



# MassEcon

Location is everything.

May 2009

News Update for Members

## MassEcon News

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#### Best in Class Properties

The Marketing Priority Development Sites Committee, under the leadership of **Brian Cohen of RBJ**, completed its task of analyzing nearly 200 properties that were submitted for MassEcon's forthcoming marketing program. Of the initial 200 submissions, 74 have been selected "best in class" properties that reflect a high level of marketability, readiness, regional diversity and use type, and that will attract companies to consider Massachusetts as an expansion location. MassEcon is awaiting the review of Secretary Greg Bialecki to establish the final list. **A special thanks to the Marketing Priority Development Sites Committee for their time and expertise in the review process!**

On the marketing front, MassEcon received 19 proposals from marketing firms interested in serving as the consultant for this project. A total of 12 firms were selected for first interviews over a three day period, and a short list of 3 firms received second interviews on May 12th. Thank you to the evaluation committee for assisting MassEcon with the interview process. Participants on the committee include: Mike Graney, Dave Driver, Brian Cohen, John Ziemba, Chris Steele, Gen Cahill, Kofi Jones, Mike DiGiano, Adam Ploetz, and Sam Hammer. The final decision is expected during the week of May 25th. **Thank you to John Ziemba of Bowditch & Dewey for leading the evaluation team.**

#### Massachusetts It's All Here.com

MassEcon as part of the Massachusetts It's All Here committee, will be selecting a marketing firm to provide branding, design and structure for the creation of a website to market Massachusetts under the *Massachusetts It's All Here* brand.

#### MassEcon Roundtables

Following the successful **Manufacturing Roundtable**, sponsored by **Dacon**, MassEcon held three more roundtables focusing on **Renewable Energy**, the **IT Sector** and **International Business**. Hosted by **DLA Piper, Hinckley Allen & Snyder, and KPMG** (respectively), MassEcon members from law, construction, brokerage, economic development, site selection, and engineering joined MOBD industry directors and private sector experts in their respective fields for a discussion of how we can retain and grow these sectors in the Commonwealth.

If you are interested in more information on our roundtables contact [Joey Giovino](#).

#### Corporate Welcome Series

As part of our Ambassadors program, MassEcon is launching a **Corporate Welcome Series** for companies that have recently moved to Massachusetts. The purpose of these events is to say "thank you" for investing in Massachusetts and to provide a forum for new companies to develop relationships that could become part of their long-term network. We look at this as part of a business retention strategy. Our first event will be held on June 10 at the UMass Club. In order to make this a successful event, we are seeking your input in identifying companies that have moved to Massachusetts within the past 12 months. If you have worked with a company that is new to Massachusetts over the past twelve months and would like them to be considered for this event please contact [John DiNapoli](#).

## Committee Activity

### CALENDAR

May 15  
Member & Board  
Meeting

June 19  
Annual Conference

July 16  
Summer Reception

## Upcoming Committee Meeting

- Marketing Massachusetts: Michelle Cammarata, *Cresa Partners*, and Rod Jane, *New England Expansion Strategies*, Co-Chairs  
**First Meeting:** May 18 10am – 12pm  
**Location:** Cresa Partners  
200 State Street, Boston

## Committee News

The **Membership Committee** met earlier this month to discuss several ways to develop new membership. Action items included inviting member prospects to MassEcon's Member Meetings and our Summer Reception, as well as developing a new *Why Join Us* pitch piece which will include testimonial from current members on the value of membership in MassEcon.

## MassEcon Events of Note

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### Member and Board Meeting

Date: May 15

Time: 8:30-9:00am (Networking)

9:00-10:00am (Featured Guest)

10:00-11:00am (Board Meeting)

Location: Genzyme, Framingham

Featured Topic: *Index of the Massachusetts Innovation Economy*

Featured Speaker: **Carlos Martínez-Vela, Ph.D.**, *Director of Innovation Policy*, John Adams Innovation Institute

### Annual Conference

*Why Infrastructure Matters: Investing Today for Tomorrow's Growth*

Date: June 19

Time: 8:00-10:30am

Location: Newton Marriott

For more information [click here!](#)

Thank you to VHB for sponsoring this conference!

## Active Projects

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**ID # 2272:** An IT company is seeking 150,000-250,000 SF of office, "flex", and light manufacturing space to lease in Northeastern Massachusetts. Requirements include parking for 700 and good highway visibility.

**ID # 2277:** An office user is seeking 7,000-16,000 SF of office space in either a single or multi-tenant facility north of Boston (Woburn, Lowell, Lawrence preferred). Requirements include parking for 65 employees, immediate access to Interstates 93 and 95 and close proximity to public transportation.

**ID# 2283:** An industrial user is seeking 60+ acres of land to build a 650,000 SF facility. Their preference is to be south of the Mass Pike.

## Member News

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MassEcon member **Cutler Associates** recently signed new contracts with several key corporate clients including Griffin Land and American Superconductor. Cutler Design is the architect for all these projects.

The **495/MetroWest Partnership** was featured in the Worcester Business Journal article entitled: "State Agency Recognizes I-495/MetroWest." To read the article [click here](#).

## Staff in Action

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**Susan Houston** was invited to speak on behalf of MassEcon at the Massachusetts Biotechnology Council's recognition of 44 BioReady communities – communities across the state that met key criteria for their ability to accommodate the biotechnology industry. For more information and to view full ratings and criteria, [click here](#).

**Doug Kehlhem, John DiNapoli, and Rob Anderson** have been busy at trade shows this past month. **Doug** was out at **IAMC in North Carolina** - the Industrial Asset Management Council, the leading association of industrial asset management and corporate real estate executives. **John** and **Rob** joined MOBD's booth at the **BIOMEDevice** at the Boston Convention Center; the trade show, which highlights products that combine both medical device and biopharmaceutical elements, attracted over 250 exhibitors. **John** also represented Massachusetts at the **CoreNet Global Real Estate Summit in Dallas**. As part of the Team New England delegation sponsored by member Northeast Utilities, John was joined by staff from **MOBD** as well as member **Steve Silver** from **Choose Worcester**.

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Would you like to let members know about news or events?  
Please contact me at [jgiovino@massecon.com](mailto:jgiovino@massecon.com) with the details.

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