

WELCOME TO THE CHOOSE FRAMINGHAM NEWSLETTER



Choose Framingham Newsletter
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Get Ready for Summer!



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Retailers and businesses throughout Framingham will

Guest Column: ListEngage Helps Customers Manage Their Brand and Information

ListEngage is a company that provides digital marketing

help you and your family get ready for summer

Summer in New England is a prime time for cook outs, pool parties, and gardening. [Choose Framingham](#) has put together a list of retailers and businesses throughout town who can help you with your landscaping, your next camping trip, or getting ready to open the pool.

Sporting Goods Stores

[REI](#)

(508) 270-6325
375 Cochituate Road
Framingham, MA 01701

[Rack Attack](#)

(508) 879-1444
745 Worcester Road
Framingham, MA 01701

[N+1 Cyclery](#)

(508) 620-6600
57 Waverly Street
Framingham, MA 01702

[Red's Firearms](#)

(617) 833-1527
118 Union Avenue
Framingham, MA 01702

[Antelli's Bicycle Tune Up and Services](#)

(508) 875-0527
18 Cochituate Road
Framingham, MA 01747

Pool Services

[Central Pools](#)

(508) 879-6660
685 Cochituate Road
Framingham, MA 01701

[Leslie's Pool Supplies](#)

(508) 628-3200
760 Worcester Road
Framingham, MA 01702

services to businesses around the country, including Carhartt, Planet Fitness, and Designer Living ... and they are headquartered right here in Framingham. This month's [Choose Framingham](#) features a guest column from the company about their business and why they love working in Framingham.



Never before have businesses had access to so much data. Yet never before has there been so much duplicate, disconnected and inaccurate information collected about their customers. [ListEngage](#) leads enterprises to win the race for customer attention and loyalty, via immediate, consistent and contextually relevant messages. Rather than a shotgun blast, ListEngage leads businesses to send a series of the right messages at the right time to the right prospect/customer via the right channel, leading that business from consideration to research to purchase to delivery.

ListEngage loves Framingham, we find it an excellent place to build a business. ListEngage is a company of 50 people spread across 16 states and three countries. 15 percent of the company's employees work from the headquarters in Framingham. Due to the modern communication infrastructure, we often do not meet our clients face-to-face. This same infrastructure allows us to stay in touch with all of our employees.

We are especially in love with four things about Framingham:

1. **Infrastructure:** in order to work as an International company, you have to have all of the necessary infrastructure. Due to its location and size, Framingham has wonderful Internet connectivity from multiple vendors, and very good



ListEngage is at 5 Edgell Road, Framingham and has been a resident for 10 years

[PRG Pool Services](#)

(508) 620-7005
39 South Street
Framingham, MA 01702

[Landscaping /Outdoors](#)

[River's Edge Garden Center](#)
(508) 872-9580
12 Auburn Street Extension
Framingham, MA 01701

[Garden in the Woods](#)

(508) 877-7630
180 Hemenway Road
Framingham, MA 01701

[New England Hydroponics](#)

(508) 405-2525
855 Worcester Road #2
Framingham, MA 01701

[Howard's of Framingham](#)

(508) 872-2872
1127 Worcester Road
Framingham, MA 01701

[Lowe's Home Improvement](#)

(508) 309-1183
350 Cochituate Road
Framingham, MA 01747

[Landscape Depot Supply](#)

(508) 620-2988
350 Irving Street
Framingham, MA 01702

[Eastleigh Farm](#)

(508) 877-1753
1062 Edmands Road
Framingham, MA 01701

[Hanson's Farm](#)

(508) 877-3058
20 Nixon Road
Framingham, MA 01701

[Creative Decks](#)

(508) 877-1060
57 Karen Road
Framingham MA, 01701

dependability of power. It is easy to reach multiple airports, and for those of us based in Framingham, the commute is a breeze. The services in Framingham are very community-oriented, including the police department, fire department, medical community, and town services such as parks and recreation and public works.

2. **Safety:** we do not have to worry about our employees should they need to work late at night.
3. **Location:** we are in the hub of technology, east of the Mississippi River. Nowhere can compare with the educational resources in the Framingham/Boston area. The lodging availability in Framingham is both reasonable in cost as well as very attractive to our non-local employees.
4. **Growth:** ListEngage is growing rapidly, and the amount of good office space in Framingham says we will be able to continue to be based in this terrific town.

ListEngage is growing rapidly, thanks to its charismatic leader, Altaf Shaikh. The company has moved steadily higher in the INC 5000 list from 2014 to 2015 to 2016. This is done because of the very low turnover of very talented employees. As Altaf often says, talent trumps location and in Framingham, we have both.

Anyone looking to locate a business, be it local or headquartered here, should consider Framingham, a town devoted to being a community with great services, nice people, and all of the business requirements already existent.

ListEngage Inc., (508) 935-2275, rstrauss@ListEngage.com

Framingham Commits Resources to Improve Everyone's Quality of Life



Dudley Road Multi Use Recreation Path nearly complete

Over the last few years, Framingham has made a concerted effort to improve the quality of life in Framingham, for residents and businesses alike. This means not only putting resources into initiatives that we know beautify the community and make our streets

safer for pedestrians and bicyclists, but also preserving historic

buildings and open space.

[Cornerstone Landscape Inc.](#)

(508) 820-9700
63 Morton Street
Framingham, MA 01702

Grills/Appliances

[Lowe's Home Improvement](#)

(508) 309-1183
350 Cochituate Road
Framingham, MA 01747

[Monnick Supply](#)

(508) 875-1810
759 Waverly Street
Framingham, MA 01702

[Robinson's Hardware](#)

(508) 877-1888
1 Nicholas Road
Framingham, MA 01701

[Belcher's Appliance](#)

(508) 626-2321
120 Fountain Street
Framingham MA, 01702

Below is a list of work we have pursued to improve Framingham as a great place to live and work:

Beautification of Framingham

- The allocation of \$15,000 of funds from the Economic Development and Industrial Corporation (EDIC) for placemaking projects.
- Designation of a placemaking intern working on ideas and designs.
- Creating an ongoing Beautification fund, which gives small grants to businesses and non-profits for investment in signs, facades, and landscaping that is visible to the public.

Open space in Framingham

- Framingham completed its open space and recreation plan in 2013. The municipality has an interdisciplinary implementation committee that meets up to 4 times per year, where they provide updates and make recommendations on new projects and land acquisitions.
- The municipality has utilized Local Acquisitions for Natural Diversity (LAND) grants from the Commonwealth to successfully purchase open space and conservation restrictions over the past several years.
- Working with our Parks & Recreation department, we have built a new walking path through conservation land and around adjacent playing fields.

Bike & Pedestrian Pathways and Complete Streets

- We recently completed our first-ever Bicycle and Pedestrian plan. This plan was created in-house with an interdepartmental team.
- Framingham received a Complete Streets grant of \$400,000 from the Commonwealth of Massachusetts. We are nearing completion of construction on a multi-use bike/pedestrian path along Dudley Road. This is phase 1 but we plan to extend the path all the way up to Union Ave at Bowditch Field.
- We are also on working on the long term prospects for extending the Bruce Freeman Rail Trail and working with the Town of Natick to extend the Cochituate Rail Trail.
- We have collaborated with the Parks & Recreation Department to help open Framingham's aqueducts for public use.

Framingham's Historic Preservation

- We are formally surveying the Saxonville area in

preparation for pursuing a local historic district. The Town is committing \$10,000, along with a Massachusetts Historical Commission matching grant of \$10,000.

- Framingham just completed our first Historic Preservation Plan in 15 years. The community also has an active Historical Commission and vibrant Historic District Commissions.
- We have a number of initiatives that include awards for great preservation projects, advocacy for key projects (such as Village Hall in Framingham Center and the Athenaeum in Saxonville) and general outreach and awareness of historic assets and resources.

Revitalizing Downtown Framingham

- The reconstruction of the Downtown common is set for completion in July 2016.
- The Common reconstruction puts the finishing touches on a \$10 million Downtown streetscape improvement project, which refreshed its look, and eased navigation for cars and pedestrians.
- Several transit-oriented residential development projects for Downtown are moving forward. Four proposed projects have received Planning Board permits.
- Framingham continues to support Framingham Downtown Renaissance (FDR) and other Downtown revitalization initiatives.

There is much that makes Framingham an interesting and exciting community for residents who live here and those who work here. The number of projects we have underway or completed to make the community more attractive and more walkable, with open space, while preserving Framingham's heritage, is a testament to the community's vision for a strong future.

MetroWest Conference for Women Coming to Sheraton Framingham

On September 13th and 14th, women from across MetroWest will come together at the Sheraton Framingham for the first [MetroWest Conference for Women](#). The conference will provide an accessible and affordable opportunity for local women to connect, share their perspectives, and learn from inspiring world-class speakers, many of whom are located in the region.

The conference was the brainchild of Jen Maseda, who recognized the opportunity for women in the MetroWest area

last year, when she was driving back from the Massachusetts Conference for Women, held in Boston every December. "As an advocate, I know so many women in the MetroWest region," said Maseda. "I felt that we have a strong enough network of women advocates to come together and develop a similar model for the area."

The conference will feature keynote remarks from Nicole Sahin, Chief Executive Officer of Globalization Partners; Dr. Patti Fletcher, CEO of PSD Network LLC; Maria Marlowe, an author and "evangelist" of real food; author and entrepreneur Liz O'Donnell; and WGBH News feature reporter Stephanie Leydon. The break out sessions topics include tips for career transitions, managing money, turning a vision into a brand, and insights from women of color in the MetroWest region, among others.

"MetroWest has a fast growing demographic of women entrepreneurs and major companies -like TJX - where women are a part of the workforce and serving as executives," said Maseda. "We wanted to give them programming that would complement the other conferences held around the state at an affordable price and would help them connect with each other.

The 28-member, all-volunteer board for the MetroWest Conference for Women includes a number of Framingham residents and women who work in Framingham. They include BOSE Corporation's Stephanie Kenney, Susan Petroni of Framingham Source, Drita Protopapa of MAPA Translations & Language Solutions, and Chon'tel Washington of Framingham State University, among others.

"Everyone on the board is 100 percent in, and they love serving women. We're really proud of how this is coming together," Maseda said.

If you are interested in attending the MetroWest Conference for Women, please visit the [conference website](#) or register [here](#). Tickets for the conference cost \$52.

Framingham EDIC

chooseframingham@framinghamma.gov

The [Framingham Economic Development and Industrial Corporation \(EDIC\)](#) was established in 1995 to stimulate economic development and expand employment opportunities in the Town of Framingham in accordance with the town's approved economic development plans.

STAY CONNECTED

