

Year 2011 MassEcon Committee Sign-Up

Join a MassEcon Committee! Bring your interests and expertise to furthering MassEcon's goals for 2011. Committees are open to MassEcon corporate members and their employees. The committee schedule will be determined once the committees have been constituted. If you are interested in participating (or would like to designate a company colleague to a particular committee), **please sign-up below** or let Mary Duggan know at mduggan@massecon.com or 781-489-6262 x 13.

Location Support

This committee will provide guidance for MassEcon's activities as they relate to the organization's signature Site Finder Service, including the *ReadyMass* initiative. Activities include participating in the ongoing selection, revision, and updating of *MarketReady* Properties for the ReadyMass initiative; helping advance efforts to keep the *MarketReady* Properties in the public spotlight; providing guidance on the second-stage implementation of MassEcon's on-line site finder database; updating MassEcon membership engagement protocols for Board approval; providing strategic and tactical guidance to ensure effective relationships with the site selector community, including the planning of key events. This committee will coordinate closely with the Marketing committee.

Marketing

Building on the work of last year's Marketing Committee, this committee will focus on several initiatives. They include: providing oversight in the revamping of MassEcon's takeaways and messaging for prospective members; providing guidance in developing MassEcon's unique role within the Commonwealth's marketing infrastructure, particularly with respect to the Massachusetts Marketing Partnership; providing guidance on building MassEcon's Ambassador program through its signature *Corporate Welcome Series* events and *Ask the Expert* initiative; and providing direction for enhancing visibility for current membership. Social media, communication strategies, design, and branding fall within this committee's wheelhouse. This Committee will coordinate with the Location Support and Membership committees on cross-marketing initiatives.

Membership

Retaining and recruiting members remains a priority of MassEcon. A healthy membership base is essential to the future of the organization. Working with the Board and Executive Committee, who have committed to playing a leadership role in membership recruitment, this committee will assist in setting goals for membership; developing our value proposition for various segments of the business community; and identifying potential new members to be recruited by the Board. Members of this committee will also be involved in developing strategies for recruiting new members and join with staff and board on recruiting "missions."

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; and assist in developing the topic and speaker line-up for the June Annual Conference. A sub-committee of this committee will oversee MassEcon's blockbuster awards event for 2011 (*The Eighth 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. Principal tasks of the sub-committee are to help shape the nomination process for candidates; provide guidance in program logistics – including the Judging Reception for the nominated companies; and coordinate and recruit sponsors.

Government Affairs

This newly established committee will work to enhance MassEcon's relationships with government entities. Major goals of this committee improving MassEcon's communication with Legislature, especially the Committees that relate to economic development; helping establish MassEcon's role as a credible source of insight and information regarding economic development policy and practice; developing opportunities for communication on key policy issues between MassEcon, its members, the legislature and executive branch; and laying the long-term groundwork for MassEcon serving as a key resources as the public sector's economic development agenda is formulated.

For any questions on the committees, please contact Susan Houston at shouston@massecon.com.