



TWELVE PEOPLE  
SHAPING THE FUTURE  
OF MAINE'S ECONOMY

# Next



**THE 2003 NEXT LIST  
HONOREES:**

**HABIB DAGHER**

*Director  
University of Maine Advanced Engineered Wood  
Composites Center, Orono*

**ELLIOTT AND JOHN  
CHAMBERLAIN**

*Owners  
ALC Development Corp., Saco*

**SCOTT CHRISTIANSEN**

*President  
River Valley Growth Council, Rumford*

**KRISTIN MAJESKA**

*President  
Common Good Ventures, Waterville*

**RICHARD BATT**

*President and CEO  
Franklin Memorial Hospital and Franklin  
Community Health Network, Farmington*

**BOB BOWEN**

*Co-owner  
Sunset Acres Farm, Brooksville*

**MOHAMMED ABDI**

*Parent/community specialist  
Lewiston School Department*

**ERIKA MORGAN**

*Program manager  
Maine Green Power Connection, Brunswick*

**MATT POLSTEIN**

*Owner  
New England Outdoor Center, Millinocket*

**KEVIN AND MATT HANCOCK**

*Owners  
Hancock Lumber Co., Casco*

**W**elcome to our inaugural Next list: a dozen Mainers who are shaping the future of the state's economy.

All of us are shaping that future in one way or another, but our purpose here is to highlight the work of particularly forward-looking Mainers. These are people who have created a vision of the future for

their industries and organizations, and for what Maine can become. They share the notion that future economic growth can be accomplished with many of the resources Maine already possesses, and that it can happen in a manner that takes into account the welfare of all Mainers. They're looking to the future, but they're already making a difference.

Program manager, Maine Green Power Connection

# It's easy being green

PHOTO/DAVID A. RODGERS

**G**reen power has come to Maine, and with it the potential for the state's manufacturers to brand their goods as produced with renewable energy. It's already clear that the future of Maine manufacturing is in high-end, value-added products, and the green power designation provides one more reason for consumers to choose Maine goods.

For Erika Morgan, program manager of the Maine Green Power Connection, the lure of renewably produced energy has always been clear: Whether it comes from the wind, the sun or, someday in the not-so-distant future, fuel cells, renewable energy protects the environment and the people who live in it, while decreasing dependence on foreign oil.

Morgan, 50, has spent her entire career working on renewable power issues, starting in 1975 when, fresh out of Mount Holyoke College with a degree in biology, she took a job with Maine Audubon. "What has changed" since then, says Morgan, "is the growing awareness that we need to change — and a growing readiness on the part of the technology... People are starting to realize that an economic system that only values things you put dollar signs next to is limited."

In the last three years, Morgan has been at the center of Maine's green power initiatives, working with Maine Interfaith Power & Light, a licensed aggregator of green power, and Maine Green Power Connection, a related organization that markets green power to business and residential customers. But rather than an airy fantasy of eliminating the power grid altogether, Morgan has put forth the savvy idea that green power is good for business.



*"If you believe as I do that things like global warming and air quality problems are real and the result of decisions that we have all made, then it's time to change those decisions."*

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The approach has worked. By gathering from consumers signed letters of their intent to purchase green power once it became available, Morgan convinced a Portland retail electricity supplier to offer a locally produced green-power product. But it's not an all-or-nothing deal. In order to reach businesses that can't afford to go entirely green — which costs about 10% more than standard-offer electric rates — Morgan and her colleagues have come up with a menu of green-power products that allow purchasers to designate funds for the production of green power, which goes into the grid and helps reduce the demand for power from non-renewable sources.

These market-based strategies make

doing the right thing for the environment make sense on the bottom line, which is essential if Maine businesses are to participate. So far, about 2,000 businesses and households are paying for green power. Morgan's short-term goal is to have 60,000 customers — 5% of the state's energy market — enrolled in a green power program by 2008; long-term, she'd like nothing less than the complete overhaul of Maine's energy infrastructure, something she sees as intrinsically connected to the state's economy. "There's a quote that's attributed to Ray Anderson [CEO of Interface Inc., an Atlanta-based commercial carpet maker with a commitment to environmental sustainability] — 'The economy is the wholly owned subsidiary of the environment' — and we have to begin to act as though that's the case," Morgan says. "We have to acknowledge in our purchase decisions not just economic considerations, but also impacts on natural capital and social capital... Green power is one of the earliest and easiest tools we have to make that change."

*Michaela Cavallaro*