

2011 Year-End Report

DECISION SUPPORT TO EXPANDING AND RELOCATING COMPANIES

- MassEcon provided customized support to **65** companies that were associated with approximately **4800** jobs; Customers of MassEcon's Site Finder Service sought **4.5 million SF** of space and **550** acres of land; **55** of these companies are still active projects.
- Keltron Corporation (Waltham), Radisens Diagnostics (Boston), Woodley Equipment (Hopkinton), Bevoations (Leominster), Tiax (Rowley), Triton Technologies (Mansfield) all made commitments to expand.
- Under the Team Massachusetts umbrella, **7** MassEcon members volunteered services that included mapping, design, construction, real estate, and research expertise to companies considering MA as expansion location.

MASSECON CONFERENCES AND FORUMS

- Hosted Annual Conference, *The Eds, Meds, and Industry*, sponsored by The O'Connell Companies, featuring executives from **UMass, WPI, Springfield Technical Community College, IBM** and **Massachusetts Life Sciences Center**
- Hosted Summer Reception at Goulston & Storrs to welcome Marty Jones, new President and CEO of **MassDevelopment**
- Hosted member meetings with featured speakers including:
 - **Alan Clayton-Matthews**, *Massachusetts Forecast Manager, New England Economic Partnership and Professor, Northeastern University*
 - **Ted Carr**, *Executive Director, Massachusetts Office of International Trade & Investment*
 - **Dan O'Connell**, *President & CEO, Massachusetts Competitive Partnership*
 - **Jim Rooney**, *Executive Director, Massachusetts Convention Center Authority*
 - **Robert Caret**, *President, University of Massachusetts*
- Provided members with peer expertise through MassEcon Roundtables:
 - *Medical Device Roundtable* hosted by Smith & Nephew Endoscopy – Presentations by **MassMEDIC, Smith & Nephew, Philips Healthcare, Excel Venture Management**
 - *Renewable Energy Roundtable* hosted by **DLA Piper** – Presentations by **Massachusetts Clean Energy Center, A123 Systems, Qteros, Nexamp, and EnerNOC**
 - *Optics, Photonics, and Advanced Instruments Roundtable* hosted by **Ozzy Properties** – Presentations by **Ophir Optics, LightWave Advisors, Thermo-Fisher Scientific, Axsun Technologies**
- Co-hosted with member **IBM** and Accounting Management Solutions *Connecting Companies with Capital: Driving Jobs and Growth* at IBM Innovation Center in Waltham

EIGHTH ANNUAL TEAM MASSACHUSETTS ECONOMIC IMPACT AWARDS

- MassEcon honored companies statewide that invested in the Commonwealth through job creation, facility expansion, and community involvement. Gold, Silver and Bronze awards were presented to 15 companies from five Massachusetts regions, in addition to the Chairman's Award and Gateway City Champions awards.
- Governor Deval Patrick was the featured speaker before 400 attendees from throughout the state.
- This year's event was the first to include site visits as part of the judging process.
- The event attracted over **30** companies as Gold, Silver, Bronze and table sponsors – breaking prior records.

MASSACHUSETTS AMBASSADORS

- Held Third Annual **Corporate Welcome Reception** at Citizens Bank in Boston. MassEcon and Secretary Bialecki welcomed executives from **Alliance Medical Gas Corp., Altaeros Energies, Backupify, Evaluate Pharmaceuticals, HitPoint Studios, IntegraGen, Mobile Monitor Technologies, Moms and Jobs, Nemucore Medical Innovations, Sand9, Sunovion Pharmaceuticals, TPI Composites, and Xenics USA** as new additions to the Commonwealth's business landscape.
- Established relationship with **Massachusetts Technology Leadership Council** for recruiting Ambassadors
- Added **Harpoon Brewery, St. Gobain, Communispace, and Onyx Specialty Papers** to Ambassador roster
- Named in *An Economic Development Policy & Strategic Plan for the Commonwealth* to lead Ambassadors program in conjunction with Massachusetts Marketing Partnership

BUSINESS DEVELOPMENT - TRADE SHOWS & SITE SELECTOR RECEPTIONS

- **CoreNet Global Summit in Chicago and Atlanta** with Team New England
- **SPIE Photonics Convention in San Francisco** with Western Massachusetts
- **BIO International Convention in Washington, DC** with Massachusetts Business Resource Team
- **Medical Design and Manufacturing (MD&M) East Conference in New York** with Team New England
- **Site Selector Reception in New York** hosted by MassEcon
- **Site Selector Reception in Washington, DC** hosted by MassEcon and MassBio

READYMASS INITIATIVE

- Through work of Location Support Committee, conducted outreach and selected 20 new properties for MarketReady status. Properties are posted at www.massecon.com/readymass.
- Showcased properties at site selector forums and industry trade shows throughout the year
- Named in *An Economic Development Policy & Strategic Plan for the Commonwealth* to lead “market ready sites” program in conjunction with Executive Office of Housing & Economic Development

REGIONAL & LOCAL PARTNERSHIPS

- Appointed by Senator Rodrigues to serve on steering committee for South Coast Life Sciences Day
- Serve on board of New England Economic Partnership
- Serve on board of 495/MetroWest Partnership
- Participate in Economic Development Partnership meetings in Western Massachusetts

MARKETING & SOCIAL MEDIA

- Expanded Twitter following from 280 to over 950
- Serve as board member of Massachusetts Marketing Partnership
- Established partnership with MYOB radio to enable MassEcon members and their clients to secure radio interviews
- Established partnership with *Stay in MA* initiative for MassEcon events
- Secured press coverage of awards luncheon in Boston Business Journal, Boston.com, and regional outlets

NEW MEMBERS IN 2011

- **1Berkshire, IBM, MetLife, Abel Womack, Eastern Bank, Sovereign Bank, Verrill Dana, MassMEDIC, Aerotek, New Balance, Boston University Metropolitan College, Suffolk Construction**

COMPANIES SERVED

