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2007

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New England PLANNING

Massachusetts Chapter & Rhode Island Chapter

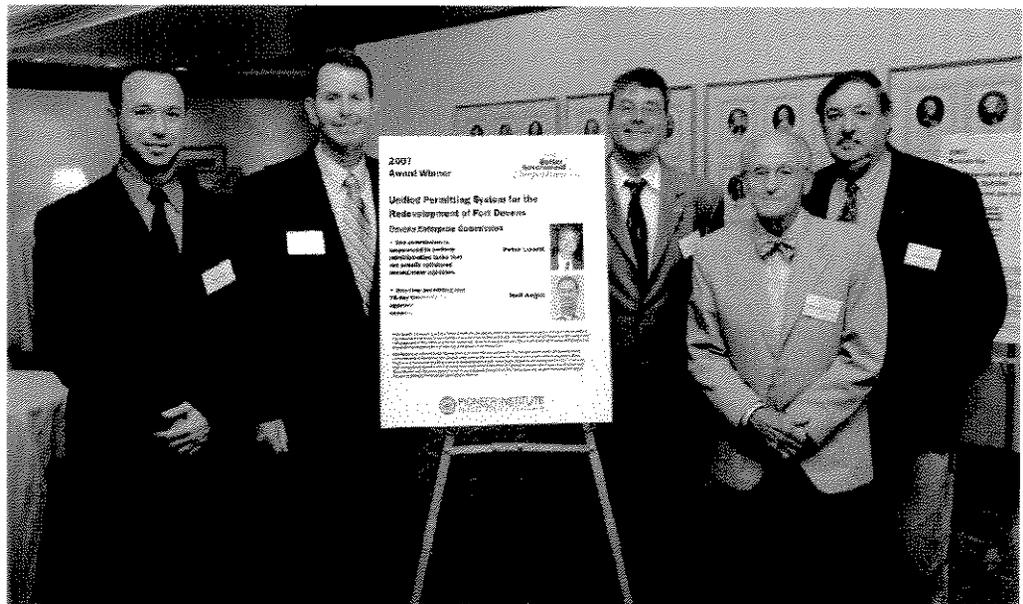
House Transportation Committee Passes Energy & Climate Bill PROVISIONS MAY BE INCLUDED IN HOUSE ENERGY BILL, 7/3/07

Last week, the House Transportation & Infrastructure Committee marked up its contribution to the summer energy package promised by Speaker Nancy Pelosi (D-Calif.). The committee's action sends to the House floor a number of energy efficiency programs related to the transportation sector. Among the bill's key provisions are additional support for expanded commuter rail service, expanding use of alternative fuels, increasing the federal share for the Congestion Mitigation and Air Quality (CMAQ) program, and program parity for rescissions of federal budget authority. The bill also expressed support for "complete streets" policies.

The bill lacks any proposals to dramatically reshape the country's national energy policy but represents an important step toward adopting policies that will reduce the nation's greenhouse emissions and dependence on foreign oil. The bill also acknowledges the vital role of transportation in addressing energy and climate issues. "Each of these [provisions] is an individual modest step but, added up, it's significant," said committee Chairman Jim Oberstar (D-Minn.).

The committee approved H.R. 2701, The Transportation Energy Security and Climate Change Mitigation Act, after voting on more than a dozen Republican amendments to the bill. Amendments targeting the bill's provisions on Amtrak, CMAQ, and the distribution of

continued on page 10



Pioneer Institute honoring Devens Enterprise Commission - see Press Release, Page 7

Massachusetts Chapter

Massachusetts Chapter President
Peter Lowitt, AICP



The Patrick administration has launched a Task Force on Planning and Zoning Reform, building on the work of the Zoning Reform Working Group and the joint working group on Zoning Reform and Housing chaired by Citizens Housing and Planning Association.

Expect regional meetings on planning and zoning reform as this effort progresses.

The chapter has advocated a fast track approach and State Permitting Ombudsman, Greg Bialecki, who is chairing this effort, recognizes the years of previous effort involved and the need for negotiated deal making in order to produce a piece of legislation with a prayer of passage. I want to thank the Patrick administration for taking a leadership position on this important issue.

The Southern New England Regional Conference set for Hyannis this October 11 and 12 is shaping up. Our chapter's 60th anniversary party venue has been secured so be sure and save the date and plan on joining us for an unforgettable event on Cape Cod.

The chapter will be joining with MAPC to co-sponsor a workshop on 40R along with the Urban Land Institute's Boston Chapter in late September. Check the web site for more information.

Also keep an eye on our web site for information regarding the 3rd annual University Planning Forum to be sponsored this fall by Harvard University. Jerold Kayden and the good folks at the Graduate School of Design, which houses the Harvard Planning program, will have their work cut out for them to top last year's presentation on Planning after Katrina that MIT hosted. The year before the topic was planning after Kelo. Are there any more planning related topics that begin with a K?

Keep an eye on the APA planning.org web site in mid-August as AICP will be providing its latest guidance on CM at that point. Graham Billingsly, AICP, the current AICP President, and AICP Region 1 representative Anna Breinich, AICP will be on hand to personally update folks, along with

our three chapter professional development officers, on this initiative.

I want to thank Steve Costello and the band of intrepid golfers who showed up in Onset on July 17th to launch the first annual APA Golf Tournament, which raised about \$1000 for our zoning reform efforts. Thanks Steve! Now I know what shotgun golf is and no more complaints about my golf cart driving.

There is now a new case pending before the SJC where Norwell's ZBA held that (in similar circumstances to the Bransford v Edgartown case) the proposed reconstruction of a nonconforming building would both increase the nonconforming nature and be substantially more detrimental — SJC 09941 J. Stephen Bjorklund v.ZBA of Norwell. This is a mansionization case and the Chapter's Amicus Curie Committee recommended that the Board file an amicus brief, to which the board agreed. Carl King will be filing the brief on behalf of the chapter.

Connie Kruger, AICP reports that the June Housing Institute was a great success. I hope you all are familiarizing yourselves with the new chapter web site, www.massapa.org and that you visit it regularly and watch as we add new functions and features. It's a new product so please be patient as we work out the kinks and develop self guided educational components to teach membership how to fully utilize this exciting resource to the fullest. Thanks again to the good folks at the Wentworth Institute of Technology, Sean Bender, Austin Lauria and the whole team.

In early August I had the privilege of hosting the Chapter President's Council Executive Committee at XV Beacon in Boston. The Committee worked to update the draft Chapter President's Strategic Plan in anticipation of the fall leadership meetings in Washington DC in late September.

October is National Community Planning Month. As we celebrate sixty years of planning in Massachusetts and New England we should reflect back on our colleagues who have blazed the way for us to follow. Check out the planning.org web site for ideas on how you can help celebrate in your own community. There are draft proclamations for the town council to adopt and plenty of other easy to use tools there for your use.

Have a great summer and I hope to see many of you at the regional conference in Hyannis this fall. Expect election information in a forthcoming email.

Peter Lowitt, AICP

Rhode Island Chapter

Diane M. Feather, AICP, Chapter President

RIAPA Lending Library

The Executive Board has adopted lending policies for a number of AICP Training Series CDs purchased with Chapter funds which are to be made available through the new RIAPA "Lending Library". Members can borrow the CDs and conduct self-study to earn AICP certification maintenance (CM) credits. The CDs are available to be borrowed from the Professional Development Officer for a period of 3 weeks. Depending upon member response and the Chapter budget, we could expand the holdings in the near future. *Click on the Lending Library navigation button on the left side of the RIAPA web site home page for a listing of titles, lending policies, and to contact PDO Pam Sherrill.*

Rhode Island Housing's KeepSpace Communities Initiative

Rhode Island Housing (RIH) recently announced the launch of a new "KeepSpace Communities" Initiative (referred to in my previous message as the "Sustainable Development" program) and issued a Request for Proposals for up to five KeepSpace Communities (www.rihousing.com). According to RIH, they have dedicated \$10 million to the new initiative which will be combined with other programs to leverage funding of potential developments. Responses are due by November 16, 2007. To find out more about this new initiative, contact Tony A'Vault at 401 457-1103 tavant@rihousing.com or Joe Voccio at 401 457-1284 or jvoccio@rihousing.com.

State Historic Tax Credit

The State Historic Tax Credit program was among the many programs considered for cuts in the 2007 General Assembly session. A late-session bill sought to reduce the tax credit from 30% to 20%, but fortunately the bill did not emerge from the Senate Finance Committee. The safeguarding of this essential program was due in large part to the leadership of Grow Smart Rhode Island and the many members of the Coalition for Neighborhood & Economic Renewal (CNER). Grow Smart conducted an extensive e-communication outreach effort and provided easily accessible data documenting the tremendous revitalization and economic development resulting from the \$1.6 billion in investment in nearly 300 projects stimulated by this program. Thanks to everyone involved with this effort.

Share Your Examples of Great Planning

National APA offers many interesting and helpful resources, such as its web site – www.planning.org, and "interact", a monthly member E-newsletter of the APA and its professional institute AICP. The July 11th issue of *Inter-*

act features a year-end review of the U.S. Supreme Court's last term, calls for nominations for the 2008 National Planning Excellence, Leadership and Achievement Awards, and APA's request that members share your examples of great planning. These examples will be posted on the National APA web site and all entrants will be eligible to win a copy of the reference work Planning & Urban Design Standards, with the winner to be announced in October 2007 during National Community Planning Month. I hope that Rhode Island members will share their success stories with National APA. To subscribe and have "Interact" delivered directly to your email in-box click on the Member Services button on the National web site.

Remember to Save the Dates:

September 14, 2007 - RIAPA Lobsterbake

September 24, 2007 – "Building a Better RI" Partnership Conference (RI Housing)

October 11 and 12, 2007 - Southern New England Planning Conference, at the Four Points Sheraton Hyannis Resort.

www.rhodeislandapa.org

Guidelines for 2007 Recreational Trails Grants On-Line

Guidelines for the 2007 Recreational Trails Grants are available and on-line at <http://www.mass.gov/dcr/stewardship/greenway/regionalGrants.htm>. The deadline for applications will be October 1, 2007. It is not too soon to begin planning.

How to Ask for a Raise—and Get It!

by Deborah Walker

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

- Made your appeal based on emotion
- Given your boss an ultimatum
- Failed to plan ahead what to say figuring you could just “wing it”

And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research salary surveys.

If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find.

Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible.

These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the likelihood that your boss will say yes.

2. Prove your worth.

Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally.

The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

- Creating revenue opportunities
- Discovering costs savings
- Helping a coworker meet or beat a deadline
- Developing a better process
- Completing tasks ahead of time
- Generating good will with clients or customers

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that

illustrates the positive impact you've had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don't have a record of your accomplishments and contributions, you are not ready to ask for a raise. A **career coach** can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a **career coach** can help you quickly identify the contributions you've made to the company. This will build not only your case for a raise, but your confidence as well.

3. Plan your strategy.

Too often, people don't think about what they're going to say until they're actually in their boss' office. That's too late. You have to plan your strategy in advance, just as you would plan any business project. It's the only way to succeed.

With copies of salary surveys and salary scales, you'll have quantifiable evidence that your request for a raise is a reasonable one. And you'll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you're not comfortable with doing that, or if you don't know someone who is a hiring manager, a **career coach** can help you craft your presentation.

A **career coach** has real-world experience in hiring and decision-making, so they've been in your boss' shoes. They can provide you with strategic tips that will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a **career coach** will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you'll be ready to approach your boss with confidence. And you'll be well on your way to getting the raise you have truly earned.

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

Brownfields Tax Credit

by Don Bianchi, MA Association of CDCs

Recently the Massachusetts Association of CDCs, succeeded in obtaining a \$30 million recapitalization of the Brownfields Redevelopment Fund, and changes to the brownfields tax credit making it transferable and thus usable by nonprofits. The Brownfields Redevelopment Fund is administered by Mass Development. To get more information on this program, go to www.massdevelopment.com. Once there, click on development services, then brownfields redevelopment, then brownfields redevelopment fund- at which point you will be able to call up applications for brownfields site assessment and remediation loans. This is a pre-existing program that many nonprofits and for profits have used and Mass Development is saying they are open for business on this.

The Brownfields Tax Credit is a resource newly available for nonprofits and more usable for for-profit developers. The Credit has been extended to 2011 and is now transferable. The credit is administered by the State's Department of Revenue. Here's how to find out more about this resource and how to access it. There are three relevant places on the DOR website, which is www.dor.state.ma.us.

First, for background, the Mass. Department of Revenue has completed the Technical Information Release for the changes to the brownfields tax credit. It is "TIR 06-16: Effect of Recent Economic Incentive Legislation on the Personal Income Tax, the Corporate Excise Tax, and Tax Administration." FYI, you can access it on the DOR website (www.dor.state.ma.us) under Legal Library/Technical Information Releases/ TIR by Year/ 2006 Releases. For this TIR, Section C is the "Brownfields Tax Credit." It explains how the tax credit is extended to nonprofit organizations, lengthens the time frame for eligibility of the credit, and provides for the transfer, sale or assignment of a Brownfields credit to another taxpayer. The effective date of these provisions is June 24, 2006. According to DOR, the TIR is the official position of DOR, and can be relied upon by taxpayers.

Second, the DOR website has more detailed information on the changes made in the tax credit. To access it, you can go to For Individuals and Families/Personal Income Tax/ Current Year Tax Information/Guide to Personal Income Tax/ Credits/ Business Related Credits/ Brownfields Credit for Rehabilitation of Contaminated Properties. This highlights the recent changes, says who the credit is available to, talks about eligible properties, and provides other informa-

tion. There is also information on where to report the credit on the tax return and documentation to submit.

Third, the relevant application forms are online on the DOR website- these include the credit application form and the transfer application form. These can be accessed as follows. Go to For Individuals and Families/ Forms and Publications/ Tax Forms- to the Online Forms Index. Then find form BCA (about a third of the way down), click on it, and it will bring you to another page titled "corporate excise taxes." About two thirds of the way down on this (under Additional Forms and Schedules), you can click on two forms: BCA 2006 and BCTA 2006. There may be a more direct way to access these application forms- but I know that you will be able to get to the forms by taking the above steps.

Finally, if you have any questions about the brownfields tax credit, the DOR contact person is Daniel Seferian. His e-mail address is seferian@dor.state.ma.us. Please contact DOR directly if you have questions about the brownfields tax credit.

MIT Study on Recent 40B Use and Approval Process

reprinted from CHAPA Housing Briefs, 6/26/07

The Massachusetts Institute of Technology (MIT) Center for Real Estate has just completed a study of the characteristics of all 369 comprehensive permit (CP) applications filed in 96 Greater Boston cities and towns between 1999 and 2005, with a special focus on variations in the length of the approval process (from initial application to building permit).

The study found that most projects were approved fairly quickly (78% received an initial ZBA approval, 12% were denied, 4% were withdrawn and 6% were still pending at the end of 2006). Excluding withdrawn and still pending applications, it found that 90% of the applications were ultimately approved (usually with modifications). Over two thirds (70%) were approved by the local zoning board of appeals after an average hearing time of 7 months and were not appealed to the state Housing Appeals Committee (HAC). Approvals appealed to the HAC (18%) and denials (12%) took 17 months longer on average to receive a CP.

In general, however, it took at least another year on average to receive a building permit after the CP was issued. The study suggested that litigation (at least 12% of the projects were subject to other litigation, including 30% of the projects appealed to the HAC) and recent softness in the housing market may explain some of the delay. The full report, with information by tenure on project sizes, filings by year, underlying zoning and approval time, is available on CHAPA's website and on <http://web.mit.edu/cre/research/hai/conference-07.html>

Planning Accreditation Board re-accreditation of UMass-Amherst

I'm writing to notify you the Planning Accreditation Board recently re-accredited the University of Massachusetts at Amherst's Master of Regional Planning Program for a period of 3 years, effective January 1, 2008. Subject to an acceptable mid-term report, accreditation may be extended an additional two years, for a total term of five years. The PAB's maximum accreditation term is 7 years.

On behalf of the PAB, thank you for the Chapter's role in this re-accreditation review.

Shonagh Merits, Executive Director, PAB

Petition to Support a New APA Division

At the recent American Planning Association's National Conference in Philadelphia, PA, a steering committee of approximately 22 planners, voted to form a "Planning for Natural Hazards Division." The Steering Committee felt that recent disasters have helped to elevate the importance of planning for natural hazards, and that it is important to coordinate hazard planning on a local, regional, state and federal level.

If the new Division is approved by the American Planning Association Board, the Division will:

1. Facilitate communications between Natural Hazard Planners at all levels of government and in the private sector;
2. Guarantee Natural Hazard Planning Sessions at the Annual APA Conference;
3. Strengthen relationships with other Divisions in APA;
4. Give us a venue to facilitate additional training opportunities for our members in our fast changing specialty;

people. planning. places.

MA | RI | CT | S. New England planning conference Hyannis, MA



This year's conference is generously supported by the following Sponsors/Exhibitors:

- Limehouse Software
- Hyannis Area Chamber of Commerce
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- Fuss & O'Neill, Inc.
- Wentworth Institute of Technology
- BL Companies
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October 11 & 12, 2007

Four Points by Sheraton Hyannis Resort Cape Cod in Hyannis, MA

PLAN AHEAD!

Extend your stay and enjoy the Hyannis area!
Go to: www.hyannis.com



Join the Massachusetts, Rhode Island and Connecticut chapters of APA at this year's Southern New England Planning Conference in scenic Hyannis, Massachusetts.

CONFERENCE HIGHLIGHTS:

- 28 Conference Sessions over two full days.
- Dynamic Luncheon Speakers including **Ken Snyder**, Executive Director of Placematters; **Greg Watson**, Senior Advisor for Clean Energy Technology, Commonwealth of Massachusetts; **Graham Billingsley AICP**, President of AICP; **Anna Breinich AICP**, AICP Region 1 Commissioner
- Mobile Workshops of Downtown Hyannis on Duckmobile & Mashpee Commons
- Evening Reception Extravaganza at Harry's Blues Bar in Downtown Hyannis.
- AICP Certification Maintenance credits will apply.
- Reduced Hotel Rates (rooms subject to availability) It's the Cape, so book early.

REGISTRATION IS OPEN! Go online for all conference information:

www.massapa.org/hyannis-2007

For more information on the conference please contact Felipe Schwarz, AICP at fschwarz@vhb.com or (617) 924-1770.

5. Allow us to assist APA with the Development of legislation and policy positions and a research agenda related to natural hazard planning issues;
6. Stimulate and contribute to the improvement and recognition of planning for natural hazards as a viable process in all areas of government;
7. Encourage continuing professional development of members through opportunities provided by APA;
8. Provide for the input of experienced professional planners into Federal Policy regarding mitigation and recovery planning.

Please contact Richard Roths, AICP for a copy of the petition: Direct line: 312.596.6728; FAX: 312.939.4198

PRESS RELEASE

"DEC Wins 2007 Better Government Competition"

Devens Enterprise Commission (DEC) was honored by the Pioneer Institute as the winner of the 16th Annual Better Government Competition for the Unified Permitting System for the Redevelopment of Fort Devens.

The DEC combines the roles of Board of Health, Conservation Commission, Planning Board, Zoning Board of Assessors, and Historic District Commission in one permitting body, issuing unified permits for the development within the Devens Regional Enterprise Zone comprised of portions of Ayer, Harvard, Shirley in North Central, MA.

Chosen first from a field of over 298 entries from across the nation DEC Chairman, William P. Marshall acknowledge the importance of the Commissions work in helping the Devens Redevelopment process and serving as a model for the state's new expedited permitting law, Chapter 43-D. Governor Deval Patrick keynoted the event and acknowledged the importance of the DEC's unified permitting system in attracting firms such as Bristol-Myers Squibb to the Commonwealth. "Speed to market, as exemplified by Devens is key," Patrick said.

"Timely permitting, as of right development and high quality built environment go hand in hand at Devens," Marshall noted.

He stressed the importance of a Master Plan or Reuse Plan grounded in a well designed citizen participation process, consistency between the Reuse Plan, zoning and high quality regulations, and the importance of professional staff in order for streamlined permitting to operate successfully. Mr. Marshall concluded: "the DEC is successful because these components operate in harmony as part of our unified permitting process".

Sessions You may have missed at the APA Conference

By John Cook

Reprinted from the Northern News, newsletter of the Northern Section of the California Chapter of APA

"Those pesky pedestrians: How to make your City completely Unwalkable." We all know that nothing decreases your traffic level of service like a whole bunch of people wanting to get out of their cars and walk around. Despite the well-publicized horror stories of the increasing odds against pedestrians, they still clog our otherwise pretty efficient streets. We'll explore the evolution of pedestrian deterrents, from traditional means (installing pedestrian gates, encouraging autos to honk at dawdling walkers, and increasing the issuance of tickets for jaywalking), to more cutting-edge methods, such as phasing out after school crossing guards, installing fences along sidewalks to reduce middle of the block crossing, and replacing median strips with piranha and alligator pits.

Planning Director's Workshop: "I can't face another Monday night!" Proven strategies for dealing with difficult planning commissioners, from the cantankerous to the comatose.

Map Skills I: Cardinal Directions. We will introduce the concepts of North, South, East and West. Time permitting, the concept of scale will also be discussed.

Planning Commissioner's Workshop: Managing up: eight handy tips for overriding your planning staff.

"Let the strongest survive: New Darwinian Paradigms for Economic Development." Shoppers have made their intentions clear; they want LOW prices and really big, free parking lots. Unfortunately, architectural historians, inner city types, and other assorted do-gooders try to stand in the way of progress by attempting to block big box retail projects. Learn how to fight back and defend progress (not to mention your city's sales tax revenue!) with such important arguments as "If we don't get this store, the town next door will take it!"

I wish my phone would stop ringing! Minimizing Public Involvement. Nothing interrupts the flow of a planner's day quite like that stream of phone calls from the public. "Don't these people have jobs?" we often ask ourselves. "Why are they bothering me?" Besides, we're the experts, right? This seminar will focus on ways to streamline your productivity by avoiding opposition – and ideally, all discussion whatsoever. Strategies include: installing really complex telephone trees (e.g. "You've reached the City of Heather Grove. If it is Monday, please press 124. If you are calling between 2:00 and 3:30, press 38492#"), scheduling public meetings during "American Idol", and speaking only in acronyms during public meetings.

Western Massachusetts Spearheads Study of the Virtual Work Place and Its Impact on Everything from Local Economies to Traffic Patterns

by Amy Zuckerman

Five years ago I wrote about the rise of the virtual work place for *the Boston Globe Magazine*. What seemed a minor trend then now holds huge significance for the national and regional economy. From local economies struggling to find a means of diversifying their tax bases through new commercial development to traffic engineers wondering why congestion is building in some town centers at mid-day, the rise of the virtual work place – also called the “hidden tech” economy – is starting to come into focus as a key element.

I called this trend hidden tech in the fall of 2001 because these businesses are hidden from sight in home offices and were not incorporated; therefore not recorded by government statistics. The “tech” label stuck because modern technology allows professionals as disparate as robotics engineers, animators, architects, and jewelry to operate anywhere they can connect to the Internet.

In western Massachusetts, hidden-tech companies are synonymous with the “virtual” firms that management guru Tom Peters wrote about several decades ago, in which one or two principals (at home or in small offices) develop, market, and distribute a wide array of products and services for the local, regional, and global economies. Support may come from alliance partners, subcontractors, and employees scattered across the region or even the world.

A new organization, called Hidden-Tech, began in May 2002 to support this population, and the hidden-tech phenomenon caught the attention of economic developers, including electric utilities in western New England. Thanks to small grants from Western Massachusetts Electric Co., based in Springfield, and Northeast Utilities in Berlin, Conn., we know a lot more today about the virtual companies permeating the Pioneer Valley of Massachusetts. One grant paid for the development of a database that continues to collect information on hidden techie skill sets, financials, and clients. The database now shows almost 500 virtual companies, mainly in the Pioneer Valley, that fall under 20 career occupation codes and headers (NAIC codes) From their small offices, they do just about everything except build a car or house.

Although very cutting edge in terms of content, the skills tool doesn't take in the full swathe of the virtual company trend. Ellen Bembem, president of the Regional Technology Corp. (RTC) in Springfield and an expert in manufacturing, identified another type of hidden-techie – skilled manufacturing craftsmen and women who, rather than running production lines or doing machine tooling, are consulting in their fields or pushing out their own products. Randy Ames,

for example, is building customized robotic components for industry from a home basement in Montague.

Small in terms of the space they occupy, virtual companies have a significant economic impact. A recent report by the U.S. Small Business Administration's Office of Advocacy (“*The Impact of Location on Net Income: A Comparison of Home-based and Non-Homebased Sole Proprietors*”) concludes that home-based sole proprietors contribute as much as \$500 billion annually to the US economy. And John H. Friar, a professor at Northeastern University's College of Business Administration, points out that the self-employed “were responsible for 17.6 million businesses in 2002. This represents 76 percent of all businesses,” he said in an interview.

These numbers will undoubtedly grow as the boomers head to a new form of retirement where many boomers continue to work, even for past employers, but as subcontractors. Sources as diverse as NPR and FORTUNE magazine have been reporting that corporate America is getting ready to cut ties with retirement-age boomers to make way for Gen X and Yers. Plus corporations are finding it more cost-effective to move baby boomers into consultant roles, cutting benefits and saving on energy, health care and pension costs.

These trends spell a huge upsurge in the numbers of virtual companies created in the next decade. Sources as diverse as *Newsweek's* “Boomer Files,” Yahoo, and surveys published in Boston-based *Commonwealth Magazine*, have reported as many as 70 percent of boomers want to build their own enterprises. And the 2005 MassINC survey (“A Generation in Transition: A Survey of Bay State Boomers”), reported that almost two-thirds of adults aged 40 to 58 expect keep working after they reach the traditional retirement age of 65, but only 6 percent plan to keep a full-time work schedule.

As they exit corporations to create their own virtual firms the boomers will continue to generate income and be productive, but those that do not incorporate could become lost to government statisticians. These factors have spurred western Massachusetts economic officials to look more closely at virtual companies. The Pioneer Valley Planning Commission includes hidden tech as part of the region's 10-year economic plan. “Hidden tech has been a new face of a New Economy,” says commission executive director Tim Brennan. “It's untested, but it's something we want to nurture.”

The virtual-company approach to doing business is “a whole different way to interact with the world,” says Douglas Fisher, director of economic development and community relations at Northeast Utilities. “One can envision a day when this army of hidden-tech entrepreneurs are no longer an economic curiosity, but are rightfully

recognized as a primary engine of growth in an otherwise slow growing part of the country.”

In towns like Amherst, Mass., which is conducting its first master plan since 1969, the needs of the hidden-tech business owner are being considered as part of a new economic development plan to boost commerce in a town known more for its academics and acupuncturists than business owners. Larry Shaffer, Amherst town manager, has been working with the local chamber of commerce to leverage the hidden-tech population to boost Amherst’s lagging commercial base. One strategy targets digital economy companies like animators at Anzavin Studios on Main Street— also called new media – to fill Amherst offices. Shaffer calls hidden tech “a major sociological trend” that could “transform how we live and work.”

The rise of the virtual work place also has intrigued traffic engineers such as John Collura, Director of the UMass Transportation Center and a professor at the University of Massachusetts in Amherst., who notes that the virtual work place trend is apparent in college towns across the U.S. Rather than experiencing clog ups during rush hour, quality-of-life locales like Amherst are experiencing far more traffic congestion at meal times, as the self-employed virtual company owner heads to commercial districts for business meetings and to conduct errands. In these sorts of places, it’s the return to 19th century where people live and work close to a town or village center.

Collura, himself, is part of the virtual work place as a telecommuter who travels between a home office and the university several days a week. Like many teleworkers, he has some choice in what times he commutes, whenever possible avoiding peak traffic hours on highways or arterial roads. Collura notes that virtual company owners have even more choice as they can tackle work in a flexible fashion and have the most choice about when to drive.

When analyzing his own travel behavior, Collura says he “commutes” to campus two or three days a week from a community about five miles away on arterial roads. Like many virtual workers, he also travels long distances to visit clients once or twice a week. Usually, he times these trips as much as possible to avoid peak traffic and avoid highway congestion.

According to Collura, the evolving virtual work place may alter “those old travel/demand forecasting models. The whole notion of the virtual work place has a connection, both direct and indirect, with transportation that’s very intriguing,” said Collura, who has been studying the impact of teleworkers on traffic with his Ph.D students for the last 15 years. Where the telework trend had an impact on parking required for employees and the amount of office space a company maintains, Collura thinks the larger trend of the virtual work will require a different approach to travel/demand modeling.

Still, those who are trying to leverage Hidden-Tech and the new virtual companies face numerous challenges.

Consider these:

Integration with the “Old Economy.” The age-old battle between grow-from-within (endogenous) and attract-from-without (exogenous) economic development strategies continues to play out in western Massachusetts, despite valiant efforts by Keith Parent, chairman of the RTC, to bridge the two camps. As a new form of industry cluster, Hidden-Tech could prove to be a bridge between the new and old economies. As it helps virtual companies grow, Hidden-Tech is attracting other New Economy companies to this region. If leveraged properly and promoted, the skills data collected about hidden-techies could be used to attract to national site selectors seeking corporate locales as we now know there is more labor force here than government numbers indicates. But Allan Blair, president and CEO of Western Massachusetts Economic Development Council, is not sure about “the extended economic development value” of the hidden-tech category. “I’m not sure what they want and how they want to engage,” says Blair. “We haven’t figured out what the role is of this population. Only time will tell what the effect of integrating these new members will mean.”

Obtaining National Data on Virtual Companies.

Although the Small Business Administration is trying to catch up, government officials point out that SBA data is only as good as what it can obtain from the US Census Bureau and IRS, which in the case of the Census is based on questions that are outdated and don’t consider virtual company operating styles. To change the Census requires congressional approval, so for now virtual companies are not counted accurately, if at all. . Most researchers don’t have access to IRS data. To seek information on home-based companies only, as some government agencies now do, is to miss out on the estimated 30 percent of the hidden tech population that rents small office space. This lack of data makes it hard for both hidden-techies and the researchers who study them to be taken seriously. Not only that, but it means “we’re losing track of our skilled workforce,” says RTC’s Bembem.

Need for Objective Data on Traffic Impact: Collura sees the need for objective data to explore the impact of the virtual work place on traffic patterns that could alter how highways are built and where tomorrow’s technology is deployed. For example, there could be more need for technology along arterial routes, town centers and suburbia than anticipated. But he says today’s surveys that focus on weekday traffic patterns based on full-time employment won’t capture those in the virtual work place whose driving can be erratic and many vary over a period of weeks and months, not days.

Amy Zuckerman is founder of Hidden-Tech (www.hidden-tech.net) and principal of A-Z International Associates, a strategic marketing firm in Amherst. She resigned from the board of Hidden-Tech in the fall of 2006 after five years to allow the organization to evolve.

Employment

Lead Planner/Permitting Specialist, Paul Finger Associates, Waltham, MA

Paul Finger Associates, Inc., a growing Landscape Design firm, is looking for a full-time Planner for their busy Waltham, MA office. Our office specializes in site design, engineering and permitting for a wide range of institutional, recreational, commercial, office and R&D, as well as high-end residential development.

Responsibilities for the position include: project and budget management; oversight of staff planner(s); zoning and permit analyses; environmental assessments; review of site drawings for zoning compliance; technical writing, review and quantitative analysis; coordination with clients, sub-consultants, and federal, state and local regulatory authorities; and proposal preparation among other duties.

The ideal candidate will have seven or more years of experience in land use planning and environmental permitting, with bachelors/masters in Environmental Science/Planning or related field. The skills and knowledge necessary to successfully perform the functions of the position include the ability to work independently as well as part of a team, multi-task in a fast-paced and deadline oriented environment, strong project and budget management skills, organization and writing skills, strong attention to detail, solid familiarity with the state and federal legislative processes and an understanding of the principals and practices of land use planning. The candidate should be proficient in MS Word, Excel, and Outlook. Familiarity with ArcView/ArcGIS and Microsoft Project software preferred.

The salary for this position is competitive and will be based upon qualifications and experience. PFA also offers an excellent benefits package and a friendly, casual office environment. Please submit a cover letter with salary requirements, resume, writing sample and list of 3 professional references to:

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Attention HR Ref M-PL

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Reports directly to the Planning Director for specified and specialized section areas of the Planning Department; manages Nashua Conservation Commission, environmental review process, Capital Improvement Program, master planning process and graphics and record system; reviews planning applications for site plans, subdivisions and others; schedules and conducts review meetings; supervises one or more employees.

Minimum Entrance Requirements: Master's degree in planning or related field plus a minimum of three years relevant work experience; must possess Professional Planning Certification from AICP; knowledge of Federal, State and municipal governments; must possess working knowledge of New Hampshire planning laws, land use laws, land titles and right of ways acquisition; must possess a valid driver's license. **Substitution:** Bachelor's degree in planning or related field plus a minimum of four years relevant work experience will be accepted in lieu of a Master's degree.

APPLICATION PROCEDURE: Submit applications/resumes to:

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Executive Director, Northern Middlesex Council of Governments, Lowell, MA

Regional Planning Agency is seeking applications for the Executive Director position. Strong management and financial administration skills required. Experience in regional planning, regional governance and demonstrated success in building partnerships that advance initiatives for the Northern Middlesex region also required. Bachelor's degree and a minimum 10 years experience in regional government or related field are required. Master's degree preferred. Complete position description, qualifications, and timetable for hiring will be available by July 31, 2007 at www.nmcog.org.

Executive Director, Washington County Regional Planning Council, Saunderson, RI

Washington County Regional Planning Council seeks dynamic ED to manage regional non-profit planning organization. Successful applicant must be experienced in all aspects of community planning. Send application letter via email only with resume and 2-3 page writing sample to sbarker@wcrpc.org. Detailed job description at www.wcrpc.org. Deadline for applications: July 17, 2007

APA Newsletter goes Electronic

At the last Board meeting, it was decided to go fully electronic in the newsletter format. Below are some of the advantages to moving in this direction:

- Elimination of printing and mailing costs;
- Reduction in paper waste;
- More timely reporting;
- Full color format;
- Potential for video and sounds files;
- Potential for longer newsletter length;
- Advertiser links directly to their website;
- Searchable archived newsletter;
- Potential for faster member feedback;
- Potential to use funds for member continuing education.

Energy & Climate Bill, continued from page 1

federal funds among transportation programs were all defeated. APA endorsed the bill and opposed the amendments designed to weaken its key provisions.

The markup came one week after Republicans forced the committee to postpone work because of a disagreement over the amendments. In the end, the only amendment that passed was one from Rep. Shelley Moore Capito (R-W.Va.) that directs the Transportation Department to study the feasibility of using coal-to-liquids technology.

Calendar

July 30 - August 1 - NCI Charette Planner certification Training, Harvard Graduate School of Design Executive Education Program

for more information, please see Harvard's website at http://www.gsd.harvard.edu/cgi-bin-exec_ed/details.cgi?offering_id=101160.

August 12-14, North Atlantic Transportation Planning Officials, Providence, RI

RI Statewide Planning and RI Department of Transportation are co-hosting the 60th meeting of NATPO at the Westin Hotel. There are 19 member states and provinces. MPO's, RPA's, DOT's and consultants should attend. This meeting has not been held in southern New England since 1994 - so don't miss out this year! Registration is required (late fee after July 13). Please see <http://www.dot.ri.gov/natpo/> for details.

October 11-12, Southern New England Planning Conference, Four Points Sheraton at Hyannis Resort, more details to follow.

Green-Blue Summit: Clean Water through Residential Integrated Pest Management July 18-19, 2007

Visit our website at <http://NortheastIPM.org/greenbluesummit.cfm> Are you interested in the connections between residential pest management, nutrients, and water quality? Then plan to attend the "Green-Blue Summit," July 18-19, 2007, at the Great Valley Conference Center near Philadelphia. This event will focus on integrated pest management (IPM) and nutrient management in turf and structural settings. Please see the attached announcement (pdf) or our website for a more complete description of the event. REGISTER ONLINE BY JUNE 14. A registration fee of \$220 will cover the full program, meals, proceedings, and an evening at the world-renowned Longwood Gardens. Space is limited. Register at the Green-Blue Summit website: <http://northeastipm.org/greenbluesummit.cfm>

National Community Planning Month is Coming!

"Great Streets, Great Neighborhoods"; October 2007

This October will mark the second annual National Community Planning Month. This month-long celebration is designed to highlight the accomplishments of planners and the planning profession.

This year's theme, "Great Streets, Great Neighborhoods," encourages Americans to celebrate places of exceptional character, quality, and planning.

Visit www.planning.org/ncpm for materials to help you plan and promote your National Community Planning Month event. Materials available through the website include:

- * Sample proclamations
- * Media Kit
- * Graphics
- * Suggestions for reaching key audiences

Watch interact, the APA member e-newsletter, for announcements about National Community Planning Month.

Coming Soon

Additional materials and resources that will be added to the website now through October, including:

- * Radio public service announcements
- * Topic of the next high school essay contest
- * Information about the AICP Symposium in Washington, D.C.
- * Designees of the Great Places in America program
- * Planners Day on the Hill activities, part of the Federal Policy & Program Briefing

Include your local event on the APA National Community Planning Month website. E-mail event information to ncpm@planning.org.

If you have a question about National Community Planning Month, please e-mail ncpm@planning.org.

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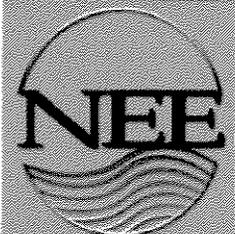
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2007 Mass Chapter Awards

The deadline for this year's Massachusetts Chapter of the American Planning Association is October 12, 2007. Application will be on line shortly and included in the September Issue of the newsletter. It is time once again to nominate your favorite project, plan, student project, planner, legislator or reporter for the Chapter's Annual Planning Awards. Please take the time and nominate a deserving colleague who has contributed to the communities of the Commonwealth and the profession. The APA-MA awards program is open to any individual or planning project. Membership in APA is not required. Nominations must be based on work done within Massachusetts within the two calendar years preceding January 2007.

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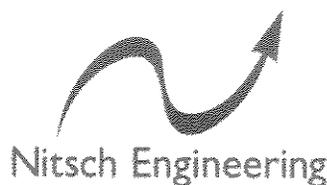
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Changes of Address: *New England Planning* does not maintain address lists. All lists are maintained at the national office and mailed to local chapters each month. If you have moved, write: Membership Department, APA National Headquarters, 122 S. Michigan Ave., Suite 1600, Chicago, IL 60603-6107.

Employment Ads: Employment and jobs wanted ads are \$25.00 per listing, which includes the newsletter and posting on the MAPA website. Send copy to the newsletter editor (email preferred) with a name and billing address.

Consultant Directory: Rates are \$35.00 per business card listing (one month) or \$350.00 for an annual listing (ten issues). Send business card or camera ready copy (2.33" x 1.4") to the editor.

Membership Information: APA National Headquarters, 122 S. Michigan Ave., Suite 1600, Chicago, IL 60603-6107; (312) 431-9100.

Questions: Please try to call the appropriate chapter officer (see panel on left for contact info).

Back Issues: For copies of back issues or other administrative issues, contact MA Administrative Office, c/o Chris Skelly, MA Chapter, APA, P.O. Box 912, Greenfield, MA 01302

Internet: National, www.planning.org; MAPA, www.massapa.org; RIAPA, www.riapa.org.

Submissions: We welcome articles, letters to the editor, photos, calendar items, project profiles, etc. Please do not hesitate to send anything you think of interest, or query editor to discuss an idea. We may need to edit due to space limitations. If possible, please send electronic version in .txt format via email or disk.

Calendar Listings: Please send listings in calendar format (see inside this issue).

Send Items to: Sabine Prather, APA Newsletter Co-Editor, 123 Sackett Road, Westfield, MA 01085, phone: 413-949-3914; Email: pioneerplanner1@yahoo.com.

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 IS DUE NO LATER THAN
 MONDAY, AUGUST 20, 2007**