine Sea Salt Scrub, Maine Seaweed Hand Salve, Hydrating Body Oil with Maine Kelp, Seaweed Infused Body Lotion, Maine Marine Face Cream, and a Marine Face Serum.

## TUBE-WORKS

## Tube-Works (South Portland, ME)

Hot-Tubes are an entirely new type of highly efficient ceiling fan that re-circulates warm ceiling air down to the floor in winter. Hot-Tubes feature super quiet yet powerful DC fans and a very durable, extremely lightweight and soft tubular fabric jacket. Cool-Tubes are an evolutionary step forward in personal cooling fans, utilizing only the coolest air in the room to provide maximum cooling with almost silent operation. Both models are completely portable with optional battery power and USB charger.

**YALE CORDAGE**  
Performance. Passion. Possibilities.

## Yale Cordage, Inc. (Saco, ME)

Fortis<sup>2</sup> Sling are Heavy-Lift multipart slings made with Unitrex™ XS Max Wear synthetic cable that has a core of Honeywell Spectra® fiber encased with neoprene and a tough braided jacket of high tenacity polyester. The result is a heavy lift sling of Unitrex™ XS that has the durability and stiffness of a wire rope sling at a fraction of the weight. The sling is currently being used at shipyards and construction jobs to replace heavy wire rope slings, as well less durable synthetic rope slings. They can be used in any heavy lift application that calls for a strong, durable, and light sling.



## Zootility Tools (Portland, ME)

The PocketMonkey is a 12+ function multi-tool that fits in your wallet. Its compact stainless steel design features a bottle opener, orange peeler, letter opener, screwdrivers, hex wrenches and even phone kick-stand. The Zootility lineup also features the Hedgehog, a multi-functional wallet comb, and in February, Zootility started shipping the WildCard, a full-size folding knife that's just 2mm thin.



Visit the **New Product Global Showcase**  
during the 20th Anniversary Gala and  
vote for **Best in Show!**

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