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MAINE IS INTERNATIONAL: Focus on Sanford

Once dominated by mills producing shoes and textiles, Sanford is the 6th largest municipality in Maine with a population of 21,000. With over \$5,000,000 in investments from a variety of public and private sources, a comprehensive plan to develop the former mill area into a high-profile area for commercial growth and vitality is underway, led by the Sanford Regional Economic Growth Council. The state-of-the-art Sanford High School and Regional Technical Center, which opened in 2018, provides skilled employees to regional manufacturers offering high-demand career technical education programs. Designed with business attraction, growth, and retention in mind, the high-speed, municipally owned broadband system with the potential to inject \$47 – \$191 million in the region's economy over the next decade, SanfordNet Fiber project is nearly complete.

In this issue, we visit two Maine manufacturers and MITC members located in Sanford.

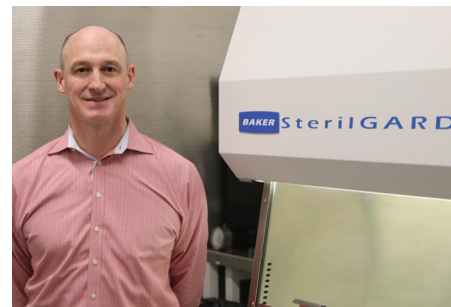


The Baker Company

The Eagleson family has been at the helm of a well-known manufacturing company in Sanford for more than half a century, but you won't see their name on any of the signs.

"We were founded in 1953 by Art Baker, that's where the name comes from," says third generation President David Eagleson. "My grandfather Jack began working with Art early on to grow the business, and eventually he took it over."

Today, The Baker Company is a worldwide leader in the design and manufacture of biological safety cabinets. These workbenches for scientists are used in research labs for people trying to understand diseases and develop cures as well as in clinical settings for preparation of medications given to patients.



Continued on page 4

President's Circle
Bank of America

Director's Circle

Bangor International Airport
BerryDunn
Chase
CIEE: Council on International
Educational Exchange
Consulate General of Canada - Boston
Eaton Peabody
IDEXX
KeyBank
Maine Department of Economic
& Community Development
Maine Technology Institute
Mainebiz
People's United Bank
Sappi Fine Paper North America
TD Bank

Sustaining Circle

Acadia Benefits
Allen Insurance and Financial
Baker Newman Noyes
Bangor Savings Bank
BDN Maine
Camden National Bank
C.H. Robinson
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Finance Authority of Maine
FirstPark Commerce & Technology Center
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Kepware Technologies
L.L.Bean, Inc.
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Maine Composites Alliance
Maine Manufacturing Extension Partnership
Maine Maritime Academy
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Puritan Medical Products Company
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Sprague Energy Corporation
Tex Tech Industries
Texas Instruments
UK Department for International Trade
University of New England
U.S. Small Business Administration

President's Corner



Dear MITC Members and Friends,

The first time I sat down to write this letter on March 9, I was sitting in the Maine DECD offices in Augusta. We'd just had a directors' meeting to discuss what we thought was coming, and I was quickly making contingency plans for critical functions and thinking through how MITC would work remotely. I couldn't write the letter. Trying to predict the future in that moment felt impossible. We had no idea where we were going or what the next few weeks would bring.

We know now. We know that as of mid-June, COVID-19 has directly affected almost 3,000 of our fellow citizens and claimed the lives of over 100 Mainers. The economic and social impact of the global pandemic has created, or brought forth, upheaval that has not been seen in most of our lifetimes.

When the story of 2020 is told, I will remember those lives lost. I will also remember the way in which the people of Maine responded. For several weeks, I spent time working with the DECD team to help triage companies as they pivoted from consumer and industrial goods to manufacturing personal protective equipment: textile and apparel manufacturers making face masks; craft distilleries producing hand sanitizer; and countless schools, small businesses, and hobbyists coming from everywhere creating face shield components with their 3D printers.

The call went out, and it was answered.

Through it all, our team has made hundreds of phone calls, and yes, continued to work with Maine's business community to pursue international opportunities. Manufacturers largely remained on the job and never stopped processing orders; however, we heard concerns of export shipping and supply chain disruptions. While the consumer goods sector, especially those attached to retail or restaurant trade, experienced sudden reduced demand, life sciences firms have seen increases in export orders for products related to the pandemic. The one universal challenge facing all international business sectors is uncertainty.

In April, the World Trade Organization predicted a sharp decline (13-32%) in global trade in 2020 due to COVID-19 with recovery to begin in 2021. MITC is working to help our clients prepare for the recovery: providing training that will help businesses weather difficult economic times, expanding the funding available through our STEP Financial Assistance Awards for international market access; and developing new virtual services to make connections and bring sales to Maine exporters.

Finally, I want to acknowledge my team and thank them for exemplary work over the past few months. Our staff have responded to an unprecedented situation with the caring, creativity, and professionalism that Maine has come to expect from MITC.

Brighter days are coming, and MITC remains committed to your success. We're here to help you position your business for a strong recovery. We look forward to hearing from you.

Wishing you good health,

Wade Merritt
President and State Director of International Trade

Members Supporting Members

At Maine International Trade Center (MITC), Maine businesses are the lifeblood of what we do. Our impact is measured by the success of Maine companies entering and doing business in markets around the globe, which supports Maine jobs and strengthens the state's economy. Working together helps everyone grow and prosper.

Members Supporting Members



With support from our Members Supporting Members sponsors, MITC is here to help Maine companies during this challenging time. With a full range of services to assist businesses entering or expanding international markets, we remain a trusted resource with a vital network of connections across the state and around the world. Now more than ever, we believe those relationships matter.

Maine will emerge stronger, strategically positioned to thrive in the global economy of the future.

Together,
we'll find
a new way
forward.

Dignitary Sponsor



Diplomat Sponsors



Consular Sponsors



Attache Sponsors



Changes to STEP Financial Assistance Awards

We've made a few changes – increasing the dollar amount per activity and total number of awards and dollar value per year, as well as lowering the match requirements – so that your business will realize even greater benefit from STEP Financial Assistance Awards.



U.S. Small Business Administration

Funded in part
through a grant with the
U.S. Small Business Administration

The State Trade Expansion Program (STEP) grant initiative of the U.S. Small Business Administration provides funding to increase the number of businesses that export. Administered by Maine International Trade Center (MITC), funds can be used for a number of activities including:

- Virtual B2B matchmaking services
- Online export compliance training
- Website localization and optimization



Our Trade Specialists are available to discuss options, help to develop your plan, and connect you with needed resources.

Learn more at mitc.com
or email us at step@mitc.com today.

Eligible Maine companies
may receive a maximum of five
STEP Financial Assistance Awards
totaling up to \$20,000 per year.

Maine is International: Sanford continued from page 1



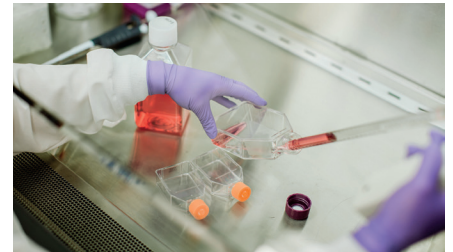
"In both of those settings, it's very important the work people are doing is kept free of contamination," says Eagleson. "Our product provides an enclosed space where the atmosphere is carefully controlled through products we engineer. There's a high efficiency filtration system in the cabinet and a fan system to move the air around in the way we've designed, offering protection for the product and the workers."

Bioscience is a global business, and The Baker Company has been selling its products internationally for over 35 years. The company's largest dealers are in Canada, China, Japan, Taiwan, and South Africa.

"There are a lot of researchers that study in the United States who go abroad and want the best product on the market, which has taken our product overseas," explains Jim Hynes, Vice President of Sales.

Despite its long history in international markets, The Baker Company often turns to MITC for help with market research, export compliance training, business matchmaking, export assistance grants, and participation in international trade shows. With support from MITC, The Baker Company has attended the MEDICA conference in Germany for the past four years.

"It's the largest medical device exhibition in the world, and we've had the opportunity to be exposed to different markets," says Hynes. "MITC partnered with other trade centers from New England states and several companies traveled as a group of suppliers representing the best of New England. We found a dealer in Australia as a result of being at MEDICA."



The Baker Company employs 250 people worldwide, and 170 are in Sanford. There are traditional manufacturing roles like bending, cutting, and welding metal, while other jobs require more high-tech, precision manufacturing. The company builds and ships thousands of biological safety cabinets each year and strives to ensure every product that goes out the door is worthy of the Baker name.

"That's something we take very seriously here", says Eagleson, "Our products are used to protect and save lives, and it's very important they work properly. We are quite proud of what we have created with The Baker Company, building something for our employees and advancing the fields of medicine and the biosciences."

COVID-19 has led to an increase in demand for Baker products, including rush deliveries to public health labs, hospitals, and "fast track" vaccine development programs.



Rubb Building Systems

The National Science Foundation called Rubb Building Systems 3 years ago with a question: Could Rubb's fabric tension buildings withstand the snow and wind on Greenland's ice shelf? The answer was yes.

"Our buildings work perfectly in rugged, cold conditions," says Chuck Auger, Marketing Manager at Rubb Building Systems. The Norwegian-based company has offices in Norway, the United Kingdom, and Sanford, Maine. Their fabric tension buildings are made from galvanized steel frames covered by a durable PVC coated fabric. The company is considered a world leader in the engineering and construction of tensioned fabric structures.

Maine is International: Sanford continued from page 4

“We store stuff,” says Auger. Everything from tennis courts to planes, military fighters, cargo, sand and salt. You name it, we can store it in our buildings.”

Their biggest market is commercial aviation. Rubb recently built a maintenance facility at the world’s largest airport in Istanbul, Turkey to maintain Turkish cargo aircraft. “That project has been huge for us,” shared Auger, “because it opened the door for other projects in that part of the world which is developing quickly.”



The company, located in Sanford since 1983, currently sells to more than twenty countries worldwide with buildings in Europe, Africa, and Southeast Asia. Part of the current marketing strategy is to capitalize on Maine’s growing connections to the North Atlantic. Dana Eidsness, Director of the Maine North Atlantic Development Office (MENADO) at MITC, has promoted Rubb products during trade missions and shared leads on airport and warehousing projects in Greenland and Iceland.

“We feel the North Atlantic area is going to continue to grow,” says Auger. “We already have a presence in Norway and Maine, so any storage facility or port building that is going to be built, we want to pursue that work.”

Looking to move into the South American market, Rubb is participating in ExporTech Maine 2020. The 10-week national export assistance program hosted at MITC is designed to help companies develop an actionable export growth plan to enter or expand global markets. Rubb is one of four Maine companies in this year’s program.

The company has customers closer to home as well. Bath Iron Works, Sprague Energy, and Cianbro all have multiple Rubb buildings and there’s a long list of Maine municipalities who use Rubb buildings to store sand and salt.

“We could have you in a sand and salt storage facility in 5 to 6 months from soup to nuts,” explains Auger. “Our buildings are also relocatable. After you are done with your project, you can take it down and repurpose it somewhere else.”

With energy code compliance and sustainability strong market priorities, Rubb’s highly efficient insulated system (Thermohall) is also becoming popular with customers. The fabric is designed to last between 20 and 30 years. Auger jokes the biggest enemy of their buildings are forklift drivers who puncture the fabric, but even that is easily repaired.



While military-oriented business remained brisk during COVID-19 and warehousing and international port business are likely to return, Rubb is concerned about the aviation industry, traditionally its strongest market sector.



More than 60 people work at the plant in Sanford. Most are manufacturing jobs, everything from welding to fabric cutting and steel fabrication. They also have assembly teams who travel directly to the customers. In Greenland, that meant 3 weeks living in a tent on top of an ice shelf.

The National Science Foundation also had an unusual request. They needed Rubb to make the building’s floor into a toboggan so it could be moved every 5 weeks to prevent drifting snow from building up too high.

That was 3 years ago. The building is still there serving as a storage facility and a really big toboggan!



Get to Know the MITC Team



Wade Merritt

President, Maine International Trade Center and State Director of International Trade

Joined MITC: October 1996

What was your first paying job?

My dad ran the catering operation at the Bangor International Airport when I was growing up, and I did a lot of odd jobs there working for him – throwing overseas garbage into a sanitizer, washing dishes (because planes had real dishes then!), and one summer I painted the building with a friend.

What's your favorite place you have visited?

Iceland tops the list. After a few work-related trips, I took my family there for vacation, and spent a few days in Reykjavik and then a cottage far away from people. Perfect place for relaxing, hiking, and eating.

What's the top destination on your must-visit list?

When we ran a similar article in GlobalView in 2013, I said France. I still haven't been there, and it still tops the list!

What's the most valuable advice you've ever received?

"No one is going to care about you more than you do." I don't remember who told me that, but it's always stuck with me. If you don't value yourself, or your work, or whatever, then why should anyone else? It was a good piece of advice to remember that "it" comes from within.

What is the best book you've read or movie you've seen recently?

Invincible by Amy Lawrence tells the story of Arsenal FC's unprecedented, undefeated 2003-04 season. I've also been on a Maine history binge lately: The Eastern Frontier by Charles Clark, which is a great look at the settlement of the New Hampshire and Maine coasts, and Wildfire Loose by Joyce Butler, which tells the story of the devastating forest fires of 1947.

What causes or organizations do you support?

My family has a deep connection to the town of Addison, so we support several organizations that serve the communities of western Washington County: The Ark animal shelter, Mano en Mano, and the Maine Seacoast Mission. We're also big fans of Girls on the Run.



Jeffrey Bennett

Canada Desk Director and Senior Trade Specialist

Joined MITC: January 2007

When you were a kid, what did you want to be when you grew up?

Professional hockey player

What's your favorite place you have visited?

Vietnam

If you could speak a new language tomorrow, which would you choose?

French (fluently!)

What is the best book you've read or movie you've seen recently?

Talking to Strangers by Malcom Gladwell (most recent book read)

What energizes you outside of work?

Hiking, biking, music festivals (anything outdoors)

What causes or organizations do you support?

Livestrong Foundation (Leader program) & American Cancer Society Cancer Action Network (National Ambassador Team member)



Billie Cary

Trade Information Specialist

Joined MITC: March 2016

What was your first paying job?

Sailing instructor at my community sailing center in Baltimore.

What's your favorite place you have visited?

Travelling down the Caledonian Canal in Scotland.

What's the top destination on your must-visit list?

I'd really like to go to Nova Scotia.

If you could speak a new language tomorrow, which would you choose?

I would love to be able to speak to family members in Norwegian.

What is the best book you've read or movie you've seen recently?

Green Eggs and Ham by Dr. Seuss

What energizes you outside of work?

My family, gardening, and exploring Maine



Patty Davis

Director of Finance & Administration

Joined MITC: January 2009

When you were a kid, what did you want to be when you grew up?

Colonial Williamsburg Historical Costume designer

What's your favorite place you have visited?

Virginia

What is your favorite quote?

Believe in your dreams!

What energizes you outside of work?

Time spent with my 4 kids near & far, road-trip vacations exploring the US, visiting historical destinations, sewing, swimming, and quietly enjoying ocean views & salt air

What causes or organizations do you support?

FAAN-Food Allergy & Anaphylaxis Network

If you could eat one item at every meal for the rest of your life, what would it be?

Chocolate Peppermint Patties



Get to Know the MITC Team

continued from page 6



Dana Eidsness

Director, Maine North Atlantic Development Office

Joined MITC: January 2014

When you were a kid, what did you want to be when you grew up?

A Martha Graham dancer, an M.D. and surgeon, a novelist, Broadway singer, and movie star.

What was your first paying job?

I was a paper girl when I was 10 years old. I delivered the Evening Express and Maine Sunday Telegram in Cape Elizabeth.

What's your favorite place you have visited?

I have a lot of favorites, but Iceland, the Faroe Islands, Greenland, Norway, and Mizen Head in West Cork, Ireland come to mind immediately. I love majestic topography and wild ocean locations.

What is the best book you've read or movie you've seen recently?

I've read and enjoyed two works of historical fiction, recently: *The Muralist* by B.A. Shapiro and *The Lacuna* by Barbara Kingsolver. Both are set in the late 30s/early 40s and feature prominent, famous artists of that time as key characters.

What energizes you outside of work?

Running in the woods with my dog, walks by the ocean, growing and preparing food, entertaining friends, bird watching, loud music, voracious reading, laughing with my family, visiting my neighbor Martha every morning, great art, sunrises, exploring nature photography and portraiture, sketching, writing—and making piñatas.

If you could eat one item at every meal for the rest of your life, what would it be?

Butter



George Lindbom

International Trade Specialist

Joined MITC: June 2018

What was your first paying job?

My working-life began when I got a job as a fry cook at a family restaurant in Wells, ME. I used to "drop" a few extra clams and treat myself to a snack on the slower days. The restaurant has since gone out of business, but that was long after I left...

What's your favorite place you have visited?

As an undergrad, I studied abroad in Morocco and during one of my weekend trips I visited the city of Chefchaouen (شفشاف), which translates to "blue pearl." Almost all the buildings are painted in different shades of blue, and it makes for some spectacular views and picture-taking.

What's the top destination on your must-visit list?

New Zealand is top on the list for me.

What is the best book you've read or movie you've seen recently?

I read the book *Endurance* by Alfred Lansing recently. It documents the adventures and misadventures of Ernest Shackleton and his crew in Antarctica.

What energizes you outside of work?

My brothers and I discovered rock climbing about 10 years ago, and ever since we've been climbing cliffs around New England. It is my favorite after-work and weekend activity.

If you could eat one item at every meal for the rest of your life, what would it be?

Maiz is a Colombian restaurant in Portland, and I could easily eat their empanadas at every meal for the rest of my life.



Maria McIntyre

Managing Director, Invest in Maine

Joined MITC: November 2014

When you were a kid, what did you want to be when you grew up?

Stage/screen director

What was your first paying job?

Personnel assistant at Grant Hardware in West Nyack, NY, three days a week. The Personnel Department needed a Spanish speaker to liaison with the shop workforce, the majority of whom were Spanish speakers.

What's your favorite place you have visited? Italy

What's the top destination on your must-visit list? Italy, for fun

What language(s) do you speak?

Define "speak"... I can speak Spanish and make myself understood in Italian and French.

If you could speak a new language tomorrow, which would you choose?

Fluency in Italian



Julia Munsey

Director, Membership and Corporate Development

Joined MITC: October 2017

What was your first paying job?

JAM's Bakery, which I started when I was 10 years old.

What's the most valuable advice you've ever received?

To thine own self be true.

Welcome Our Summer Interns

Our Future Global Leaders international market research internship program provides practical experience for interns and assists Maine businesses. As Research Assistants, MITC interns learn about international trade from Maine's point of view, hone internet and other secondary research skills, and gain valuable insight into what real Maine companies doing business internationally need to know. This month, we welcomed our two summer interns.



Abigail Gray is a graduate student at the Middlebury Institute of International Studies in Monterey, California. After graduating from

Salve Regina University in May of 2019, she is now pursuing both a Master of Arts in International Education Management and Master of Public Administration. Abby has experience living as a student in England, Italy, and Cuba. Her professional interests include education abroad, sustainable development, international relations, partnership development, and entrepreneurship. She is also passionate about young Mainers having opportunities to stay in-state while building their careers. Abby is excited to be back in her home state for the summer to enjoy all that the state has to offer.



William O'Neil graduated from Tufts University this spring with a BA in International Relations, Economics, and German. His academic and professional interests

include economic development, cross-cultural understanding, and international politics. In January, William will venture to Russia as a Fulbright scholar to teach English before beginning his Master's in International Relations in Berlin next Fall. He seeks to develop intercultural skills and research the complex relationship between politics and trade in order to help local businesses develop stable and profitable relations with partners worldwide. William grew up in Kennebunk, ME and enjoys playing hockey and learning foreign languages.



Get to Know the MITC Team continued from page 7

What is your favorite quote?

Go! Oh, go! Go out and see the world! And wherever you go, be brave. To whomever you meet, be kind. With whatever you have, do good.

What is the best book you've read or movie you've seen recently?

Always, Always Lead with Love by John Dougherty

What causes or organizations do you support?

University of Maine Alumni Association, Girl Scouts of Maine

If you could eat one item at every meal for the rest of your life, what would it be?

Chocolate Chip Cookies



Cheryl Rau

Director of Marketing & Communications

Joined MITC: October 2011

When you were a kid, what did you want to be when you grew up?

An author, because to me books were (and still are) magic.

What's your favorite place you have visited?

Maine. I visited for the first time in 1994, and in 1997 I moved here.

If you could speak a new language tomorrow, which would you choose?

French

What is your favorite quote?

It takes courage to grow up and become who you really are. - *e. e. cummings*

What is the best book you've read or movie you've seen recently?

The Nightingale by Kristin Hannah

If you could eat one item at every meal for the rest of your life, what would it be?

Dark chocolate



Zeynep Turk

Director of StudyMaine and Senior Trade Specialist

Joined MITC: July 2005

What's your favorite place you have visited?

So many to choose from but I would say it is a tie between Kenya and Egypt. Kenya was amazing as I loved seeing wildlife in their natural habitat but seeing the pyramids as well as other temples in Egypt were totally unforgettable.

What's the top destination on your must-visit list?

I would love to go to Rwanda and Uganda to trek to see high mountain gorillas.

What language(s) do you speak?

Turkish, English, and basic German

What energizes you outside of work?

Traveling

What causes or organizations do you support?

I am a big animal lover and support a number of animal welfare organizations both in the US and Turkey. . . to name a few are Animal Refuge League, Peace Ridge Farm, and Angels Farm Sanctuary (Turkey).

If you could eat one item at every meal for the rest of your life, what would it be?

Peanut butter