



January 2010

News Update for Members

MassEcon News

Thanks Jerry! Welcome Bob!

This month MassEcon thanks **Jerry Sargent** for his two years of service as MassEcon's Chairman. Jerry will not be going too far - as he will still be serving on the MassEcon Executive Committee. MassEcon welcomes **Bob Brustlin** as its new Chairman.



Michael Greeley, General Partner, Flybridge Capital Partners at the MassEcon Holiday Luncheon.

December 10 Meeting

MassEcon would also like to extend a thanks to **Michael Greeley** who was the Keynote Speaker at our Annual Holiday Luncheon. Michael is a General Partner at Flybridge Capital Partners focused on information technology, healthcare, and medical technology investments. Michael currently serves as Chairman of the New England Venture Capital Association where he served as President from 2005 to 2008 and was recently appointed to the board of the National Venture Capital Association and as Chair of the Entrepreneurship Committee of the Massachusetts Information Collaborative. For his presentation, [click here](#).

2010 MassEcon Board Approved

At the 2009 Annual Meeting MassEcon members elected Directors for 2010. New Directors elected include **David Hayes**, Vice President/Principal at BSC Group and **Brian Cohen**, Vice President at Richards Barry Joyce and Partners.

Directors re-elected to MassEcon's Board include **Carol Adey**, Executive Director, CoreNet Global New England Chapter; **Robert Reilly**, Senior Vice President, Fidelity Investments; and **Girard Sargent**, Executive Vice President, Citizens Bank.

Directors elected as Officers include **Robert Brustlin** of VHB as Chairman, **Sue Fenton** of National Grid as Vice Chair, Jack Burns of CresaPartners as Treasurer, and **David Tibbetts** of Merrimack Valley Economic Development Council as Clerk. **Girard Sargent** of Citizens Bank as Past Chairman, and **Fred Mulligan** of Cutler Associates will be joining the executive committee. Elected to serve on the MassEcon Foundation, are **Mike DiGiano** and **Kevin Quinn**.

Roundtable Notes

The first Roundtable will be on the Defense Industry and is scheduled for Tuesday, **February 16**. MassEcon has already coordinated with the Massachusetts Office of Business Development and Defense Technology Initiative to bring the program to life. The event will be enhanced with help from MassDevelopment and private sector businesses. To learn more, please speak with [Doug Kehlhem](#).

Follow MassEcon on Twitter!

MassEcon is now on Twitter at www.twitter.com/massecon

Committee Activity

Year 2010 MassEcon Committees

Join a MassEcon Committee! Bring your interests and expertise to furthering MassEcon's goals for 2010. 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 let Mary Duggan know at mduggan@massecon.com or 781-489-6262 x13.

Location Support

Building on the work of last year's Marketing Priority Development Sites committee, this committee will provide guidance for MassEcon's activities in the final phase of the Market Ready site initiative and other related activities. This committee will coordinate closely with the Marketing Massachusetts Committee. Specifically, this committee will:

- be responsible for the ongoing selection, revision, and updating of Market-Ready Properties for the ReadyMass initiative;
- advise the Solomon McCown-Argus team in carrying out marketing activities for the ReadyMass initiative;
- review the current Priority Development Sites program and John Rhodes' reports to recommend any areas for improvement or implementation;

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CALENDAR

January 15
Members Meeting
Alan Clayton
Matthews

February 16 Defense
Industry Roundtable

March 23
Corporate Welcome
Reception

- review and finalize modified MassEcon membership engagement protocols for Board approval

Meeting: January 22nd 10am-12noon at 888 Worcester Street, Wellesley

Marketing

Building on the work of last year's Marketing Committee, this committee will guide MassEcon's Ambassador program to further implementation in 2010; provide advice and oversight for the Corporate Welcome Series; provide oversight in developing MassEcon's role in marketing Massachusetts in coordination with *Massachusetts It's All Here*; advise MassEcon on enhancing its marketing platform, including social media channels; and coordinate with the Location Support committee on cross-marketing initiatives.

Membership

Retaining and recruiting members remains a priority of MassEcon. 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 identify potential new members to be recruited by the Board. This committee will coordinate with the Board-appointed Revenue Enhancement Task Force.

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.

Economic Impact Awards

This committee will oversee MassEcon's blockbuster awards event for 2010 (*The Seventh 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 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.

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

MassEcon Events of Note

Members Meeting

Date: **January 15, 2010**

Featured Topic: *The Economic Outlook for Massachusetts*

Professor **Alan Clayton Matthews**, Northeastern University

8:30am-9am Networking, 9:00-10:00 Presentation and Q+A, 10:00-11:00 Members Meeting

Location: 200 Friberg Parkway, Westborough

Defense Roundtable

Date: **February 16, 2010**

Featured Topic: *The Defense Industry in Massachusetts*

Co-Anchors:

Retired Brig. Gen. Donald Quenneville, Executive Director, Defense Technology Initiative

Arthur Robert, Industry Director, Massachusetts Office of Business Development

Dr. Dennis Cope, CEO, Ophir Optics

Time: 1-3pm

Location: 850 Winter Street, Waltham

Active Projects

ID # 2337: MassEcon was contacted by MOBD to work with a food production and distribution requirement for the Northeast part of Massachusetts. The company was seeking to buy an 80,000-130,000 SF facility in the Lawrence/Haverhill area. The requirements included 20' clear ceilings, 30 parking spaces, 12 loading docks.

Notes: MassEcon conducted a search and researched the food industry in the Northeast part of the state. The Merrimack Valley has a great number of food production companies, such as Joseph's Pasta and Cedar's Mediterranean Foods.

ID # 2338: MassEcon communicated with an out of state real estate broker about a solar company that needs 50,000 square feet. The search is statewide and the space breakdown is office-7,500 SF; manufacturing-32,500SF; and warehouse-10,000 SF with an option to expand into adjacent space. Requirements included 4 truck level docks, minimum of 22' clear, 1000 amps at 277/480 volt, 180 parking spaces, and a 5 or 10 year lease term.

Notes: Massachusetts is in competition with the "sun belt" states of Arizona and New Mexico. While those states may have more sun than the Commonwealth, MassEcon notes that the state's strong workforce, R&D capabilities, and an active "green" administration helps these businesses consider us during nationwide searches.

ID # 2342: MassEcon is coordinating with MOITI about an international chocolate manufacturer that needs 22,000-50,000 square feet (5,000-10,000 square meters) in the Boston or Cambridge areas. Requirements include close proximity to a French International school, and access to rail, highway, and airport. Prefer facility to be under a managed

temperature of 15 degrees Celsius. Existing food processing space would be ideal.
Notes: Massachusetts has a reputation as an international hub - students come from all over the world to go to the colleges and universities in the state. But businesses looking to relocate sometimes want the added benefit of international secondary schools and other reminders of home. The state has these options in not only the larger cities, but in active groups throughout the state.

ReadyMass

At the Team Massachusetts Economic Impact Awards, MassEcon unveiled its new *ReadyMass* initiative, designed to promote site expansion opportunities for businesses. The key element of the *ReadyMass* initiative is an interactive portal that showcases an initial round of market ready sites throughout the state. The portal, found at www.massecon.com/readymass, provides an overview of more than 70 market-ready sites around the Commonwealth. The initiative is a critical piece of a larger goal to keep companies growing in Massachusetts and to convey to both in-state and out-of-state companies that Massachusetts has a ready inventory of properties to meet the needs of businesses of all sizes and across all industry sectors.

Also, check out our new [Ask The Expert](#) section on Massecon.com/ReadyMass, where you can engage in conversation with Massachusetts business leaders. Submit a question by January 15th and get it answered by Rick Hess, Konarka Technologies CEO!

"The *ReadyMass* initiative will highlight the great diversity and strength of each region of the Commonwealth," said Governor Deval Patrick. "Promoting our site-readiness and ability to support business growth will mean new job opportunities and long term recovery for the state."

[Click Here](#) for Press Coverage. Thank you to the Solomon McCown Argus Team for serving as public relations adviser!



Staff in Action

Susan Houston's recent activities have included serving as MassEcon's representative at the 495/MetroWest Partnership's Board of Directors, presenting a summary of the ReadyMass initiative at the NAIOP Annual Conference, and completing her final year as President of the New England Economic Partnership (NEEP), a non-profit organization that provides forecasts of the New England economy.

Doug Kehlhern represented MassEcon at the Massachusetts Biotechnology Council's *Bio2010* planning sessions in preparation for the 2010 show in Chicago...Doug also participated in the Western Massachusetts Economic Development Council's Quarterly Brokers meeting, toured 129 Parker Street in Maynard with MassDevelopment, and was a co-presenter with the Solomon-Argus team of the ReadyMass Initiative at the 495/Metrowest Partnership's Energy and Sustainable Development Committee.

Rob Anderson has been promoted to Director of Marketing & Member Services. Rob is an exceptionally versatile player on the MassEcon team. Rob was instrumental in the launch of our redesigned website, www.massecon.com; we encourage you to visit the site and provide us with feedback.

On the staffing front, **Mary Duggan**, who interned with us over the fall, joined us full-time as an Associate on January 1. Mary is an honors graduate of Boston College and will be supporting all aspects of our operation. She will add particular value in marketing, event planning, and social networking.

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Would you like to let members know about news or events?
Please contact me at mduggan@massecon.com with the details.

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