



MassEcon

2011

ANNUAL REVIEW





Susan Houston
Executive Director



Robert Brustlin
Chairman

It is our pleasure to report to you on the efforts and accomplishments of MassEcon for 2011.

With the economy exhibiting only modest growth as it emerged from the Great Recession, MassEcon continued to invest in initiatives that are essential for the long term. The payoff of increased jobs and investment in Massachusetts can only result from a steady, focused effort, and we are grateful to our members for supporting our work during both fair weather and foul. Celebrating the achievements of businesses that contribute to the Massachusetts economy; welcoming start-ups and companies new to Massachusetts; and promoting the assets of all regions of the state are foundational elements of MassEcon's work.

During 2011, seventy companies planning for future growth relied on MassEcon's services to evaluate the Commonwealth as a location for expansion and relocation. Our progress over the year reflects the efforts of a team that includes public officials; industry and trade associations; the business community; state, regional, and local economic development professionals; and our dedicated corps of members. We are fortunate to work with so many capable parties in promoting the assets of Massachusetts.

Looking ahead, as we continue in a period of economic recovery, it is essential that Massachusetts be poised to capture its fair share of growth. Retaining and attracting business requires an organized effort of an informed and creative economic development team. Having worked in partnership with five gubernatorial administrations, MassEcon brings a consistent, non-partisan voice to the enterprise. In recognition of that partnership, this year we were proud to be named to lead two key initiatives identified in the Patrick administration's *An Economic Development Policy and Strategic Plan for the Commonwealth of Massachusetts*.

We thank our members and partners for making our work possible.

A handwritten signature in black ink that reads "Susan L. Houston".

Susan Houston
Executive Director

A handwritten signature in black ink that reads "Bob Brustlin".

Robert Brustlin
Chairman

MASSECON is a non-profit, non-partisan entity that serves as the state's private sector partner in promoting Massachusetts as the premier choice for business growth. Deploying on-the-ground services since its founding in 1993, MassEcon works to ensure that business stays, grows, and thrives in the Commonwealth.

Site Location

MassEcon's statewide Site Finder Service is an economic development resource for companies seeking to expand or locate within Massachusetts. MassEcon staff work cooperatively with real estate brokers, site location consultants, and state, regional, and local economic development officials to enable companies to access property information that supports their real estate and location needs.

Research & Information

MassEcon provides expanding and relocating companies with information about demographics, workforce, education, infrastructure, industry sectors, and other matters relevant to the location decision. In comparing Massachusetts to other states, MassEcon ensures that the full value proposition for a Massachusetts location is evident. Providing more than data, this service links companies with people and resources on the state, regional, and local levels.

Marketing

Under the banner of *Massachusetts, It's All Here*, MassEcon celebrates the achievements of Massachusetts companies from all regions of the state through its annual Economic Impact awards; takes the Massachusetts story on the road through selected trade show and business development missions; and serves on the board of the Massachusetts Marketing Partnership.

Massachusetts Ambassadors

MassEcon oversees the Massachusetts Ambassadors program, a network of senior executives throughout the Commonwealth who serve as peer contacts for companies evaluating the state as an expansion location. Ambassadors can volunteer their time by hosting visiting executives, providing media testimonials on Massachusetts as a place to live and work, sponsoring welcome receptions for companies new to Massachusetts, and other activities.

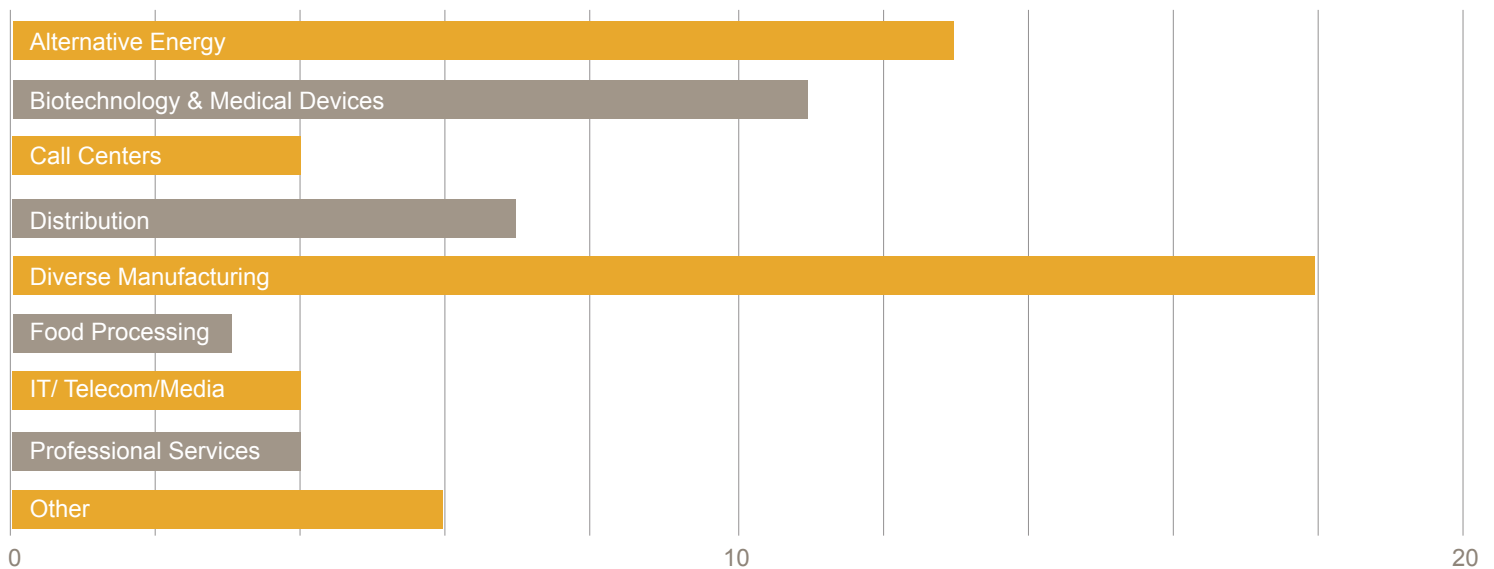
“**MASSECON SERVES AS A KEY MEMBER OF OUR STATE'S SALES FORCE AND PLAYS A LEADERSHIP ROLE IN MARKETING MASSACHUSETTS AS A COMPETITIVE BUSINESS LOCATION.**”

GOVERNOR DEVAL PATRICK

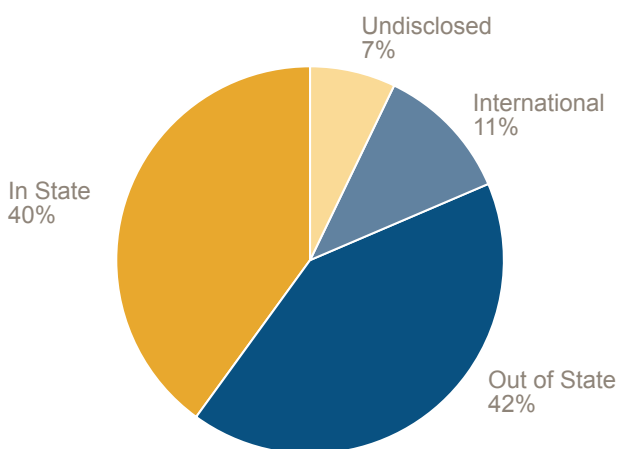
Results

IN CONJUNCTION with the Massachusetts Office of Business Development and other state, regional, local, and industry partners, MassEcon is proud to have provided services to 70 companies considering Massachusetts as an expansion location; these companies represented a total of 4800 jobs. While our resources are firmly committed to supporting existing Massachusetts business, over half of our customers considering a Massachusetts location in 2011 were from out of state or abroad.

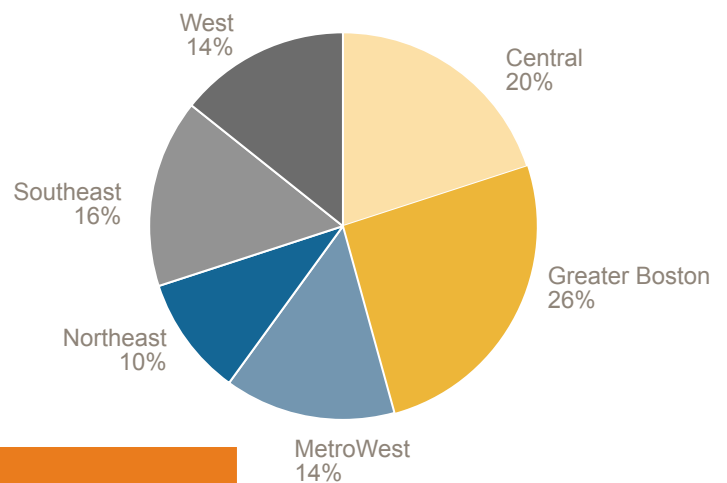
Meet the Companies



Where they come from



Where they want to locate



Choosing Massachusetts in 2011

Keltron Corporation Waltham | **Radisens Diagnostics** Boston | **Woodley Equipment** Hopkinton | **Bevovations** Leominster | **Tiax** Rowley | **Triton Technologies** Mansfield



Annual Conference presenters (from left) moderator Jack Wilson, UMass and panelists David Boloker, IBM Software Group; Mark Rice, WPI Business School; Ira Rubenzahl, Springfield Technical Community College; and Susan Windham-Bannister, Massachusetts Life Sciences Center.

Annual Conference

MASSECON'S Annual Conference — *The Eds, Meds, and Industry: What's Next for this Critical Partnership?* — was held for over 100 attendees on June 17th at the Newton Marriott Hotel. The conference was ably moderated by Jack Wilson and drew upon the expertise of industry leaders from academia, technology, and life sciences. Panelists spoke about the importance of collaboration among these sectors in order to foster smart, sustainable industry partnerships. To learn about leading-edge partnerships and the panelists' vision for the future, see the executive summary and slides at massecon.com.



INDUSTRY ROUNDTABLES

MassEcon's industry roundtables enable our members to interact in a small group setting with industry experts from key sectors of the economy.

Medical Device Presenters

- MassMEDIC
- Smith & Nephew
- Philips Healthcare
- Excel Venture Management

Renewable Energy Presenters

- Massachusetts Clean Energy Center
- A123 Systems
- Qteros
- Nexamp
- EnerNOC

Optics, Photonics, and Advanced Instruments Presenters

- Ophir Optics
- LightWave Advisors
- Thermo-Fisher Scientific
- Axsun Technologies

CONFERENCE PANELISTS

Moderator

Jack Wilson
President
University of Massachusetts

Panelists

David Boloker
Chief Technology Officer, Emerging Internet Technologies
IBM

Mark Rice
Dean
WPI Business School

Ira Rubenzahl
President
Springfield Technical Community College

Susan Windham-Bannister
President & CEO
Massachusetts Life Sciences Center



Dennis Fitzpatrick, President of The O'Connell Companies, provides opening remarks.



Marla Michel Scibelli, Enterprise Center, posing questions to the panel.



Panelist Mark Rice, WPI Business School.

NEW AMBASSADORS IN 2011

Harpoon Brewery
St. Gobain
Communispace
Onyx Specialty Papers

MASSECON ONLINE



ASK THE EXPERT

Konarka Technologies
AMAG Pharmaceuticals
BIOCIUS
Elite Envelope
iRobot

Website

<http://massecon.com/>



Twitter:
@massecon



Facebook:
facebook.com/massecon



LinkedIn:
linkedin.com/MassEcon
Group



Steven Lockard, TPI Composites (left) with Secretary Greg Bialecki at the Third Annual Corporate Welcome Reception hosted at Citizens Bank.

Private Sector Engagement

A UNIQUE element of MassEcon's services is the ability to rally its private sector membership to support business recruitment and retention. Under the Team Massachusetts

umbrella, MassEcon members volunteer to provide real estate market overviews, site tours, cost estimates, community information, sector knowledge, and more — all on behalf of growing jobs in Massachusetts.



Renewable Energy Roundtable experts talking with members Rich Ryan (far left) and Peter Brown (far right).

Regional & Local Partnerships

MASSECON'S corporate members from the regional and local economic development community immeasurably add to the ability to promote the assets of all regions of the state. Working together with MassEcon, these organizations are instrumental in educating decision-makers about the benefits of growing businesses in their areas. MassEcon staff, in turn, provide resources to its local and regional partners. Highlights from 2011 include serving on the steering committee for the inaugural South Coast Life Sciences Day; providing a forum for the SouthCoast Development Partnership to introduce its region at a medical device industry reception in New York City; and working jointly with Western Massachusetts business recruiters to cultivate industry relationships at the SPIE Photonics Convention in San Francisco. MassEcon also serves on the Boards of the 495/MetroWest Partnership, the New England Economic Partnership, and is an active member of the Western Massachusetts Economic Development Partners Corporate Attraction task force.



(Left to right) Dean Rizzo, Quincy Chamber of Commerce; Tom Chmura and Paul Vigeant, UMass; and Jennifer Menard, SouthCoast Development Partnership at the Holiday Lunch.

- 1Berkshire
- 495/MetroWest Partnership
- Boston Redevelopment Authority
- Brockton 21st Century
- Merrimack Valley EDC
- North Shore Alliance for Economic Development
- North Shore Chamber of Commerce
- Pittsfield Economic Development Authority
- SouthCoast Development Partnership
- Quincy Chamber of Commerce
- Taunton Development Corporation
- Western Massachusetts EDC

“MASSECON IS A MAJOR CONTRIBUTOR TO THE ECONOMIC DEVELOPMENT EFFORTS OF OUR REGION. THEIR RELATIONSHIPS WITH LOCATION DECISION-MAKERS IS UNSURPASSED, ENABLING US TO SHOWCASE OUR ASSETS TO A GLOBAL MARKET.”

JENNIFER MENARD
EXECUTIVE DIRECTOR
SOUTHCOAST DEVELOPMENT PARTNERSHIP

Economic Impact Awards 2011

EACH YEAR, MASSECON honors growing businesses from each of the Commonwealth's five regions that make outstanding contributions to the Massachusetts economy. This event, which is the only celebration of its kind in Massachusetts, has recognized dozens of companies from throughout the state that have been leaders in job growth, financial investment, and community involvement. The process is launched with a Finalists Reception in September, when all finalists have an opportunity to tell their story before their peers, and it culminates with an awards luncheon on the Tuesday before Thanksgiving. On November 22, 2011, before 400 guests, MassEcon presented the **Eighth Annual Team Massachusetts Economic Impact Awards** to seventeen outstanding companies representing industries including defense, software, energy, marketing, telecommunications, life sciences, robotics, and consumer products.



Amy Villeneuve, President and COO of Kiva Systems, accepting Gold award for Northeastern MA.



MassEcon continued to unfold its MarketReady initiative, executed in collaboration with the Executive Office of Housing and Economic Development and regional economic development groups. MarketReady showcases a continually refreshed inventory of 100 market

ready properties throughout the state that provide location options for expanding and relocating companies.

These properties are zoned, permitted, infrastructure served, and in Class A condition. Representing diverse property types, and selected by a committee of real estate experts twice yearly, they send a concrete message to the marketplace that Massachusetts can meet the real estate needs of growing companies in all parts of the state. MassEcon markets these properties through massecon.com and through a series of receptions with national site selection advisers.

MassEcon, through its 501c3 affiliate, continued to serve as a

partner with the Department of Business Development, MassDevelopment, and the Massachusetts International Trade Council in deploying the Massachusetts It's All Here brand to support economic growth in Massachusetts. Taking the brand on the road, MassEcon, in collaboration with the Massachusetts Business Resource Team, organized a Massachusetts delegation for BIO2011 in Washington DC; joined the Team New England delegation at the MD&M East Conference (Medical Device & Manufacturing) in New York; and promoted Massachusetts at the CoreNet Global conferences attended by over 1000 national site selection consultants and corporate real estate executives in Chicago and Atlanta.

Massachusetts
It's all here.™



Governor Deval Patrick addresses audience at Economic Impact Awards Luncheon.



Diane Hessian, CEO of Communispace, accepting Gold Award for Greater Boston.



James Debney, CEO of Smith & Wesson, accepting Gold Award for Western MA.



Honorees at the Third Annual Corporate Welcome Reception, held at Citizens Bank. The reception welcomed 13 companies whose executives are pictured above.

CORPORATE WELCOME RECEPTION

Alliance Medical Gas Corp.
Altaeros Energies
Backupify
Evaluate Pharmaceuticals
HitPoint Studios
IntegraGen
Mobile Monitor Technologies

Moms and Jobs
Nemucore Medical Innovations
Sand9
Sunovion Pharmaceuticals
TPI Composites
Xenics USA

ECONOMIC IMPACT AWARD WINNERS 2011



- | | |
|-----------------------|--|
| CENTRAL | Gold
A123 Systems |
| | Silver
Acacia Communications |
| | Bronze
Simonds International |
| GREATER BOSTON | Gold
Communispace |
| | Silver
Dassault Systèmes |
| | Bronze
HubSpot |
| NORTHEAST | Gold
Kiva Systems |
| | Silver
Jessica's Brick Oven |
| | Bronze
GT Advanced Technologies |
| SOUTHEAST | Gold
Airxchange |
| | Silver
Horizon Beverage |
| | Bronze
Reinhardt Food Services |
| WEST | Gold
Smith & Wesson |
| | Silver
Coca-Cola |
| | Bronze
General Dynamics Advanced Information Systems |

CHAIRMAN'S AWARD Jerry Sargent
President, Citizens Bank

GATEWAY CITY CHAMPIONS Solectria Renewables
Lawrence
Biomedical Research Models
Worcester

Highlights

February 4

Members Meeting
Dr. Alan Clayton-Matthews
Northeastern University

March 2

Medical Device Roundtable

March 25

Members Meeting
Ted Carr, Massachusetts Office
of International Trade and
Investment

March 30

Corporate Welcome Reception

April 29

Renewable Energy Roundtable

May 11

IBM Innovation Center
Connecting Companies with
Capital

May 20

Members Meeting
Dan O'Connell
President & CEO
Massachusetts Competitive
Partnership

June 17

Annual Conference
The Eds, Meds and Industry:
What's Next for this Critical
Partnership?

July 19

Summer Reception
Marty Jones, President & CEO
MassDevelopment

September 14

Finalists Reception

September 30

Members Meeting at
Patriot Place
Jim Rooney, Executive
Director, Massachusetts
Convention Center Authority

October 18

Optics, Photonics & Advanced
Instruments Roundtable

November 22

Economic Impact Awards

December 15

Annual Holiday Lunch
Robert Caret, President,
UMass



Dennis Guberski, Biomedical Research Models, presenting his case to judges at the Finalists Reception.



(Left to right) Brian Jochim, Brian Walsh, and Kathleen Valenti of Aerotek at the Summer Reception.



David L'Heureux, Sovereign Bank (left), with Nicole Reither, Suffolk Construction, at the Holiday Lunch.



Mark Bilotta, Colleges of Worcester Consortium, posing a question at the Annual Conference.



John Fish, Suffolk Construction, introducing Robert Caret at Holiday Lunch.



Judges team evaluating finalists for Western MA region.



Jerry Sargent, Citizens Bank (left), recipient of Chairman's Award, with Governor Patrick at Economic Impact Awards Luncheon.



Janet Nicholas, presenting for Dassault Systèmes, at the Finalists Reception.



Robert Caret, President of UMass, featured speaker at the Holiday Lunch.



23 companies participated in the Economic Impact Awards Finalists reception at the UMass Club in Boston.

“LEADERS OF ALMOST EVERY INDUSTRY SHOULD BE INVOLVED WITH MASSÉCON. MASSÉCON IS UNIQUELY POSITIONED — BECAUSE OF ITS STATEWIDE REACH AND COLLABORATIVE ETHIC — TO MAKE IMPORTANT CONTRIBUTIONS TO THE STATE’S BUSINESS CLIMATE.”

**JERRY SARGENT, PRESIDENT
CITIZENS BANK, MASSACHUSETTS**

STAFF

Susan Houston
Executive Director

Douglas Kehlhem
Director of Corporate Site Location

Rob Anderson
Director of Marketing & Member Services

Sean Getchell
Economic Development Associate

Mary Duggan
Economic Development Associate

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Vanasse Hangen Brustlin

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NAI Hunneman

Aleta Fazzino
National Grid

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DLA Piper LLP US

Francesca Maltese
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Robert Reilly
Fidelity Investments

Jerry Sargent
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101 Walnut Street Watertown, MA 02472
617-924-4600 | www.massecon.com

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BioMed Realty Trust

Boston Redevelopment Authority

Boston University Metropolitan College

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New Balance

Newmark Grubb Knight Frank

North Shore Alliance for Economic Development

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O'Connell Companies

Ozzy Properties

Patriot Place

Pittsfield Economic Development Authority

Quincy Chamber of Commerce

Richards Barry Joyce & Partners

Right Management

SouthCoast Development Partnership

Sovereign Bank

Suffolk Construction

Symmes Maini & McKee Associates, Inc.

Taunton Development Corporation

TD Bank

Unitil

Vanasse Hangen Brustlin

Verrill Dana

Western Massachusetts Electric Company

Worcester Polytechnic Institute