



Maine Downtown Institute
The Story Matters: Telling Our Story in a Compelling Way
Wednesday March 4, 2020
9-11am
Belfast Free Library

8:45am – Coffee and light refreshments

9:00am – Welcome and introductions

9:05am – Panel discussion

- Robin McIntosh, Program Director, Midcoast Leadership Academy (Moderator)
- Marty Hamre, Portland, Community Relations Manager, Bangor Savings Bank
- Diane Lebson, Camden, CEO and Co-Founder of Evergreen Philanthropic Solutions
- Mary Sargent, Belfast, Executive Director, Penobscot Shores Retirement Community and former President of Camden's West Bay Rotary
- Megan Williams, Camden, Executive Director, United Midcoast Charities
- Carolyn Zachary, Belfast, Assistant Editor, The Republican Journal

9:45am – Panel Q&A

10:00am – Branding presentation and exercise led by Rob Dietz, Principal of Pica brand, strategy, and design

10:45am – Questions and reflections

11:00am – Adjourn