

The background is a solid gold color. On the left side, there are several overlapping diamond shapes. The top one is a solid, light gold diamond. Below it are three outlined diamonds of the same size, arranged in a descending staircase pattern. The text is positioned to the right of these shapes.

**MassEcon**

2010

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 2010.

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 2010, over eighty companies planning for future growth relied on MassEcon's services to evaluate the Commonwealth as a location for expansion and relocation. Although the recession — officially over by 2010 — had dampened the expansion plans of many companies, fourteen companies served by MassEcon, both from within Massachusetts and outside, made the decision to expand here.

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 move toward 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 is proud to bring a consistent, non-partisan voice to the enterprise.

We thank our members and partners for making our work possible. We also thank Jerry Sargent, immediate past Chairman, for his superb advocacy and strategic insights, and for laying the foundation for 2010.

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.**”

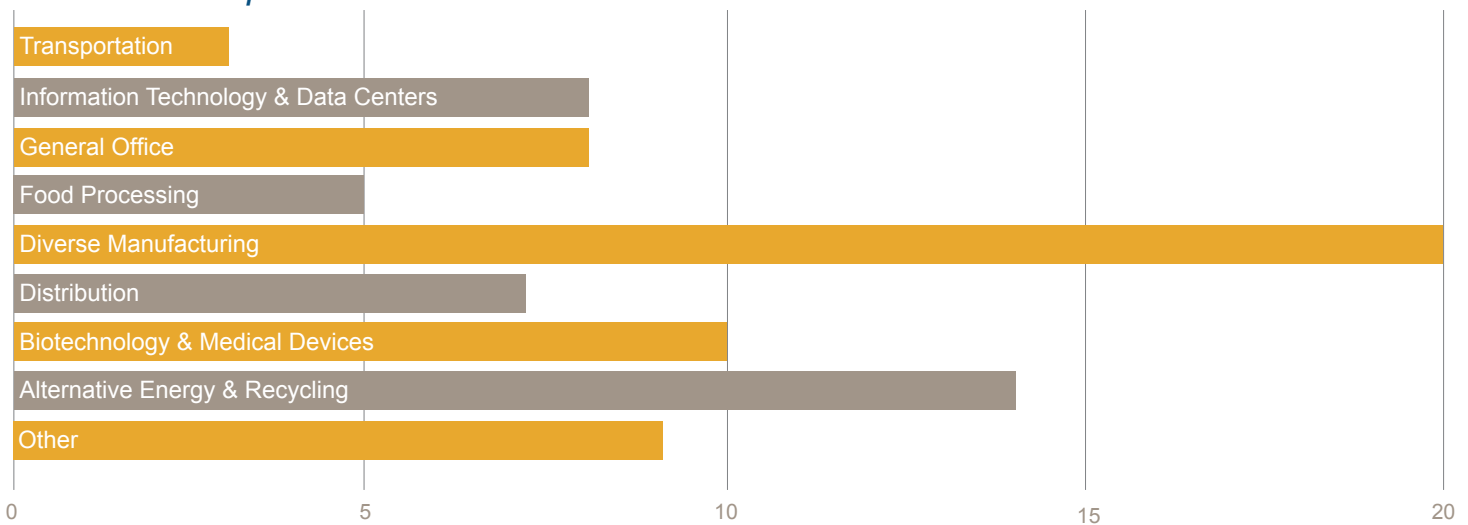
**GOVERNOR DEVAL PATRICK**

# Results

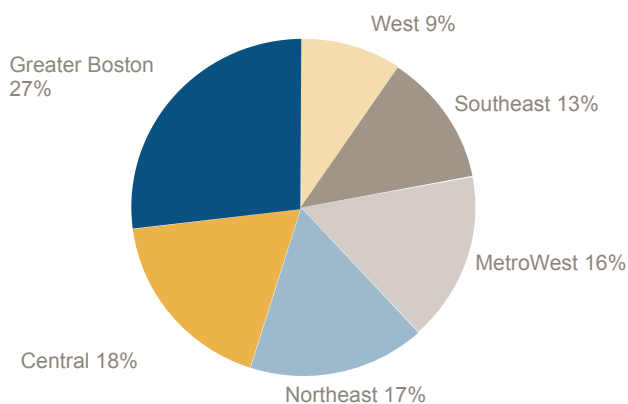
*by the numbers*

**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 83 companies considering Massachusetts as an expansion location; these companies represented a total of 3800 jobs. While companies new to Massachusetts are important customers of MassEcon, our resources are firmly committed to supporting existing Massachusetts business. In fact, 59% of MassEcon's customers came from within the Commonwealth.

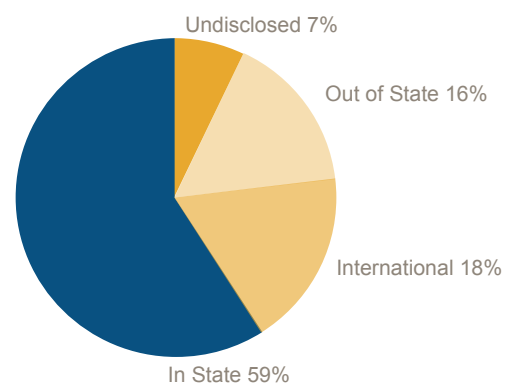
## Meet the Companies



## Where they want to locate



## Where they come from



## Choosing Massachusetts in 2010

**Addgene** Cambridge | **Backupify** Cambridge | **Cbeyond** Burlington | **Dassault Systemes** Waltham | **Device Technologies** Southborough | **Electronics Recyclers International** Holliston | **FloDesign** Waltham | **IntegraGen** Cambridge | **ITT Tech** Wilmington | **MadProps** Boston | **Parlee Cycles** Beverly | **Pixily** (Now OfficeDrop) Cambridge | **Sanofi-Aventis** Cambridge | **Terrafugia, Inc.**, Woburn



Conference attendees (left to right): Bob Brustlin, VHB; Alan Benowitz, Right Management; Michael Scott, Nutter McLennan & Fish; Chuck Reilly and Kevin Quinn, Dacon.

## CONFERENCE PANELISTS

### Moderator

**Curt Nickisch**

Business & Technology Reporter  
WBUR Radio

### Panelists

**Mark Nemec**

Managing Director of Technology  
Industry Client Group  
Forrester Research

**Greg Herrema**

Senior Vice President and President  
of Analytical Instruments  
Thermo Fisher Scientific

**Jamie Goldstein**

General Partner  
North Bridge Venture Partners

**Frank van Mierlo**

President  
1366 Technologies

## INDUSTRY ROUNDTABLES



### Defense Technology

#### Presenters

Ophir Optics  
Hoppe Tool  
Defense Technology Initiative  
MA Office of Business Development  
MassDevelopment



### Biomufacturing

#### Presenters

Massachusetts Biotechnology Council  
Shire Human Genetic Therapies  
Genzyme Corporation  
Massachusetts Life Sciences Center



### Venture Capital

#### Presenters

Nutter McClennen & Fish  
Flybridge Capital Partners  
MassChallenge  
KPMG

## Annual Conference

**MASSECON'S** Annual Conference — The Shape of Things to Come: Massachusetts 2020 — was held for over 150 attendees on June 18th. Aply moderated by Curt Nickisch and drawing on the expertise of industry leaders from energy, venture capital, technology, and advanced instruments, the panelists spoke about trends in their respective sectors and the challenges and opportunities Massachusetts faces in the global marketplace. For executive summary and slides visit [massecon.com](http://massecon.com).



Panelist Greg Herrema, Thermo Fisher Scientific.



Jean Poteet, Tufts Veterinary School, posing question to the panel.



Panelist Mark Nemec, Forrester Research and Francesca Maltese, O'Connell Companies.



## Annual Holiday Lunch

**ZIPCAR'S** CEO, Scott Griffith, was the featured speaker at MassEcon's holiday lunch, discussing Zipcar's growth from a start-up to pre-IPO. As a Massachusetts Ambassador, Scott is featured on [www.massitsallhere.com](http://www.massitsallhere.com) promoting Massachusetts as a place to work and live.

# Partners

## NEW AMBASSADORS IN 2010

UMass Medical Center  
ZipCar  
IBM  
Flybridge Capital Partners  
BIOCIUS  
Ophir Optics  
iRobot  
Konarka  
Iscon Video Imaging  
Heat Trace Products  
AccuRounds  
Hoppe Tool

## ASK THE EXPERT

Konarka Technologies  
AMAG Pharmaceuticals  
BIOCIUS  
Elite Envelope  
iRobot

## MASSECON ONLINE



### Website

<http://massecon.com/>



**Twitter:**  
@massecon



**Facebook:**  
facebook.com/massecon



**LinkedIn:**  
linkedin.com/MassEcon  
Group



Secretary Greg Bialecki (left) and Dana Whiteside, Boston Redevelopment Authority, at Second Annual Corporate Welcome Reception at Genzyme.



Susan Houston of MassEcon introducing Governor Deval Patrick as speaker at Economic Impact Awards Luncheon.



(Left to right). Anne Struthers, Rosemary Scrivens, Rich Pellagrini of the Massachusetts Office of Business Development; Paul Matthews, 495/MetroWest Partnership.

## 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.

## 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 2010 include providing a forum for the SouthCoast Development Partnership to introduce its region's assets at a medical device industry reception in New York City; co-hosting a tour with the Boston Redevelopment Authority to showcase Boston's Innovation District to national corporate location advisors; and planning a business development mission with the Western Massachusetts Economic Development Council to cultivate relationships with the photonics industry. MassEcon also serves on the Boards of the 495/MetroWest Partnership, the New England Economic Partnership, and in 2010 was a speaker at economic development forums in Springfield, Holyoke, Medway, Framingham, Plymouth, and Franklin.

495/MetroWest  
Partnership

Berkshire Economic  
Development Corp

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 2000  
Collaborative

Taunton Development  
Corp

Western Massachusetts  
EDC

“ MASSECON IS A CRUCIAL ASSET IN BRINGING THE PRIVATE SECTOR'S PERSPECTIVE AND INVOLVEMENT TO THE COMMONWEALTH'S ECONOMIC DEVELOPMENT INITIATIVES.

**PAUL MATTHEWS**  
**EXECUTIVE DIRECTOR**  
**495/METROWEST PARTNERSHIP**

## **ECONOMIC IMPACT AWARDS 2010**

**EACH YEAR, MASSECON** honors growing businesses from each of the Commonwealth's five regions that make outstanding contributions to the MA economy. On November 23, 2010, before 400 guests, MassEcon presented the Seventh Annual Team Massachusetts Economic Impact Awards to nineteen outstanding companies. The program included addresses by Governor Deval Patrick and Wyc Grousbeck, Managing Partner and CEO of the Boston Celtics (pictured right), it was moderated by Master of Ceremonies Anthony Everett, co-anchor of WCVB TV's Chronicle.

## **CORPORATE WELCOME RECEPTION**

Biocell Center Corp.  
BIOCIUS  
Edimer Pharmaceuticals  
Ginkgo BioWorks  
FloDesign  
Icelandair  
NeoStem  
Nexage  
Suntron  
Synageva BioPharma Corp.  
The MENTOR Network



Wyc Grousbeck addresses audience at Economic Impact Awards Luncheon



Patricia Begowicz of Onyx Specialty Papers accepting Gold Award with Bob Brustlin.



Sara Spalding (right) with her winning Microsoft team.



MassEcon and its Ambassador network held its Second Annual Corporate Welcome Reception at Genzyme's Corporate Headquarters on March 23rd. The reception welcomed eleven companies whose executives are pictured above, and who are mingling with guests pictured at right.



## ReadyMass On Location



**2010** marked the culmination of the *ReadyMass* initiative, executed in collaboration with the Executive Office of Housing and Economic Development and regional economic development groups.

*ReadyMass* showcases a continually refreshed inventory of 100 market-ready properties throughout the state that provide location options for expanding and relocating companies. As part of this initiative, on May 19th MassEcon welcomed five national site selection consultants to Massachusetts. The three-day *ReadyMass* agenda included a welcome reception at the Liberty Hotel with Secretary Greg Bialecki, a roundtable discussion of local business experiences at Microsoft's NERD Center, and a lunch with college presidents. The *ReadyMass* visit introduced the consultants — who are influential in advising companies on where to locate — to the range of statewide assets for business growth.

**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 BIO2010 in Chicago; 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 New Orleans and Phoenix.

**Massachusetts**  
*It's all here.™*

## ECONOMIC IMPACT AWARD WINNERS 2010



### CENTRAL

#### Gold

Saint Gobain

#### Silver

eClinical Works

#### Bronze

Incom, Inc.

### GREATER BOSTON

#### Gold

Constant Contact

#### Silver

Microsoft

#### Bronze

Autodesk

### NORTHEAST

#### Gold

Epsilon

#### Silver

Nexamp Inc.

#### Bronze

BIOCIUS

### SOUTHEAST

#### Gold

Bluefin Robotics

#### Silver

Kopin Corporation

#### Bronze

Smith & Nephew Endoscopy

### WEST

#### Gold

Onyx Specialty Papers

#### Silver

Seahorse Bioscience

#### Bronze

Lymtech Scientific

### LOCAL ICON

Harpoon Brewery

### COMMUNITY LEADER

Heywood Hospital

### CHAIRMAN'S AWARD

National Grid

Western Massachusetts  
Electric Company

# Highlights

*a look at 2010*

## January 15

Members Meeting  
Dr. Alan Clayton-Matthews,  
Northeastern University

## February 16

Defense Technology  
Roundtable

## March 23

Corporate Welcome Reception

## March 26

Members Meeting  
Anne Struthers, Executive  
Director, MOBD

## April 13

Biomanufacturing Roundtable

## May 14

Members Meeting  
Carlos Martinez-Vela, Ph.D.,  
Director of Innovation Policy,  
John Adams Innovation  
Institute

## June 18

Annual Conference

## July 15

Summer Reception

## September 15

Finalists Reception

## September 24

Members Meeting  
Chuck Anderson, Senior  
Manager International  
Enterprises, Massachusetts  
Technology Collaborative

## October 28

Venture Capital Roundtable

## November 23

Economic Impact Awards

## December 10

Annual Holiday Lunch  
Scott Griffith, CEO, Zipcar



Julia DiCorleto of Saint-Gobain Performance Plastics accepting Gold award for the Central Massachusetts region.



Wyc Grousbeck and Governor Patrick at Economic Impact Awards Luncheon.



Annual Conference presenters (from left) moderator Curt Nickisch, and panelists Mark Nemec, Forrester Research; Jamie Goldstein, North Bridge Venture Partners; Frank van Mierlo, 1366 Technologies; and Greg Herrema, Thermo Fisher Scientific.



Biomufacturing Roundtable with presenter Greg Lewis from Shire seated at head.



Dawn Creighton, AIM (left) and Linda Lukas, SMMA, at Holiday Lunch.



Above: Mark Hochstetter, OPK Biotech, making his pitch at Finalists Reception.



Left: Governor Patrick talking with Marcy Reed, National Grid and Penni Connor, NSTAR (right) at Awards Luncheon.



Near left: Judges Team evaluating finalists for Southeastern region.

“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.

**GIRARD SARGENT**  
**PRESIDENT, CITIZENS BANK, MASSACHUSETTS**

## STAFF

**Susan Houston**  
Executive Director

**Douglas Kehlhem**  
Director of Corporate Site Location

**Rob Anderson**  
Director of Marketing & Member Services

**Mary Duggan**  
Economic Development Associate

## BOARD OF DIRECTORS

### Chair

**Robert Brustlin**  
Vanasse Hangen Brustlin

### Treasurer

**Jack Burns**  
Cresa Partners

### Clerk

**David Tibbetts**  
Merrimack Valley Economic Development  
Council

**Carol Adey**  
CoreNet Global New England

**Edgar Alejandro**  
Western Massachusetts Electric Company

**Ned Bartlett**  
Bowditch & Dewey

**David Begelfer**  
NAIOP

**Brian Cohen**  
Richards Barry Joyce & Partners

**Robert Culver**  
MassDevelopment

**Michael DiGiano**  
NAI Hunneman

**David Hayes**  
BSC Group

**Geoff Howell**  
DLA Piper LLP US

**John Isberg**  
National Grid

**Francesca Maltese**  
O'Connell Development Group

**Fred Mulligan**  
Cutler Associates

## EXECUTIVE COMMITTEE

**Robert Brustlin**  
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**John Isberg**  
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## MEMBERS

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AGC of Massachusetts

Berkshire Economic Development  
Corporation

BioMed Realty Trust

Boston Redevelopment Authority

Bowditch & Dewey

Brockton 21st Century

BSC Group

Campanelli Companies

Citizens Bank

Coldwell Banker Residential  
Brokerage

Core Investments

CoreNet, New England Chapter

Cresa Partners

Cutler Associates

CWS Consulting Group LLC

Dacon

DLA Piper US LLP

Eastern Bank

Economic Development Council of  
Western Massachusetts

Fidelity Investments

Fuss & O'Neill

Grubb & Ellis

Hinckley Allen & Snyder

IBM

Pittsfield Economic Development  
Authority

KPMG

Lincoln Property Company

Mass Railroad Association

MassDevelopment

MassMEDIC

Massport

Merrimack Valley Economic Development  
Council

MetLife

Mira Development

NAI Hunneman

NAIOP, Massachusetts

National Grid

North Shore Alliance for Economic  
Development

North Shore Chamber of Commerce

Nutter McClennen & Fish

O'Connell Companies

Ozzy Properties

Patriot Place

Quincy 2000 Collaborative

Richards Barry Joyce & Partners

Right Management

Sherin and Lodgen

Symmes Maini & McKee Associates

SouthCoast Development Partnership

Sovereign Bank

Taunton Development Corporation

Thompson Hennessey & Partners

Unitil

Vanasse Hangen Brustlin

Western Massachusetts Electric  
Company