

## News from the Economic Development Division

### EDD Welcomes New Director Lisa Hemmerle



Lisa Hemmerle is the new Director of Economic Development at the City of Cambridge's Community Development Department. Lisa is a highly skilled economic development professional with a strong track record in strategic planning, business development, and project management.

Prior to working for the CDD, Lisa worked as the Deputy Director of Economic Initiatives at the Boston Redevelopment Authority. She was charged with developing, promoting and implementing strategies to attract new business to Boston and retain existing Boston businesses. Lisa also was the founder and executive director at New Hampshire nonprofit and worked for KPMG LLP as a consultant on trillion dollar international banking clients. Lisa graduated summa cum laude from both Northeastern University in 1996 and Harvard Kennedy School in 2007. Lisa is a 2007 Lucius N. Littauer Fellow, recognizing academic achievement at Harvard Kennedy School, and a 2010 Boston Business Journal "40 Under 40" Honoree, recognizing emerging leaders in Boston. She looks forward to working with everyone in the Cambridge community.

### New Incubator and Coworking List



EDD recently compiled a listing of [coworking and incubator spaces here in Cambridge](#). Check out the listing of spaces and our other [startup resources](#) online. If we are missing something, let us know!

### Upcoming Workshops

#### More Than Just a Website: Extending Your Reach Online



**Tuesday, May 14, 8:30 a.m. - 10:30 a.m.,  
[Cambridge City Hall Annex](#), 2nd floor.  
Free for eligible Cambridge businesses and entrepreneurs, \$20 for others.  
*Presented by Nancy Wolfe Leary, Online Amplify.* At this workshop learn easy-to-implement tips to help you improve your**

online visibility, build your brand, and grow your website traffic. Topics discussed will include making your website more intuitive for visitors, engaging in social media effectively and the mystery of Search Engine

### Quick Links

[Economic Development Division](#)

[Spring 2013 Workshop Calendar](#)

[Upcoming Events](#)

[Central Square World's Fair - May 18, 2013](#)

[East Cambridge Business Association Freedom Run - May 26, 2013](#)

[Food Truck Festival in Kendall Square - June 8, 2013](#)

[Make Music Harvard Square - June 22, 2013](#)

Follow CDD!



Optimization (SEO). In this workshop, participants are encouraged to submit their existing website for critique during the session.

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### **Real Estate Leasing Basics for Small Businesses**

**Thursday, May 23, 6:00 p.m. - 7:00 p.m., [Cambridge City Hall Annex](#), 2nd floor. Free for all. Presented by Jesse BaerKahn, City Retail.**

This workshop will go over the basic provisions of a lease and discuss business issues, legal issues and options and variations of a small business lease. Participants will receive handouts and other materials to bring back to their business. This is a GREAT workshop for those looking to sign a lease, or are negotiating a renewal.

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### **Cambridge Riverfront Mobile Food Program is back and bigger!**



The successful [Riverfront Mobile Food Program](#) is back with new and exciting offerings for the 2013 season. This year will include more spaces at Riverbend Park during the Memorial Drive road closure on Sundays and spaces for participating vendors at North Point Park along the Charles River on Saturdays and Sundays.

Check them out when you get a chance!

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**To pre-register for workshops please contact Pardis Saffari at 617-349-4654 or [psaffari@cambridgema.gov](mailto:psaffari@cambridgema.gov).**