

**“A Primer for Economic Development in Maryland”**  
**March 9, 2018 from 8:30 a.m. to 4:00 p.m.**  
**Anne Arundel Community College/Arnold Campus**  
**Sponsored by: Economic Alliance of Greater Baltimore**

Join MEDA for a one-day training that has been created to provide participants an introduction and overview of how Maryland practices economic development. Course attendees will quickly develop a network of resources and link people and faces, all while building camaraderie among participants to further Maryland’s economic development team.

This course is designed for those who are new to economic development in Maryland, in addition to strategic partners in collaborative industries.

Find out how economic development transforms lives by creating opportunities, inspiring innovation, and enriching communities. Together we can work to make a brighter, more prosperous future for the state of Maryland!

- 9:00 – 9:05     **Welcome Ignite**  
Pam Ruff, Executive Director  
Maryland Economic Development Association (MEDA)
- 9:05 – 10:00     **Fundamentals of Economic Development**  
Jeff Finkle, CEcD, President /CEO, International Economic Development Council
- 10:00 – 10:15     Ignite Maryland Presentations
- 10:15-10:45     **Introduction: Geographic Look at Economic Development in Maryland**  
Kim Clark, MEDA President & Executive Vice President of the Baltimore Development Corporation
- Join us for a discussion of how Maryland’s regions are defined, which organizations support those particular regions, and their unique characteristics command specialized economic development programs. Although this discussion is a must for those who are new to economic development and/or Maryland, those who have been in the industry or are planning to join us for this program will want to hear this discussion as it provides a basis for the remainder of the discussions today.
- 10:45 – 11:00     Ignite Maryland Presentations

**11:00 – 12:30 How Does Maryland “Do” Economic Development**

Our moderator will provide an overview of how state and local representatives work together, and break down the scenarios for how specialized programs depend on the jurisdiction, the company, and the overall needs of the community.

Presenters will provide a discussion of varying approaches for business startups, growth, retention and attraction, from the perspective of the state and rural, suburban and urban communities.

The panel will address significant elements of what goes in to the business development process depending on the jurisdiction, the project, and the requirements of the company. Speakers will share case studies to show the key elements of a project.

Moderator: Larry Twele, CEcD, CEO, Howard County Economic Development Authority

Panelists: Dave Ryan, Executive Director, Salisbury-Wicomico Economic Development  
Laurie Boyer, CEcD, Executive Director, Rockville Economic Development  
Darrell Brown, Director, Charles County Department of Economic Development  
Jayson Knott, Managing Director, Maryland Department of Commerce  
Amy Seitz, Main Street Coordinator, Maryland Department of Housing & Community Development

**12:30 – 1:30 Lunch & Presentation**

What is the Maryland Economic Development Commission (MEDC) and what functions does it perform.

Anirban Basu, Chair, Maryland Economic Development Commission & Chairman & CEO of Sage Policy Group

**1:30 – 2:05 Ignite Maryland Presentation**

**2:05 – 2:20 Break**

**2:20 – 3:20 Maryland’s Economy and Strategic Assets**

What does a business look for in a site location? Does Maryland have the right advantages to attract new businesses? Which industry sectors are more likely to invest in Maryland? How do we compare with other states? This segment will explore Maryland’s value proposition for new business investment.

Roger Venezia, CEcD, Director of Operations and Special Projects, Maryland Department of Commerce

**3:20 – 3:30 Ignite Maryland Presentations**

**3:30 – 4:00 Wrap Up & Interactive Discussion**

Heather Gramm, CEcD, MEDA Vice President & Deputy Director of the Frederick County Office of Economic Development