

2017 Committees

Location Intelligence This committee provides guidance for MassEcon's signature Site Location Service. Activities include providing strategic and tactical guidance to ensure effective relationships with the site selector community; assisting in the planning of key events to showcase Massachusetts; helping advance efforts to promote the *ReadyMass 100*; and providing guidance to Board and staff on MassEcon member engagement protocols with relocating and expanding companies. A **Site Evaluation Sub-committee** participates in the ongoing selection, revision, and updating of the *ReadyMass 100* portfolio.

Co-chairs: Chris Steele (Investment Consulting Associates) and Russ Burke (BSC Group)

- Place: Dacon Corporation 16 Huron Drive, Natick
- Dates: February 16, April 25, July 21, December 1
- Time: 10:30 a.m. – 12:30 p.m.

(There will be ReadyMass 100 evaluation committee meetings following the Location Intelligence Committee meetings on 7/21 & 12/1)

Membership & Marketing This committee integrates both Membership & Marketing initiatives. Working with the Board and Executive Committee, this committee will assist in setting goals for membership; refine our value proposition and messaging for various segments of the business community; identify new members to be recruited; and develop strategies for member retention, including enhancing visibility for current members. Social media, communication strategies, design, and branding also fall within this committee's wheelhouse.

Co-chairs: Dorrian Cohen-Fragola (Janitronics Building Services) and Bonnie Sullivan (Middlesex Savings Bank)

- Place: MassEcon, 101 Walnut Street, Watertown
- Dates: **February 21, April 28, June 16, October 13
- Time: 9 - 10:30 am

***The February 21 meeting will be held from 9:30-11 a.m.*

Programs & Events This committee will help determine guest speakers at member meetings; develop events that will foster member networking opportunities, including MassEcon's industry roundtables; provide guidance in executing signature events including Corporate Welcome Reception and Summer Reception; and assist in developing the topic and speaker line-up for the June Annual Conference. A sub-committee will focus on **Team Massachusetts Economic Impact Awards**, MassEcon's blockbuster awards event for 2017 (*The Fourteenth Annual Team Massachusetts Economic Impact Awards Luncheon*), continuing a tradition of an annual event that provides recognition for expanding Massachusetts companies and visibility and revenue for MassEcon.

Chair: Bill Harris (Perkins + Will)

- Place: Perkins + Will, 225 Franklin Street, Suite 1100, Boston
- Dates: February 3, April 27, September 7, October 26
- Time: 8:30 – 10 am

Government Relations This committee will focus on improving and systematizing MassEcon's communication with the Legislature; establishing MassEcon's role as a credible source of insight and information regarding economic development policy and practice; and developing opportunities for communication on key policy issues between MassEcon, its members, the legislature, and the executive branch.

Chair: Rebecca Frisch (TD Bank)

- Place: TD Bank, 200 State Street, 10th Floor, Boston
- Dates: February 24, May 19, August 18, November 3
- Time: 8:30 – 10 am

Please let Annie O'Connell at aoconnell@massecon.com know of your interest.