



## CHESAPEAKE BASIC ECONOMIC DEVELOPMENT COURSE AGENDA – SUBJECT TO CHANGE!

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### MONDAY, JULY 26

<b>FACILITATOR</b>	<b>Helga T. Weschke, CEcD</b> <i>Managing Director, Office of Business Services</i> MD Department of Business & Economic Development (DBED) MEDA Professional Development Committee Member
8:30 AM – 9:00 AM	<b>Registration and Continental Breakfast</b>
9:00 AM – 9:30 AM	<b>Welcome, Class Introductions, and Case Study Discussions</b>
9:30 AM– 11:30 AM	<b>Introduction to Economic Development</b> <b>Jeffrey Finkle, CEcD</b> <i>President and Chief Executive Officer</i> International Economic Development Council (IEDC)
11:30 AM – 12:30 PM	<b>Lunch and Case Study Prep</b>
12:30 PM – 2:30 PM	<b>Strategic Planning</b> <b>Richard W. Story, CEcD, FM</b> <i>Chief Executive Officer</i> Howard County Economic Development Authority MEDA Membership Chair MEDA Past President & MEDA Hall of Fame
2:30 PM– 2:45 PM	<b>Break</b>
2:45 PM – 4:45 PM	<b>Business Retention and Expansion</b> <b>Timothy R. Troxell, CEcD</b> <i>Executive Director, Economic Development</i> Hagerstown-Washington County Economic Development Commission President, The MEDA Foundation, Inc.
4:45 PM– 5:00 PM	<b>Travel to Hotel for Reception</b>
5:00 PM – 7:00 PM	<b>Networking Reception</b> Hosted by the MEDA Young Leaders Latin Quarter in Annapolis <i>Meet and greet students, instructors, and friends of MEDA</i>



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**TUESDAY, JULY 27**

**FACILITATOR:** **Amy E. Seitz**  
*Director of Community Access & Partnership*  
Maryland Department of Housing & Community Development

9:00 AM – 9:30 AM	<b>Continental Breakfast</b>
9:30 AM – 10:15 AM	<b>Board bus for travel to Bel Air</b>
10:15 AM– 10:30 PM	Arrival and Break
<b>10:30 – 12:00</b>	<b>Community and Neighborhood Development</b> <b>Amy E. Seitz</b> <b>Panel to be announced</b>
12:00 PM – 1:00 PM	<b>Lunch at Bel Air Armory</b>
1:00 PM – 2:00 PM	<b>Free time in Bel Air</b>
2:00 PM – 3:00 PM	<b>Travel back to AACCC Campus</b>
3:00 PM –	<b>Case Study Work and Free Time</b>



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**WEDNESDAY, JULY 28**

**FACILITATOR**

- 8:30 AM – 9:00 AM      **Continental Breakfast**
- 9:00 AM – 10:30 AM      **Economic Development Research and Trends**  
**Roger J. Venezia, CEcD**  
*Deputy Director, Research*  
Maryland Department of Business & Economic Development  
MEDA Professional Development Committee Member
- 10:30 AM – 10:45 AM      **Break**
- 10:45 AM – 12:45 PM      **Small Business Development and Entrepreneurship**  
**Casey Willson**  
*Retail Industry and Sustainability Programs Manager*  
MD Small Business Development Center  
University of Maryland, College Park
- 12:45 PM – 1:45 PM      **Lunch**
- 1:45 PM – 3:45 PM      **Marketing and Business Attraction**  
**Dyan L. Brasington, CEcD, FM**  
*Vice President*  
*Division of Economic and Community Outreach*  
Towson University  
MEDA Past President  
MEDA Hall of Fame
- 3:45 PM –                      **Case Study Work and Free Time**



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**THURSDAY, JULY 29**

**FACILITATOR**                      **Laurie M. Boyer, CEcD**  
*Executive Director*  
Frederick County Office of Economic Development  
MEDA Professional Development Committee Chair

8:30 AM – 9:00 AM                **Continental Breakfast**

9:00 AM – 11:00 AM              **Workforce Development**  
**Laurie M. Boyer, CEcD**

11:00 AM – 11:15 AM            **Break and Board Bus**

11:15 AM – 2:00 PM              **Real Estate ReDevelopment and Reuse**  
**Lisa Webb, CEcD**  
*Business Development Director*  
Anne Arundel Economic Development Director

This is out-of- class site tour of two locations in Anne Arundel County.  
We will end at the Anne Arundel Economic Development Corporation Office for a briefing by:

Robert L. Hannon  
President  
AAEDC  
Lunch will be served

2:15 PM – 4:15 PM                **Managing Economic Development Offices**  
**Richard Griffin, CEcD**  
*Executive Director*  
City of Frederick Economic Development

4:15 PM – 6:00 PM                **Case Study Work**



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**FRIDAY, JULY 30**

<b>FACILITATOR</b>	<b>Linda Ellerton, CEcD</b> <i>Manager, Workforce Development, MD Biotechnology Center</i> MD Department of Business & Economic Development
8:30 AM – 9:00 AM	<b>Continental Breakfast</b>
9:00 AM – 11:00 AM	<b>Financing for Economic Development</b> <b>D. Gregory Cole</b> <i>Finance Director</i> MD Department of Business & Economic Development
11:00 AM – 11:15 AM	<b>Break</b>
<b>CASE STUDY PANELISTS</b>	<b>Linda Ellerton, CEcD</b>  <b>Sharon W. Disque, CEcD (?)</b> <i>Executive Director</i> Hagerstown Neighborhood Development Partnership MEDA Professional Development Committee Member  <b>Matthew W. Diaz, CEcD</b> <i>Director</i> Allegany County Department of Economic Development  <b>Vernon J. Thompson</b> <i>Executive Director</i> Cecil County Office of Economic Development
11:15 AM – 11:45 AM	<b>Group 1 Case Study</b>
11:45 AM – 12:15 PM	<b>Group 2 Case Study</b>
12:15 PM – 1:15 PM	<b>Lunch</b>
1:15 PM – 1:45 PM	<b>Group 3 Case Study</b>
1:45 PM – 2:15 PM	<b>Group 4 Case Study</b>