



*Maine* is for **ME**

A Project of the 2013-14 Leadership Maine Phi Class

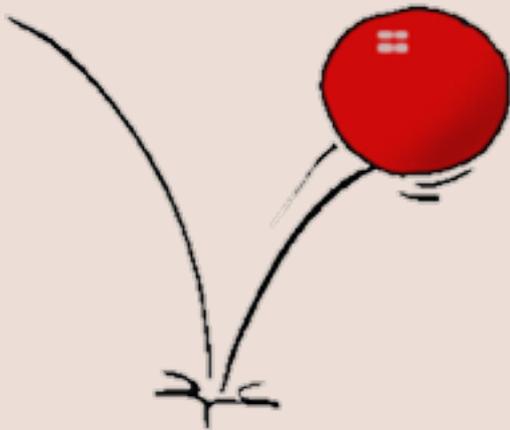
**RED TEAM**

**#maineisforme**

# WHO WE ARE

			
	<b>ASK/TASK</b>	<b>TELL/TASK</b>	
	Tom David Bre	Jonathan Cynthia Sheryl	
	<b>ASK/PEOPLE</b>	<b>PEOPLE/TELL</b>	
	Andrea Catherine Cathy	Carol Jennifer	
			

# EARLY CHALLENGES



In the beginning, there was a team that needed to make a charter...

and a RED RUBBER BALL.

# WHAT WE BELIEVE

Have fun      Be a real team  
↓  
Respect      (no behind)  
Listen first      (back shit)  
Make Space for others      no triangulation  
Be accountable      flexibility  
Be available  
Honesty - ask for help  
Commitment  
Eye on the prize - cross finish line together  
Realistic expectations  
many hands make light work  
● Capitalise on our strengths

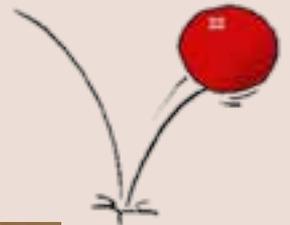
flexibility

Have fun

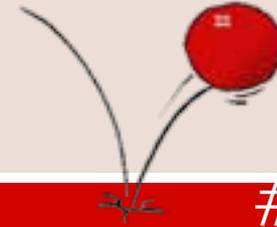
Make Space for others

- cross finish line together

Be a real team  
↓  
(no behind)  
(back shit)  
no triangulation



# RED TEAM CHARTER: PART 1



#commitments

Have fun

Demonstrate commitment through accountability and availability

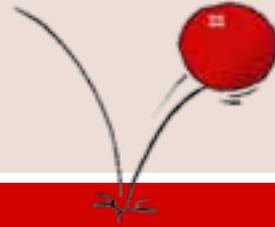
Set realistic expectations

Capitalize on our strengths

Cross the finish-line together



# RED TEAM CHARTER: PART 2



#decisions

Collaborate to generate a proposal

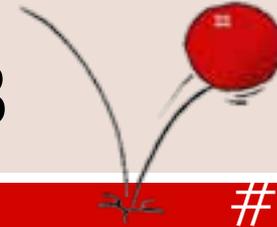
Identify unsatisfied concerns

Modify the proposal to generate consensus

Team vote by show of support, neutrality, or need for further discussion



# RED TEAM CHARTER: PART 3



#participation

Roles agreed to by team consensus (agenda, facilitator, note taker, timekeeper)

Respect team by communicating honestly, remaining flexible, and allowing open discussion

Might by phone or in person prior to program days

Other communications:  
facebook group and e-mail



“I BOUGHT MY TICKET WITH MY TEARS...”



In spite of it all, we came up with a team charter that truly represented our group values as we developed as a team and worked on our project.

# “AND I THINK IT’S GONNA BE ALRIGHT...”

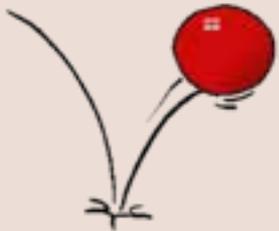
On the bus in Washington County, we found common ground. Collectively, we actually have some good ideas. We were not yet on the same page, but at least we were in the same book.



# “YEAH, THE WORST IS OVER NOW.”

The day at UNUM  
when clarity hit...

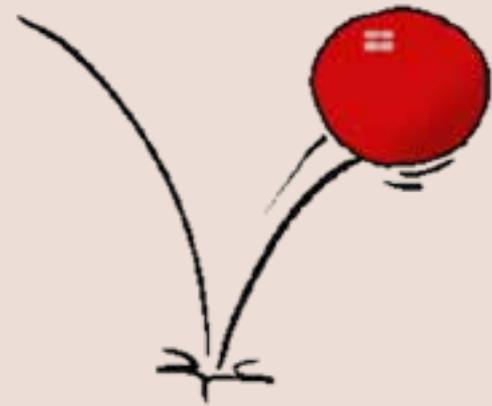
We ARE on the  
same page!



“THE MORNING SUN IS SHINING...

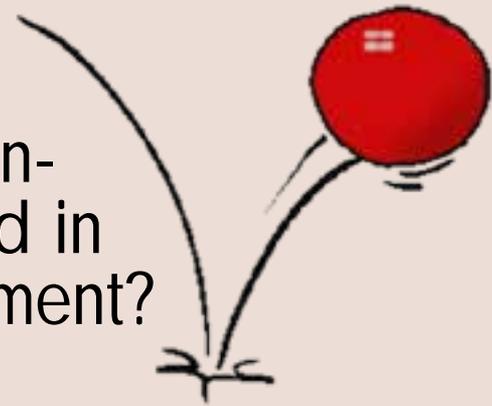


LIKE A RED  
RUBBER  
BALL!”

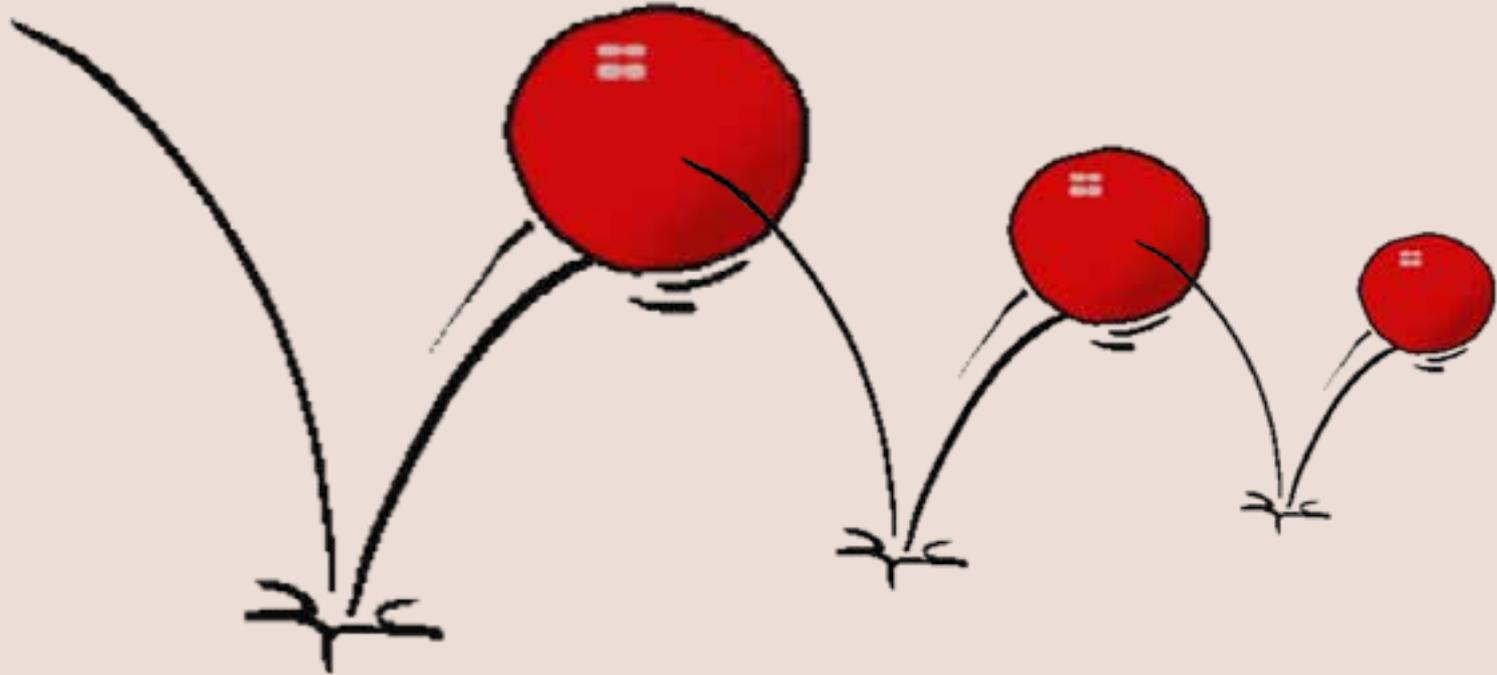


# OUR CHALLENGE

Why isn't QUALITY OF PLACE helping grow our economy more, even in spite of our other challenges? How do we better capitalize on strong quality of place and life to increase in-migration and attract people, particularly young, educated and qualified people, to Maine to bolster our workforce? What initiatives can help us replicate the phenomenon witnessed in Portland, Oregon during the recession, when in-migration of young people continued in spite of job loss and high unemployment?



# OUR RESPONSE





# Maine is for MIE

Purpose: to capitalize on strong quality of place and life to increase in-migration and attract people to Maine to bolster our workforce and our economy by using eloquent witnesses to tell WHY Maine works for their lives, their jobs, their recreation, their families.

#qualityofplace #mainessogotthis

#attractandretain #bolsterworkforce #maineisforme

# Maine is for MIE

Use eloquent witnesses to tell WHY Maine works for their lives, their jobs, their recreation, their families.



EXAMPLES OF ELOQUENT WITNESSES Pictured Left to Right: Brian Davenport, USM LAC; Chris Gardner, Eastport Port Authority; Elizabeth "Liz" Neptune, Passamaquoddy Indian Nation; Kevin Hancock, Hancock Lumber, Susan Corbett, Axiom Technologies; Fred Harris, BIW; Rick Malinowski, Tambrands; Cary Olson Cartwright, UNUM... PLUS EVERY ONE OF US!

# SOCIAL MEDIA AS A MARKETING TOOL

#spreadtheword

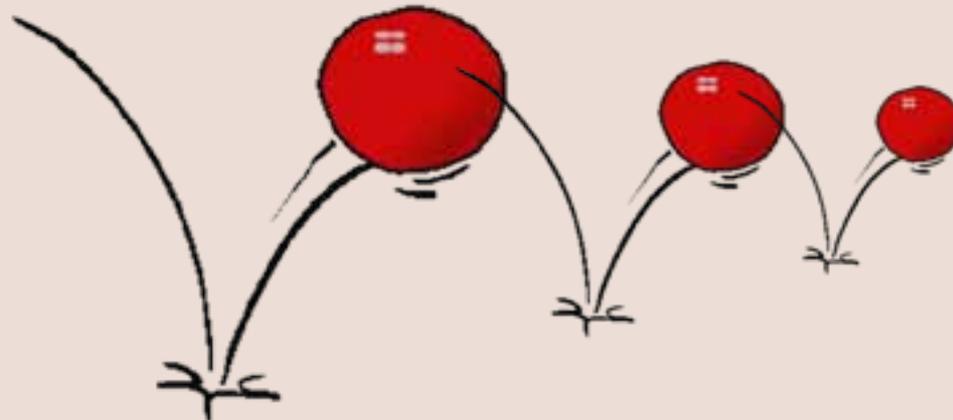
- ✕ Facebook
- ✕ Tumblr
- ✕ Twitter
- ✕ Instagram
- ✕ World wide web
- ✕ Hashtags



# WHO WE INVOLVED

#connections

- ✧ Capital Area Technical Center
- ✧ Chambers
- ✧ Friends and family
- ✧ Leadership Maine and other colleagues
- ✧ Realize ME & Mid Coast Edge



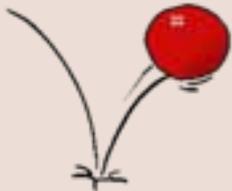
# LEADERSHIP MAINE TEAM LAUNCHES MAINEISFORME.COM

## SENT TO:

Bangor Daily News  
The Bollard  
Boothbay Register  
Coastal Journal  
The Cryer  
Dispatch Magazine  
The Forecaster  
Kennebec Journal  
Lincoln County News  
MaineBiz  
New Maine Times  
Phoenix  
Portland Press Herald  
The Sun Journal  
The Times Record  
Turner Publishing

MPBN  
WCME  
WERU

FOX 23  
WCSH  
WGME  
WMPG  
WMTW  
WPME  
WPXT



As part of the Maine Development Foundation's 2014 Leadership Maine program, a group of leaders from around the state have taken on the task of addressing why Maine is failing to attract and retain young people to live and work in Maine.

For those who follow economic trends, it is old news that Maine's workforce is aging, and not being replaced rapidly enough with new workers to advance the economy. At the same time, state leadership wrestles with the question of how to stimulate economic growth and ensure a good standard of living for Maine residents without destroying the "Quality of Life" that is one of the state's chief assets.

After initial research, the Leadership Maine team has focused on challenging a perceived lack of opportunities in the state, and spreading the word about potential careers, professional development and networking opportunities for the next generation of leaders with the launch of a new website and social media network tagged [maineisforme.com](http://maineisforme.com).

The site invites Maine residents to post photos, videos and stories on the maineisforme.com page to illustrate how they are building their careers while enjoying an enhanced quality of life in Maine. The goal is to establish a critical mass of success stories from Maine residents that embrace the many ways success can be defined in Maine, whether you are climbing the company ladder of a large employer, starting your own small business, joining Maine's local farms movement, or using your "day job" as a year-round pass to the natural beauty and outdoor adventures that draw thousands of tourists to Maine each year.

Submission of job opportunities, networking events, recreational activities, and informational links by organizations that will help Maine residents advance in their chosen professions are also encouraged.

According to the Maine Office of Tourism, Maine's natural beauty, special places, opportunities for adventure and idiosyncratic mindset combine to create a state "where you can follow your inner compass and be completely yourself". If this is a quality of place that you value, let us know.

Visit [maineisforme.com](http://maineisforme.com) to share your Maine success story, or find us on Facebook, Twitter and Instagram, and help spread the word!

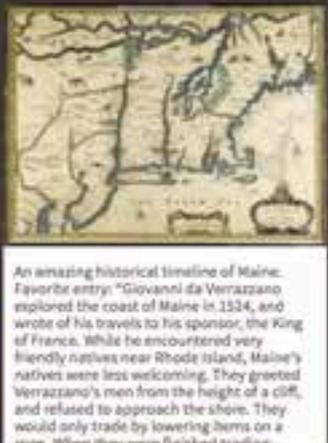
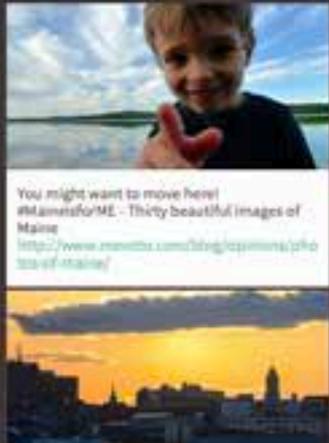


# Maine is for ME

**Maine is for ME. Show us why!**  
 Celebrating the people, places, and experiences that are authentically Maine.

Share your workplace, business, opportunities, special places, diversity, community, people, natural beauty, adventures, and creativity with us.

[Twitter](#) [Facebook](#) [Tumblr](#)



RED TEAM

#maineforme



Maine is for ME  
Community organisation

Liked Following Message

Timeline About Photos Likes More

THIS WEEK

1 Page Like

336 Post Reach

UNREAD

4 Notifications

0 Messages

Recent

- 2014
- 2013

See Your Ad Here

Maine is for ME #bellastmaine is #happy! Here's a teaser of the video they are making, which will be film...



1

Boost Post

PEOPLE

309 likes

Diane Hunt Braybrook, Neal Harkness and 48 others like this.



Find New Customers  
Connect with more of the people who matter to you.

Promote Page

Make your friends to like Maine is for ME

Status Photo / Video Offer, Event

What have you been up to?

Maine is for ME shared a link via Our Town Belfast  
Posted by Breanna Peckham Bebb (r) · 37 minutes ago

#bellastmaine is #happy! Here's a teaser of the video they are making, which will be filmed in over 70 locations with hundreds of Bellastians dancing.



Belfast is Happy Short 1

Belfast Maine is creating its own version of "Happy"...

RED TEAM

#maineisforme

# HAPPY HOUR WORK SESSION IN WOOLWICH

#livingthetiredteamcharter



The day Cynthia confused "207" with "The 700 Club"

# HELP RED TEAM MOVE THE NEEDLE



Post your Maine stories to [maineisforme.com](http://maineisforme.com), Maine is for Me on Facebook and Twitter, and use the hashtag #maineisforme when you tell your authentically awesome Maine stories through all social media!

Spread the word to your friends, family, kids, and colleagues! SHARE. SHARE. SHARE.

#MAINEISFORME      SHOW/TELL/SHARE WHY



*Maine* is for **ME**

**Thank You!**  
*(and now a sing-along)*

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**RED TEAM**

**#maineisforme**

A SONG ABOUT TRIUMPH OVER TRAUMA

AND A RED RUBBER BALL

---

I should have known you'd bid me farewell

There's a lesson to be learned from this and I learned it very well

Now I know you're not the only starfish in the sea

If I never hear your name again it's all the same to me

-----

And I think it's gonna be alright

Yeah, the worst is over now

The morning sun is shining like a red rubber ball

# A SONG ABOUT TRIUMPH OVER TRAUMA

## AND A RED RUBBER BALL

You never cared for secrets I'd confide  
For you I'm just an ornament, something for your pride  
Always running, never caring – that's the life you live  
Stolen minutes of your time were all you had to give

-----

And I think it's gonna be alright  
Yeah, the worst is over now  
The morning sun is shining like a red rubber ball

# A SONG ABOUT TRIUMPH OVER TRAUMA

## AND A RED RUBBER BALL

The story's in the past with nothing to recall

I've got my life to live and I don't need you at all

The roller coaster ride we took is nearly at an end

I bought by tickets with my tears – that's all I'm gonna spend!

-----

And I think it's gonna be alright

Yeah, the worst is over now

The morning sun is shining like a red rubber ball

*(repeat and fade, yo)*



#livingthredreamcharter

#maineisforme