



**MASSACHUSETTS  
MUNICIPAL  
ASSOCIATION**

ONE WINTHROP SQUARE, BOSTON, MA 02110  
617-426-7272 • 800-882-1498 • fax 617-695-1314 • [www.mma.org](http://www.mma.org)

November 18, 2016

Dear Municipal Leader,

The MMA's 2017 Annual Meeting and Trade Show is just around the corner! This can't-be-missed conference will take place on **Friday, January 20 & Saturday, January 21**, at the Hynes Convention Center & Sheraton Hotel in Boston. There are so many exciting events and speakers planned that you'll want to **register right now to save your place!**

The 2017 Annual Meeting theme is *United for Strong Communities* – and that's what will happen on January 20 & 21, when 1,200 municipal leaders will unite to network, set policies and learn the latest information on dozens of issues and strategies to build strong cities and towns. With **distinguished speakers** on key municipal issues, **20 educational workshops**, **3 emerging issues forums** and a larger-than-ever **trade show**, this will be an event that no local official can miss. **Please take a moment to review the enclosed conference information, and please register today.**

The Opening Session will begin on Friday morning, Jan. 20 at 9:30 a.m., and will feature award-winning scholar and author **Jonah Berger**, a world-renowned expert on decision-making, social influence, and how products, ideas and behaviors become popular. Later that morning, the WEMO Luncheon will feature **Liz Walker**, an ordained minister and one of New England's most widely recognized news anchor at WBZ-TV, where she held the position for two decades. The Friday dinner speaker will be Hall of Famer and NESN analyst **Dennis "Eck" Eckersley**, one of the greatest relief pitchers in Major League Baseball history. Our Saturday closing session will feature award-winning NPR journalist **Tom Ashbrook**, host of the nationally syndicated "On Point." And our Saturday banquet will feature actor, director and comedian **Mike Birbiglia**, familiar to you from "Orange is the New Black" and many major motion pictures.

Of course, the weekend will also be jam-packed with workshops on key issues, and hours of valuable networking with your peers from across the state. Plus, we will live stream the Presidential Inauguration, which will take place that Friday, so there will be lots and lots to do!

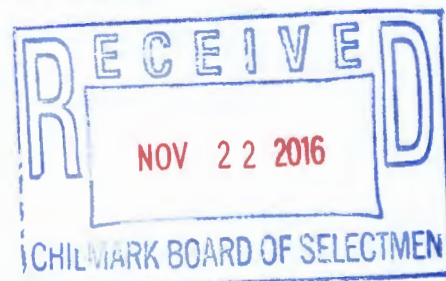
Thanks to your participation last January, our 2016 Annual Meeting was a great success. Over 1,200 local officials gathered together to learn and share ideas. The Trade Show was our largest ever, offering a record number of exhibitors showcasing innovative products and services.

The MMA is working hard to make sure that our 2017 Annual Meeting will surpass even last year's benchmark success. **You can register online at [www.mma.org](http://www.mma.org) – it's fast and easy!**

Also, please remember to **contact the Sheraton Hotel directly to reserve your room**, since space is limited. The hotel contact information may be found on our website. And please be sure to check [www.mma.org](http://www.mma.org) for conference updates, the announcement of additional major speakers, and much more. **We look forward to seeing you at the conference!**

Sincerely,

Geoff Beckwith  
Executive Director & CEO





Massachusetts Municipal Association

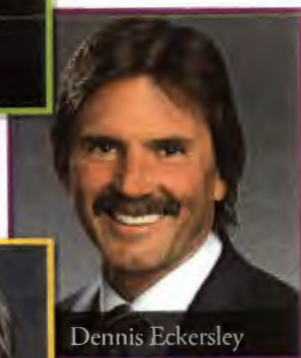
# 2017 ANNUAL MEETING & TRADE SHOW

January 20 & 21, 2017 | Hynes Convention Center and Sheraton Boston Hotel, Boston



## DON'T MISS OUT!

- Keynote address by author and social influence expert **Jonah Berger**
- Closing session with acclaimed NPR radio host **Tom Ashbrook**
- Friday dinner with Hall of Famer and broadcaster **Dennis Eckersley**
- WEMO luncheon with minister and former news anchor **Liz Walker**
- Entertainment by comedian and "Orange Is the New Black" star **Mike Birbiglia**
- 20 timely, **information-packed workshops** and 3 **Emerging Issues Forums** on key municipal issues
- Countless opportunities to **network** and share ideas with peers
- **Trade Show** with 200-plus exhibitors offering municipal solutions
- Member group **business meetings** and important policy discussions



**Convenient Online  
Registration Available Now!**

**REGISTER TODAY!**  
**[www.mma.org](http://www.mma.org)**



Massachusetts Municipal Association

# 2017 ANNUAL MEETING & TRADE SHOW

January 20 & 21, 2017 | Hynes Convention Center and Sheraton Boston Hotel, Boston

## Don't miss our great dinner speakers!

Get your dinner tickets today – before they sell out!



### Friday Night: Dennis Eckersley

Hall of Fame pitcher and NESN Red Sox analyst

Eckersley, one of the greatest relief pitchers in Major League history, is also known for his colorful personality in the broadcast booth. His “Eck-isms” include “cheese with hair on it” (fastball that moves across the plate), “do-drop-in” (looping curveball), and “got paint” (pitches that just touch the corner of the strike zone). Eckersley is credited with coining the term “walk-off home run.”

Over a 24-year pitching career, Eckersley earned 390 saves – seventh all-time – and 197 wins. Hall of Fame pitcher Rich “Goose” Gossage said of Eckersley, “He could hit a gnat in the butt with a pitch if he wanted to.”

Eckersley is the only Major League pitcher with at least 100 saves and 100 complete games in his career, and one of just two pitchers with a 20-win season and a 50-save season. A six-time All Star, Eckersley won the American League Most Valuable Player and Cy Young awards in 1992.

### Saturday Night: Mike Birbiglia

Comedian and “Orange Is the New Black” star

Shrewsbury native Birbiglia has been called a “master of the personal, embarrassing tale” by Time magazine and a “supremely enjoyable monologist” by The New York Times. His unique storytelling style is featured in his contributions to the award-winning NPR program “This American Life.”

Birbiglia can be seen in films including “Trainwreck,” “The Fault in Our Stars,” “Cedar Rapids,” “Going the Distance,” and “Annie.” He won the NEXT Audience Award at the Sundance Film Festival for “Sleepwalk With Me,” which he wrote, directed and starred in. His second foray into writing and directing is the critically acclaimed “Don’t Think Twice.”

His standup show “My Girlfriend’s Boyfriend” was a critic’s pick by The New York Times and New York Magazine and was nominated for a 2014 American Comedy Award. His latest stage show is called “Thank God for Jokes.”



Visit [www.mma.org](http://www.mma.org) for details and to register and get your tickets!