

MEDA 2016 Annual Conference

*The Economic Dynamics
of Live, Work & Play*

MEDA

Maryland Economic
Development Association

Economic Development
Transforms lives.

May 1 - 3, 2016

Hyatt Regency, Chesapeake Bay

Business attraction and retention are top priorities for states, cities, and economic and community developers. This conference will highlight what is required for planning and executing the right mixture of quality-of-life amenities that attract businesses, employees, residents and visitors.

While not all communities have world-class stadiums or major entertainment venues, they still possess recreational, cultural and entertainment assets, offering a lifestyle which appeals to employers, employees and residents. Our presenters will focus on identifying and constructing the key elements crucial to creating a dynamic, vibrant community where people want to *Live, Work & Play*.

*55 Years
of Transforming Lives*

Welcome to the 55th Annual Conference of the Maryland Economic Development Association (MEDA). Many in attendance today will recall the precursor to MEDA, the Maryland Industrial Development Association, or MIDAS, as it was fondly referred. Four times a year for 55 years MEDA has been the one statewide economic & community development organization where everyone involved in making our state a better place to *Live, Work, and Play* has come together to share ideas, meet our peers, learn something new, and launch collaborations that deliver positive results for our citizens.

This year our theme is *The Economic Dynamics of Live, Work, and Play*. The Annual Conference Program Committee focused their attention on Leadership, Vibrant Communities, and Emerging Economies. They provided a forum for everyone to have a voice through the Ignite Sessions on Tuesday. They invited national impression makers to serve as keynote speakers. They reconvened members of the Governor's Cabinet who directly interact with our members on a regular basis for a roundtable discussion. And what is a MEDA Annual Conference without Anirban Basu? Look for Anirban to follow the roundtable this year on Monday.

None of what is accomplished through MEDA would be possible without our members and our sponsors. We extend a great deal of gratitude to you, our members, for serving on the committees, providing feedback, identifying content and speakers, and for being involved in the process.

To our sponsors we say Thank You! Because of your support, MEDA continues to offer quality, affordable programming. We could not do it without you.

In closing, we invite all attendees to engage with the speakers and panelists, get to know someone you didn't know before you came to the conference, and reconnect with someone you haven't seen in a while. At the end, we hope you leave having learned something new, met someone new, and started something new.

Happy Anniversary to everyone!



Pamela Ruff
Executive Director



*55 Years
of Transforming Lives*

Saturday, April 30, 2016

5:00 – 6:00 pm
Brigantine Room

COUNCIL OF PAST PRESIDENTS' MEETING – BY INVITATION ONLY

The Council of Past Presidents' Annual Meeting is exclusively for Past Presidents.

6:00 – 8:00 pm
*Eagle's Nest at the
Golf Course*

EARLY BIRD DINNER AND PAST PRESIDENTS' RECEPTION

Sponsor: MEDCO

The Council of Past Presidents invites MEDA volunteers and early conference arrivals to join them for a buffet dinner. Reservations required.

Sunday, May 1, 2016

11:45 am – 4:30 pm
*Chesapeake Foyer
side entrance/parking
lot to board bus*

DHCD REVITALIZATION TOUR

Cambridge Main Street: Attracting Investment thru Live, Work & Play

Sponsor: Maryland Department of Housing & Community Development

For nearly 15 years the City of Cambridge has partnered with Cambridge Main Street to use the Main Street Maryland program to strengthen and revitalize the downtown commercial district for locals and visitors alike. Join us as we explore how the dynamics of *Live, Work & Play* are being used to attract private investment to bring once vacant properties back to life and influence the development of others.

Our panel of experts: **Brett Summers, NOVO Properties; John Renner, Cross Street Partners** and **Stanley Keyser, Keyser Development Corporation** will share their Cambridge projects with us as well as their thoughts on what incentives work best to bring private investment. We'll also have a downtown walking tour to see some of the development projects and we'll visit the cannery and taproom with the owners of RaR Brewing.

NOTE: We will be visiting both completed and potential development projects that will require walking stairs/steps and uneven terrain. Lunch will be provided.

12 – 5 pm
*River Marsh
Golf Club's
Clubhouse*

MEDA ANNUAL GOLF TOURNAMENT – shotgun start

Sponsor: Baltimore Gas & Electric Company

Chair: John M. Wasilisin, President & COO, TEDCO

Soft spikes and collared shirts are required; no denim pants or cutoffs. Prizes awarded for first, second, and third place teams; individual prizes for closest to pin and longest drive.

4:00 pm

HOTEL CHECK-IN BEGINS

5:30 pm
Chesapeake Foyer

CONFERENCE REGISTRATION

6:00 – 7:00 pm
Chesapeake Foyer

WELCOME EARLY BIRD ARRIVALS & NEW MEDA MEMBERS RECEPTION

Sponsor: *The Daily Record*

Host: MEDA Membership Committee

Celebrate and welcome the members who have joined since June 2015. All registrants have an opportunity to mix and mingle with new members, the MEDA Board of Directors, conference speakers, and sponsors. *Open to all conference registrants!*

Sunday, May 1, 2016 continued...

7:00 – 9:00 pm

*The River's Edge
(Weather backup in
Chesapeake A/B/C/D)*

NETWORKING DINNER

Sponsors: City of Salisbury
Kent County Economic Development
Maryland Agricultural and Resource-Based Industry Development Corp.
(MARBIDCO)

Join your colleagues for an informal and delicious meal. Bring your business cards and get to know someone new!

9:00 – 11:00 pm

*Hyatt lobby to
board bus*

GHOST WALKING TOUR OF CAMBRIDGE

Sponsor: Chesapeake Ghost Walk
Hyatt Regency Chesapeake Bay

Take a walk down Haunted High Street in Historic Cambridge – notably the most haunted street on the Eastern Shore. Sites on the CAMBRIDGE GHOST WALK include Christ Church and graveyard with its singing tree, the ghost of George Woolford who hanged himself in the old bank, the spirit of Bloody Henny haunting the grounds of the Dorchester County Courthouse, and Long Wharf with its stories of pirates and phantom ships, and seven of the beautiful homes on historic High Street including the oldest house in Cambridge – the Josiah Bayly.

Monday, May 2, 2016

7:45 – 9:00 am

Chesapeake A/B/C/D

OPENING BREAKFAST and KEYNOTE ADDRESS

Sponsor: Maryland Department of Housing & Community Development

Welcome: Senator Adelaide C. Eckardt

Keynote: Peter Kageyama, Author
For the Love of Cities: The Love Affair Between People and Their Places

Introduction: Ellington C. Churchill, Jr., Deputy Secretary
Maryland Department of Housing & Community Development

Peter Kageyama is an internationally recognized expert on community development and grassroots engagement. Peter has traveled the world learning and speaking about issues of local community development, talent attraction and retention and creative industries development. He will share with us why economy alone will not attract investment to your city or town and why place and community making is essential for rural, urban and suburban communities to thrive. Peter is the author of *For the Love of Cities: The Love Affair Between People and Their Places* and the follow up, *Love Where You Live: Creating Emotionally Engaging Places*. He will be available to sign copies of his books following his keynote and throughout the day.

Monday, May 2, 2016 continued...

9:00 – 9:30 am **MEDA MEMBERSHIP BUSINESS MEETING - All attendees invited**

Chesapeake A/B/C/D

Year in Review: Keasha N. Haythe, CEcD, President
Approval of Minutes: Heather M. Gramm, CEcD, Secretary
Treasurer's Report: Sean M. Looney, Treasurer
Membership Report: Danny K. Thompson, Membership Chair
Election of Officers: Laurie M. Boyer, CEcD, Past President

9:30 – 9:45 am

Chesapeake Foyer

BREAK

Sponsor: Cecil County Office of Economic Development

Take this opportunity to network and meet exhibitors. Silent Auction items will be on display.

9:45 - 10:45 am

Chesapeake E/F/G

VISION TO LEADERSHIP PANEL

Moderator: Richard G. Griffin, AICP, CEcD
City of Frederick Department of Economic Development

Panelists: Jacob R. Day, Mayor of Salisbury
Anthony Rodgers, Co-Founder/Managing Partner, Antson Capital Partners
Marc D. Weller, President, Sagamore Development

As economies become more globalized, how do we create and maintain unique communities where people want to *Live, Work & Play*? How do leaders in the industry further their vision? Our experts will address how, as leaders, they worked with the community to bring their vision to fruition.

10:45 – 11:00 am

Chesapeake Foyer

BREAK

Sponsor: City of Frederick Department of Economic Development

Take this opportunity to network and meet exhibitors. Silent Auction items will be on display.

11:00 – 12:30 pm

Chesapeake E/F/G

VIBRANT COMMUNITIES

Moderator: Jody L. Clark, Chief Operating Officer, Beatty Development Group, LLC

Panelists: Sean D. Davis, Principal, Morris & Ritchie Associates, Inc.
Colin D. Greene, Director of Urban Design, Streetsense
Marshall W. Snively, Executive VP & COO, Lancaster City Alliance

Maryland is home to many exciting and dynamic communities. Big or small, urban or rural, every city wants growth and a better quality of life for its residents. What makes a community vibrant? Is it planning, available amenities, having market-appropriate retail, community engagement, or the investment of new industries? Our panel of experts will discuss how all these things and more can provide economic professionals the tools they need to promote business and development, expand tax bases, increase property values, and improve quality of life for residents, workforce, and visitors.

Monday, May 2, 2016 continued...

12:30 – 2:30 pm

Chesapeake A/B/C/D

LUNCHEON AND ROUNDTABLE WITH GOVERNOR'S CABINET

Sponsor: Comcast

Members of Governor Hogan's cabinet will conduct a roundtable discussion with attendees.

Moderator: Sean M. Looney, Vice President, State Government Affairs, Comcast

Panelists:

David R. Craig

Secretary, Maryland Department of Planning

James D. Fielder, Jr. PhD

Secretary, Maryland Higher Education Commission

R. Michael Gill

Secretary, Maryland Department of Commerce

Ben Grumbles

Secretary, Maryland Department of the Environment

Kenneth C. Holt

Secretary, Maryland Department of Housing & Community Development

Herbert Jordan III

Deputy Secretary, Governor's Office of Minority Affairs

James F. Ports, Jr.

Deputy Secretary for Operations, Maryland Department of Transportation

Kelly M. Schulz

Secretary, Maryland Department of Labor, Licensing & Regulation

2:30 – 2:45 pm

Chesapeake Foyer

BREAK

Sponsors:

University of Maryland Eastern Shore

Worcester County Economic Development

Tri County Council for the Lower Eastern Shore of Maryland

Take this opportunity to network and meet the exhibitors. Silent Auction items will be on display.

2:45 – 3:45 pm

Chesapeake E/F/G

ECONOMIC OUTLOOK WITH ANIRBAN BASU

Sponsor: Economic Alliance of Greater Baltimore

Keynote:

Anirban Basu, Chairman and CEO

Sage Policy Group, Inc.

Introduction:

Shannon R. Landwehr, President and CEO

Economic Alliance of Greater Baltimore

As always, the presentation will deliver an update of Maryland's economic performance in absolute and relative terms. Attention will also be given to improving the state's business climate in ways that are broadly appealing.

4:00 – 5:00 pm

Chesapeake E/F/G

ECONOMIC DEVELOPMENT DIRECTORS' MEETING

Attendees are invited to join Directors of Economic Development from counties and cities, and state representatives, for a quarterly statewide meeting.

Monday, May 2, 2016 continued...

5:30 – 6:30 pm

Chesapeake Foyer

BANQUET RECEPTION

Sponsor: Washington County Department of Business Development

6:30 – 8:30 pm

Chesapeake A/B/C/D

MEDA ANNUAL BANQUET

Sponsor: Maryland Department of Commerce

Annual Address: Ben Wu, Deputy Secretary, Maryland Department of Commerce

Featuring the Annual 2016 MEDA AWARDS

Sponsor: Miles & Stockbridge P. C.

Awards Presenter: Ranak K. Jasani, Miles & Stockbridge P. C.

Tonight's awards ceremony will honor "standouts" in the field of economic development and the professionals who foster MEDA's success today.

8:30 – 9:30 pm

Chesapeake Foyer

SILENT AUCTION AND RECEPTION

Sponsor: MEDCO

Thank you to all of the MEDA members who donated to the Silent Auction! The Silent Auction benefits the Lofton Scholarship Fund for Professional Development.

Now's your chance to place final bids on the coveted auction items to take home and enjoy!

Tuesday, May 3, 2016

8:00 – 9:00 am

*Chesapeake
A/B/C/D*

OPENING BREAKFAST

Sponsor: Dorchester County Economic Development Department

Introduction: Susan Banks, Business Development Manager
Dorchester County Economic Development Department

Keynote: Matt Carmichael, Editor, Livability.com

Matt Carmichael and his team are combining livability and economic climate intelligence to deliver a product that uses data-driven information about communities and shares that information on the web. The sites also have a blog component that discuss ways to help good communities become great by highlighting demographic and other changes nationally. The discussion places emphasis on the need to build flexibility into our communities in order to provide a place for all our citizens to *Live, Work & Play*.

9:00 – 9:15 am

Chesapeake Foyer

BREAK

Sponsor: Frederick County Office of Economic Development

Take this opportunity to network and meet exhibitors. Silent Auction items will be on display.

Tuesday, May 3, 2016 continued...

9:15 – 10:15 am

Chesapeake A/B/C/D

IGNITE MARYLAND

What's your WOW factor? This is your opportunity to take 5 minutes to share with attendees about a project or program that you think they should know about, keeping the topic in line with our theme of *Live, Work & Play*.

Moderator: Janice I. Riley, Board Member, Maryland Business Incubation Association & Manager, Technology Innovation Center at Hagerstown Community College

Larry T. Twele, CEO, Howard County Economic Development Authority
Economic Development - Transforming Lives

Ammanuel Moore, Economic Development Director, BGE
BGE SEED (Smart Energy for Economic Development) Program

Melanie Miller, Beltway Region, Marketing Communications Manager, Comcast
Comcast Services on a mobile device as you Live, Work & Play!

Lily Qi, Assistant Chief Administrative Officer, Montgomery County
Turning the Page on Economic Development

Lisa Challenger, Director, Worcester County Tourism
Eat, Drink, Buy Art

Katie Parks, Center for Towns Director, Eastern Shore Land Conservancy
What Cambridge Makes, Makes Cambridge: Rebuilding the Packing District

Michael J. Haloskey, Director, Business Lending Programs

MD Department of Housing and Community Development, *Neighborhood Works*

J. Robert Alt, Mayor, Town of Elkton
We are Elkton

Eric Olson, Executive Director, College Park City - University Partnership
Greater College Park: Top 20 College Town by 2020

Paige J. Tilghman, Director of Economic Development, Talbot County
Our People Make it Work

10:15 – 10:25 am

BREAK

This is a quick break to change over to the next panel. Hotel checkout is available until 12 noon!

10:25 – 11:25 am

Chesapeake A/B/C/D

EMERGING ECONOMY

Moderator: Kevin Atticks, Founder, Grow & Fortify

Panelists: Jim Caruso, CEO, Flying Dog Brewery
Jonathan Y. Cook, COO, Blackwater Distilling, Inc.
J. Randall Thompson, President & CEO, Big Cork Vineyards
Julie Verratti, Dir. of Business Development/Founder, Denizens Brewing Co.

What's old is new again! As economic development professionals, we are always on the lookout for the next new thing. It seems Maryland's next new thing is Maryland's old thing – Breweries, Distilleries and Wineries, oh my! Many of these businesses started as hobbies (*Play*) for the founders and have morphed into formidable businesses. We will hear from folks from around the state on the impact of the industry on communities, legislation, and workforce.

11:25 – 11:30 am

ADJOURNMENT

Closing comments will be made by our board president.

12:00 noon

HOTEL CHECK OUT

The Hyatt has extended hotel check out as late as 12 noon.