

# 2010 CITY OF SPRINGFIELD DEVELOPERS CONFERENCE

*Innovate, Grow, Create...Make it Happen!*

**October 27, 2010**  
**Naismith Memorial Basketball Hall of Fame**  
**8:30 a.m. - 2:30 p.m**

8:30 - 9:30 - Networking Breakfast & Registration  
Conference Exhibitors @ Main Concourse

9:30 - Welcome ~ Shannon Hegy, ABC 40/ Fox 6 Springfield  
Opening Remarks ~ City of Springfield Mayor Domenic J. Sarno

9:45 - 10:00 - An Orientation to Springfield & the Knowledge Corridor  
Allan Blair, President and CEO of the Western Mass Economic Development Council

10:00 -10:15 - Resources to Support the Location Decision  
Susan Houston, Executive Director, MassEcon

***Presentations & Panel Discussions (Seating is available on a first-come, first-served basis)***

10:20 - 11:20

On Center Court: *Information Technology, Call Centers, & Cyber Security for the Next Decade*  
At the Theater: *Comprehensive Project Planning: Designing to Achieve Sustainability*

11:30 - 12:30

On Center Court: *Transportation Infrastructure in the Pioneer Valley*  
At the Theater: *Financial and Project Support Resources for Clean Energy and Resource Business in Western Massachusetts*

12:30 - 1:00 - Lunch on Center Court  
Conference Exhibitors @ Main Concourse

1:00 - 2:00 - ***Presentation & Panel Discussion:***  
On Center Court: *Innovation in the Pioneer Valley*

2:00 - 2:20 - Keynote Speaker: Stanley Kowalski III, founder of FloDesign Wind Turbine

2:20 - 2:30 - Closing Remarks ~ John Judge, Chief Development Officer

***Panel Descriptions on Page 2***

# ***2010 City of Springfield Developers Conference***

## ***Presentations & Panel Discussions:***

### **Information Technology, Call Centers, & Cyber Security**

Description: What IT products and services can enhance your business efficiency, sustainability and competitive advantages? This panel will share information on the latest technologies and service available for sourcing, repairs, maintenance, monitoring, and management or information systems. This panel will also discuss best practices, policies, and procedures you'll need to comply with State regulations and increase your cyber security. In addition, new technologies that have been implemented in Springfield will be discussed.

### **Comprehensive Project Planning: Designing to Achieve Sustainability**

Description: How do we design a project and incorporate the principles of sustainability? Ultimately, we are required to ask what this implies when we begin the project, to effectively apply sustainable principles to a project to meet a client's needs, meet our design practices philosophical needs, and the needs of the community. The presenters will discuss strategies to create projects, and the processes employed by project teams that achieve sustainable building objectives.

### **Transportation Infrastructure in the Pioneer Valley**

Description: At this panel discussion, you will learn details about several exciting infrastructure improvements projects which will significantly benefit development in Springfield and the surrounding region. These include committed projects as well as projects that are presently under construction such as the \$38.5 million Intelligent Transportation System and high speed fiber backbone that MassDOT is installing along the Interstate Route 91 corridor from the Massachusetts/Connecticut line north to the Vermont border. This panel will also address the advancement of design plans for the \$67 million redevelopment of Springfield's Union Station, and an update on the planned implementation of the intercity Knowledge Corridor Passenger Rail Project linking Springfield, Hartford, and New Haven.

### **Financial and Project Support Resources for Clean Businesses in Western Massachusetts**

Description: This panel discussion will explore financing opportunities and challenges for "green business" in Massachusetts. You will hear first hand from two financing organizations about the process of lending to green businesses. Axio Power develops, finances, and constructs large scale solar projects that provide clean renewable energy. Berkshire Bank is a leading lender in solar technology. The panel speakers will discuss the nuances of financing businesses in this industry, and will also discuss tax credits that are available, and the types of technical assistance required to make your project a success.

### **Innovation in the Pioneer Valley**

Description: What are the latest innovative projects taking place in the Pioneer Valley? This panel will discuss projects evolving in the Pioneer Valley such as the High Speed Computing Center and new innovative products manufactured right here in Springfield, Massachusetts, and their potential impact in the valley's economic future.