



Economic Development: an Investment in the Future

Creating Opportunities, Inspiring Innovation, Enriching Communities

It has been said that economic development is the most important non-mandated function government can provide. It has the power to change a neighborhood, a region, and even the world. And while most understand that a healthy local economy is desirable, little is understood about economic development as a discipline and the importance of a sound economic development strategy. Maryland has had a proven record in economic development, but there is a growing need to ensure that strategies are defined and support is unwavering for the necessary investment in economic development that will ensure a successful future for all our citizens.

At the 2015 MEDA Annual Conference we will bring together thoughtful and accomplished leaders for a provocative discussion about how to change the narrative for economic development deliverables that impact our citizens. We will examine how we communicate the "why" of economic development and inspire better performance from the professionals who spend their career working to make their communities a better place.

The Annual Conference will take place *April 26 – April 28, 2015* at the Hyatt Regency Chesapeake Bay in Cambridge, Maryland.

Saturday, April 25, 2015

5:00 – 6:00 pm

COUNCIL OF PAST PRESIDENTS' MEETING – BY INVITATION ONLY

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

Location: Brigantine

6:00 – 8:00 pm

EARLY BIRD DINNER AND PAST PRESIDENTS' RECEPTION

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

Location: Windjammer

Co-Sponsored by: Worcester County Economic Development

Howard County Economic Development Authority

Sunday, April 26, 2015

11:00 am – 5:00 pm DOWNTOWN DEVELOPMENT TOUR

Invest in Downtown and Impact Economic Development All Around!

How does a strong downtown business district impact economic development projects throughout the whole city and attract additional investment? Find out as we explore what Berlin Main Street, State designated since 2008, has accomplished from achieving 100% occupancy to being named the “Coolest Small Town in America” and how those successes have created new investment opportunities outside of the Main Street district. Hear from Mayor Gee Williams and the Town’s Economic and Community Development Director Ivy Wells about which incentives work and which do not and what projects they are looking towards as a result of their thriving Main Street. Additionally, Worcester County Economic Development Director Bill Badger will share information on what the strengthening of Berlin’s downtown businesses means for the economic vitality of the county now and in the future. Lunch will be provided.

Location: Meet at Chesapeake Foyer to board bus from side entrance
Sponsored by: Maryland Department of Housing & Community Development

12:00 – 5:00 pm MEDA ANNUAL GOLF TOURNAMENT – shotgun start

Dress: Soft spikes and collared shirts are required; no denim pants or cutoffs. Prizes awarded for 1st, 2nd, and 3rd place teams; individual prizes for closest to pin and longest drive.

Chair: John M. Wasilisin, Executive Vice President & COO, TEDCO
Location: Meet at River Marsh Golf Club’s clubhouse
Sponsored by: Baltimore Gas & Electric Company

4:00 pm HOTEL CHECK-IN BEGINS

5:30 pm CONFERENCE REGISTRATION (Chesapeake Foyer)

6:00 – 7:00 pm WELCOME RECEPTION

To celebrate the members who have joined since June 2014 all registrants have an opportunity to mix and mingle with the MEDA Board of Directors, conference speakers, and sponsors, and meet our new members. *Open to all conference registrants!*

Hosted by: MEDA Membership Committee
Location: Chesapeake Foyer
Sponsored by: Baker Tilly Virchow Krause, LLP

7:00 – 9:00 pm WELCOME NETWORKING DINNER

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

Location: The River’s Edge (Weather backup in Chesapeake A/B/C/D)
Sponsored by: Maryland Department of Housing and Community Development

Sunday, April 26, 2015, Continued

9:00 – 11:00 pm

CHESAPEAKE GHOST WALK IN EASTON

Enjoy a private nighttime walk led by Mindie Burgoyne through a cemetery with 10,000 graves, one of which is particularly unrestful. People have been hearing the drumbeat of Solomon Barrett, a Revolutionary War fife and drum player for over 100 years. See if you can catch a glimpse of "the Colonel" at the Talbot Courthouse and hear about how he haunts the workers there, and hear about Marguerite, the actress who was murdered at the Avalon Theater. She is still riding the elevator. Walk past the Home of the Friendless where spirits of Eastern Shore orphans occasionally show their sweet faces in the upper floor windows. Walk past Foxley Hall - the most haunted house in Easton - and hear about the mist that still floats through the house and surrounds the gardens. Find out why the Odd Fellows had skeletons in their closets. You'll get a strong dose of history with a little mystery while walking one of the most beautiful historic towns on the Eastern Shore.

Hosted by: Chesapeake Ghost Walk
Location: Meet at Hyatt lobby to board bus
Co-Sponsored by: Hyatt Regency Chesapeake Bay
Talbot County Office of Economic Development

Monday, April 27, 2015

7:30 am

CONFERENCE REGISTRATION

Location: Chesapeake Foyer

7:45 – 9:00 am

OPENING BREAKFAST/KEYNOTE ADDRESS

Mayor Morrissey will share his experiences in building community and strengthening small business through creative and innovative partnerships. One very significant partnership that he spearheaded began with a tweet to Etsy, the online small business venture. Hear how Mayor Morrissey used the online empire to generate investment in local businesses in Rockford and get ideas that you can use and share with your colleagues.

Welcome: Senator Adelaide C. Eckardt
Keynote: Larry Morrissey, Mayor, Rockford, Illinois
Location: Chesapeake A/B/C/D
Sponsored by: Dorchester County Economic Development

9:00 – 9:15 am

BREAK

Take this opportunity to network and meet exhibitors. Silent Auction are on display.

Location: Chesapeake Foyer
Sponsored by: Cecil County Economic Development

Monday, April 27, 2015, Continued

9:15 – 9:45 am **MEDA MEMBERSHIP BUSINESS MEETING - All attendees are invited.**

Year in Review: Lawrence F. Twele, CEcD, President
Approval of Minutes: Kimberly A. Clark, Secretary
Treasurer's Report: Sean M. Looney, Treasurer
Membership Report: Danny K. Thompson, Membership Chair
Election of Officers: Laurie M. Boyer, CEcD, Past President

Location: Chesapeake E/F/G

9:45 - 11:00 am **CREATING OPPORTUNITIES PANEL**

We recognize that our work in economic development helps to create opportunities with new technologies, out-of-the-box thinking and new collaborations that transform how we address issues and solve problems. Learning how to apply these tools allows us, our citizens and our businesses to develop an altered vision for success, helping to redefine how we invest and reinvest in our communities. How do we effectively identify challenges and create new solutions to address them? What new tools can we use to transform our cities, counties and state? What opportunities can we help create locally?

Moderator: Laurie Boyer, CEcD
 Executive Director, Rockville Economic Development (REDI)

Panelists: Scott Raymond, Vice President of Education, Living Classrooms, Inc.
 Greg Cangialosi, Chairman & Co-founder, Betamore
 Co-chair Baltimore Angels; CEO, MissionTix
 Matt Felton, President, Datastory Consulting

Location: Chesapeake E/F/G

11:00 – 11:15 am **BREAK**

Network and meet the exhibitors. Silent auction items will be on display.

Location: Chesapeake Foyer

11:15 – 12:30 pm **ECONOMIC OUTLOOK**

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.

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

Introduction by: J. Thomas Sadowski, President and CEO
 Economic Alliance of Greater Baltimore

Location: Chesapeake E/F/G

Sponsored by: Economic Alliance of Greater Baltimore

Monday, April 27, 2015, Continued

12:30 – 2:15 pm

LUNCHEON AND ROUNDTABLE WITH GOVERNOR’S CABINET

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., Ph.D.
Secretary of Appointments, State of Maryland
R. Michael Gill
Secretary, Maryland Department of Business & Economic Development
Benjamin H. Grumbles
Secretary, Maryland Department of the Environment
Kenneth C. Holt
Secretary, Maryland Department of Housing & Community Development
James F. Ports, Jr.
Deputy Secretary for Operations, Maryland Department of Transportation
Kelly M. Schulz
Secretary, Maryland Department of Labor, Licensing & Regulation

Location: Chesapeake A/B/C/D

Sponsored by: Comcast

2:15 – 2:30 pm

BREAK

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

Location: Chesapeake Foyer

2:30 – 3:45 pm

INSPIRING INNOVATIONS PANEL

We are living in a time where everything is immediate and possible. Developments in innovative technology make it possible for us to talk with anyone at any time, find anything, make anything and describe our thoughts and ideas in three dimensional full color functioning representations before they are even made. As economic development professionals, we understand the significance of introducing new technologies to our communities and the transformations that take place. Join us in engaging with experts who are introducing innovative technologies with collaborative support to impact job growth and development.

Moderator: Brian Darmody
Associate Vice President for Corporate and Foundation Relations
University System of Maryland

Panelists: Patrick Dougherty
Chief Market Analyst, Economic Alliance of Greater Baltimore
Phil Malone
Founder: Garrett Engineering And Robotics Society (GEARS) Inc.
Garrett College Robotics Team
Dan Hoffman
Chief Innovation Officer, Montgomery County, Thingstitute

Location: Chesapeake E/F/G

Monday, April 27, 2015 Continued

3:45 - 4:00 pm **BREAK**

4:00 – 5:00 pm **ECONOMIC DEVELOPMENT DIRECTORS’ MEETING**

Attendees are invited to join Directors of Economic Development from counties and cities, and State representatives for a quarterly statewide economic development directors’ meeting.

Location: Chesapeake E/F/G

5:30 – 6:30 pm **BANQUET RECEPTION**

Location: Chesapeake Foyer

Sponsored by: Forest City – New East Baltimore Partnership LLC
Washington County Department of Business Development

6:30 – 8:30 pm **MEDA ANNUAL BANQUET**

Sponsored by: Maryland Department of Business & Economic Development

Keynote speaker: Jack Andraka

Sponsored by: AstraZeneca

Teen Prodigy, Whiz Kid, Innovator. Jack Andraka was just a fifteen-year-old Maryland high school sophomore when he invented an inexpensive early detection test for pancreatic, ovarian, and lung cancers. He is now an international speaker and an author with his book “*Breakthrough*” released on March 10.

2015 MEDA AWARDS, Sponsored by 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 Jasani, Miles & Stockbridge P.C.

Location: Chesapeake A/B/C/D

8:30 – 9:30 pm **SILENT AUCTION AND PAST PRESIDENTS’ RECEPTION**

Get in your final bids at the Silent Auction benefitting the Lofton Scholarship Fund for professional development. This is the perfect time to thank our Past Presidents for their continued involvement in MEDA.

Hosted by: MEDA Council of Past Presidents

Location: Chesapeake Foyer

Sponsored by: MEDCO

Tuesday, April 28, 2015

8:00 – 9:00 am

OPENING BREAKFAST/KEYNOTE ADDRESS

For 50 years, EDA has provided competitive investments in distressed communities to support their bottom-up strategies to create the right conditions for private investment and job growth. The world has changed dramatically in those 50 years, including what communities and regions need to do to survive and thrive in the field of global competition. We cannot simply build our way to prosperity with only traditional public-private development projects. Find out how EDA has redefined economic development and is innovating for the future by serving as an integrator of Federal economic development programs, and through its support of regional cluster development and innovation strategies in communities across the nation.

Keynote: Tom Guevara
Deputy Assistant Secretary for Regional Affairs
United States Department of Commerce
Economic Development Administration

Location: Chesapeake E/F/G

Sponsored by: The Daily Record

9:00 – 9:15 am

BREAK

Take this opportunity to network and meet the exhibitors.

Location: Chesapeake Foyer

9:15 – 10:15 am

ENRICHING COMMUNITIES PANEL

Speakers will share some of the most current practices for reestablishing towns and neighborhoods as vibrant centers. Highlights include ways to identify areas of underperforming commercial activity, when we should redirect traffic to reclaim our sidewalks and streetscapes, and inspiring achievements that engage community with concepts that enable us to rebuild connections to each other and the places we call home.

Moderator: Kim Clark, Executive VP, Baltimore Development Corporation

Panelists: Gregory Heller
CEO, American Communities Trust
Roger M. Millar
Vice President, Smart Growth America
Director of the National Complete Streets Coalition
Scott Levitan
Sr. Vice President and Development Director
Forest City, New East Baltimore Partnership, LLC

Location: Chesapeake E/F/G

Tuesday, April 28, 2015 continued

10:15 – 10:45 am BREAK & HOTEL CHECK OUT

Take this opportunity to network, check out of the hotel and pack up the car. But you won't want to miss our closing speaker.

Sponsored by: Berman Enterprises

10:45 – 11:15 am ECONOMIC DEVELOPMENT LEADERSHIP INSTITUTE

Like many of us, Mike Casson understands his community from the view of an economic development professional, and he recognizes that his community, like many throughout the U.S., are facing huge challenges. Northern Delaware, in particular has been plagued with two recent auto manufacturing closings and a shift in aging demographics that leaves a majority of his community with an under employed population. These issues exacerbate an alarming trend of neighborhood death spirals with low educational attainment, high crime rates, low income levels, and limited financial and physical capital. Dr. Casson set out to make a change by asking himself this fundamental question: "How do we identify and train tomorrow's economic development leaders?" No easy answer for any of us, but what Dr. Casson found results is a surprising story about how the block and tackle discipline of economic development in the hands of a young enthusiastic generation can dramatically impact a community's sense of self. Dr. Casson will provide some dramatic examples of what these young people have done with a little bit of economic development knowledge to turn their neighborhoods 'right side up' and remind us of how deliberate and sustained methods can result in big wins. Come learn how the Economic Development Leadership Institute came about at Delaware State University, developed an educational program, recruited students, and delivered tangible activity to impact neighborhoods - all in one year!

Speaker: Michael Casson, Jr., Ph.D.

Director, Economic Development and Leadership Institute

Director, University Center for Economic Development & International Trade

Associate Professor of Economics, Delaware State University

Location: Chesapeake E/F/G

11:15 – 11:30 am ADJOURNMENT

Closing comments will be made by our board president.

Remember those surveys we provided when you registered? Turn them in with your business card because this is when we draw for a GoPro! But you have to be present to win.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

The MEDA Annual Conference is recognized by the International Economic Development Council as a professional development event that counts toward the re-certification of Certified Economic Developer (CEcD).