CONNECTING BUSINESS WITH GOVERNMENT

NOVEMBER 6, 2008

PRESENTED BY

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL
AND
THE GREATER BOSTON CHAMBER OF COMMERCE
FOR
BOSTON'S FUTURE LEADERS
AT
SUFFOLK LAW SCHOOL, 120 TREMONT STREET, BOSTON

SETTING THE STAGE:

7:45    Registration
8:10    Welcome and introductions by:
        Dean William J. O’Neill Jr., Dean, Sawyer Business School
        Paul Guzzi, president & CEO, Greater Boston Chamber of Commerce.

8:30    Opening Keynote Address:  Government & Business Interaction
        PETER MEADE
        Communications and Public Affairs Strategist, Rasky Baerlein Strategic Communications
        Former Executive Vice President, Blue Cross Blue Shield of Massachusetts

LEARNING:

9:15    PANEL: THE TOP FIVE THINGS YOU NEED TO KNOW WHEN WORKING WITH GOVERNMENT
        MODERATOR: Dr. Michael Lavin, Chair, Suffolk University, Department of Public Management

        The Top Five Things You Need to Know:
        ➢ Government: The BIG picture: How does it work?
        ➢ Mark Andrews, Director of Budget & Finance, City of Lawrence, Suffolk Faculty

        The Top Five Things You Need to Know:
        ➢ Lobbying, Advocacy & Cutting Bureaucratic Red Tape: Connecting and connectors.
        ➢ Steve Tocco, President & CEO, ML Strategies, Inc.

        The Top Five Things You Need to Know:
        ➢ Representing One Industry.
        ➢ James W. Hunt Jr., President and CEO, Massachusetts League of Community Health Centers

        The Top Five Things You Need to Know:
        ➢ What gets my attention most effectively?
        ➢ Honorable Linda Dorcena Forry, Mass House of Representatives (D – Boston)

10:45   BREAK
DEVENS is a planned community being created by MassDevelopment on the site of a former U.S. Army base in central Massachusetts. You will be a member of a Venture Strategy Team representing a business interested in locating/operating in this new community, providing your Team can successfully convince local authorities that your business proposal is sound and congruent with the Town’s character and development goals. Your Team will have ten minutes of the undivided attention of Devens’s two senior real estate acquisition and development permitting decision-makers to make its case. Your Team will design a presentation strategy using the case materials provided along with information found on-line at the Devens Website, plus ideas and examples drawn from The Top Five Things You Need to Know Panel.

Preparing: You will receive a Case Study Pre-Assignment via email instructing you to go to the Devens Website and review and download various materials that will familiarize you with the community, the business environment, and the various processes associated with real estate acquisition and business permitting. The Devens Homepage will also link you to other relevant on-line sites that will be noted in the Pre-Assignment. The case materials will be included in the program package that will be provided ahead of time. Please review, download and read all of these materials carefully prior to November 6 from the perspective of a business representative interested in seeking a relocation opportunity to expand or start-up in Devens. On November 6, you will work in a Team with a designated leader/facilitator, and prepare a strategic argument supporting a move to Devens as your new business address.

11:45 Presenting To: “MASSDEVELOPMENT/DEVENS ENTERPRISE COMMISSION”

Richard A. Montuori, Executive Vice-President Devens Operations, MassDevelopment
Peter Lowitt, AICP, Land Use Administrator/Director, Devens

12:30 Feedback From: “MassDevelopment/Devens Enterprise Commission”

1:00 Luncheon and Keynote speaker,
Paul Connolly, First Vice President & COO, Federal Reserve Bank of Boston

2:00 Panel: Business & Politics – Placing Yourself at the Crossroads

While competitive markets drive the economy, local, state and federal governments still largely set the rules. All aspects of business are reliant upon and impacted by government decisions – from the initial state filings and development permits, to operational regulatory and tax regimes. Yet it is important to remember that these critical government decisions are made by elected and appointed officials. Successful executives know the procedural processes as well as the politics guiding important government decisions impacting their business – and work to make that landscape more favorable.

This segment will feature industry leaders discussing the importance of local, state, and federal government decisions; the impact of the political landscape in guiding these decisions; and the role that both government and politics will play in shaping these industries going forward.

Moderator:
Linda Melconian, Majority Leader Emerita, MA State Senate; Suffolk Faculty

Panelists:
Richard Fields, chairman, Coastal Development, LLC
Mara Aspinall, senior advisor, Genzyme Corporation
Robert Beal, president, The Beal Companies, LLP

3:15 Break

3:30 Closing Keynote Address: Government & Business Interaction
Charlie Baker, President & CEO, Harvard Pilgrim Health Care

4:30 Summarize Learnings from the day:
William J. O’Neill Jr., Dean, Sawyer Business School

4:45 Reception