

Broome  
County  
Plan for  
Sustainable  
Economic  
Development



ACTION PLAN THREE

MARKETING AND BRANDING  
STRATEGY

June 2002

theBCplan.com



# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Table of Contents

<b>Part One: Introduction</b>	<b>4</b>
<b>Part Two: Creative Brief</b>	<b>7</b>
Why market?	7
Target audiences	9
Marketing metrics	13
What should Greater Binghamton communicate?	17
Positioning Greater Binghamton	20
Key themes for promotion	22
<b>Part Three: Internal Marketing</b>	<b>26</b>
<b>Part Four: External Marketing</b>	<b>30</b>
<b>Part Five: Conclusion</b>	<b>37</b>
<b>Appendix One: Graphical Concept</b>	<b>39</b>
<b>Appendix Two: Industry Trade Associations</b>	<b>42</b>

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

*June 2002*

AngelouEconomics (AE) is pleased to present the Steering Committee of the Broome County Plan for Sustainable Economic Development (the BC Plan) with this **Marketing Strategy**. This document is one of three reports that will lead directly to an economic development action plan for Broome County.

This report provides an overview of marketing-related ideas generated from AngelouEconomics' research and focus groups within Broome County. It includes a discussion about creating an awareness of Broome County outside of the state of New York and a concept for building community-wide support for a new economic development initiative. A new marketing theme is recommended that is designed to appeal to Broome County's target industries. Our intent is to provide Broome County with a document to guide its marketing efforts over the next 5 years.

This report includes substantial information provided by the Steering Committee, and substantial input from public sector representatives, Broome County Community College, Binghamton University, local companies, and local advertising experts.

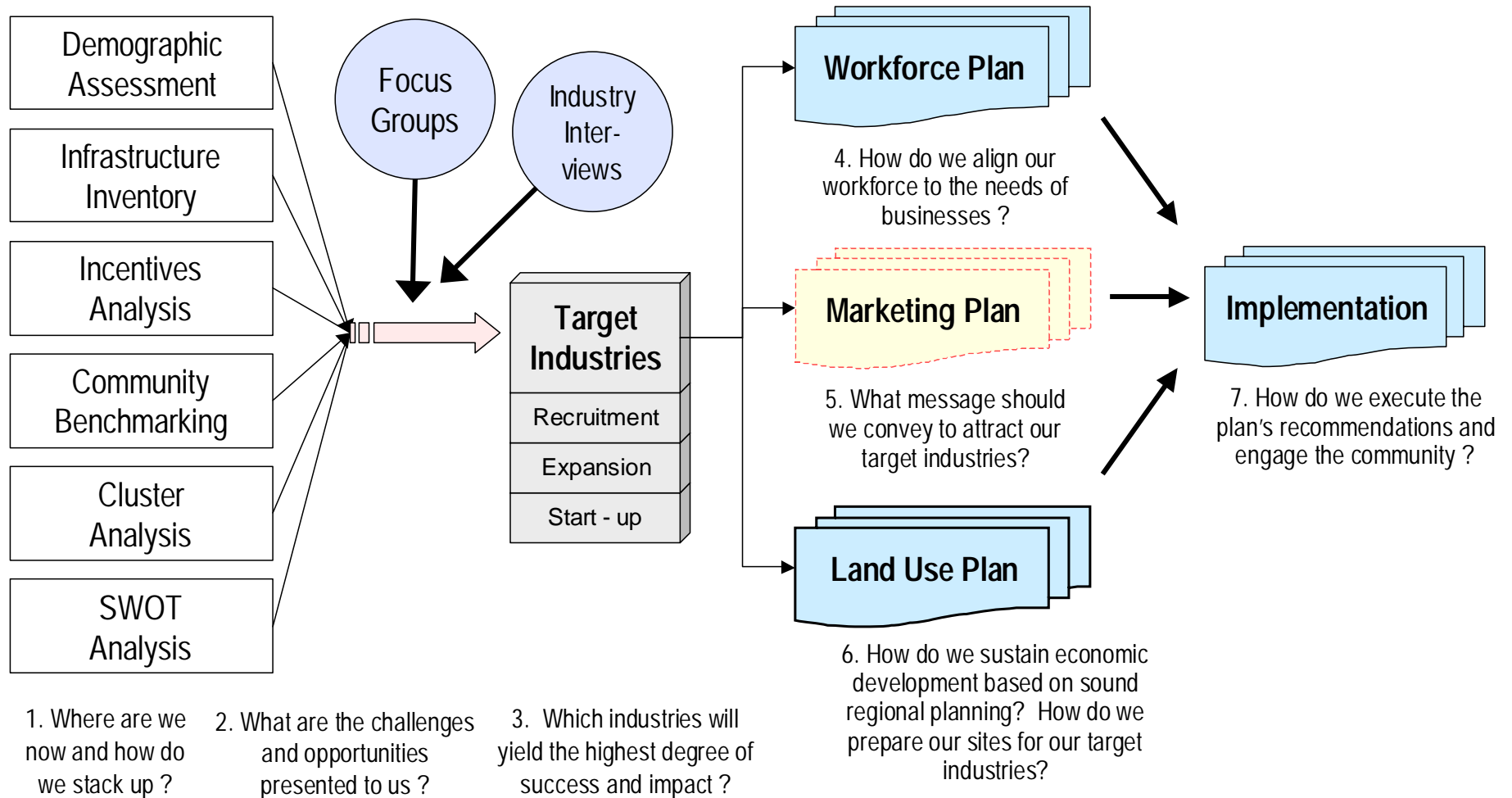
The BC Plan reports, as well as much of the additional research underlying them, will be made available online at [www.theBCplan.com](http://www.theBCplan.com). Thank you for your interest in the BC Plan.



Angelos Angelou, Principal  
AngelouEconomics

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

## The Broome County Planning Process



# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Part One: Introduction

The marketing strategy represents a culmination of recommendations from the work AngelouEconomics has provided Broome County during the past nine months. The ideas in this report will not only guide the community's economic development efforts, but will also help Broome County's leaders build internal support for marketing to their target industries.

The marketing themes and recommendations in this strategy are designed to become Broome County's single message conveyed not only to companies, but workers, entrepreneurs, and business influencers. It calls for an initiative building national and international awareness of Broome County and its many assets as a location to live and work.

### **Why Marketing Matters**

Economic developers have a tendency to utilize the same marketing methods used for decades. Even as the Internet began to create new platforms for marketing, few economic development agencies ventured beyond traditional marketing models such as brochures and direct mailings. For communities whose goal it is to recruit and grow new generations of companies and employees, traditional means of marketing no longer attract significant attention.

Marketing communications provide an opportunity to improve the performance of Broome County's economy. Successful marketing and branding activities will:

- Unite the Greater Binghamton community behind a single marketing message
- Build a positive perception of Greater Binghamton as a good location for high impact businesses

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

- Create “top of mind” awareness of Greater Binghamton as part of a considered set of options when companies make site selection decisions
- Result in more high impact, diversified companies locating in the region

A marketing effort founded on accurate research and understanding of Greater Binghamton’s strengths can help recruit companies, workforce talent, and entrepreneurs to the community. This will lead to the creation of higher paying, higher quality jobs as well as a building momentum that sparks the growth of startup companies.

Though Greater Binghamton may be the birthplace of IBM and Link Aviation (Singer Link), awareness of the region outside of New York state and northern Pennsylvania is low. **Increasing awareness of Greater Binghamton and its many benefits is the primary objective of this marketing strategy.**

Developing the region’s identity can be accomplished through tactical marketing. **The marketing message presented in this report will build on the community’s tradition of innovation.**

### **Definitions of Marketing Terms**

Important terms used throughout this report include:

“**Advertising**” is an impersonal form of communication about goods, services, or ideas paid for by an identified sponsor. Mass media is typically used to send advertising to its intended audience.

“**Branding**” is the process of using marketing messages to create loyalty for a certain product or service based on a set of distinct benefits and a clearly communicated position in the marketplace. A **brand identity** is a word in the mind of the target audience that links with certain emotions and expectations.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

**“Marketing messages”** are those designed to communicate the details of the product or service, its benefits, and its positioning to an intended external audience.

**“Marketing”** is employing any activity, communications platform, or distribution channel to deliver the marketing message to the intended audience. Marketing is building the brand in the mind of the target audience.

**“Personal selling”** is person-to-person communication in which the receiver provides immediate feedback to the marketer’s message. This is most effective when the unit of sale is large or the product / service is complex.

**“Promotion”** is any activity aimed at increasing awareness and improving perception of a product or service. Promotion includes advertising, personal selling, sales promotion, and public relations. These efforts have three functions: informing, persuading, and reminding.

**“Public relations”** activities aim to communicate a positive image of a product or marketer. This includes any marketing message that is communicated through mass media but is not paid for by the organization.

**“Sales promotion”** techniques are used by marketers to stimulate immediate purchase of a good or service, including displays, shows, demonstrations, coupons, or sweepstakes.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Part Two: Creative Brief

**The marketing plan is a roadmap for future marketing decisions.** It defines the purpose of marketing, describes the audience, and states the message to be communicated through marketing. It is to be used as a reference throughout the marketing process, to guide the creation of copy and images for all marketing collateral.

The specific text contained within the marketing plan might never be quoted within promotional materials. Rather, this marketing plan presents the ideas that should be communicated. The success of Greater Binghamton's marketing initiative will depend on how well promotional activities convey the ideas and emotions described in the marketing plan.

In addition to providing a roadmap, the plan contains a description of marketing distribution channels. These channels include any activity that communicates Greater Binghamton's message, ranging from collateral materials to attendance at industry events and speaking engagements by community stakeholders. All distribution channels discussed in this plan have been selected as the most effective methods for reaching the county's target industries.

The following sections answer the questions of why Greater Binghamton should market; to whom the county should market; how it should build internal support for marketing; and what message it should convey to develop the county's unique identity.

### **Why should Greater Binghamton market?**

Economic development marketing occurs for one of two reasons: (1) to make consumers aware of a region or (2) to change consumers' perception of a region. Greater Binghamton is marketing for the first reason.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

During interviews and focus groups for this project, the consulting team repeatedly heard that the county suffers from a negative self-perception. Memories of corporate lay offs and visions of vacant buildings have embedded themselves in the community, making promotion of Greater Binghamton difficult. **The purpose of this marketing plan is to offer ideas for creating a stronger self-image that will spark a new wave of promotion outside of the region.**

Economic development marketing of Greater Binghamton has not been a priority. Community leaders blame this on their continuing effort to “plug holes” of employment and population declines. In addition, although several local organizations have been charged with various elements of economic development, no single body is responsible for overseeing the region’s activities. Many of the recommendations in this plan for sustainable economic development hint at the creation of an organization to be in charge of an economic development campaign. An organizational chart and model budget will be presented in the *Implementation Plan*.

The purpose of this marketing strategy is to build a uniform community identity for economic development purposes that enhances Greater Binghamton’s positive attributes and places high impact businesses and skilled workers at the center of the message. In summary, Greater Binghamton should market because:

The county’s economy will grow stronger with the recruitment and entrepreneurship of a diversified group of companies. The names “Broome County” and “Greater Binghamton” are not well recognized outside of the northeastern portion of United States. **Marketing should establish awareness of Greater Binghamton as a community with a long tradition of technological innovation and the experience to continue into the future.**

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Who is the audience for Greater Binghamton's marketing?**

The primary audiences for Greater Binghamton's marketing efforts are identified in the *Broome County Cluster Analysis and Target Industry Study*. Together with the assistance of the Steering Committee, AngelouEconomics identified the following major industry categories for Greater Binghamton's target industries:

- Electronics
- Communications services
- Health care and biotechnology
- Food processing

An ideal marketing strategy will contain a message that is appealing not only to Greater Binghamton's primary target industries, but also to organizations and individuals who inspire site selection decisions. Business influencers, entrepreneurs, and highly skilled workers are important secondary target audiences.

The first step of marketing is to understand the needs of Greater Binghamton's target industries. A successful marketing image will identify and promote a common theme among the audiences. After developing this theme as the core of its marketing initiative, Greater Binghamton can then tailor audience-specific campaigns to address their individual demands.

The information that follows includes descriptions of the general demands of each of the region's primary and secondary targets.

### Primary Target One: Electronics Companies

Greater Binghamton should target electronics companies, particularly in the fields of sensors, automation, computer storage devices, and simulation equipment. Research and development and software development

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

within these fields have potential for high growth in the future. These companies tend to locate in **close proximity to other electronics companies** to take advantage of shared markets and labor. They also tend to seek locations with **strong university electronics programs and an experienced workforce**. They prefer locations where they and their families can enjoy their time away from the office and appreciate the spirit and opportunities of a **creative, energetic community**.

### Primary Target Two: Communications Services Companies

Despite recent overcapacity issues in some communications services sectors, this industry is predicted to add approximately 250,000 new jobs by 2010. Data storage centers, technical customer support centers, and photonics companies are all well suited for location in Greater Binghamton. In general, communications services companies tend to locate in regions with **good access to a mid- to large-sized market**. Businesses in this field, particularly technical customer support, seek communities with a **continuous flow of skilled, entry-level workers** such as current or recent college graduates. Some segments of this industry, such as photonics, typically locate **near other companies and R&D activities** in their field. All companies in this industry prefer a location that has the **recreation and quality of life elements that appeal to a young, educated population**.

### Primary Target Three: Health Care and Biotechnology Companies

The market for new, alternative health care options is burgeoning and Greater Binghamton is an ideal location for these companies. One fast-growing field are for-profit, **active living centers** focusing on higher-income retirees. These facilities tend to locate in **regions with aging populations**. They require **access to amenities appealing to an energetic older population** such as a beautiful natural environment, summer and winter outdoor activities, and lively entertainment. They also require a **labor force with health care skills**, nearby community college or university nursing programs, and a good foundation of doctors and hospitals. These businesses will be attracted to Greater Binghamton because of its central location, proximity to New York City and the Adirondaks, aging population, high quality health care providers, and scenic setting.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Although a relatively new industry, the field of **biotechnology** is predicted to experience healthy growth during the next ten years. Research and testing is the fastest growing segment of the industry – forecasted to increase employment at an annual rate of 3.3 percent during the next ten years. These businesses tend to locate almost exclusively around **strong university programs and medical schools**. As newer industry, many biotechnology companies are small, entrepreneurial enterprises. These firms prefer regions with solid **entrepreneurship infrastructure** such as access to venture capital or incubators.

Within biotechnology, the field of **bioinformatics** is the culmination of bioscience and electronics. These firms originate from software, and computer applications and tend to locate in areas with **strong electronics sectors**.

### Primary Target Four: Food Processing Companies

Food processing is a broad industry encompassing sectors ranging from beverages to packaged foods to meat products. It has been recommended that Greater Binghamton target high value-added segments of this market such as pre-packaged foods and snacks. Because many of their products are degradable, timely distribution is the top influence on a site decision. These companies seek a location that has **excellent transportation access** and close **proximity to a large population**. The production process is steadily beginning to become less labor intensive and more automated. Businesses in this field will be interested in locations with a good supply of **both production and technical workers**.

### Secondary Target One: Business Influencers

As a group, business and professional services seek locations that are in **close proximity to clients and contain an ample supply of skilled workers**. Due to the nature of their services, these businesses remain stable through periods of economic downturn. Recently, many of these businesses have adopted a technology focus and seek regions containing a high concentration of these firms. The business and professional service sector includes

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

businesses such as: accounting and tax companies, real estate firms, advertising and marketing agencies, employment agencies, law firms, engineering and architectural firms, and management consultants.

### Secondary Target Two: Entrepreneurs

Greater Binghamton should target entrepreneurs who have a business idea, but do not know the best location to start their business. Still in the early stages of creating their company, they have limited resources and would prefer to locate in a region with **less costly competition for services and lower costs of living**. They are searching for **research and development resources**, as well as **service providers that understand the needs of a new business**. They are looking for a business climate that allows their company to flourish while meeting their **lifestyle** needs. Greater Binghamton has an excellent base of potential entrepreneurs in its recently retired population as well as in its graduates from BU and BCC (see discussion in the *Greater Binghamton Workforce Assessment*). As they consider starting their own business, they will need to be persuaded to remain in Greater Binghamton.

### Secondary Target Three: Highly Skilled Workers

As a group, highly skilled workers are in short supply. Within this group, job turnover is high. They are searching for a location with **a variety of employment opportunities** in their field. They are also searching for a community that provides their families with a **high quality of life** and access to **culture that caters to their active, creative lifestyle**. Many of these individuals are graduates from Binghamton University and Broome Community College. An internal marketing initiative should promote the community to students who might otherwise move away following graduation. Several recommendations for retaining recent graduates are contained in the *Broome County Workforce Assessment*.

In summary, Greater Binghamton's primary and secondary target industries share several common interests in selecting a location:

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

- (1) A place that has access to **skilled workers**
- (2) A region that lends itself to an **active lifestyle with a high quality of life** for recruiting and retaining workers
- (3) Access to high quality **transportation infrastructure** for distributing product, reaching suppliers, or accessing new customers
- (4) Presence of a university **research and development activities**
- (5) A good flow of **graduates from university and community colleges**
- (6) A business **culture that encourages entrepreneurship**

Greater Binghamton should address these topics in its marketing messages.

## **What is the desired outcome of Greater Binghamton's marketing initiative?**

In the long term, a successful marketing initiative will result in an increase in the number and quality of companies expanding and starting operations in Greater Binghamton. Greater Binghamton's economic development leaders should establish metrics to monitor the success of its marketing activities. Metrics for measuring the success of Greater Binghamton's overall economic development efforts will be provided in the *Implementation Strategy*.

Three broad categories of metrics are recommended below. These numbers should be calculated at least twice a year to assess whether Greater Binghamton's identity is becoming better recognized at the national level.

### **Prospect Metrics**

*Measure the increase in companies seeking information about Greater Binghamton*

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Metric One: Percentage **increase in the number of target industry companies approaching local economic developers for information** about Greater Binghamton.

Performance Goal One: The number of target industry companies contacting Greater Binghamton's economic development organization should increase each year for the next five years. Higher percentage increases should occur in years 3-5 of the marketing initiative. This metric indicates the effectiveness of the marketing message and distribution channels.

Metric Two: Percentage **increase in the number of target industry companies visiting** Greater Binghamton for site selection.

Performance Goal Two: The number of target industry companies visiting the region to examine potential sites for expansion or relocation should increase each year for the next five years. This metric measures the effectiveness of the marketing message, follow-up, and distribution channels.

Metric Three: Percentage **increase in the number of site selection visits as a result of information inquiries**.

Performance Goal Three: The percentage of prospects committing to locating in Greater Binghamton after inquiring and receiving additional information about the community should increase. This metric indicates the quality and persuasiveness of Greater Binghamton's follow-up marketing effort (both collateral and personal contact).

Greater Binghamton will be highly successful if it doubles (100% increase) the number of target industry companies inquiring about and committing to locating in the region within 5 years after the implementation of the high tech strategy.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

The region will achieve moderate success if the number of companies inquiring about and committing to locating in Greater Binghamton increases 50% during the first 5 years of its high tech initiative.

## Media Metrics

*Measure Greater Binghamton's public relations activity*

Metric One: Number of times Greater Binghamton is **mentioned in target industry publications.**

Performance Goal: The number of times the community is mentioned in target industry publications (such as trade journals, business publications, and industry news websites) increases 25% every year for the next five years. Success counts only if Greater Binghamton is mentioned as a location for the specific target industry or if a Greater Binghamton-based company is mentioned. This metric indicates the effectiveness of Greater Binghamton public relations and whether its marketing message is creating a “buzz” among industry influencers.

## Distribution Metrics

*Measure the utilization of and flow of the marketing message through distribution channels*

Metric One: Presence of Greater Binghamton at **target industry events.**

Performance Goal One: Greater Binghamton becomes more visible within its target audience community by attending, sponsoring, or hosting industry events. Increasing the number of events Greater Binghamton economic developers attend is not as important as improving the quality of the event and the

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

level of attention the community receives. It is recommended at a minimum that economic developers from Greater Binghamton:

- Attend every major target industry event occurring in New York state
- Attend 5 target industry events per year outside of the state
- Is a regular/annual attendee of at least 3 national target industry events

Greater Binghamton economic developers should select at least three major target industry events to attend each year. The region should increase its visibility at these functions by purchasing exhibition space or sponsoring the event or a function at the event (i.e., reception, cocktail party, etc.) This metric measures how well the community is networking with industry decision makers and consistently distributing its marketing message.

Metric Two: Promotion of Greater Binghamton by **non-Chamber constituents**.

Performance Goal Two: The number of times Greater Binghamton is promoted by non-Chamber entities increases. Promotion may take many forms, such as companies distributing Greater Binghamton marketing collateral, developers including community information in their own promotional efforts, or local businesses including links to the region's marketing website on their own. Greater Binghamton-area real estate developers, school districts, and companies will benefit by promoting the community.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## What should Greater Binghamton communicate?

Greater Binghamton has many attributes important to its target audiences. The community enjoys a rich family environment and good quality of life. Residents have easy access to the resources of large metropolitan areas, while enjoying the comfortable convenience of smaller cities. Companies operate in a business friendly culture containing a supportive Chamber of Commerce and city and county governments.

This description of attributes, however, is similar to the message transmitted by hundreds of other communities in the U.S. The question, then, is how to create an identity for Greater Binghamton. What should the region communicate that makes it stand out in the mind of its target audiences?

Cost savings and quality of life are important elements of the site selection decision making process, but often overused themes in economic development marketing. **For Greater Binghamton's promotion to stand out compared to competitor cities, it should convey a primary message**

The thrust of most economic development marketing campaigns can be summarized as one of three themes: cost, quality, or uniqueness.

### The Cost Theme

Communities who center economic development marketing around the cost theme encourage companies to select their region because it is a less expensive place to find workers or conduct business. This theme is especially effective for regions that are in the beginning phases of economic development or are less competitive in other arenas such as workforce.

### The Quality Theme

Many communities emphasize quality of life as a top reason for businesses to expand there. Quality of life themes, for example, are visible in most economic development campaigns, limiting the effectiveness of the marketing message as a true differentiator of regions. This theme forces site selection choices to become subjective, reduced to a matter of the personal opinion of executives. This theme is especially utilized by communities in which the cost of conducting business is relatively high.

### The Uniqueness Theme

Some regions have centered their economic development marketing messages on a unique aspect of the community. This selling point is often based on their strengths in specific industries. These campaigns may be built around special geographical or historical events that are unique and recognizable to their communities.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

**centered on a unique quality of the community.** The details of cost, infrastructure, and quality of life are important to selling the region, but may be communicated after the primary message grabs the attention of its target audiences.

As a general guideline, Greater Binghamton's primary message should:

- Communicate one single thought
- Attract the attention of its target audiences
- Be defensible

**The goal is to create a single message for Greater Binghamton that gets the region on the “radar screen” of site selectors from its target audiences.** The community's attributes such as its easy road access to New York's largest markets, quality higher education, and family friendly environment are tremendous selling points, but first Greater Binghamton needs to make a bold statement reflective of its unique personality.

Using the secondary marketing message too early in a campaign is a common mistake among communities. Many economic development efforts attempt to squeeze all of their strengths into one primary marketing message. This inevitably violates the guidelines of marketing listed above – **attempting to communicate more than one message at once makes it difficult to differentiate between one region's muffled marketing message and another's.**

Greater Binghamton's objective should be to create a single, clearly stated primary marketing message. The message should attract the attention of the target audiences without overburdening them with facts and figures. It should contain a



# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

theme that appeals to all target industries and generates greater awareness of the region. It should also drive the audience to seek additional information about Greater Binghamton.

## **Positioning Greater Binghamton**

A positioning pyramid is a technique used to determine the primary and secondary messages. It answers three questions:

1. What is Greater Binghamton's product?
2. What are the community's benefits?
3. What does Greater Binghamton stand for?

This technique was used during a marketing focus group with local business and community leaders. During this workshop, AngelouEconomics received input that helped create the primary and secondary marketing messages recommended in this report.

Earlier in the report, the question of Greater Binghamton's product was answered. The region's product should be stated at the simplest level:

### ***What is Greater Binghamton's product?***

**Greater Binghamton is a mid-sized community located in the Southern Tier of New York state.**

One essential aspect of marketing is the connection between the product and the message. At the most basic level, economic development products are the land, buildings, and people of the community. The opportunity that is created by a combination of those elements is the benefit of the product. These benefits have been identified in prior analyses of the

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

county, in interviews, and focus groups. The benefits touted in a marketing campaign should be those that are clearly of interest to Greater Binghamton's target industries (see above target audience definitions).

## ***What are Greater Binghamton's benefits?***

**Greater Binghamton offers companies a long tradition of innovation. As the birthplace of IBM and Link Aviation, the county and its residents have a lifetime of experience in high tech. Now Greater Binghamton is the scene for a new generation of creative individuals, cutting edge businesses, futuristic research, and one of New York's most prestigious universities.**

The question of what Greater Binghamton represents is the most critical part of the marketing plan. It is the message first communicated to the community's target audience – the first impression.

## **What does Greater Binghamton stand for?**

The first objective of economic development marketing is to develop a primary marketing message. This is the core of all future promotional activities, although the idea or words themselves might not be specifically stated in marketing materials. Based on the input received throughout this project, one dominant theme emerged that also encompassed almost other concepts and messages. That is, what Greater Binghamton represents more than any other idea is:

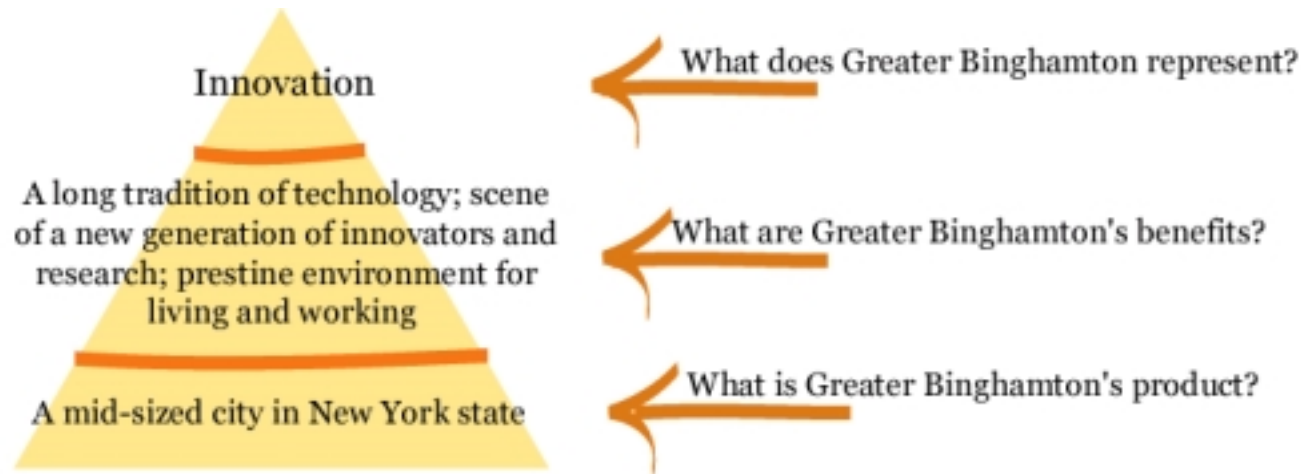
## **Innovation**

All graphics and text in Greater Binghamton's collateral should convey the theme of "innovation." The phrase can be interpreted in several ways. The word "innovation" conveys many of the desired traits of Greater Binghamton's target industries – educational and R&D excellence, a savvy workforce, and a strong base of technology companies. It also implies an entrepreneurial spirit.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Greater Binghamton's positioning pyramid is illustrated below. The illustration summarizes the input the consulting team received during its interviews and workshops with community leaders. This pyramid should form the core of future promotional efforts. Text copy in collateral and correspondence with target industry companies should promote the assets listed below.



## **What are Greater Binghamton's key themes for promotion?**

Promotion is the implementation of the marketing theme (what Greater Binghamton stands for) in the form of a brand identity, brand applications, and a tag line. Effective marketing will require commitment from community leaders and businesses to carry the theme of "innovation." The term does not necessarily have to be Greater Binghamton's tag line, but rather the overarching theme driving the text copy, graphics, and style of the county's promotional efforts.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

The county must coordinate all economic and business development initiatives under one single brand identity. If more than one brand for the county is marketed by local organizations – from developers, not-for-profits, or economic development organizations, for example – the message will dilute and not reach the target audiences with the same level of impact.

While the carousel-oriented and “fun” themes that Greater Binghamton has been utilizing are appealing to tourists, they may not appeal to companies searching for a progressive dynamic community. Few companies currently recognize that Greater Binghamton has been a critical location in the history of the high tech industry. Few realize that the tradition of innovation has been carried into the future in Greater Binghamton’s current companies and R&D activities.

In the past 10 years, many communities have made the mistake of modeling their brand identity off of the success of Silicon Valley. Almost 100 “Silicon Somethings” have been marketed during the past five years. The communities marketing as, for example, “Silicon Cornfield” or “Silicon Desert” have lost the connection between their audience and the place. As one executive recently stated, “Silicon \_\_\_\_\_ seems like a great place to locate my company, if only I knew where it was.”

The Brand Identity:

**Greater Binghamton, NY**

Umbrella Theme/Tag line:

**home to innovation**

A simple identity and clear message will benefit Greater Binghamton. To avoid the problems encountered by other communities currently marketing as a “Silicon Something” or other alternative name, it is recommended that Broome County economic developers use the brand identity “Greater Binghamton, NY” in all future marketing efforts.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Greater Binghamton's brand identity and tag line are recommended here. The brand and marketing themes offered in this report may not be the ones selected by the county for its economic development initiative. They are, instead, provided as an example of the style and usage of Greater Binghamton's future brand identity.

The phrase "home to innovation" has multiple meanings. As mentioned earlier, the word "innovation" conjures images of a progressive community appealing to Greater Binghamton's target audiences. The term "home," is indicative of many of the region's attributes portrayed during focus groups and interviews: Greater Binghamton is a great place to establish a high quality life and raise a family. It is a safe and comfortable environment in which to live.

As a phrase, "home to innovation" reflects the **most unique aspect of Greater Binghamton – it is the birthplace of the largest technology company in the U.S. – IBM.** Many of the inventions spawned from local firms such as IBM and Singer Link have formed the foundation for today's cutting edge electronics. **The people of Greater Binghamton are the ones who made it happen. This is Greater Binghamton's unique selling proposition – an attribute no other community can claim.**

That **spirit of entrepreneurialism and creativity is still at home in Greater Binghamton.** Binghamton University and Broome Community College are top ranked educational institutions producing graduates with the latest technology skills. The tradition of technological innovation is alive in multiple generations of electronics and communications firms, from IBM and Lockheed to the newest home-grown startups.

Additional examples of the brand identity and tag line are included in the appendix. AE recommends that Greater Binghamton involve a professional graphic designer to polish the advertising themes and images presented in this report.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Part Three: Internal Marketing

Before an external marketing campaign can begin, Greater Binghamton must prepare for and organize within the region. With strong internal support, the chances of successful marketing increase.

Greater Binghamton must be able to deliver on the promises its marketing messages contain. For example, if the secondary message boasts an expedited permitting process – making it faster for new companies to start achieving success – then the responsible permitting offices should ensure that timing meets the audience’s expectations.

Being prepared to deliver on the marketing promise is often overlooked. Many communities make the **mistake of launching marketing campaigns before solving internal problems**. Marketing too soon, before the community is prepared, can create long-term image problems. The target audience will not give Greater Binghamton a second chance to make a good impression.

Greater Binghamton will be prepared to implement its external marketing strategy when:

1. **Business and community leaders within the Greater Binghamton region commit to a single marketing message aimed at the target industries.** Multiple economic development brands and messages will confuse the target audiences. One strong brand should be selected and promoted by all private and public organizations promoting the community to businesses.

Ideally, non-economic development organizations within the community will adopt the common theme. Greater Binghamton’s natural resources and tourist attractions are extraordinary assets. Economic development and tourism promotion should be viewed as complimentary efforts with overlapping target industries.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

**2. Greater Binghamton has a single web site developed for economic development marketing purposes.**

The site may be built around an existing one, such as The Broome Chamber's or the Broome County Government's "Go Broome County" site, but it is important that the entire community market this single address. All graphics and text contained on the web site should reflect the theme of "innovation" and the tag line "home to innovation."

**3. Target industry champions are identified and committed to carrying the technology message.**

Within every successful region are private-sector business leaders who champion the recruitment of new business. These are individuals who feel passionate about the economic development of the county and have powerful connections within their industry. They can be called on to meet with site selectors or volunteer to speak at investment events promoting Greater Binghamton.

**4. A standard prospect handling protocol is established.**

The process of handling prospects when they visit Greater Binghamton should be standardized. One and two-day agendas should be designed that contain meetings with academic, public sector, and industry leaders. A list of business champions and key public sector officials should be developed for entertainment events with the prospect. Preferred hotels and restaurants should be identified. A single contact person should coordinate all travel and meetings with the prospect. This standard prospect handling protocol will help local leaders quickly react to short-notice prospect visits.

**5. The community connects itself to other metro areas in the Southern Tier.**

Many companies seeking sites in Greater Binghamton will be interested in how they can access resources within the entire region. The county's marketing efforts should be directed at companies with customers and suppliers in the Southern Tier. Identify local companies currently leveraging regional resources and involve them in economic development activities.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

They will be great spokespeople to position Greater Binghamton as a jumping-off point to New York state and northern Pennsylvania's high tech industry.

**6. Local media champions are identified who will carry the economic development message to the Greater Binghamton public.** Local newspapers, neighborhood and company newsletters, and websites are good tools for communicating information about the economic development initiative to residents. The Chamber, County, or municipalities may develop a series of short articles announcing the new economic development marketing initiative, describing the reasons behind the activities, and telling residents how they can become involved in promoting their county.

Accomplishing these guidelines will require internal marketing that educates and creates excitement within Greater Binghamton. Internal marketing events, staff training, and use of local media are good avenues for "building the local buzz."

**Internal marketing activities should be launched during a roll out event.** During the event, this project's advisory committee may unveil the new marketing message and educate the region's industry, public, media, and academic sectors about the target industries. A high profile private sector executive should act as the keynote speaker, encouraging the audience to support a high tech push. Involving target industry constituents in planning or sponsoring the event will help create buy-in prior to the event.

The roll out event should also be used to set community-wide goals for marketing. Internal marketing will be more successful if the community works toward common goals. Goals may center on various topics, such as:

- **Recruiting specific employers** from the electronics, communications services, healthcare and biotechnology, and food processing industries to represent Greater Binghamton during its economic development initiative

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

- **Recruiting a specific number of target industry companies** within a set time frame
- **Investing in infrastructure improvements** specifically aimed at meeting target industry requirements
- **Improving workforce development**, such as cooperation between employers and local schools, that create skilled workers for target industries

Greater Binghamton leaders may divide into volunteer task forces dedicated to each goal. This strategy will move some economic development responsibility into the hands of private sector community leaders.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Part Four: External Marketing

Consider the target audiences when determining which collateral materials to produce or in which promotional activities to engage. Traditional economic development promotions typically include a brochure and a detailed folder of information for follow-up and site selection requests. Recently, CD ROMs containing presentations and links to the economic development organization's web site have become popular. These forms of promotion may not be best suited for Greater Binghamton. Response rates to direct mail outs, for example, are typically low and printing costs for high-end collateral are high. The region requires marketing techniques that put the community in direct personal contact with prospects.

The industries Greater Binghamton is targeting are sophisticated. The county will be competing against other powerful regions throughout the U.S. and the world for these companies. The community's image must reflect that it is a home to innovation. The distribution channels communicating this image should also be sophisticated and generate big benefits at a reasonable price.

Greater Binghamton should rely less on printed materials and more on Internet and personal contacts. The marketing web site should serve as the central source of information about the community and include everything from a complete company database to a news wire service. Personal contacts at industry events will form the relationship between the region and its target industries that print materials can never accomplish.

The following six distribution channels are recommended for Greater Binghamton. They represent low cost, highly effective methods for reaching the county's target industries.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## 1. Marketing Web Site

Resources that would traditionally go into the development of printed collateral materials should be focused into an on-line marketing approach. This web site will become the ultimate guide for any individual or company considering relocation to Greater Binghamton.

The style of the web site should adopt the appearance of a sophisticated company. The web site's graphic theme should tie into the overall theme of "innovation." The tagline "home to innovation" and Greater Binghamton's strengths conjure many interesting graphic images. Graphic themes could revolve around, for example:

- Technology
- Creation / creativity
- Research
- History
- The future
- Experience / wisdom
- Multi-generational
- Home life

The home page should contain the clear message that Greater Binghamton is the location for businesses seeking a community experienced in technological innovation. It should not, in any way, appear to be developed by a government organization, but rather in the style typical of today's cutting edge companies.

As the first stop for information about the county, the web site may contain the following four components:

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Greater Binghamton Company Database – It is important that information about local companies is easy to access and in a standardized format. Few communities have good online databases of companies. When prospects consider a new location, they want to know what other companies are located in the region. They may also want to contact those companies. A complete online database of Greater Binghamton companies, sorted by industry, will serve as a strong selling point for the county. This can be an extension of The Broome Chamber's existing online company database.

Greater Binghamton Economic and Industry Information – Several Broome-based websites already contain economic information about the region. This information may be expanded and break out data specific to each target industry. Market analysis specific to each target industry (estimated Broome County technically-trained labor supply, for example, or university R&D activities) should be calculated and posted on the web site.

Greater Binghamton Job Postings – The marketing web site could become a central location for all target industry job openings in Greater Binghamton. Companies could post job openings on the web site and job seekers could post their resumes. The job pages could also link to online job search engines such as [www.monster.com](http://www.monster.com) or [www.flipdog.com](http://www.flipdog.com). If job postings are included on the marketing web site, it is recommended that economic development officials announce this resource to the campus career centers at Binghamton University, Broome Community College, and other schools region-wide. Greater Binghamton-based schools could post resumes of graduating students on the site.

Greater Binghamton News Wire – The marketing web site could become the single source of all press releases from Greater Binghamton companies, schools, public entities, and community organizations. This virtual public relations site will serve as the local news wire. Economic development officials should request that the online news wire be added to the distribution list for press releases from local businesses and

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

organizations. In return, the Greater Binghamton news wire distributes the press releases it receives to its own list of local, state, national, and international publications. Companies should be persuaded to include standardized text at the bottom of all press releases. For example, the statement could be a few short sentences “Company XYZ is located in Greater Binghamton, New York. The community is dedicated to the success of companies in the \_\_\_\_\_ industry. For more information about Greater Binghamton, please visit “www.BroomeCounty.com” or (Please note, BroomeCounty.com or may not be currently available for economic development purposes and is just one example of the many marketing web site addresses that could be adopted. The County could also purchase several website addresses, such as www.innovation.com that could directly link to its marketing site.)

### **2. Publicity**

Publicity may be the most effective form of economic development promotion. Due to the high number of successful companies in the community, the Greater Binghamton area has generated positive publicity in the past. The news wire recommended above could significantly increase the amount of publicity the county receives in publications read by its target industry companies. The distribution list for Greater Binghamton and company press releases must include publications that its target industries trust.

### **3. Industry Events**

Industry events provide a great opportunity for Greater Binghamton representatives to distribute the region’s marketing messages. While electronic marketing should be the top priority, face-to-face marketing is recommended to supplement other marketing efforts. Industry events are ideal channels for personally interacting with target industry decision makers. There are four ways for Greater Binghamton to become involved in industry events:

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Attendance – Greater Binghamton representatives should attend the annual trade shows or conferences of its top industry targets. Representatives should never miss large target industry events occurring in the northeastern U.S. The Convention and Visitors Bureaus of these cities will have information about upcoming events on their web sites.

Exhibition Space – The region should identify between three and five industry events each year to attend and purchase exhibition space. The booth should promote Greater Binghamton as a place for relocation and expansion. The appearance of the booth should convey the “innovation” theme and the new Greater Binghamton logo, fonts, and colors.

Sponsorship – Greater Binghamton should sponsor one or two industry events each year. Sponsorships are most effective if they relate to a specific activity, such as a luncheon or evening reception, during the industry event. Only sponsor activities that result in individual recognition of the region during the event. It is also important, as with all industry event activities, that Greater Binghamton consistently sponsors the same event each year for a minimum of three years. This repetition will better establish the community’s identity.

Hosting events – With its central location and easy access from across the state of New York, Greater Binghamton makes an excellent location for small- to medium- sized industry events. Promote Greater Binghamton to event organizers from the target industry’s top trade associations. The attendees of these events will be a captive audience for receiving Greater Binghamton’s economic development message.

Industry events do not necessarily have to happen in person. Greater Binghamton could host conferences on-line using its marketing website as a portal. Hire a well-known industry expert, for example, to make an

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT

## MARKETING STRATEGY

---

online presentation and Q&A session. Invite other industry leaders to participate, again organizing the event in a way that forces people to go through the Greater Binghamton website.

Greater Binghamton should consider using “guerilla marketing” tactics at all industry events with which it is involved. These tactics are relatively low cost methods to achieve high visibility. Economic developers, for example, could rent limousines marked with large “Greater Binghamton” logo magnets and park them outside of local industry events to transport attendees on a tour of Greater Binghamton and the region. The community could also produce doorknob hangers containing the new logo, web site address, and booth number and place them on the doorknobs of every convention center hotel room the night before the event. Creative follow-up letters and materials that are hand signed by Greater Binghamton’s economic development team will also make a memorable impression.

Greater Binghamton leaders should consider participating in events that are (1) industry-specific that draw large groups of people from companies around the world or (2) exclusive events or symposiums that bring together top industry executives. The most effective promotion at these events occurs on a regular basis and reiterates the message to attendees, showing that the region is committed to recruiting their industry.

#### **4. Industry Associations**

Industry associations offer the opportunity to track industry news, industry events, and to become involved in smaller-scale events within the Greater Binghamton community. Industry associations are also a trusted source of information for their member companies. Greater Binghamton economic developers should consider joining several top associations of their target industries, and placing articles in industry association newsletters.

#### **5. Marketing Missions**

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Greater Binghamton leaders should engage in marketing missions to recruit target industry companies from other regions. The region's economic development team should schedule two marketing missions per year to a region with a high concentration of its target industries.

Representatives from business, government, and academia should attend marketing missions. They may be coordinated with trips to attend industry events. The missions will involve a series of meetings with local companies to sell Greater Binghamton as a good location. They may also include recruiting trips to local universities to convince high skilled workers to move to the region after graduation.

### **6. Collateral**

Consistency of image is critical to Greater Binghamton's marketing effort. All materials, printed and online, must illustrate the theme of "innovation" and the tag line "home to innovation." Font, colors, logos, and message must be duplicated on all collateral.

Though brochures are not recommended as Greater Binghamton's promotion tool, all materials generated by local economic development organizations should contain the consistent theme and design. This includes business cards, letterhead, PowerPoint templates, tabletop displays, background graphics for email correspondence, and format for site selection proposals.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Part Five: Conclusion

Important promotional efforts for Greater Binghamton during the next three to five years include:

- Developing and maintaining a **single web site** for all Greater Binghamton marketing
- Generating **publicity** aimed at the community's target industries
- Attending and sponsoring top **target industry events**
- Involving Greater Binghamton representatives in major **target industry associations**
- Organizing **annual marketing missions** to cities containing high concentrations of target industry companies

While it is critical to involve the entire community in marketing Greater Binghamton, the creation of a designated economic development organization should be considered. A sample management structure and budget for such an organization is provided in the *Implementation Strategy*.

**Internal marketing is the first priority** of Greater Binghamton's new economic development initiative. Establishing a single identity and image and then convincing other local organizations to adopt the identity should be the first action. A roll out event should be planned to recruit support for the new marketing plan. Greater Binghamton economic development leaders should meet with local organizations responsible for permitting, infrastructure, and taxation to ensure that the marketing message will not contain promises that cannot be kept. Internal marketing activities should also be used to improve the community's self image. Providing the community with new goals and evidence that community leaders are taking action to achieve those goals should turn around the community's negative focus on its past economic sufferings.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

**External marketing should only occur after the “home to innovation” initiative is organized internally.** The county must have made significant progress in accomplishing the six items listed in the internal marketing checklist contained in this report. The marketing message, identity, and tag line must be consistent in all external marketing.

The purpose of launching a new strategic marketing initiative is to increase awareness of Greater Binghamton and bring the region into a higher tier of nationally recognized sites for electronics, communications, health and biotechnology, and food processing companies. By uniting the community behind a single message, Greater Binghamton will increase its awareness among targeted high growth industries and retain and recruit more of these businesses. The result will be a stronger, more diversified economy providing greater opportunities for all Greater Binghamton citizens.

APPENDIX ONE:  
Graphical Concept

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

The following pages contain a sample promotional campaign incorporating the themes recommended in the Marketing Plan.

The consulting team recommends that Greater Binghamton engage a local graphic design firm to create a new logo and collateral materials. The county could also engage students at BU or BCC in a competition to design the new graphic look for the community. This is a low-cost solution and helps involve the community.

Illustrations provided here are examples of how the marketing theme could fit together. Several design rules are indicated throughout the four slides.

- 1. Consistent colors and fonts:** It is recommended that all high tech promotion generated by Greater Binghamton organizations utilize the same color schemes and font styles. This is a simple method for presenting a unified appearance to the target industries.
- 2. Single Greater Binghamton logo:** A single logo should be used on all Greater Binghamton promotional materials, regardless of the specific organization distributing the collateral. For example, all economic development-marketing materials distributed by the Broome County Chamber of Commerce, the Broome County Government, and municipalities within the county may use this logo. It should not contain an organization's name, but rather the community's brand identity, "Greater Binghamton."

When businesses consider new locations, they are not concerned with which specific local entity is conducting the promotion. Rather, they are interested in knowing that the entire community can work together to meet their needs. A single logo will be one indicator that Greater Binghamton is unified in its economic development efforts.

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

**3. Simple contact information:** One well-designed economic development website may be the only contact information needed in promotional materials. Before this website is developed, however, it is recommended that Greater Binghamton offer an email address and a single telephone number. Avoid listing multiple websites and multiple telephone numbers in the primary marketing message. Ensure that the email inbox is constantly monitored and knowledgeable economic development professionals answer the telephone.

The concept presented below can be incorporated in various types of promotional activities. It is not necessarily an advertising campaign for Greater Binghamton, but rather an example of design standards that could be used in everything from PowerPoint presentations to marketing mail outs, brochures, or business cards.



APPENDIX TWO:  
Target Industry Associations and Upcoming Events

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Target Industry One: Electronics and Computer Equipment**

### **American Electronics Association (AEA)**

#### **Organization Description**

Founded in California in 1943 by 25 electronics manufacturers, AEA is now the largest trade association serving the electronics, software, and information technology industries. AEA maintains a Washington, D.C. office, one of its 19 offices in the United States, and offices in Brussels, Tokyo, and Beijing. AEA supports the American Electronic Association ElectroPAC.

#### **National Contact**

Members: 3500 companies  
Contact Person: Richard Lerman, Director of New York Council  
Phone: 516-393-5838  
Web Site: [www.aeanet.org](http://www.aeanet.org)  
Email: [richard\\_lerman@aeenet.org](mailto:richard_lerman@aeenet.org)

#### **New York Council Contact**

Address: 150 Motor Parkway  
Hauppauge, NY 11788-5107  
Phone: 516-231-0378  
Fax: 516-231-0425

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Events

Meeting: First Thursday eNet  
Where: Melville, NY  
When: July 11, 2002  
Topic: "BrainSmart Management: The Magic of Mind Mapping" A Seminar on A New Creative Method to improve Productivity and Profits!

Meeting: The AeA Classic  
Where: San Diego, CA  
When: November 3-6, 2002  
Topic: Premier Financial Conference for Public Technology Companies

## CoreNet Global

### Organization Description

CoreNet Global is the premier organization for business leaders engaged in the strategic management of real estate for major corporations worldwide. CoreNet is unparalleled in enhancing professional networking and offering renowned education designation (MCR®) and certificate programs through its Institute for Corporate Real Estate. The average CoreNet member manages more than \$570 million in real estate assets for companies whose primary business is not real estate.

### National Contact

Members: 6,800  
Contact Person: Becky Macaluso

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Address: 440 Columbia Drive, Suite 100  
West Palm Beach, FL 33409  
Phone: 800-726-8111 ext. 240  
Web Site: [www.CoreNetGlobal.com](http://www.CoreNetGlobal.com)  
Email: [bmacaluso@corenetglobal.org](mailto:bmacaluso@corenetglobal.org)

## **Events**

Meeting: CoreNet Global Summit  
Where: San Diego, CA  
When: November 16-20, 2002  
Topic: Risky Business—Leading Change in Turbulent Times

Meeting: CoreNet Global Summit, 2003  
Where: Toronto  
When: May 3-7, 2003

Meeting: CoreNet Global Summit, 2003  
Where: Atlanta, GA  
When: October 11-15, 2003

## **Institute of Electrical and Electronic Engineers (IEEE)**

### **Organization Description**

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

The IEEE is a non-profit, technical professional association of more than 350,000 individual members in 150 countries. Through its members, the IEEE is a leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics, among others. Through its technical publishing, conferences and consensus-based standards activities, the IEEE produces 30 percent of the world's published literature in electrical engineering, computers and control technology and hold annually more than 300 major conferences. The IEEE is made up of 10 Regions, 36 Technical Societies, four Technical Councils, approximately 1,200 individual and joint Society chapters, and 300 Sections.

## **National Contact**

Members: 315,000 individuals  
Contact Person: Leon Katz, Membership Development  
Address: 3 Park Avenue, 17th Floor  
New York, NY 10016-5997  
Phone: 212-419-7900  
Fax: 212-752-4929  
Web Site: [www.ieee.org](http://www.ieee.org)  
Email: [leonkatz@ieee.org](mailto:leonkatz@ieee.org)

## **Events**

Meeting: IEEE-U.S.A Workshop  
Where: Washington, D.C.  
When: June 17-18, 2002  
Topic: U.S. National Policy for Accelerating Broadband Deployment

Meeting: 2002 IEEE Bioinformatics Conference

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Where: Stanford, CA  
When: August 14-16, 2002  
Topic: Bioinformatics Industry

## **World Congress on Information Technology (WCIT)**

### **Organization Description**

The WCIT is a preeminent global IT executive conference. Held every two years for the past 20 years in leading IT countries in North America, Europe, and Asia, the event brings together senior executives, academics, and officials from across the globe to engage in high-level networking, discussion, analysis, and future planning.

### **National Contact**

Contact Person: Mr. Nick Fox  
Address: 600 Congress Avenue, Suite 2700  
Austin, TX 78701  
Phone: 512-542-8427  
Fax: 512-236-3216  
Web Site: [www.Austin2006wcit.com](http://www.Austin2006wcit.com)  
E-mail: [nfox@austin2006wcit.com](mailto:nfox@austin2006wcit.com)

### **Events**

Meeting: World Congress on Information Technology, 2006  
Where: Austin, TX  
When: May 2006

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Simulation Equipment and Software**

### **Interactive Digital Software Association**

#### **Organization Description**

The Interactive Digital Software Association (IDSA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish video and computer games for video game consoles, personal computers, and the Internet. IDSA members collectively account for more than 85 percent of the \$6.35 billion in entertainment software sold in the U.S. in 2001, and billions more in export sales of U.S.-made entertainment software.

#### **National Contact**

Members: 44 companies  
Address: 1211 Connecticut Avenue, NW #600  
Washington, D.C. 20036  
E-mail: [idsa@idsa.com](mailto:idsa@idsa.com)

### **Society for Computer Simulation International**

#### **Organization Description**

The Society for Computer Simulation International is the principal technical society devoted to the advancement of simulation and allied computer arts in all fields. The purpose of The Society is to facilitate communication among professionals in the field of simulation

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Contact Person: Sandra LaFlair  
Address: PO Box 17900  
San Diego, CA 92177-7900  
Phone: 858-277-3888  
Fax: 858-277-3930  
Web Site: [www.scs.org](http://www.scs.org)  
Email: [slaflair@scs.org](mailto:slaflair@scs.org)

## **Events**

Meeting: 2002 International Symposium on Performance Evaluation of Computer and Telecommunications Systems  
Where: San Diego, CA  
When: July 14-18, 2002

Meeting: 2003 Western MultiConference  
Where: Orlando, FL  
When: January 19-23, 2003

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Software and Information Industry Association (SIIA)**

### **Organization Description**

SIIA is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age.

### **National Contact**

Members: 1200 companies  
Contact Person: Meg Looney, Membership Services  
Address: 1090 Vermont Avenue N.W., 6th Floor  
Washington, D.C. 20005  
Phone: 202-289-7442  
Fax: 202-289-7097  
Web Site: [www.sii.net](http://www.sii.net)  
Email: [mlooney@sii.net](mailto:mlooney@sii.net)

### **Events**

Meetings: Software Business 2002  
Where: Denver, CO  
When: September 25-26, 2002  
Topic: Software Business 2002 focuses on current strategic business, financial and technology issues and growth opportunities facing top executives of software companies

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Video Electronics Standards Association (VESA)**

### **Organization Description**

VESA's mission is to promote and develop timely, relevant, open display and display interface standards, ensuring interoperability, and encouraging innovation and market growth. Their vision is to become one of the leading, worldwide standards organizations and internationally recognized voices in the video electronics industry.

### **National Contact**

Members: 350 companies  
Contact Person: Joan Holewinski, Member Services Manager  
Address: 920 Hillview Ct, Suite 140  
Milpitas, CA 95035  
Phone: 408-957-9270  
Web Site: [www.VESA.org](http://www.VESA.org)  
Email: [joan@vesa.org](mailto:joan@vesa.org)

## **Sensors**

### **Sensors Expo & Conference**

#### **Organization Description**

Whether you're new to the sensor industry or want to keep current with the latest innovations, this event brings together a broad range of technologies that are shaping sensing, MEMS, data acquisition, control, and communications.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Contact Person: Steve Robbins  
Phone: 603-924-5425  
Web Site: <http://www.sensorexpo.com/boston2002/V31/index.cvn>  
Email: [srobbins@advanstar.com](mailto:srobbins@advanstar.com)

## **Events**

Meeting: Sensor Expo & Conference, 2003  
Where: Boston, Ma  
When: September 23-26, 2002

## **The Instrumentation, Systems, and Automation Society**

### **Organization Description**

ISA fosters advancement in the theory, design, manufacture, and use of sensors, instruments, computers, and systems for measurement and control in a wide variety of applications. In addition to hosting the largest conferences and exhibitions for instrumentation, systems, and automation in the Western Hemisphere, ISA is a leading technical training organization and a respected publisher of books, magazines, and standards. Founded in 1945 as a nonprofit, educational organization, ISA has expanded its technical and geographical reach to become a resource for 39,000 Members and thousands of other professionals and practitioners in more than 110 countries around the world.

### **National Contact**

Members: 39,000 +  
Contact Person: Fred Gebarowski, Membership Services

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Address: 67 Alexander Drive, PO Box 12277  
Research Triangle Park, NC 27709  
Phone: 919-549-8411  
Fax: 919-549-8288  
Web Site: [www.ISA.org](http://www.ISA.org)  
Email: [info@isa.org](mailto:info@isa.org)

## **Events**

Meeting: Instrumentation, Systems, and Automation Conference and Exhibition  
Where: Chicago, IL  
When: October 21-24, 2002

## **Automation Equipment and Software**

### **Computer and Automation System Association of SME**

#### **Organization Description**

Members of the Computer and Automated Systems Association of SME (CASA/SME) are harnessing the power of information technology for advancing product development and design, manufacturing automation, enterprise integration, and communication throughout the supply chain. The organization promotes applying computer-based technologies such as local area networks and client/server computing, CAD/CAM (computer-aided design and manufacturing), simulation, CIM (computer-integrated manufacturing), ERP (enterprise resource planning), and manufacturing execution systems. CASA/SME also supports the management philosophies of concurrent engineering, lean manufacturing, and just-in-time production.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Contact Person: James Adams  
Address: One SME Drive  
Dearborn, MI 48121  
Phone: 313-271-1500 ext.1832  
Fax: 313-240-8255  
Web Site: [www.SME.org/ri.html](http://www.SME.org/ri.html)  
Email: [adamjam@sme.org](mailto:adamjam@sme.org)

## **Control System Integrators Association**

### **Organization Description**

Control System Integrators Association (CSIA) is the largest organization in North America for independent control system integrators, representing companies responsible for more than \$1 billion in industrial automation equipment, including \$400 million of hardware and software automation products.

## **National Contact**

Contact Person: Norm O'Leary, Executive Director  
Address: 640 Rice Blvd.  
Exton, PA 19341  
Phone: 800-661-4914  
Fax: 888-581-3666  
Web Site: [www.Controlsys.org](http://www.Controlsys.org)

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Email: [execdir@controlsys.org](mailto:execdir@controlsys.org)

## **Industrial Automation Open Networking Alliance**

### **Organization Description**

The Industrial Automation Open Networking Alliance (IAONA) is a new trade group that intends to encourage the growth of open networking in industrial automation.

### **National Contact**

Contact Person: Chip Stockton  
Phone: 858-673-1372  
Fax: 858-673-1375  
Web Site: [www.IAONA.com](http://www.IAONA.com)  
Email: [Chip@iaona.com](mailto:Chip@iaona.com)

## **Robotics & Automation Society of IEEE**

### **Organization Description**

The RAS was established in 1989 and has approximately 7000 members worldwide, who come from universities, government, medicine, transportation, electric utilities, and R&D companies ranging from multinational giants to individual entrepreneurs.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Members: 7,000 members  
Contact Person: Robin Murphy  
Phone: 813-974-4756  
Fax: 813-974-5456  
Web Site: <http://www.ncsu.edu/IEEE-RAS/index.html>  
Email: [murphy@csee.usf.edu](mailto:murphy@csee.usf.edu)

## **Events**

Meeting: 2003 IEEE International Conference on Robotics and Automation  
Where: Taipei, Taiwan  
When: May 12-17, 2003  
Topic: "New Challenges of Robotics and Automation for Better Life in the 21st Century"

## **Robotics International of SME**

### **Organization Description**

Robotics International of SME (RI/SME) is devoted to advancing the theory and practical application of industrial robotics and other programmable automatic machines in manufacturing. Robotic systems are routinely accepted in all phases of manufacturing, including welding, painting, assembly, and material handling. They no longer are restricted to hazardous or objectionable duty, however. Robot systems provide extraordinary opportunities for improving positioning accuracy, repeatability, flexibility, safety, and cost reduction.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Members: 3,500  
Contact Person: James Adams  
Address: One SME Drive  
Dearborn, MI 48121  
Phone: 313-271-1500 ext.1832  
Fax: 313-240-8255  
Web Site: [www.SME.org/ri.html](http://www.SME.org/ri.html)  
Email: [adamjam@sme.org](mailto:adamjam@sme.org)

## **Events**

Meeting: IMTS 2002 Manufacturing Conference  
Where: Chicago, IL  
When: September 4-11, 2002

## **Optoelectronics**

### **International Commission for Optics**

#### **Organization Description**

The International Commission for Optics was created in 1947. It is an Affiliated Commission of the International Union of Pure and Applied Physics (IUPAP), and as such part of the ICSU family (ICSU is the International Council of Scientific Unions). As is clear from its name, its objective is to contribute, on an international basis, to the progress and diffusion of knowledge in optics.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **International Contact**

Contact Person: Pierre Chavel, ICO Secretary  
Phone: (33) 1 69 35 87 41  
Fax: (33) 1 69 35 87 00  
Web Site: [www.ico-optics.org](http://www.ico-optics.org)  
Email: [pierre.chavel@iota.u-psud.fr](mailto:pierre.chavel@iota.u-psud.fr)

## **Events**

Meeting: ICO-19, Triennial Congress of the International Commission for Optics  
Where: Florence, Italy  
When: August 25-31, 2002

## **Optics and Electro-Optics Standards Council**

### **Organization Description**

Optics and Optical Instruments, is a committee made up of U.S. optical experts whose primary responsibility is to review drafts of proposed international optical standards so that it can formulate the U.S. opinion of the suitability of those drafts to become international standards, and to transmit that opinion, through ANSI, to the ISO technical committee. The committee is also responsible for reviewing U.S. national optical standards to determine which of them should be offered as drafts for new international optical standards. The OEOSC is the TAG administrator.

### **National Contact**

Contact Person: Michele Stolberg  
Address: 240 East River Road

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Rochester, NY 14623-1212  
Phone: 585-275-2753  
Fax: 585-275-7225  
Web Site: [www.OPTSTD.org](http://www.OPTSTD.org)  
Email: [mric\\_com@LLE.rochester.edu](mailto:mric_com@LLE.rochester.edu)

## **Optoelectronics Industry Development Association**

### **Organization Description**

OIDA is a North American industry association representing 50 members, including both large and small companies. Because of their importance as industry R&D resources, our membership is extended to national laboratories and universities. OIDA members represent the leading providers of optoelectronic components and systems enabled by optoelectronics, supporting much of the information age. OIDA's members lead in the research and development of new enabling optoelectronics technology in diverse areas such as fiber optic communications, digital imaging, and storage.

### **National Contact**

Members: 50  
Contact Person: Arpad Bergh, President  
Address: 1133 Connecticut Avenue, N.W., Suite 600  
Washington, D.C. 20036  
Phone: 202-785-4426  
Fax: 202-785-4428  
Web Site: [www.OIDA.org](http://www.OIDA.org)  
Email: [bergh@oida.org](mailto:bergh@oida.org)

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Events**

Meetings: OIDA Workshop  
Where: Washington, D.C.  
When: August 7-8, 2002  
Topic: Smart Sensors and Imaging

Meetings: OIDA Workshop  
Where: Cambridge, MA  
When: October 23-24, 2002  
Topic: Future Visions

Meetings: OIDA Annual Forum  
Where: Washington, D.C.  
When: November 21-22, 2002

## **The Coalition for Photonics and Optics**

### **Organization Description**

The Coalition for Photonics and Optics is a cooperative activity among societies and associations of the international photonics and optics community. It is designed to unite the community by providing a forum for discussion on common interests. The CPO also provides a mechanism for coordinated community action on matters that will further the common interests of the community.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Members: 30,500  
Contact Person: Donald O'Shea  
Phone: 404-894-3992  
Fax: 404-894-9958  
Web Site: <http://www.cpo-optics.org/>  
Email: [doshea@prism.gatech.edu](mailto:doshea@prism.gatech.edu)

## **Target Industry Two: Health Care and Biotechnology**

### **Health Care (private sector)**

#### **American Health Care Association**

##### **Organization Description**

The American Health Care Association (AHCA) is a federation of state health organizations, together representing nearly 12,000 non-profit and for-profit assisted living, nursing facility, residential services for persons with mental retardation and developmental disabilities, and subacute care providers that care for more than one million elderly and disabled individuals nationally.

##### **National Contact**

Members: 12,000  
Address: 1201 L Street, N.W.  
Washington, D.C. 20005

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Phone: 202-842-4444  
Fax: 202-842-3860  
Web Site: [www.AHCA.org](http://www.AHCA.org)

## **Events**

Meeting: VAHCA 2002  
Where: New Orleans, LA  
When: October 6-9, 2002  
Topic: The Voice, Vision, and Vanguard of Long Term Care

## **American Hospital Association**

### **Organization Description**

The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, health care networks, and their patients and communities. Close to 5,000 hospitals, health care systems, networks, other providers of care and 37,000 individual members come together to form the AHA.

### **National Contact**

Members: 37,000+  
Address: One North Franklin  
Chicago, IL 60606  
Phone: 312-422-3000  
Fax: 312-422-4796  
Web Site: [www.AHA.org](http://www.AHA.org)

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **American Nurses Association**

### **Organization Description**

The American Nurses Association is a full-service professional organization representing the nation's 2.6 million Registered Nurses through its 54 constituent state associations and 13 organizational affiliate members. ANA advances the nursing profession by fostering high standards of nursing practice, promoting the economic and general welfare of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.

### **National Contact**

Contact Person: Mary Foley, President  
Address: 600 Maryland Avenue, S.W., Suite 100 West  
Washington, D.C. 20024-2571  
Phone: 800-274-4868

### **Events**

Meeting: Sixth Annual National Magnet Nursing Conference  
Where: Rochester, MN  
When: October 13, 2002  
Topic: Nursing recruitment and retention, outcomes, quality, and operationalizing Magnet criteria

Meeting: 2003 NACNS Conference  
Where: Pittsburgh, PA

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

When: March 27-29, 2003  
Topic: "Many Faces, One Mission: CNS Excellence in Clinical Practice and Leadership"

## **Community Health Care Association of New York State**

### **Organization Description**

Community Health Care Association of New York State (CHCANYS) is a 30-year old not-for-profit trade association. As "THE VOICE OF COMMUNITY HEALTH CARE" in New York State, CHCANYS currently represents about 100 community and migrant health centers, as well as service provider organizations statewide.

### **State Contact**

Members: 100  
Contact Person: Dr. Lorna McBarnette, CEO  
Address: 254 W. 31st Street  
New York, NY 10001  
Phone: 212-279-9686  
Fax: 212-279-3851  
Web Site: [www.CHCANYS.org](http://www.CHCANYS.org)  
Email: [lorna.mcbarnette@access.gov](mailto:lorna.mcbarnette@access.gov)

## **Healthcare Financial Management Association**

### **Organization Description**

## THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

HFMA is the nation's leading personal membership organization for healthcare financial management professionals. HFMA brings perspective and clarity to the industry's complex issues for the purpose of preparing our members to succeed. Through our programs, publications and partnerships we enhance the capabilities that strengthen not only individual careers, but also the organizations from which our members come.

### **National Contact**

Members: 32,000  
Contact Person: Steve Rauchenecker, Membership Manager  
Address: Two Westbrook Corporate Center, Suite 700  
Westchester, IL 60154-5700  
Phone: 800-252-4362 ext. 321  
Fax: 708-531-0032  
Web Site: [www.HFMA.org](http://www.HFMA.org)  
Email: [srauchenecker@hfma.org](mailto:srauchenecker@hfma.org)

### **National Association of Biomedical Research (NABR)**

#### **Organizational Description**

The National Association for Biomedical Research (NABR) is the only national, nonprofit organization dedicated solely to advocating sound public policy that recognizes the vital role of humane animal use in biomedical research, higher education and product safety testing. Founded in 1979, NABR provides the unified voice for the scientific community on legislative and regulatory matters affecting laboratory animal research. NABR's membership is comprised of over 350 public and private universities, medical and veterinary schools, teaching hospitals, voluntary health agencies, professional societies, pharmaceutical companies and other animal research-related firms.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Members: 350+  
Address: 818 Connecticut Avenue NW, Suite 200  
Washington, D.C 20006  
Phone: 202-857-0540  
Fax: 202-659-1902  
Web Site: [www.nabr.org](http://www.nabr.org)  
E-mail: [info@nabr.org](mailto:info@nabr.org)

## **National Association for Healthcare Quality**

### **Organization Description**

The National Association for Healthcare Quality (NAHQ) is the nation's leading organization for healthcare quality professionals. Founded in 1976, NAHQ currently comprises more than 6,000 individual members and 100 institutional members. Its goal is to promote the continuous improvement of quality in healthcare by providing educational and development opportunities for professionals at all management levels and within all healthcare settings.

### **National Contact**

Members: 6,000  
Address: 4700 W. Lake Avenue  
Glenview, IL 60025  
Phone: 800-966-9392  
Fax: 877-218-7939

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **Events**

Meeting: 27th Annual Conference  
Where: Nashville, TN  
When: September 22-25, 2002

Meeting: 28th Annual Conference  
Where: Phoenix, AZ  
When: September 7-9, 2003

## **New York State Association of Health Care Providers**

### **Organization Description**

The New York State Association of Health Care Providers, Inc. (HCP) is a statewide trade association representing home care and community-based providers through advocacy, information and education. Founded in 1974, HCP represents approximately 500 offices of Licensed Home Care Services Agencies, Certified Home Health Agencies, Long Term Home Health Care Programs, Hospices and related health organizations throughout New York State. In addition, HCP has special Associate Members who provide professional services to health care provider organizations, and Allied Members such as foundations, academic institutions, and other associations. Through a strong network of regional Chapters and an active state office in Albany, HCP is a primary authority of the health care industry.

### **State Contact**

Members: 600 +  
Contact Person: Phyllis Wang, President

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Address: 90 State Street, Suite 200  
Albany, NY 12207  
Phone: 518-463-1118  
Fax: 518-463-1606  
Web Site: [www.NYSHCP.org](http://www.NYSHCP.org)  
Email: [wang@nyshcp.org](mailto:wang@nyshcp.org)

## **Events**

Meeting: The HCP Annual Home Care Conference & Exhibition  
Where: Saratoga Springs, NY  
When: October 2-4, 2002

## **Biotechnology & Bioinformatics**

### **Biotechnology Industry Organization**

#### **Organization Description**

In 1993, when there were but a handful of biotechnology drugs on the market and the sequencing of the human genome was pegged for completion somewhere around 2005, two small Washington-based biotechnology trade organizations merged to create the Biotechnology Industry Organization, better known as BIO. One of the founding organizations, the Industrial Biotechnology Association (IBA), primarily represented larger, established companies on Capitol Hill and before federal regulatory agencies; the other, the Association of Biotechnology Companies (ABC), represented emerging companies and universities, and focused on technology transfer issues, meetings and other business development activities.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Members: 305 +  
Contact Person: Carl B. Feldbaum, President  
Address: 1225 Eye Street, N.W., Suite 400  
Washington, D.C. 20005  
Phone: 202-962-9200 ext. 9221  
Web Site: [www.BIO.org](http://www.BIO.org)  
Email: [cfeldbaum@bio.org](mailto:cfeldbaum@bio.org)

## **Events**

Meeting: BIO Venture Forum 2002  
Where: San Francisco, CA  
When: October 1-2, 2002  
Topic: The 125 best investment opportunities in the industry, early-stage company presentations, and workshops on markets, finance, and industry trends.

Meeting: BIO-Europe 2002 Partnering Conference  
Where: Stuttgart, Germany  
When: November 11-13, 2002  
Topic: Building Value through Partnerships: A forum to promote business development between pharmaceutical, financial, and biotechnology companies”

Meeting: BIO CEO & Investor Conference 2003  
Where: New York, NY

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

When: February 25-27, 2003

## **Council for Biotechnology Information**

### **Organization Description**

The council was launched in April 2000 by seven leading biotechnology companies and two trade associations with a clear vision: to create a groundbreaking new communications initiative built on a mix of research, advertising, media relations and constituency relations. Our vision and mission is to improve understanding and acceptance of biotechnology by collecting balanced, credible and science-based information, then communicating this information through a variety of channels.

### **National Contact**

Contact Person: Linda Thrane, Executive Director  
Address: PO Box 34380  
Washington, D.C. 20043-0380  
Phone: 202-467-6565  
Web Site: [www.whybiotech.com](http://www.whybiotech.com)  
Email: [cbi@whybiotech.com](mailto:cbi@whybiotech.com)

### **Events**

Meeting: 2002 Pharming the Farm  
Where: Washington, D.C.  
When: July 17-18, 2002  
Topic: A look at the benefits and risks of bioengineering plants to produce pharmaceuticals.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Meeting: ABIC 2002 Conference  
Where: Saskatoon, Canada  
When: September 15-18, 2002  
Topic: Conference will highlight the convergence of plant biotechnology, with life sciences, bioinformatics, health care and nutrition.

Meeting: Johannesburg Summit 2002: World Summit on Sustainable Development  
Where: Johannesburg, South Africa  
When: September 26-27, 2002  
Topic: A summit gathering of governments and non-governmental organizations to assess global change since the historic United Nations Conference on Environment and Development of 1992.

## **International Society for Computational Biology**

### **Organization Description**

The International Society for Computational Biology is a scholarly society dedicated to advancing the scientific understanding of living systems through computation. Our emphasis is on the role of computing and informatics in advancing molecular biology.

### **National Contact**

Members: 1,300 +  
Address: 9500 Gilman Drive  
La Jolla, CA 92093-0505

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Phone: 858-822-0852  
Fax: 858-822-5407  
Web Site: [www.ISCB.org](http://www.ISCB.org)  
Email: [admin@iscb.org](mailto:admin@iscb.org)

## **Events**

Meeting: ISMB 2002  
Where: Edmonton, Alberta, Canada  
When: August 3-7, 2002  
Topic: Intelligent Systems for Molecular Biology

Meeting: ISMB 2003  
Where: Brisbane, Queensland, Australia  
When: June 29 – July 3, 2003

## **New York Biotechnology Association**

### **Organization Description**

The New York Biotechnology Association is a not-for-profit trade association dedicated to the development and growth of New York State based biotechnology related industries and institutions, and to strengthening the competitiveness of New York State as a premier global location for biotechnology/biomedical research, education and industry.

### **State Contact**

Members: 260

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Contact Person     Karin Duncker, Executive Director  
Address:             666 Third Avenue, 24th Floor  
                             New York, NY 10017  
Phone:                212-661-1780  
Fax:                    212-661-1779  
Web Site:            www.nyba.org  
Email:                 infor@nyba.org

## **Events**

Meeting:             The Venture Capital Appointment Book  
Where:                TBA  
When:                 September 17-19, 2002

Meeting:             World Genomics Symposium & Exposition  
Where:                Atlantic City, NJ  
When:                 September 18-20, 2002

## **Proteomics & Genetics**

### **Genetics Society of America**

#### **Organization Description**

Founded in 1931, the Genetics Society of America offers membership to scientists and academicians interested in the field of genetics studies.

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## **National Contact**

Contact Person: Elaine Strass, Executive Director

Web Site: [www.genetics-gsa.org](http://www.genetics-gsa.org)

Email: [estress@genetics.faseb.org](mailto:estress@genetics.faseb.org)

## **Proteome Society**

### **Organization Description**

The Proteome Society is the first international scientific society committed to education and information exchange in proteomics.

### **National Contact**

Members: 775+

Contact Person: Cara Wykowski, Founder & Executive Director

Address: 23 Ross Common, Second Floor, Suite 4  
Ross, CA 94957-0197

Phone: 415-860-5998

Fax: 415-461-0634

Web Site: [www.Proteome.org](http://www.Proteome.org)

Email: [info@proteome.org](mailto:info@proteome.org)

### **Events**

Meeting: Proteome Society Event

Where: Boston, MA

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

When: September 2002

Meeting: Proteome Society Event

Where: Washington, D.C.

When: November 2002

## **Target Industry Three: Communications Services**

### **American Teleservices Association**

#### **Organization Description**

The American Teleservices Association (ATA) represents the call centers, trainers, consultants, and equipment suppliers that initiate, facilitate, and generate telephone, Internet, and email sales, service, and support. Call centers offer traditional and interactive services that support the e-commerce revolution, provide specialized customer service for Fortune 500 companies, and generate annual sales of more than \$500 billion. The ATA represents members' interests by advocating on Capitol Hill and in statehouses nationwide, providing advanced professional education opportunities, defending the teleservices industry in the public realm, and acting as the industry's information clearinghouse.

#### **National Contact**

Contact Person: Jill Farrow, Director of Membership Services

Address: 1620 I Street, NW, Suite 615  
Washington, D.C. 20006

Phone: 202-293-2452

Fax: 202-463-8498

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Web Site: [www.ataconnect.org](http://www.ataconnect.org)  
Email: [jill@moinc.com](mailto:jill@moinc.com)

## **Events**

Meeting: 2002 Annual Convention and Exhibition  
Where: New Orleans, LA  
When: October 6-9, 2002

## **Call Center Network Group**

### **Organization Description**

CCNG International, Inc. serves contact center managers and professionals around the world by providing programs and services that facilitate the exchange of ideas, experiences and solutions to meet the challenge of managing the contact center environment. CCNG also establishes unique opportunities for career advancement and networking between industry professionals.

### **National Contact**

Address: PO Box 92790  
Southlake, Texas 76092  
Phone: 800-840-2264  
Fax: 972-539-9661

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Events

Meeting: CCNG Networking Meeting  
Where: Knoxville, TN  
When: July 31, 2002

## Incoming Calls Management Institute

### Organization Description

Incoming Calls Management Institute (ICMI), based in Annapolis, Maryland, offers the most comprehensive training programs and educational resources available for call center management professionals. Established in 1985 and the first to offer training on incoming call center management, ICMI has grown into a global leader whose capabilities and depth of experience are unparalleled. ICMI's focus is helping individuals and organizations understand the dynamics of call center management in order to improve operational performance and achieve business results.

### National Contact

Address: PO Box 6177  
Annapolis, MD 21401-0177  
Phone: 800-672-6177  
Fax: 10-267-0962  
Web Site: [www.incoming.com](http://www.incoming.com)  
Email: [icmi@incoming.com](mailto:icmi@incoming.com)

## Events

Meeting: Understanding and Applying Today's Call Center Technology

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

Where: Chicago, IL  
When: July 9-10, 2002  
Topic: Everything you need to know about today's call center technology—but didn't know how (or who) to ask!

## **Target Industry Four: Food Processing**

### **Food Processing Machinery & Supplies Association**

#### **Organization Description**

Processfood.com is a part of the Food Processing Machinery & Supplies Association, a non-profit trade association representing over 350 suppliers of the machinery, equipment, supplies and services used to prepare the world's beverages and processed foods. FPM&SA members serve every aspect of food and beverage processing, from seed to the supermarket shelf.

#### **National Contact**

Address: 200 Daingerfield Road  
Alexandria, VA 22134  
Phone: 703-684-1080  
Fax: 703-548-6563  
Web Site: [www.processfood.com](http://www.processfood.com)  
Email: [info@processfood.com](mailto:info@processfood.com)

# THE BROOME COUNTY PLAN FOR SUSTAINABLE ECONOMIC DEVELOPMENT MARKETING STRATEGY

---

## Events

Meeting: International Exposition for Food Processors  
Where: Chicago, IL  
When: November 3-7, 2002

## National Food Processors Association

### Organization Description

The National Food Processors Association (NFPA) is the voice of the \$460 billion food processing industry on scientific and public policy issues involving food safety, nutrition, technical and regulatory matters and consumer affairs. NFPA's members process and package fruits, vegetables, meat, fish, and specialty food and beverage products using a variety of technologies including canning, freezing, refrigeration, dehydration, and aseptic manufacturing. The benefits of membership include scientific and technical assistance, crisis management, claims handling, product liability insurance, and representation before Congress and the regulatory agencies.

### National Contact

Phone: 800-355-0983  
Web Site: [www.NFPA-food.org](http://www.NFPA-food.org)  
Email: [custserv@nfpa-food.org](mailto:custserv@nfpa-food.org)

## Events

Meeting: 2002 Annual Meeting  
Where: Washington, D.C.  
When: November 19-21, 2002