Strategic Management ABC10: 2011 TRB Joint Summer Meeting
Workshop and Session

Strategic Decision-Making: Tools and Techniques for Effective Partnerships, Part 1 (Part 2, Monday 2:00 p.m.)
9:00 a.m.-12:45 p.m., Seaport Hotel
Andrea d'Amato, HNTB Corporation; Julie Lorenz, Burns and McDonnell, presiding
Sponsored by Strategic Management Committee

This workshop will explore current tools and techniques that have been used to achieve effective partnerships during these challenging financial times. The workshop includes presentations on new methods of collaboration using information technology, and identifying, collecting, and analyzing the most strategic data tied to our customers’ needs. The outcome of the workshop is develop a set of questions to be posed to executives that will participate in the Strategic session to be held on Monday.

Integrating Modes Within a New DOT: Sowing the Seeds of Change
Rich Davey, Massachusetts Department of Transportation
Aligning Service Providers: One Vision and One Mission
Robert Paddon, TransLink
Science and Technology Advances Affecting Transportation
Hyun-A Park, Spy Pond Partners
Using Strategic Management to Adapt to Science and Technology Trends
Peter E. Plumeau, Resource Systems Group, Inc.

Strategic Decision-Making: A Conversation with Leaders on Building Effective Partnerships, Part 2 (Part 1, Sunday)
2:00 p.m.-3:45 p.m., Seaport Hotel
Andrea d'Amato, HNTB Corporation, presiding
Sponsored by Strategic Management Committee and Management and Productivity Committee

This session will engage a panel of officials representing the public and private sectors in a dialogue focused on the most effective partnership strategies each has used to achieve sustainable results during his/her tenure. Panelists will define the critical elements in making strategic decisions and meeting challenges and opportunities to connect with customers, develop new partnerships, and change organizational culture.

Panelists
Secretary Jeffrey B. Mullan, Massachusetts Department of Transportation; Robert C. Johns, U.S. Department of Transportation; Mary Beth Mello, Federal Transit Administration; Joseph S. Toole, Consultant; Beverly Edgehill, The Partnership Inc.