

MEDA 2017 Annual Conference

*What's Working in
Economic Development*

MEDA

Maryland Economic
Development Association

Economic Development
Transforms lives.

April 30 – May 2, 2017

Hyatt Regency, Chesapeake Bay

Traditional economic development dictates responsibilities for bringing together the right components of business and government for successful implementation of projects that result in jobs and investment for Maryland. But aside from standard retention, expansion, and attraction methods there are significant factors that come into play and contribute to successful results that transform lives. Our conference will focus on a few of these innovative evolutionary ideas that impact *What's Working in Economic Development*.

Economic Development...

- Creates opportunities
- Inspires innovation
- Enriches communities

This year the Maryland Economic Development Association (MEDA) conducts our 56th Annual Conference, convening members from all over Maryland on the shores of the Choptank River in the picturesque town of Cambridge.

Over the years, our members have worked tirelessly to transform the lives of everyone in their communities. This year, the conference will emphasize some of the outside-the-box thinking that goes on in economic development every day to ensure this transformative trend continues. Our conference focuses on *What's Working in Economic Development* by highlighting the unique qualities economic development professionals - our members - possess.

MEDA members and their colleagues work in partnership to provide the kind of leadership and vision that creates opportunities. They respond to challenges with innovative approaches that turn negatives into positives. And they don't shy away from undertaking reuse projects that will enrich the communities in which we live. The speakers on our panels will reflect these facts and offer tips for solutions you can take back to your office and put into practice.

Our keynote speakers provide local, national, and world views on the economy, site selection, and best practices for economic development. We are reprising the Governor's Cabinet luncheon and roundtable and, of course, recognizing those exemplary and outstanding projects, programs, and individuals, during our Awards Banquet.

Finally, we hope you found time to have some fun in the golf tournament or the tour in Cambridge. Our partners provide these pre-conference offerings to enhance your experience and allow options for networking. We hit the ground running with a tight and informative schedule come Monday morning.

We extend our heartfelt thanks to all the members who participate in MEDA by serving on committees, attending courses and programs, sharing your ideas on topics and speakers, and your general involvement in the organization. And we extend our deepest gratitude to the sponsors who contribute every year, and throughout, to enable us to provide affordable rates for all attendees. Without everyone's support, none of this would be possible.

Thank you for joining us. Meet someone new. Connect with a colleague. Welcome a new member. Participate in Q&A. Raise a glass. Honor an awardee. Learn something you didn't know. Take an idea back and implement it. Then share your success throughout the upcoming year. We are in this together and we are proud of your successes!

Sincerely,

A handwritten signature in cursive script that reads "Pamela Ruff".

Pam Ruff
Executive Director

Saturday, April 29, 2017

5:00 – 6:00 pm COUNCIL OF PAST PRESIDENTS' MEETING – BY INVITATION ONLY

Brigantine Room

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

6:00 – 8:00 pm EARLY BIRD DINNER AND PAST PRESIDENTS' RECEPTION

*Eagle's Nest at the
Golf Course*

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

Sponsor: MEDCO

Sunday, April 30, 2017

11:00 am – 5:00 pm DHCD TOUR

Arrive by 10:45 am

Visitor Experience & Spending: Economic Contributions to Local Communities

The economic benefits of visitor spending extend beyond tourism. In today's economy, the greatest value of natural and cultural amenities and recreational opportunities often lie in the ability of communities to attract and retain workers and businesses. Join us as we visit the **Harriet Tubman Underground Railroad National Historical Park** and **Cambridge Main Street** to discuss the role these places have on local economies, generating business sales and supporting jobs and income. Learn more about the national, state and local partnerships that have made the park a reality and how these partnerships are evolving to ensure that visitor experience and spending have a positive impact on economic development throughout the region. *Lunch will be provided.*

NOTE: Bus departs at 11:00 am; be sure to arrive by 10:45 am. Registration required. Chesapeake Foyer side entrance/parking lot to board bus.

Sponsor: Maryland Department of Housing & Community Development

11:45 am – 4:30 pm MEDA ANNUAL GOLF TOURNAMENT – shotgun start at noon

*River Marsh
Golf Club's
Clubhouse*

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.

Sponsor: Baltimore Gas & Electric Company

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

4:00 pm HOTEL CHECK-IN BEGINS

5:30 pm CONFERENCE REGISTRATION

Chesapeake Foyer

6:00 – 7:00 pm

Chesapeake Foyer

**WELCOME EARLY BIRD ARRIVALS &
NEW MEDA MEMBERS RECEPTION**

Celebrate and welcome the members who have joined since June 2016. 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!*

Sponsor: Maryland Environmental Service

Hosted by: MEDA Membership Committee

7:00 – 9:00 pm

The River's Edge

*(Weather backup in
Chesapeake A/B/C/D)*

WELCOME TO THE EASTERN SHORE NETWORKING DINNER

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

Sponsors: Chestertown Business Incubator & Coworking Space
Queen Anne's County Economic Development
Talbot County Department of Economic Development
and Tourism

Tri County Council for the Lower Eastern Shore of Maryland
University of Maryland Eastern Shore (UMES)
Upper Shore Regional Council

Monday, May 1, 2017

7:30 - 8:30 am

Chesapeake A/B/C/D

OPENING BREAKFAST/MEDA MEMBERSHIP BUSINESS MEETING

Join us for coffee and breakfast buffet.

Sponsor: Dorchester County Economic Development Department

Welcome: The Honorable Adelaide C. Eckardt, State Senator

8:00 – 8:30 am

Chesapeake A/B/C/D

MEDA MEMBERSHIP BUSINESS MEETING

All MEDA members are encouraged to attend as we vote in the new slate of officers.

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: Lawrence F. Twele, CEcD, Past President

8:30 – 9:30 am

Chesapeake A/B/C/D

OPENING KEYNOTE SPEAKER

Gray Swoope, a 30-year veteran of economic development, started with an economic development office in rural Mississippi, and went on to serve as Secretary of Commerce for both Florida and Mississippi. Today with VisionFirst Advisors, a division of Butler Snow, LLP, Gray works as both a site consultant and instructor of best practices for EDOs at all levels. Gray's expertise in economic development speaks directly to our theme, *What's Working in Economic Development*. His presentation will set the tone and frame the discussions we will have throughout the conference.

Sponsors: Garrett County Department of Economic Development & The Greater Cumberland Committee

Keynote: Gray Swoope, President & CEO, VisionFirst Advisors

Introduction: Alex McCoy, CEcD, Garrett County Department of Economic Development

9:30 – 9:45 am

Chesapeake Foyer

BREAK

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

Sponsor: Rockville Economic Development, Inc. (REDI)

9:45 – 11:00 am

Chesapeake E/F/G

LESSONS IN LEADERSHIP

As we begin to understand how the vision for our varied communities is linked to economic development, we turn to the leadership within those communities that communicate the vision and provide the resources. Our panel of leaders will discuss how leadership and vision helped transform communities in a changing environment, a shift in economy or by addressing a community need.

Moderator: Renée Winsky, President, Leadership Maryland

Panelists: Scott Dorsey, Chairman & CEO, Merritt Properties

Bill Meagher, CEO, Lakeside Creamery

Carla Reid, General Manager/CEO, Washington Suburban Sanitary Commission (WSSC)

Marc Dubick, Principal/President, Duball, LLC

Alex Núñez, Senior VP of Regulatory & External Affairs, BGE

11:00 – 11:15 am

Chesapeake Foyer

BREAK

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

Sponsor: Carroll County Department of Economic Development

11:15 – 12:30 pm

Chesapeake E/F/G

DOMESTIC DISASTER RECOVERY

When disaster strikes, what significant role does economic development play in recovery? In recent years, there have been a number of disaster-related issues throughout Maryland and our country where the Economic Development Community stepped in to coordinate recovery. Our panel members will present and discuss the economic development challenges and - yes, opportunities - that arise from disaster.

Moderator: Carol Gilbert, Assistant Secretary, Department of Housing & Community Development

Panelists: The Honorable Allan Kittleman, County Executive, Howard County
The Honorable James N. Mathias, Jr., Senator
William Cole, President/CEO, Baltimore Development Corporation
Jeff Finkle, CEcD, International Economic Development Council
Gray Swoope, President & CEO, VisionFirst Advisors

12:30 – 2:30 pm

Luncheon:

Chesapeake A/B/C/D

Roundtable:

Choptank

LUNCHEON AND ROUNDTABLE WITH GOVERNOR'S CABINET

Sponsor: Comcast NBCUniversal

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

Panelists: 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
Roy McGrath, Director/CEO, Maryland Environmental Service
Wendi Peters, Acting Secretary, Maryland Department of Planning
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

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

Sponsor: Worcester County Economic Development

2:45 – 3:45 pm

Chesapeake E/F/G

ECONOMIC OUTLOOK WITH ANIRBAN BASU

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.

Sponsor: Economic Alliance of Greater Baltimore

Introduction: Shannon Landwehr, President & CEO, Economic Alliance of Greater Baltimore

Keynote: Anirban Basu, Chairman and CEO, Sage Policy Group, Inc.

4:00 – 5:00 pm

Chesapeake E/F/G

ECONOMIC DEVELOPMENT DIRECTORS' MEETING

Directors of Economic Development from counties, cities, and state representatives will hold their quarterly statewide meeting. (Attendees are welcome to observe if seating is available.)

5:30 – 6:30 pm

Chesapeake Foyer

BANQUET RECEPTION

Sponsor: *The Daily Record*

6:30 – 8:30 pm

Chesapeake A/B/C/D

MEDA ANNUAL BANQUET

Sponsor: Maryland Department of Commerce

Featuring the Annual 2017 MEDA Awards

Sponsor: 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.

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

Individual Awards Presented by: Robert Brennan, MEDA Hall of Fame

Sponsored by: University System of Maryland and Baltimore Development Corporation

8:30 – 9:30 pm

Chesapeake Foyer

SILENT AUCTION AND RECEPTION

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

Tuesday, May 2, 2017

8:00 – 9:00 am

Chesapeake A/B/C/D

OPENING BREAKFAST

The State of the Industry: The International Economic Development Council (IEDC) surveys its membership of 5,000 economic development organizations every year about their successes and challenges during the previous year, and their priorities in the year ahead. Jeff will provide a summary of these results, highlighting the latest trends in the economic development industry.

Sponsor: Washington County Department of Business Development

Keynote: Jeff Finkle, CEcD, President, International Economic Development Council

Introduction: Britta E. Vander Linden, Deputy Chief of Staff, Office of the Governor

9:00 – 10:00 am

Chesapeake A/B/C/D

MAKER SPACE PANEL

There is an evolution taking place right in your own backyard. Aging retail centers are being repurposed and vacant buildings are under redevelopment for use by “makers.” Maker Space has been defined as collaborative space for making, learning and exploring. And it’s creating a lot of public engagement. Our panel members will discuss the importance of Maker Space and how providing creative economic opportunities in our communities.

Moderator: Shannon Landwehr, President & CEO, Economic Alliance of Greater Baltimore

Panelists: Amy Bonitz, Open Works, President & CEO, Baltimore Arts Realty Corporation
Donna Dodson, Chief Cybersecurity Advisor, NIST, Director National Cybersecurity Center of Excellence (NCCOE)
Beth Brewster, Founder, Chesapeake Culinary Center
Evan Malone, President, NextFab

10:00 – 10:15 am

Chesapeake Foyer

BREAK

Sponsor: Mid-Shore Regional Council

The Hyatt Regency has offered check-out following the adjournment of the conference to anyone who makes an advance request through their front desk/reservations department. Please schedule your late check-out accordingly.

10:15 – 11:15 am

Chesapeake A/B/C/D

STRATEGIES FOR INCLUSIVE ECONOMIC DEVELOPMENT

While Maryland is home to a diverse and highly educated population, we also recognize there are segments of the population that struggle to find economic opportunities for advancement. Therefore, in discussing economic development, it is important to factor in the role the public and private sector play in leveling the playing field and promoting a more inclusive voice. Our panel of leaders will discuss the impact diversity plays in Maryland's economy regarding what's working and what could be done to increase inclusiveness.

Moderator: Kiesha Haughton, Managing Director, Maryland Women's Business Center

Panelists: Sharon Pinder, President/CEO, Capital Region Minority Supplier Development Council
Herbert Jordan, III, Deputy Secretary, Governor's Office of Minority Affairs
Roger Campos, Assistant Secretary for Business Development, DHCD
Tammi Thomas, Vice President for Marketing, TEDCO

11:15 – 12:15 pm

Chesapeake A/B/C/D

IGNITE MARYLAND

Maryland's distinctive economies are highlighted by our Ignite presenters. Topics will focus on the unique aspects (people, place, business) that combine to create successful communities and ultimately sustain economic development.

Moderator: Chris Moyer, Director, Cecil County Economic Development

Aaron Kraus, Director of Market Activation and Policy, Greenworks Lending, *Commercial PACE as an Economic Development Tool*

Dawn R. Medley, Vice President of Business Financing Programs, FSC First, *Creative Financing for a Traditional Hotel Project*

Kris Shock, Director, Strategic Industries & Entrepreneurship, Maryland Department of Commerce, *What is OSIE?*

McKeever Conwell, Deal Team Coordinator, TEDCO, *Minority Business Pre-Seed Fund Program*

Bob Kiernan, Senior Director, The Northeast Maglev (TNEM), *Maglev*

Andrew H. Sargent, Senior Business Development Representative, Western Maryland, Maryland Department of Commerce, *Mountain Maryland Technology Network*

Amanda Fenstermaker, Director, Dorchester County Tourism, *Harriet Tubman Underground Railroad Visitors Center*

IGNITE MARYLAND (continued)

Matthew Sherring, Strategic Partnerships Executive, Maryland Environmental Service, *MES Talks Trash*

Brian Darmody, Associate Vice President for Corporate and Foundation Relations, University of Maryland, *Site Selector-In-Chief: How a Virginian Helped Maryland Win the Nation's Biggest Economic Development Prize*

Martha Schoonmaker, Executive Director, Pinkney Innovation Complex for Science and Technology at Montgomery College, *"There Are No Traffic Jams on the Extra Mile" ~Zig Ziglar*

Mike Thielke, Executive Director, Eastern Shore Entrepreneurship, *Positioning Maryland in Agritech, Aquatech, and Envirotech*

12:30 pm

ADJOURNMENT & DRAWING

Closing comments will be made by our board president. The winner of the drawing for the highly-coveted Apple Watch will be announced. You must be present to claim the prize!! Good luck!!