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THE BOSTON & MAINE CONNECTION

Don't Get Yourself Railroaded Off Course

Story & Photos by Keith Spiro

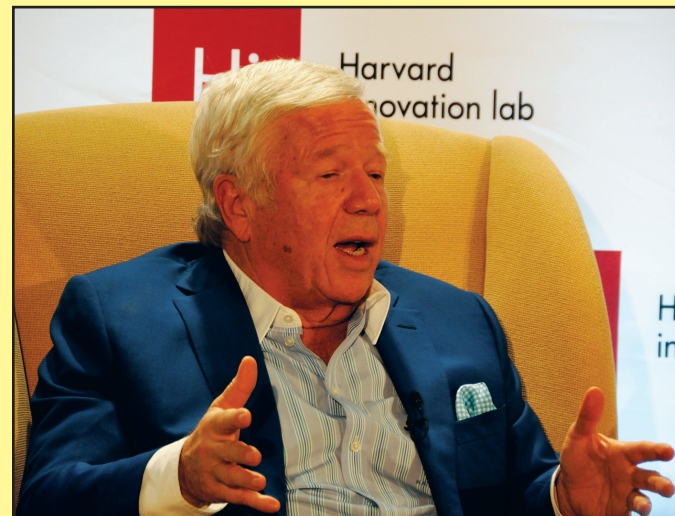
Abraham Lincoln was the first Republican at a time when Republicans were really the Democrats. It didn't end so well for him. While the Iron Horse instilled fear in those who clung to the old ways, Railroad entrepreneurs created fortunes because they connected people. Business flourished at the intersection of transportation and the coordination of goods, and labor. Business, not politics, drove the real expansion of jobs back then and it still does today.

Mainstream media readily sidetracks important concepts by focusing on human frailties and fears. They still believe people are happy to be distracted by frightening, fringe issues, shrill diatribes, NIMBY rants and will often miss the value points for the community at large in their quest to sell the "news."

If we want jobs and economic security, we need to take the steps ourselves to build the future of work. NIMBY's include those who fight the railroad's use of its own 150 year old rail yards in Brunswick Maine. Is anybody still surprised that trains will run and be serviced in that always existing rail yard? Rail delivers passengers and freight efficiently. Look at any community that has frequent passenger rail service and you'll see dynamic business opportunities. The younger generation of entrepreneurs wants to decrease their dependence on foreign fuel and the infernal combustion engine automobile that, on average, sits idle 95% of the time. Economic stability comes from reinvention and improvement.

Look to Boston, NY and San Francisco where integrated transit accelerates the movement of people with ideas, youthful packs of bright, ambitious change makers who need positive reinforcement and hands free travel so they can best utilize their smart tools and their transport time between clusters. There are good reasons the Train From Maine leaves Brunswick less than full but arrives in Boston with multitudes of people. Don't shortchange the Maine ambassadors of connection by denying the civilized way to travel to advanced healthcare, technology clusters and Venture Capital funding. If you don't know what I'm talking about, try listening to the conversations aboard the Downeaster. Look at the business teams that quietly arrive and depart Brunswick Station and become part of the gateway to Maine.

Robert Kraft, owner of the New England Patriots, spoke the other evening at the Harvard Innovation Lab. He loves youthful passion and enthusiasm. He puts his money and his energy into cheerleading inventive technologies that add to a sport fan's customer experience. He told the audience of budding entrepreneurs to ignore the naysayers around them and that if they were passionate about what they believed could be created, that they should just go for it and not take the safe and slow path. When he bought the Patriots in 1994 they were the worst team in the NFL. He told his beloved wife he expected to pay around \$120M which would have been a record. However when the deal was inked in St. Louis, the final number was closer to \$175 million. A record then and a bargain today with the average NFL franchise valued at close to \$1 billion. (<http://www.businessinsider.com/how-much-did-nfl-owners-paid-for-their-teams-2010-10#>) Do you understand the value of Patriot Place? <http://www.patriot-place.com/> This is today's ultimate level of the customer-client-fan experience.



Robert Kraft at Harvard University's Innovation Lab and near the Red-Line connecting innovation clusters in Boston and Cambridge.



MBTA Red Line PCC cars in full service operation today.



East Cambridge home of HubSpot the newest IPO



Bklyn Bridge today the home of innovation center and a key stop on NYC mass transit's innovation lines throughout Brooklyn (this trolley resides at the Seashore Trolley museum

Quietly just down the rail from Brunswick to Biddeford, Saco and Kennebunk, the Seashore trolley museum celebrated its 75th anniversary this year. This Saco & Biddeford trolley car was the first acquisition that catalyzed the community into action. Today, Biddeford is the home of Engine, a startup and revitalization community building near today's modern rail line. <http://feedtheengine.org/>

Likewise, the communities of East Cambridge, Massachusetts and down under The Brooklyn Bridge in NYC are flourishing business communities focused on The Future of Work. East Cambridge is the home of HubSpot, one of the latest and exciting IPO's to come out of Cambridge's innovation clusters. Boston even maintains in full commuter service 1940's era PCC electric trolley cars because they are maintenance and energy efficient and keep outlying communities connected.

Recognize that Sports and Entertainment, entrepreneurship and transportation are big business and represent big opportunities. Just start connecting the dots to understand all the connections that it will take for our own community to flourish into the future. Want some guidance? Drop me a note at impact@marketplaceau.com

From worst to first <http://www.patriots.com/team/staff/robert-kraft/e4af13f7-fe19-430c-9485-e3fe17042ca6> • What NFL owners paid for their teams: <http://www.businessinsider.com/how-much-did-nfl-owners-paid-for-their-teams-2010-10#> Engine: <http://feedtheengine.org/>

THE BOSTON & MAINE CONNECTION, a monthly column hosted by Keith Spiro and Marketplace Access and Understanding LLC. Keith has more than thirty years invested in the Boston & Maine connection. He is the Visual Correspondent for Xconomy, a high tech and Bio tech focused news media; Entrepreneur in Residence at Kendall Press, once just a print shop, now also a Business Communications company, and he sits on the Marketing and Events committee of The Kendall Square Association in Cambridge, Massachusetts when he is not riding Amtrak's Downeaster between Boston and his home in Topsham, Maine. To contact Keith e-mail: impact@marketplaceau.com

Johnny Damon to Attend Sea Dogs Hot Stove Dinner & Silent Auction

PORTLAND, ME - Former Boston Red Sox outfielder Johnny Damon will be the featured guest at the Sea Dogs 2015 Hot Stove Dinner and Silent Auction, which benefits the Maine Children's Cancer Program. The event will take place on Friday, January 16th at 5:30 p.m. at the Sable Oaks Marriott in South Portland. Additional guests will be announced.

Tickets for the event are now on sale. Tickets are \$50 and are limited to 300. Tickets can be purchased in person at the Hadlock Field Ticket Office, by phone at 207-879-9500 or online at www.seadogs.com. Doors open at 5:30 p.m. with the Silent Auction running from 5:30 - 7:00 p.m.. A buffet dinner will be served at 6:30 p.m. and the program will begin at 7:00 p.m. Everyone who attends will receive

an autographed 8 X 10 photo of Damon.

Damon had an 18 year Major League Baseball career, including four seasons with the Boston Red Sox (2002-2005), where he was a member of the 2004 Red Sox World Championship team. In 2004, Damon batted .304 with 20 home runs, 94 RBI's, and ranked second in the league with 123 runs scored. He hit a grand slam in Game 7 of the ALCS to lead the Red Sox to victory over the Yankees. Damon hit .295 with 56 home runs in 597 games with the Red Sox and was a two-time American League All-Star (2002, 2005). Damon produced a career .284 average with 235 home runs over 2,490 big league games with the Royals, Athletics, Red Sox, Yankees, Tigers, Rays, and Indians.

All proceeds from the dinner and silent auction will benefit the official charity of the Portland Sea Dogs'; the Strike Out Cancer in Kids Program. The Strike Out Cancer in Kids Program was established in 1995 to raise money for the Maine Children's Cancer Program. For every strikeout that a Sea Dogs' pitcher throws money is raised through generous pledges of businesses and individuals. In the 20 year history of the program more than four million dollars has been raised. For more information on the Strike Out Cancer in Kids Program log onto www.seadogs.com.

The Sea Dogs open the 2015 season on Thursday, April 9, 2014 at 6:00 p.m. at Hadlock Field against the Reading Fightin Phils. For tickets www.seadogs.com.



Sally Bates, Executive Director of Seashore Trolley Museum.

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