



WELCOME TO THE
CHOOSE FRAMINGHAM NEWSLETTER



*Choose Framingham Newsletter
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Business Profile: RAIN Group

Global sales training company,
headquartered in Framingham

[RAIN Group](#), a global sales training and performance improvement company, has helped hundreds of thousands of salespeople, sales managers, and professionals in more than 75 countries transform their sales results. They deliver sales training focused on behavior change and have been recognized by Selling Power and Training Industry as a Top 20 Sales Training Company. RAIN Group has also won multiple Stevie Awards for Sales Training/Coaching Program of the Year and a Brandon Hall Group Excellence Award for Sales Performance. Choose Framingham checked in with Erica Stritch, Vice President, to learn more about their business and their Concord Street location.



**You were just named one of the
40 Under Forty 2019 by the
Worcester Business Journal. Can
you give us a little more**

Village Hall on the Common

Newly Renovated

The [Village Hall on the Common](#), 2 Oak St. Framingham, is open for business again. The City recently restored the historic structure after Town Meeting approved more than \$2.4 million for capital project upgrades in April 2017. Renovations to make the building more accessible and useful include adding an elevator and handicap accessible bathroom, replacing and updating the kitchen and air conditioning. In addition interior elements such as the wood floors walls and carpeting were updated.

"It is critical to the preservation of historic buildings that they be modernized periodically in order to ensure that they are used and loved, otherwise they deteriorate and we lose them." Says City Historian Fred Wallace. "These renovations make the space handicap accessible and open up new opportunities for this important building."



With renovations being complete, all are invited to attend the grand reopening celebration scheduled for [Thursday, September 12 from 5-8pm](#).

The 1834 building, which serves as a venue for weddings and other functions, is managed by the [Framingham History Center](#), a non-profit organization dedicated to preserving and sharing Framingham's history including the City's most historic buildings on the Centre Common and the collections they house. Village Hall on the Common was originally designed by Solomon Willard and built by Dexter Esty as the Town's second town hall. The Greek Revival building with a commanding presence on this iconic New England town Common, is on the National Register of Historic Places and offers a classic venue for rent for up to 180 guests.

information on your background?

I'm honored to be named one of the 40 under forty by the Worcester Business Journal. I've been with RAIN Group for more than 15 years and have helped to lead and transform the company from a start up to an industry leading sales training company. I lead all aspects of the company's marketing, thought leadership, and branding. I created a lead generation engine that has increased inbound leads by 209% and have helped with the expansion into nine countries. I also led an online magazine for three years where I grew revenue by 500% while significantly increasing margins. I'm currently working on writing my a book about the [9 Habits of Extreme Productivity](#).

I'm passionate about raising awareness of congenital heart disease and organ donation. I've fundraised for many organizations and have supported families whose children have faced heart conditions. In 2018 I received the American Heart Association (AHA) of Central Massachusetts Heart of Gold Award for my volunteer work and commitment to AHA's mission.

You're located at 959 Concord Street, near the Gold Triangle and Exit 13 off the Mass Pike - tell us what you like about the location there and how you benefit from being in that location.

With a central location in Framingham, all the shopping anyone could ever want is within a 2-mile radius. This makes it very convenient for employees. This location allows us to walk to Framingham Beer Works or Aegean for lunch meetings and we're



Framingham History Center Executive Director Annie Murphy shared her joy that the venue is already being rented for events. "We are thankful the City has supported the renovations and that our doors are officially open to the public."

For more information about Village Hall on the Common, contact Patsy Green, Rental Coordinator, at 508-308-9291 or [by email](#).



The Norfolk Companies Come to Framingham

[The Norfolk Companies](#), a kitchen and bath remodeling company, purchased the property located at 624 Worcester Road in Framingham for \$1,525,000 this summer. The company will be conveniently located along Route 9, just down the street from other home improvement stores such as Federal Glass & Mirror, Stone, Landry & Arcari, Stoneworks, and Yale Appliance. Choose Framingham caught up with Benjamin Rose, Vice President & General Manager of The Norfolk Companies, to find out their plans for their new space.

right around the corner from the Mass pike entrance, making it easy to get in and out of Boston.

In addition to your headquarters in Framingham, where are your other offices located?

Our headquarters are in Framingham and we have offices globally in Toronto, London, Geneva, Sydney, Mumbai, Seoul, Johannesburg, and Bogota.

What advantages does being located in Framingham bring to RAIN Group?

Framingham allows us to recruit from Boston, Worcester, and the suburbs. It's a great central location for professionals and allows us to get some of the best talent in the area. It's also an easy ride to the airport, which makes travel convenient.

What's next for RAIN Group?

We are continuing to expand both domestically and abroad. Our focus is on delivering the best results for our clients and just recently we were recognized with a Brandon Hall Group Excellence Award for Sales Performance.

Performing Arts in Framingham



Do you love to discover new musical acts? Are you looking for fresh new



Tell us a bit about your company and what your plans are for the Framingham property.

Norfolk Kitchen and Bath is a fourth generation family owned business. We currently have five kitchen and bath showrooms and Framingham will be our sixth. Norfolk Kitchen and Bath works with contractors as well as homeowners to design, supply, and in some cases install a complete kitchen or bathroom project.

What has brought you to Framingham?

Norfolk has been looking to add a location in the MetroWest area. We were lucky enough to find a building that fits our space needs for sale. We see lots of great growth potential in the Framingham market and surrounding towns.

Anything else you would like our readers to know?

If you are in the market for a new kitchen or bathroom, please stop by and visit. We offer free no charge design services. We plan to be open in April 2020.

Framingham Brownfields Program

The [Framingham Brownfields Program](#) provides free environmental assessments to commercial properties throughout the city. In addition, the program serves to advise property owners on environmental issues and answer questions about managing and redeveloping possibly contaminated properties.

comedy? Are you looking for a place to dance the night away? Do you love plays and musicals? Framingham has something for you.

Since 2005, [Amazing Things Arts Center](#) - recently rebranded to ātac - has been enriching the visual and performing arts scene in Framingham from their renovated firehouse at 160 Hollis Street in Downtown Framingham. Conveniently located near restaurants and transit, they host feature shows on Friday and Saturday throughout their season, as well as weeknight open mics, panel discussions, and other community events. This fall, long-time favorites like [New Black Eagle Jazz Band](#), [Five O'Clock Shadow](#), and [The Love Dogs](#) return to the stage. They are also welcoming new acts like Boston Music Awards nominee, [Anjimile](#), Tiny Desk Concert Finalist, [Corey Laitman Trio](#), and [Rogue Burlesque](#), an award winning burlesque troupe from Boston! [The Boston Comedy Chicks](#) (producers of the Women in Comedy Festival) will be at their monthly comedy shows.

If finding great local artists is your sweet spot, ātac also curates [four different galleries](#): Gallery160 and Stage Gallery at the firehouse, as well as two satellite galleries, Morton Street Gallery in Exhibit 'A' Brewing and The Starbucks Gallery on Rt 9.

Jannelle Codianni, Interim Executive Director of ātac reminds everyone to mark their calendars to "shop their Holiday Market on Small Business Saturday! Come in during business hours (Tue-Fri 12-6) to see what's coming up, get your tickets, or check out what's in the galleries!"

The US Environmental Protection Agency (US EPA) defines a brownfield site as "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." The funding helps Framingham examine and assess environmental conditions on particular sites in Framingham that are being considered for redevelopment. In addition to conducting environmental testing across the city, the grant funding will also help support the continued work of the [Southeast Framingham Brownfield Plan](#). Using funds from the US EPA, the program works with property owners to help them understand.



68 South Street - Before



68 South Street - After

Environmental Assessment work includes a range of opportunities. Phase 1 Assessments include site history and an assessment of potential concern. There are no state or federal reporting requirements at this stage and many times this level of investigation is enough for a property owner or buyer to unlock financing or close a sale. Phase 2 Assessments involve soil and water testing and more precise definition of any environmental concerns. The City's environmental consultants (Licensed Site



Other great sources of music are some of Framingham's restaurants both downtown and in other districts. [Exhibit 'A' Brewing](#) features live music every Friday night from 7-9pm and occasionally on Saturdays. Weather permitting, they also have live music on Sundays in their new Beer Garden from 1-3pm through October. [Pho Dakao](#) in Downtown has live jazz music every Friday night from 7:30-11pm with some upcoming performances in September from [Oracle Project with Zeke Martin](#), [Cindy Lou Band](#), [The Brett Bottomley Trio](#), and [Lori Dow and Friends](#). For a taste of local talent, stop by [Sofa Café](#) on the last Friday of every month from 6:30-8:30pm to enjoy [live performances by local musicians](#). There is live music every Thursday, Friday, and Saturday at [Ken's Steakhouse](#) in their lounge along with live music on the weekends at [Braza Grill](#), [El Mariachi](#) and [Taqueria Mexico](#).

The [Framingham Library](#) also hosts live music events through their Outdoor Summer Jazz Series and continues with their [Sunday Concert Series](#) this fall. There is also a concert in November from the [Heritage Chorale](#), a group of about 100 local people from more than 30 MetroWest communities.

Framingham also has outstanding [Fine and Performing Arts programs](#) in

Professionals or LSPs) work with property owners at every step to make sure they understand and have a comfort level with any work to be performed. Additional potentially eligible activities under the program include redevelopment planning and soil management as well as advising on future uses and potential mitigation strategies if there is contamination.

The Framingham Brownfields program was established in 2008. Since then, Framingham has received \$1.1 million in federal funding for redevelopment of Brownfield sites, all helping to support Framingham's continued efforts to stimulate and promote economic development, restore neighborhoods, increase local job and revenue opportunities, rehabilitate contaminated properties to productive use, and improve the quality of life for residents.

For more information on Framingham's work to rehabilitate Brownfields in the city, please visit www.framinghamma.gov/Brownfields.



McAuliffe Branch Library location - before

the school system as well as at [Framingham State University](#). The public is invited to attend any of the upcoming performances:

- Fuller Middle - [The Lion King, Jr.](#)
- Framingham High - [Shakespeare in Love](#)
- Walsh Middle - [Matilda](#)
- Cameron Middle - [Frozen, Jr.](#)
- Framingham High - [Les Miserables](#)
- Framingham State University Arts and Ideas Program invites the public to join them on campus with a regular [series of events](#)

Local performers can also join forces with [Red 13 Studios](#) on Concord Street, a team of producers, engineers, photographers, and videographers, that have fully-equipped "Creator Suites" that are fully equipped with industry-standard technological equipment - like a maker space for performing arts.

Bookmark the [Choose Framingham Calendar](#) of events to see all of these opportunities in one place and always have something to do on Saturday night!

Framingham EDIC

chooseframingham@framinghamma.gov

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



McAuliffe Branch Library - After - Photo Credit Lynne Damianos

STAY CONNECTED

