

Ten Most Intriguing

Everything about this year's list of Mainers shows just how captivating we can be—from concepts embraced around the world to shaking up the city's status quo.

ONE

Welcome to Starbucks United Arab Emirates.

What can I get started for you?

MICHELLE GASS

President, Starbucks Europe, Middle East & Africa

BY COLIN S. SARGENT

When you walk into a Starbucks there should be a spring in your step, because we should all take pride in the secret knowledge that not only is a Mainer the straw that stirs the drink at Starbucks, Michelle Gass, 44, *invented* the straw that stirs the drink.

Who hasn't seen her signature bright green straws? She also introduced the bubbletop at Starbucks, which in turn was copied by McDonald's.

Gass is the gifted marketing executive behind Seattle's Best, the Starbucks subsidiary "for folks who wouldn't be caught dead in a Starbucks," according to *Forbes*, now on its way to cresting \$1 billion annually on its own. Think of it, Starbucks "snubbers." Even when you don't think she has you, you're a customer!





Michelle Gass leads Starbucks Europe, Middle East, and Africa locations as the division's president. The Lewiston-native is a brand identity genius, credited with the iconic design of the Frappuccino.

PERSONALITIES



Clockwise, from top: Between Europe, Africa, and the Middle East, Michelle Gass oversees more than 1,550 Starbucks locations. The United Arab Emirates alone has 100 cafés; Start at the Arc de Triomphe and fan outward to find the more than 50 Starbucks locations in Paris; In Doha, Qatar, Starbucks shares the same shopping center as Johnny Rockets; Starbucks' Red brand coffee beans come from Africa, and a portion of the proceeds travel back to fund HIV/AIDS medication.

In a feature story devoted entirely to Gass and her creative influence on the coffee chain, *Forbes* magazine has called the former Lewiston High School valedictorian "Starbucks' Secret Weapon."

"She loves shaking things up," the magazine reports. "She led Starbucks in a new direction in 1996 by making a huge success of Frappuccino, now a \$2 billion brand. She ran the company's big turnaround for Chief Executive Howard Schultz after he returned to the top job in 2008. She led Starbucks to triumph in the usually reviled world of instant coffee with the introduction of VIA in 2009. Now she's going to run Europe, the Middle East, and Africa for the company."

With offices in London, this Mainer surveys an incomprehensible Starbucks universe. It's amazing enough that Starbucks

has the nerve to try to sell latté at 50 or more locations in Paris. But who knew Gass had the verve to locate 87 Starbucks cafés (of a total 100 in the UAE) in a 506-square-mile stretch along the Persian Gulf between Abu Dhabi and Dubai? In Kuwait there are 75, Egypt has 18, Lebanon 16, Saudi Arabia 15, Bahrain 14, Qatar 12, Jordan 10, Oman 6, and Morocco 3.

The globe-trotting head of the EMEA (Europe, Middle East, Africa) sector of Starbucks' business grew up as Michelle Petkers in Lewiston. She graduated from Worcester Polytechnic Institute with a degree in chemical engineering and was hired by Procter & Gamble in product research, "launching products such as Baking Soda Crest and Crest for Kids toothpaste varieties," according to *Lewiston-Auburn Sun Journal*—before being recruited by Starbucks. In 1996, Gass was given the opportunity to develop the marketing plan for the Frappuccino and, according to *Forbes*, is credited with the familiar notes that make frozen coffee a luxury—such as the green straw, drizzled flavors on top, and the round half-sphere plastic top.

The brand that had been introduced as just another side product has grown to be

worth over \$2 billion, thanks to Gass. "Michelle has driven many innovations across categories," per a Starbucks release, "introducing Starbucks customers to such favorites as the Pumpkin Spiced Latte (which recently hit headlines when eager Starbucks customers caused national stocks of the pumpkin flavor to run low), Tazo tea beverages, and many other seasonal favorites." These have translated into a significant bottom-line impact for the global brand. "At Seattle's Best Coffee, a Starbucks subsidiary, she has led significant growth—from 3,000 to 50,000 points of distribution." Next, Gass took the opportunity to develop the Seattle's Best Coffee brand, raising it from unknown to ubiquitous, especially in the market for more affordable coffee.

Here's Gass speaking to *Fox Business*: "There are over 60 billion cups of coffee consumed every year in the U.S. alone...Starbucks has less than a tenth share of that." According to Gass, customers abroad are 25 percent of Starbucks' total market—and she plans to double the number of foreign customers, making it half of Starbucks' business. So now it seems that Starbucks is our hometown global brand.

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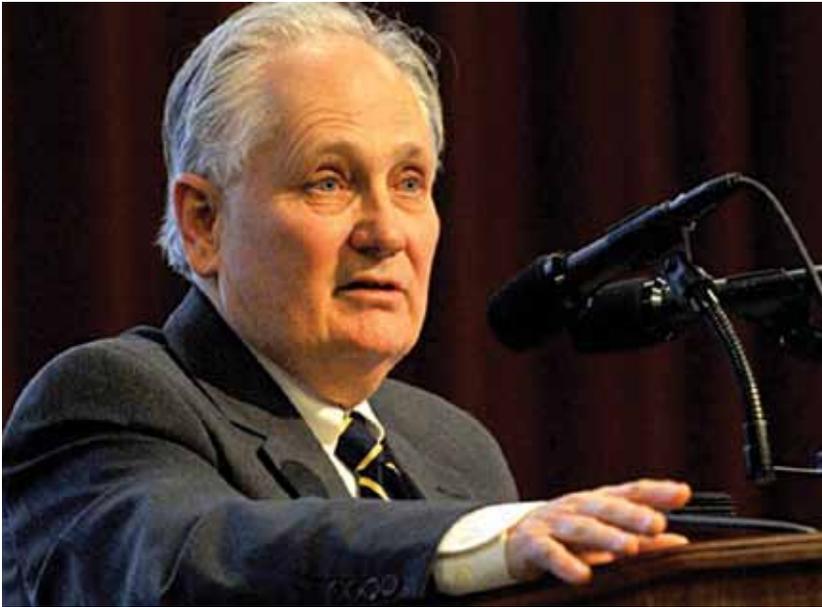


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Who knew a veteran Portland diplomat who lives across Forest Avenue from The Great Lost Bear would be named the interim U.S. *charge d'affaires* to Libya during the heat of the Presidential runoff?

Built in 1904, Pope's house at 41 Belmont Street is between Back Cove and the same block of Forest Avenue that is home to The Great Lost Bear.



September 11, 2012, BENGHAZI, LIBYA – Flames lick out of broken headlights. Burning tires illuminate blackened doorways. Hundreds of demonstrators, rioters, assailants, or terrorists (depending on what we want to see) climb the compound walls of the U.S. consulate. Bottles and gun shots crack in the air. Amid the insanity there's humanity. Unforgettably, there's the image of crowds pulling U.S. Ambassador John Christopher Stevens from the inferno still searing. Three other staffers are lost in the attack. In the totally destructive conflagration, in the ashen living room and entryways littered with broken pottery, what's left is a vacuum in a very important position, and that empty role is in the middle of a firestorm of controversy in the current political shouting match. In the interim, the new envoy is Portland resident Laurence Pope, 67.

Even so far away in his offices in Tripoli [the State Department reports there are no present plans to rebuild the Benghazi consulate], Pope keeps one foot locally. "He graduated from Bowdoin College," in 1967, says Pope's wife Elizabeth, and later attended Princeton University. "He likes going to The Bayou Kitchen," a short four blocks from their home on shady, tree-lined Belmont

TWO

From Back Cove
to Benghazi

In the Hot Seat

LAURENCE
POPE

U.S. Envoy to Libya

BY DAVID SVENSON

Let's just call him

Our Man in Benghazi



"Laurence Pope, the United State's new *charge d'affaires* in Libya, exits the Libyan foreign ministry building after his meeting with Libya's Deputy Foreign Minister Mohammed Abdulaziz in Tripoli on October 15. Secretary of State Hillary Clinton said she takes the blame for any shortcomings in the handling of an attack last month on the US mission in the Libyan city of Benghazi."
—Yahoo News

COUNTERCLOCKWISE FROM TOP LEFT: XXXX; SARA TARBOX (2); NEWS.CN/XINHUA/HAMZA TURKIA; TOURIST MAKER

PERSONALITIES

Street. It's so close to Back Cove you can smell the salt air from their front porch.

Pope represents two generations of grace under pressure. His father, Major Everett Pope (1919-2009), a WWII jungle combatant on Peleliu Island, "received the Medal of Honor for his conspicuous gallantry on Peleliu in September 1944 while leading his men in an assault on a strategic hill, and for holding it, with rocks and bare fists when ammunition ran low, against Japanese suicide attacks," according to Wikipedia.

As *Charge d'Affairs*, Pope brings 31 years of Foreign Service in his bags to Tripoli. "He was one of the top Arabists in the State Department. He's tremendously sensitive, understands other cultures, and loves people," Elizabeth says.

"We met after my time in the Peace Corps in Morocco through a mutual friend. He'd been posted to the embassy there. And then we were in Tunisia; Chad, when he was the U.S. Ambassador; and Bahrain. I tell you, Portland's the best place we've ever lived. I do miss meeting people from all over the world. I'm sure he's enjoying helping [Libya] put itself back together again."

At a press conference in Tripoli, Pope, as reported by AFP, said "...Ambassador Stevens worked tirelessly to support the struggle of the Libyan people for liberation from dictatorship, and to build a democratic state of institutions and the rule of law. ...We will continue on the path that Ambassador Stevens traced for us."

Despite retiring from Foreign Service in 2000, his transition back to Libya was far from outside the norm. "He was picked up right away when he volunteered," Elizabeth says. "The morning of September 12, I ran into the living room and told Larry what I heard about the attack on NPR. A little later he said, 'You know, I'd go out there if I could help.'"

"Our kids are" 28 and 31. "I told Larry 'I'm fine. You should volunteer. Send them an email.' In Washington they're not going to think of Larry Pope in Portland, Maine. You've got to tell them you *want* to go."

Back in Portland, "we've kept a low profile," Elizabeth says. "Larry's big passion is writing scholarly books. He wrote *François de Callières: A Political Life* (2010). That's where his heart is.

"I'd like to do some work with the Sudanese community," she says. At home, "I'm a master gardener. Gardening is my Zen."



THREE

Katie Aselton, 34, Miss Maine Teen USA 1995, rose to fame in FX's largely-unscribed sitcom *The League* as the funny and skillful behind-the-scenes manager of her on-screen husband's fantasy football team. Long before putting the boys to shame with her improvisation skills, Aselton had been acting in and producing independent films with husband Mark Duplass.

This year, the couple wrapped *Black Rock*, a cerebral indie thriller based here in Maine. She grew up in Milbridge, a small town in Washington County, population 1,353. Scenery aside, Milbridge doesn't have a lot going on.

Black Rock was filmed along the rocky shores of her home town and the small islands strewn about the coastal North Atlantic. "We shot on Flint Island, right off Milbridge," the perfect

Good Day at Black Rock

This Milbridge native roots her indie thriller here.

KATIE ASELTON

Black Rock,
Film Director
& Actress

BY JEANEE DUDLEY



backdrop for an action-packed, all-girl, ass-kicking suspense story.

Black Rock follows three women on a girls' getaway in Maine. Portrayed by Aselton, Lake Bell, and Kate Bosworth, the three lifelong friends maintain strained relationships with each other as they face adult disappointments. Their camping trip is intended as an opportunity to reconnect but quickly goes south after they discover they're not alone on the island they have chosen to occupy.

The story quickly turns into a combination of *Death Proof* and *Deliverance*. It frequently borders on B-movie territory, but Aselton and Duplass manage to pull the plot back into intellectual indie mode just in time. "It's a reality-based thriller, a realistic survival tale," Aselton says. "These girls have no experience. They've never fought. They're not packing guns. It's messy and raw—we want it to make the audience question what they would do in that scenario." Film buffs caught an early version of the film as a feature at the 2012 Sundance Film Festival.

Aselton and her hubby financed the film through the online fundraising program

Kickstarter. The couple's Kickstarter goal was set at \$20,000, but by the fundraiser's deadline, they raised over \$33,000. The donated cash was used to rent better equipment, allowing the filmmakers to deliver high-tech material without a big budget.

Delving into the horror genre was a big step for Aselton, who described her first film *The Freebie* to CinemaBlend.com as "A very simple, relationship-centered, talking movie." With *Black Rock*, she says she wanted to take the action outside and make it physical. "I love classic thrillers that are natural and terrifying in a way that I feel it could happen to me. I'm less interested in contemporary horror movies as they are now because, for me, I don't like cheap scares." And what's classic? "Three childhood friends go to an island for fun and try to get off the island alive," Aselton says.

Black Rock delivers realistic thrills in a setting that to New Englanders is eerily familiar. Without a doubt, these chills are not from away. Aselton's understanding of the Maine Coast offers a dark, exciting perspective of *Vacationland*. The movie is

From left, the reunion of lifelong friends Lou (Lake Bell), Abby (Katie Aselton), and Sarah (Kate Bosworth) becomes a struggle for survival after they discover they aren't the only ones inhabiting a remote Maine island in Aselton's new film *Black Rock*.

scheduled for wide release in spring 2013 through LD Distribution.

For Aselton, the road from Maine is still open when she comes back. "When I'm home I have to go to Joshy's Place. I go to 44° North for everything else," she says. "I can go to a nice restaurant in L.A., but when I'm home, I want to go to a clam shack. I can't find a fried clam in L.A. to save my life."

People find different ways to the film industry; for Aselton it all begins at Narragagus High School in Harrington, class of 1996. "In high school, I spontaneously entered myself into the Miss Maine Teen Pageant on a whim, and I won. I didn't realize it, but that was the qualifier for nationals. I ended up taking second place, and that opened up a lot of doors, a whole world of opportunities. I convinced my parents since I could make it there, I could keep going. And here I am."

How are you quieting cynics who suggest your move here from Philadelphia is just a stepping stone to bigger things?

Even though my license plate is still Delaware, and I voted absentee for this election, I plan to start looking to buy a house next summer. I live in the Parkside neighborhood—I love it! The only thing is, I keep getting parking tickets! I never seem to read the signs correctly.

FOUR

North To The Future

New Opportunities,
New Leadership in
Portland Schools

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Portland Public Schools
Superintendent

INTERVIEW BY ROBERT WITKOWSKI

What appealed to you about the job here that was worth a pay cut from \$145,333 to \$137K? At 40, you were Philadelphia's 25th highest-paid school employee district-wide.

I'm an introvert and a bit of a workaholic. I love outdoor activities. When Maine came up, I thought, hey, it's Vacationland, right?

You're coming to us from a city school system on the brink of insolvency, closing more than half the schools and advocating for privatization. What happened?

Three years ago, Philly had full funding and was in a different position. A lot of it's confidential. Michael Nutter is a great mayor, but he had a different view of the school district than an array of stakeholders did.

How does our local school system compare with Philadelphia's?

My swath of schools in Philadelphia was very similar demographically and culturally. Portland's size allows us to be more agile and solution-oriented.

I've never seen anything like Portland's adult education focus on literacy. There's a waitlist! People need to understand how English proficiency creates opportunity and impacts the local economy.

What encourages me here is seeing all partners—local companies, the Boys & Girls Clubs, PTO, nonprofits—sitting together, working to improve the students' education. It's that involvement along with parent outreach that lets us extend learning beyond the school day, and that [bridges] the gap to excellence.

What is Portland public schools' greatest challenge?

Biliteracy is an imperative. It's not emphasized here, but we need to embrace it. Most students in developing countries speak more than one language, and in this global marketplace our students need to know *three* languages, or more.

What's your plan to keep Portland's upper-middle income families from jumping ship for beckoning public schools in suburbs like Cape Elizabeth and Falmouth?

I represent one special interest group: *students*. My goal is to have families choose Portland because of the school system, not just for the great city. We have a dual moral imperative: Get students at or above proficiency to accelerate faster, and for those below to reach a level of proficiency much faster. And it's happening.

[Our recently acquired] \$5 million Nellie Mae Grant will ratchet up our resources, investing in all students to be college- and career-ready. They need to be life-long learners, equipped with 21st-century skills. Looking at the skills needed 50 years ago for the leading industries of that era and the skills required today, you



Caulk's education includes a undergraduate and masters from University of Delaware, as well as a juris doctor's from Widener University School of Law. He is close to his PhD from National Louis University.

see the need for non-routine, expert work. Thinking critically, analyzing data and information, interfacing digitally, and a deep appreciation of math and science will drive students to compete globally.

It used to be cool to be average. Average is over.

When you were principal at Newark High School in Delaware in 2005, did the national media frenzy you experienced after visiting NFL players Tra Thomas and Thomas Tapeh expressed their faith in God during an assembly sour you on bringing high-profile role models to inspire students?



“It used to be cool to be average. Average is over.”

—Emmanuel Caulk

That did not deter me in the least. That had more to do with an unrelated group passing out religious flyers to the students. I told them, “Whoa, you can’t do that here!” But it was too late. Parents were very supportive.

What five role models would wish would stop by and inspire students here in Portland?

President Obama; Joan Benoit Samuelson; Deering High grad and [Baltimore Oriole star] Ryan Flaherty; IDEXX founder & CEO Dave Shaw; and Condoleezza Rice.

How has the Forest City surprised you?

I quickly learned that mountain biking in Maine doesn’t mean the same thing as it does in Philly. It’s a workout here!

When I first heard about the ‘headlight,’ I was, like, what’s that exactly? But now I know Portland Head Light. I enjoyed finding out that *The Preacher’s Wife* ice-skating scene with Whitney Houston and Denzel Washington was filmed in Deering Oaks Park. Then I learned that Deering Oaks was designed by the Olmsted Company that did Central Park. I’ve loved discov-

ering Commercial Street and Portland Lobster Co.

I like live music at The Big Easy on Market Street, and councilor Ed Suslovic took me to Siano’s by Deering High the other day—that was really good. I like Hot Suppa and Pom’s Thai Taste on Congress Street—she does a really great job. And I enjoy Asmara Restaurant on Oak Street.

For breakfast, you’ll find me at Marcy’s—the food’s great, and the price is more than reasonable—I love Marcy’s.



FIVE

Meet the Mainer who Invented Turner Classic Movies...

& snapped up the rights to Seinfeld.

BILL BURKE

Turner Broadcasting System,
Former President

The Weather Channel
Account Manager

Call Me Ted, Co-Author

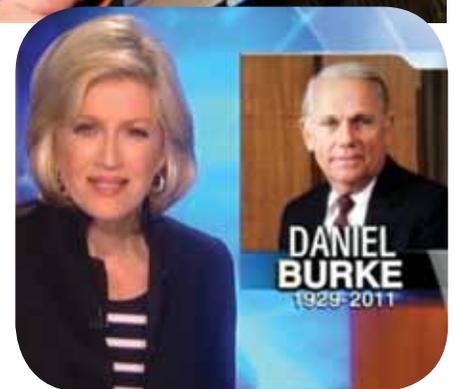
Portland Sea Dogs, Chairman

INTERVIEW BY COLIN S. SARGENT

Bill Burke, 45, of Cape Elizabeth, could boast, although he won't, of three successful careers already. And counting. After knocking it out of the park as a media executive, where he was CEO of Turner Broadcasting System at 29, Burke participated in two of the biggest media deals of the '90s—the mergers of Turner Broadcasting with Time Warner and AOL. Next, Burke tried his hand at writing. By the time he was coauthoring Ted Turner's 2008 memoir *Call Me Ted*, Burke had already begun to take over a large role in the Portland Sea Dogs from his father, founder Dan Burke, after 2006. Today, Bill is proud to be the Sea Dogs' chairman and biggest fan.

You've run media operations on a national scale, yet up here you're best known as chairman of the Sea Dogs! What are your thoughts on this perspective?

That's fine with me. One of the great things



ABC president Dan Burke's passing was national news. Diane Sawyer presented a memorable tribute to the man many Mainers knew best as the owner of the Sea Dogs.

about Maine is that most people here aren't impressed by things like running cable networks. My bigger concern is people thinking I have more to do with the Sea Dogs' success than I actually do. My father was the founder; I've only been involved for

(Continued on page 70)



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PERSONALITIES

Ten Most Intriguing (continued from page 40)

the past few years, and my work today is very part-time. Charlie Eshbach, Geoff Iacussa, and their incredible staff deserve all the credit.

Do you think their perspective would change if they knew it was you who acquired *Seinfeld* for TBS? I believe that's still the most successful syndicated show ever—in sixth place as of 2011, 13 years after its last new episode.

I suppose it might for some people. Not that there's anything wrong with that...

I think every cable customer in the United States has stopped for at least one *Seinfeld* rerun. What made you so sure it would pay off like it did?

It was such an incredibly well-written and well-acted show that most people in the industry knew it would do great in syndication for at least a few years. At TBS, we thought it had a chance to run for a long time, partly because it made so few topical references that make re-runs look dated (like Archie Bunker referring to Richard Nixon.) Other than George Steinbrenner and John F. Kennedy Jr., there really aren't many. Plus, Ted really wanted it so it didn't matter much what we thought!

Your father, Dan Burke, was a below-the-radar man too, right? I think very few *Sea Dogs* fans would know that the franchise had been founded by the former president of ABC.

He really was a humble guy who never wore his success on his sleeve. And if he were here now I know he'd be rolling his eyes and teasing me about this article.

What advice would you give to a Maine college student interested in broadcasting?

The first thing I'd say is get as much hands-on experience as possible before you graduate. Most colleges have radio stations, and many these days have TV operations. Working at these is a great way to develop skills, gain experience, and build a résumé that stands out from the crowd. When they approach graduation, they should have realistic expectations about the entry-level jobs they can expect. It's a very competitive industry, and the jobs for people right out of school usually aren't very glamorous.

The acrimony between Ted Turner and Rupert Murdoch is legendary. Did you personally witness evidence of it?

I was fortunate enough to see a lot of it! I

was at the company in the 1990s during the height of their feud, including the time when Ted publicly challenged Rupert to a boxing match. We owned World Championship Wrestling back then and aired their matches on our networks. We told Ted that instead of boxing Murdoch he should wrestle him and we could play it on pay-per-view and make a fortune. He said, "You don't understand. I don't want to wrestle him, I want to *hit* him!"

Can you give us a sample leadership lesson you learned from Ted Turner?

There are many, but one thing Ted did repeatedly was take chances on people. He was famous for risky behavior on ocean racers and new businesses, but part of what made him unique was giving responsibility to people who hadn't earned it on paper. He did that with me, both at the company and when he asked me to write his book, and I've tried to do the same with my own hiring and promotion decisions. It's amazing to see what people are capable of when you show that much faith in them.

Sea Dogs games also give local fans the chance to see Red Sox superstars play here in Portland. Who has come down that you most wished you could have kept on the Dogs?

The most exciting rehab assignment I've witnessed was when David Ortiz came to town. He's such a larger-than-life character that it was really fun to see him on our field and in a Sea Dogs uniform. Our fans really enjoyed it.

Do you get free Sea Dogs Biscuits?

I can't lie—I don't pay for Sea Dogs Biscuits. But they're so good, and I go to so many games, I have to show some discipline or I'd be built like the Trash Monsters by the end of the season!

What's next?

On the Sea Dogs front, we're very excited to celebrate our 20th season next year and have a lot of fun promotions in the works for that. Personally, I'm consulting and sitting on the boards of a couple of smaller media companies that are showing a lot of promise and working with a business partner to produce a feature-length documentary film that we hope to release late next year. All the while, my family and I feel very fortunate to live and raise our family in Maine.

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ELLE
LOGAN2008 & 2012 Olympic
Gold Medalist, 24
Women's Rowing, Eights

INTERVIEW BY ROBERT WITKOWSKI

Taking Off
With Elle
LoganA Golden
Odyssey for
the Boothbay
Harbor NativeS
I
X**When did you discover rowing?**

In the seventh grade, my dad took me to Head of the Charles in Boston. We saw the boats and a [crew] team feathering their blades. It was so beautiful and mesmerizing, but then I saw their faces and they were hurting. I thought that was weird and wondered why they would do it if it hurt. Now I know.

When did you first come out of your shell, or go into it?

When I hit 6'2" during my freshman year at Brooks School [in Andover, MA]—I was *not* petite!—my teacher pulled me over and asked me to talk to his wife, who coached crew. I was completely out of shape, and she guided me in the right direction.

USRowing asked me to train with them in Princeton, New Jersey. I took the year off school, with no guarantee I'd even make the team until the year was over. I was younger than a lot of the other rowers.

Did your height help or hurt your rowing?

Height is a definite advantage. The larger you are, the longer the arc, and the longer your stroke, applying more power over a longer period. There are some feisty people much shorter, with packed-in power, but they're working against science.

Since you're so wonderfully tall...flats or high heels?

My teammates got me into wearing high heels. I don't wear them very often, but it's fun for all of us to go out in heels in New York or to special events. In Maine I wear Bean Boots or moccasins.

Tell us something personal. Some insights about your secret life.

My best friend in college was also over six-feet tall, and we couldn't figure out why the men weren't flowing. We're awesome. We concluded we might be too imposing. Actually, my boyfriend Jon Pottle isn't as tall as I am. He's confident and secure.

So now, with two spectacular gold medals, the world is your oyster, right?

Clothes have always been a nightmare. I actually have an abnormally short torso, but my arms and legs should be on someone 6'6". I have a 37" inseam and a size 15 shoe. I remember having to go to a special store in Boston, but it's a bit easier with online shopping. I dream of having a special shoemaker take my mold in Europe and ordering it whenever I need some...I'm working on the financing for that.

Have you grown accustomed to winning?

In Beijing I was the young one. There was definitely a little more pressure to defend the gold in London. It was always in the back of our minds. I took a larger role in the rhythm and personality of the boat. Every day there was something to distract us. The trick is to have it roll off your shoulders, and I tried to help with that.

Maine public high schools don't exactly offer crew. There's an element of privilege to it. Did you get ribbed about it?

It's not elitist on purpose. Getting equipment is a challenge—it's so expensive—but once you have it, *anyone* can row. On the East Coast, it's school-driven, done at boarding schools. Coming from Maine, I didn't even know about it. On the West Coast, it's community-driven at clubs.

There'd be so many great rowers from Maine! All you need is a protected lake four-kilometers long, and there's a lot of them in Maine.

Where is quintessential Maine for you?

Sitting at Dysart's Truck Stop in Bangor with my sister Jessie and cinnamon roll French toast for breakfast—*that's* when I know I'm home!

After years of world travel, where do you want to live?

I want to find the perfect lake for rowing close to downtown Portland and live there.





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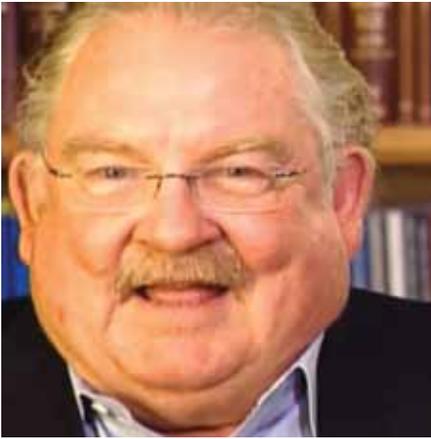
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SEVEN

Back From the Dead

He's making national headlines in the Zumba case with his defense of Mark Strong.

DANIEL G. LILLEY

Criminal Law Attorney

INTERVIEW BY COLIN W. SARGENT

Deep down, why do you think this case has vaulted up to national news? (We were on the phone with someone in Florida yesterday, talking about something different entirely, and when we said we were calling from Maine, their impulsive reply was Zumba!) Does this help or hurt your client?

Sex cases always get attention, particularly in a small town in Maine with all the intrigue and publicity that the Kennebec police have generated, and the drip, drip, drip, of newly charged defendants.

Please name two things people misunderstand about Mark Strong.

He is a fine man and has a fine family. He is being portrayed to be guilty by association. He has made mistakes but has broken no laws.

How long have you known Mark Strong? How did you come

to represent him?
I met him when he retained me

When we wrote a story on "River Place" in 2008, we heard you were in the hospital, fighting for your life. I saw someone pick up a newspaper and say, "Dan Lilley—I thought he was dead!" In any case, you know something that many of our readers don't know—about what a serious illness feels like. Can you tell us some of the particulars? You're a fighter. Tell us about coming back from the brink, and what it's like being in another high-profile defense. Is your personal regimen any different?
I quoted Mark Twain that the reports of my death had been highly exaggerated. I was very ill four years ago from a failed surgery. I am fully recovered and working harder than ever. It actually made me strong—I still have the burn in the belly—what's left of it. I specialize in David and Goliath cases. I represent David.

How are you different now than when you defended Tony DiMillo, Jackie Bevins, and Gordon Hurtubise?

Thank you for citing my best winning cases and great clients. I am older and hopefully wiser.

How have Mark Strong's rights to a fair trial been violated, and what would it take to restore them?

Adverse publicity. The police wrote up titillating public affidavits and my client was vilified in the media as a result. No one else was even charged for three months. Their real motivation will be explored at trial. We are trying

to balance the playing field now by citing evidence in the case we know about. But we hope to try the case in a courtroom where all cases are supposed to be resolved.

Outside of your case and just in general, there's something ghostly about 'markers' on a hard drive that is insubstantial and very open to interpretation, especially if others had access to it beyond your client. In what way has evidence become less solid when computer data is included?

There is no shortage of prosecutors or resources being used in this case for some reason (my client is only charged with misdemeanors). One of the prosecutors wrote to the court and said explicitly that there is no evidence of child pornography in this case. Then in court she recklessly suggested by innuendo that the police were still investigating that issue—for a year? That irresponsible and fact-free remark became the headlines the next day.

If you win, how will you celebrate?

I am sure I can find a way.

Do you still own *Defender*? When was your last time out in her, and where did you go?

The *Defender* is my escape from the rigors of my business. Great boat. I am lucky that it's docked in front of my office and I can hop in it and be out at sea in a flash. It can be only 45 minutes to Boothbay Harbor.



Daniel G. Lilley, 63, ties his cabin cruiser *Barrister* in front of his law office at 39 Portland Pier. Inset: When he feels the need for speed, he takes flight in his cigarette boat *Defender II*. "It can be only 45 minutes to Boothbay Harbor," Lilley says.

Here She Comes to Save the Daily!

Can we be
Portland.com again?

LISA DeSISTO

Portland Press Herald &
Maine Sunday Telegram/
Mainetoday.com, Publisher

INTERVIEW BY COLIN W. SARGENT

It's hard to imagine a dreamier scenario for Portland arts & nightlife: Bring LISA DeSISTO, 49, the charismatic Boston Globe Media executive behind Boston.com, one of the most successful web sites in the world, and have her work her wonders on the coast of Maine as the new PUBLISHER & CEO of MAINE TODAY MEDIA, including its newspapers and websites the *Portland Press Herald*, *Maine Sunday Telegram*, *MaineToday.com*, *Kennebec Journal*, *Morning Sentinel*, and *Coastal Journal*.

Her rise is the stuff of Beantown legend. After "sweat[ing] out the launch of Boston.com in 1995," by May, 2003 she was listed as one of "The 100 Women Who Run This Town" by *Boston Magazine*, which cited *Online Journalism Review's* praise of her as "one of the 50 names to know in New Media. Number One? Bill Gates."

Then, in 2008, the *Boston Globe's* vice president, chief advertising officer, and GM of Boston.com was awarded the Newspaper Association of America's title of "Online Innovator of the Year."

So influential is her Boston.com, it's "one of the 10 most-viewed newspaper websites in the country," according to the *Press Herald's* announcement. The free site so dynamically focuses energy into regional arts and entertainment attractions that it literally creates excitement.

We caught up with DeSisto by phone in Boston as she wraps up her final details before coming here. Did we mention she's been coming to Maine every summer for years and is part of Red Sox Nation? That she loves restaurants, sports, culture, and reader engagement at all levels?

From her excitement about joining us in Maine full-time, it looks like Boston's loss is our gain.

Why is this move good for you and your family personally?

Oh, gosh, I'm so excited about this. We love Maine. We have a son in kindergarten, and my husband comes from Tennessee. He's longed for more space to pursue his interests like hunting and freshwater fly fishing, so this is his chance.

How long has your summer tradition been going on at Belgrade Lakes?

My brother, Joe, and his family have seven acres at Hoyt Island on Great Pond in Belgrade. They built a camp on it. In 2005, the rest of my family started renting nearby, on the mainland. So now, between my mom, sisters, nieces and nephews, it's a big party there every summer.

From what I understand, you and Tim (Padgett, WCVB digi-

tal sales manager) have been looking for a house in Portland. My husband and I definitely want something with a lot of space. It's like *Green Acres*. I'd like some funky loft space in Portland. He wants to cast off the back door.

So we've been looking in North Yarmouth and in Cumberland. We've looked at a place on the Royal River.

What's your son looking for?

He just wants to know when his friends can come over for a sleepover.

Where and when did you meet with Donald Sussman to set this all up?

I was contacted by a recruiter, and I met with Donald Sussman over the summer. It was just after I was back from my vacation in Maine; we met in his office in Portland.

Since 1986, all the places I've worked have had the word Boston in them. *Boston Magazine*, *Boston Phoenix*, Boston.com, *Boston Globe*, and bostonglobe.com. To be hon-

est, I've been approached before [by a number of firms]. "Oh, we're revolutionizing ecommerce technology! Come up here!" I thought, "Oh, this is dreadful." But *Portland*. We had a bunch of conversations, and before I met with Donald Sussman I met with others in the organization, and I loved this great, strong, quality product, its newspapers and websites.

How would you adjust a site like Boston.com to make it work for Portland, Maine?

I won't have all the answers when I arrive. I'll be listening and learning...It's interesting. Each newspaper has its own web site and MaineToday.com. Before I make any



Lisa DeSisto, as Boston.com's GM, oversaw the launch of their online radio station RadioBDC. The AP reports the station received listeners for "51,502 combined hours its first week."

dramatic announcements, [I'll just say] it all starts with quality. From print to desktop, iPad and/or mobile phone, MaineToday wants to connect with subscribers [on their terms].

What did you do at Boston magazine?

I was marketing manager. I put programs together for advertisers, like "Best of Boston property."

What were your duties at the Boston Phoenix?

I was marketing manager there, responsible for sales programs and special events, like the *Boston Phoenix* Best Music Poll.

You're celebrated for developing Boston.com into the fantastic site it is today. What do you think about print?

Wherever people want to get the information [we'll provide it]. We adapt to the consumer.

Print is going to have a long healthy life. There are always people who have the action and habit of going from the front page

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PERSONALITIES

all the way to the back page. I've been delighted by people going to the replica edition, because people appreciate the layout. They want that perspective and analysis. They like the sense of seeing things like 'below the fold' or 'above the fold.'

The announcement that you're the incoming publisher was printed below the fold. In contrast, a few years ago, some of Richard Connor's announcements came above the fold. Had you overseen your own announcement, would you have put yourself below the fold or above the fold?

That's interesting. Below the fold or above the fold? I think right where it was. Page one below the fold. Especially since I certainly intend to play an active role in the Portland and greater Portland business community as well...It really started in high school when I was elected class clown. My parents wanted me to be most likely to succeed. [So in Maine] I hope an extroverted personality is well received.

On your Facebook page, there's a lot of joy about coming here. Not to mention, from your picture, you're part of Red Sox Nation. That'll play well here.

Even after last season?! When I was hired, I said, "At least I won't have to change sports teams." I love the Bruins and the Red Sox. [Don't even bring up the Patriots vs. Seattle game.] I'm also looking forward to watching Pirates and Sea Dogs games.

The Press Herald used to own Portland.com, and then, around May 20, 2004, they sold it for an undisclosed amount to, well, Portland.com, in Oregon: "Your No. 1 Source of Travel & Relocation Information for Portland, Oregon. For Advertising Info, click here." MaineToday.com is great, but Portland.com is so elemental, so subliminally desirable like Boston.com...Is there any chance you might look into reacquiring it?

Everything is on the table right now.

In 1998, Boston magazine credited you with "sweating out the launch of Boston.com." In 2003, Boston magazine said Boston.com was bringing in over three million views per day. What is it now?

Six million discrete visitors [per month]. A million of the 6 million are in the Boston market; another 5 million are outside the market. The million are the hard-core, in-market audience that spends 75 percent [of the dollars spent via that venue].

Boston.com is free. In September 2011, under your direction, the for-pay BostonGlobe.com with a prizewinning design was created to assure a full array of content-driven Globe ar-

ticles reached subscribers online. How do these readers differ from *Boston Globe* print readers?

This allowed for digital only subscribers. With any version of home delivery, seven day or home delivery, you get the digital version [as part of the print price]. The average digital-market person is more educated, with a higher household income. Print-only folks tend to be older. Print and digital access together is mid-age. [To reach these readers with advertising, you can select from these audiences individually or reach them together.]

The *Boston Globe*, per a former editorial page editor Renee Loth, is "progressive...on social issues...pro-choice...against the death penalty...for gay rights." What do you perceive the *Press Herald's* and *Maine Sunday Telegram's* politics to be, and what direction will you take it?

I've never in my seventeen years been involved in any of the editorial policy, because my role had been on the business side. I'll have more conversations with [executive editor] Cliff Schechtman before I [venture in policy].

On foursquare.com, you checked into The Black Point Inn earlier this month. Does The Black Point Inn say Maine to you?

We were with a realtor, Julie Sheehan of Coldwell Banker Cape Elizabeth. We'd been looking for properties north of the city, and after showing us a place in Scarborough, she proposed a drink at Black Point Inn to discuss our search. She said, "you've got to see this place. Quintessential Maine, incredible views." It was such a lovely place to sit on the porch, just looking out...I found myself wondering how we can get them to do more advertising with us!

...I can't wait to get started. I definitely bring a lot of energy and love how passionate Portlanders feel about subjects like politics, sports, food. Which is not to leave out the *Kennebec Journal* and *Morning Sentinel*, because the part of me that connects with the Belgrade Lakes includes all my memories of setting out from Belgrade, reading the morning paper as we set out for our trips to Waterville.

Your start date is November 19. Emotionally, is that "Before Thanksgiving?"

It's just to give me time to transition out of Boston. Our life will be in boxes. I don't know where we'll be having Thanksgiving. We're hoping someone will take us in!



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PERSONALITIES

NINE

International Understanding

...via a "civilian surge."

RICK BARTON

Assistant Secretary of the Bureau of Conflict and Stabilization Operations

BY COLIN S. SARGENT



On January 26, 2012, Secretary of State Hillary Clinton unveiled the new Bureau of Conflict and Stabilization Operations (CSO). The mission? To identify problems in fragile states, help people solve them on terms they value, and—with singular insight—even prevent them before they really happen. “I’m very proud to be the first Assistant Secretary,” says Rick Barton, 63. “We think this is a new way to address problems around the world. What we’re trying to do is to improve the likelihood of peace.”

Which is nothing less than Mainers would expect from Barton, the former Ambassador to the U.N. Economic and Social Council. After graduating from Harvard in 1971, Barton worked for Bill Hathaway’s successful campaign, then for his Senate office in Washington until his own run for the Maine District 1 Congressional seat in 1976. His challenge to David Emery was much closer than his Democratic Party colleague that year against William Cohen in District 2. After, Barton earned his MBA at BU and served as New England Director of Public Affairs for the Department of Health & Human Services before settling in Portland to establish the PR firm Barton & Gin-

gold, as well as co-found the World Affairs Council of Maine. In 1994 he settled in D.C. as founding Director of Transition Initiatives before taking the role as United Nations Deputy High Commissioner for Refugees in Geneva.

With offices in Washington, the CSO is designed to solve problems on the local scale, before they become bigger. “We have a group of 165 that we supplement when we take up an issue. Our preference is to hire local people in order to both work with us and so that we know there will still be the capability to address that local problem after we leave. So we have to do a thorough needs analysis before we focus resources onto a problem, and then we intensely put everything we can into solving that one problem so that it has a cascade effect and makes it easier for the other problems to be more easily solved. You could say we’re trying to define the concept of a ‘civilian surge.’”

Here Barton refers to the ‘surge’ in Afghanistan, which was intended both to im-



mediately combat Taliban influence in Afghanistan and also to train the Afghan security forces so they'd be able to protect the local population. The same idea invigorates the CSO: "It's a new concept of giving foreign aid, more like local investment. If we can identify the biggest problems in a fragile state, and focus our efforts on those, we can often do more good than if we were to try to take care of any problem. It's sort of like if you go to the fair, where there are all these balloons on the dartboard. It looks like you could go for all the balloons, but you end up just sticking your dart between them.

"International aid is a difficult business. We've lost people, and we've lost money," Barton says. "How can we develop new ways to advance American interests? The American people don't have any stomach for airlifting pallets of money. We hope this project can live up to Secretary Clinton's promises and

make this challenging innovation work. We're redefining foreign aid—making it less about the governments and more about identifying a problem and hiring local businesses and people to help fix it."

Whenever he can make it back to Maine, Barton devotes every single free moment he can to his second home in Boothbay Harbor with his wife Kit Lunney, whose humanitarian accomplishments include the mass delivery of donated books to replenish school and local libraries devastated by Hurricane Katrina, and daughter Kacy. "I grew up all around the world, you could say," Barton says. "My dad was in the Foreign Service—growing up, I got to live in Argentina, Spain, the Dominican Republic, and Mexico. But my mom was from Boothbay Harbor, so whenever we'd get a vacation in the summertime, we'd come up here. So 'home' was always a different place, but the one constant was Maine. I go back every chance I get."

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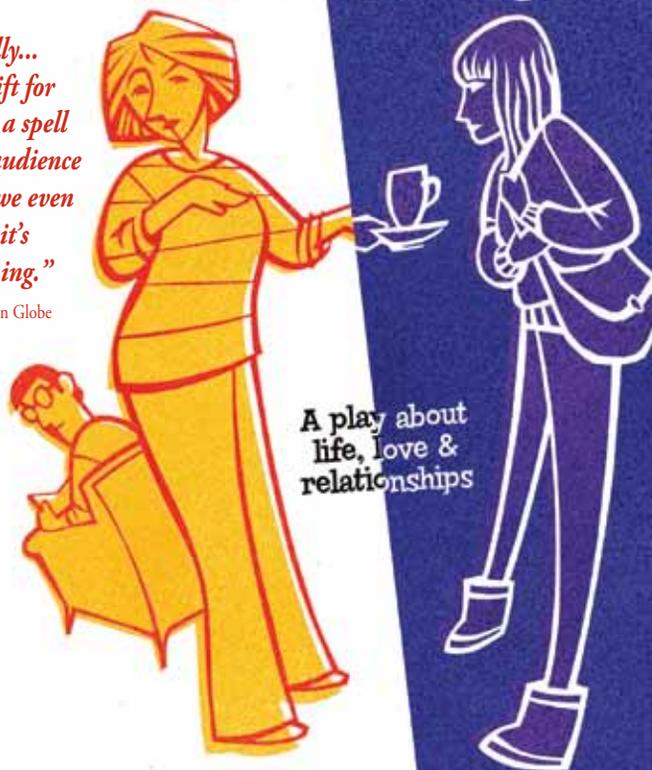
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When was the last time the people of Portland knew our city health inspector by name?

Meet Michele Sturgeon, 47. Before coming on board in Portland in 2011, according to South Portland annual reports, Sturgeon succeeded Matt LeConte as South Portland's health inspector from 2007 until 2011.

Since then, Sturgeon's taken on the task of being the sole inspector of Portland's restaurants, and she's doing so with *gusto*. Just look at her impact on the Old Port. A result of the inspections' publicity is the closure of three long-standing restaurants. She saw a "rat running out from behind the walk-in cooler," in the Porthole's kitchen, according to a *Portland Press Herald* article.

While Portlanders peer through the windows of the Porthole, Comedy Connection, and Harbour's Edge to look for signs of these infamous rats, there's a grow-

ing fascination about who Sturgeon is. Other than a photo, she and the city are keeping her personality under wraps.

"I can't speak directly to reporters [without city approval]," Sturgeon says over the phone.

"We'd really like her to focus on her work," says Doug Gardner, director of Health and Human Services.

At an August 14 Health and Human Services education event, Sturgeon said what would become one of the few quotes attributed to her floating out on the Internet at press time. The *Munjoy Hill News* reports Sturgeon carries herself with "competence and professionalism," perhaps derived by the writer from Sturgeon's declaration: "My priority is to educate those with food service establishments, not to whack them."

And is that the case?

"Being an inspector of anything is a difficult task," Maine Restaurant Association's CEO Richard Grotton says. "Many restaurants are of the Ozzie and Harriet variety.... They should interact with Sturgeon, invite her into their restaurants, [and] participate in information sessions. We need cooperative partners."

Surely it takes courage to say there's anything that needs to be improved with any of our vibrant destination attractions.

The ripple effect of Sturgeon's ethos as a health inspector breached the barrier of I-295, leaving Portland on the AP wire, and landed in print and on the breath of radio hosts from Vermont, New York, Ohio, Georgia, and Florida.

Maybe Sturgeon's shown us a weak link in our popular dining culture. What can we learn from this? Do the inspection reports reveal shoddy work on the part of restaurateurs, or an over-zealous crumb duster? Were there lapses in the work of the previous inspectors?

No matter the case, Sturgeon's single-handedly put the entire pot of Portland public relations on the burner. She's made the public as equally aware of the potential concerns for retail vendors as they are about who their municipal inspector is—even if she's made her Facebook page private. ■



For more, visit portlandmonthly.com/portmag/2012/10/intriguing-extras.

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