

# MEDA 2018 Annual Conference *Telling Your Story*

**MEDA**  
Maryland Economic  
Development Association

Economic Development  
*Transforms lives.*

*April 29 - May 1, 2018*

**Hyatt Regency, Chesapeake Bay**

Economic development professionals must communicate complex issues and multiple messages to a diverse — and distracted — set of audiences. How do you break through the noise? How can you craft your messaging for different audiences and maintain consistency? Strong communication is key to building relationships, and relationships are key to effective economic development. Storytelling permeates our jobs, whether we're marketing our communities to regional, national, and international audiences or communicating results to officials, boards, and other stakeholders. The 2018 MEDA Annual Conference will help you nail that narrative, transforming the way you Tell Your Story.

## **Economic Development...**

- Creates opportunities
- Inspires innovation
- Enriches communities

# 2018 Annual Conference Social Media Handles

@MEDAmd | #TellingYourStory | #MEDAAnnual

## Conference Sponsors

- Baltimore Gas & Electric: @MyBGE
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- Carroll County Economic Development: @CarrollEconDev
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- The Daily Record: @MDDailyRecord
- Datastory Consulting: @DatastoryGIS
- Dorchester County Economic Development: @Dorchester4Biz
- Economic Alliance of Greater Baltimore: @Econ\_Alliance
- FirstEnergy Corp.: @firstenergycorp
- Frederick County Office of Economic Development: @FredCoOED
- Howard County Economic Development Authority: @HCEDA
- Kent County Department of Economic Development: @kc\_ecnmcdvlpmnt
- Maryland Department of Commerce: @MDBiz
- Maryland Department of Housing & Community Development: @MDHousing
- Maryland Environmental Service: @MDEnvironment
- Maryland Women's Business Center: @marylandwbc
- Montgomery County Economic Development Corporation: @think\_moco
- Miles & Stockbridge, P.C.: @mstockbridgelaw
- Prince George's County Economic Development Corporation: @ExpandPGC
- Queen Anne's County Economic & Tourism Development: @VisitQueenAnnes
- REDI: @RockvilleREDI
- University of Maryland Eastern Shore: @UMESNews
- Upper Shore Regional Council: @USRC
- Washington County Department of Business Development: @WashCoBizDev

## Conference Speakers

- Ron Kitchens: @ronkitchens
- Michael White: @MDHousing
- Sandy Sponaugle: @sponaugle @Platinum\_PR
- Elizabeth Fitzsimmons: @MDBiz @TravelMD
- Al Hutchinson: @alhutchinson59 @BaltimoreMD
- Scott Pollock: @RScottPollock
- Rob Camoin: @economicdevelop
- Mayor Jake Day: @jacobrday @CityofSBY
- Mayor Gavin Buckley: @gavin4annapolis @CityofAnnapolis
- Sean Looney: @Comcast
- R. Michael Gill: @SecGill @MDBiz
- Ben Grumbles: @MDEnvironment
- Kenneth C. Holt: @MDHousing
- Rob McCord: @MdDPlanning
- Roy McGrath: @MDEnvironment
- Wendi Peters: @wwpeters @MdDPlanning
- James Ports, Jr.: @MDOTNews
- Kelly M. Schulz: @KellyMSchulz @MD\_DLLR
- Anirban Basu: @SageAnirban @SagePolicyGroup
- Lt. Governor Boyd Rutherford: @BoydKRutherford
- Chris Rockey: @PNCBank
- Raymond "Chick" Hamm: @PNCBank
- Christine Ross: @mdchamber
- Melanie Spring: @MelanieSpring
- Tracy Gosson: @TracyGosson
- Matt Felton: @DatastoryGIS
- Suzanne Fischer-Heuttner: @MDDailyRecord
- Dan Schepleng: @DanSchepleng
- Anne Balduzzi: @Balduzzi @MDTEDCO
- Andy Levine: @DCI\_Andy
- Katie Stover: @HighRockGrp

**Saturday, April 28, 2018**

**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**  
*Windjammer*      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 29, 2018**

**10:30 am – 4:00 pm**      **DISPLAY TABLES/EXHIBITOR SET UP**  
*Chesapeake Foyer*

**11:00 am – 5:00 pm**      **COME DISCOVER EASTON**  
**Sponsor:**              Maryland Department of Housing & Community Development

*Arrive by 10:45 am*      This year marks the 20<sup>th</sup> anniversary of the Maryland Department of Housing and Community Development's Main Street Maryland program. Join us as we tour one of our first designated communities — Easton. Since 1998, Easton has been utilizing the Main Street Maryland program to grow businesses and attract both residents and visitors alike. Today, Easton is establishing itself as an innovation center, both in terms of quality of life and economic growth. We will visit the Eastern Shore Conservation Center, a thriving hub for regional nonprofits and community interaction; learn more about the redevelopment of Port Street — connecting the heart of downtown to the waterfront and of course walk Easton's historic Main Street and hear how new businesses are continuing to discover Easton! *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.*

**11:45 am – 4:30 pm**      **MEDA ANNUAL GOLF TOURNAMENT – shotgun start at noon**  
*River Marsh*      Soft spikes and collared shirts are required; no denim pants or cutoffs.  
*Golf Club's*      Prizes awarded for first, second, and third place teams; individual prizes  
*Clubhouse*      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*

**Sunday, April 29, 2018 continued...**

**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 2017. 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**

**Welcome:** Delegate John F. (Johnny) Mautz

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

**Sponsors:**

Kent County Economic Development

Mid-Shore Regional Council

Queen Anne's County Economic & Tourism Development

Salisbury-Wicomico 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

Upper Shore Regional Council

**Monday, April 30, 2018**

**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

**Introduction:** Jeff Trice, Director, Dorchester County Economic Development Dept.

**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:** Kim Clark, President

**Approval of Minutes:** Danny K. Thompson, Secretary

**Treasurer's Report:** Sean M. Looney, Treasurer

**Membership Report:** Renee Winsky, Membership Co-Chair

**Election of Officers:** Laurie M. Boyer, CEcD, Past President

**Monday, April 30, 2018 continued...**

**8:30 – 9:30 am**

*Chesapeake A/B/C/D*

**OPENING KEYNOTE SPEAKER**

Ron Kitchens' experience retaining business, addressing legislative issues, providing vital information for site selectors, combined with his keen sense of leadership, sets the tone for why *Telling Your Story* is important. Ron will focus on how to engage all parties, break through the noise and rise to the top.

**Sponsor:** Frederick County Office of Economic Development

**Introduction:** Helen Propheter, Director, Frederick County Office of Economic Development

**Keynote:** Ron Kitchens, CEcD, Senior Partner, Southwest Michigan First

**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*

**FINDING THE UNIQUE STORY**

Economic development is storytelling; Taking all the data, compelling assets, and success stories and weaving them together to convince businesses to locate, and entrepreneurs to launch and invest in your community. But what differentiates your community from the rest? Our panel of experts will focus on branding, understanding your audience, and messaging to develop the unique economic development story that makes your community stand above the rest.

**Moderator:** Michael White, Chief of Staff, Maryland Department of Housing & Community Development

**Panelists:** Sandy Sponaule, CEO and Founder, Platinum PR  
Elizabeth Fitzsimmons, Managing Director, Division of Tourism, Film, and the Arts, Maryland Department of Commerce  
Al Hutchinson, President & CEO, Visit Baltimore

**11:00 - 11:25 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

**Monday, April 30, 2018 continued...**

**11:25 – 12:25 pm      THREE CONCURRENT BREAKOUT SESSION TOPICS**

*Skipjack A*

Topic #1 - **Attraction/Site Selection Breakout** – now that you know your storytelling goals, how do you tailor that message for attraction? Learn from a site selection expert about the most effective ways to communicate your story to attract businesses.

**Facilitator:** Lucas Cade, Senior Economic Development Advisor, FirstEnergy

**Presenter:** Scott Pollock, Senior Vice President, Juniper Solutions

**Sponsor:** FirstEnergy

*Skipjack B*

Topic #2 - **Metrics/Measuring Success** – Telling your story is one thing, but measuring the success of your economic development organization, and communicating that success to elected officials, board members and community stakeholders is also critical. Learn the most effective and compelling data points to measure to show YOUR ROI, and how to share that information to ensure your community continues to invest in economic development.

**Facilitator:** Daraius Irani, PhD, Vice President, Innovation and Applied Research,  
Towson University

**Presenter:** Rob Camoin, CECD, President and CEO, Camoin Associates

*Chesapeake A/B/C/D*

Topic #3 – **Visioning for Investment** - Vision, leadership and implementation are key elements in telling your story to encourage entrepreneurs, strengthen businesses and ultimately attract investment. Join us as we talk about the way the City of Salisbury has told its story to increase redevelopment and win the bid to host the National Folk Festival and how the City of Annapolis is working to re-tell its story to create a new vision - One Annapolis - an inclusive city, full of opportunities and a flourishing hub for local businesses, residents, and visitors.

**Facilitator:** Roy McGrath, Executive Director, Maryland Environmental Service

**Moderator:** Amy Seitz, Director, Community Access & Partnership, Maryland  
Department of Housing & Community Development

**Presenters:** Mayor Jake Day, City of Salisbury  
Mayor Gavin Buckley, City of Annapolis

**Monday, April 30, 2018 continued...**

**12:30 – 2:30 pm**

**LUNCHEON AND SECRETARIES ROUNDTABLE**

Take this opportunity discuss issues of interest with one or all of the secretaries. Lunch will be served prior.

**Sponsor:** Comcast NBCUniversal

*Chesapeake A/B/C/D*

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

**Panelists:** 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  
Rob McCord, Acting Secretary, Maryland Department of Planning  
Roy McGrath, Executive Director, Maryland Environmental Service  
Wendi Peters, Special Secretary, Smart Growth  
James F. Ports, Jr., Deputy Secretary for Operations, Maryland Department of Transportation  
Jimmy Rhee, Secretary, Office of Small, Minority Women Business Affairs  
Kelly M. Schulz, Secretary, Maryland Department of Labor, Licensing & Regulation

**2:30 – 2:45 pm**

**BREAK**

*Chesapeake Foyer*

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

**Sponsor:** MARBIDCO

**2:45 – 3:45 pm**

**ECONOMIC OUTLOOK WITH ANIRBAN BASU**

*Chesapeake E/F/G*

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.

**3:45 – 5:30**

**Visit with Exhibitors and check out those Silent Auction items!**

**Monday, April 30, 2018 continued...**

**5:30 – 6:30 pm**      **BANQUET RECEPTION**  
**Sponsor:**            *The Daily Record*

**6:30 – 8:30 pm**      **MEDA ANNUAL BANQUET**  
*Chesapeake A/B/C/D*      **Sponsor:**            Maryland Department of Commerce

**Annual Address:** Lt. Governor Boyd Rutherford  
**Introduction by:** R. Michael Gill, Secretary, Maryland Department of Commerce

**Rural Economic Development Partner Presentation:**  
PNC Bank presentation to the Lower Eastern Shore of Maryland Counties

Raymond W. “Chick” Hamm, Jr., Executive Vice President, Market Executive, Greater Maryland, PNC Bank

Christopher (Chris) R. Rockey, SVP, Market Manager, Greater Maryland, Community Development Banking, PNC Bank

**The 2018 MEDA Annual 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:** N. Gordon Knox, Partner, Miles & Stockbridge

**Individual Awards Presented by:** Robert Brennan, Executive Director,  
Maryland Economic Development Corporation

**8:30 – 9:30 pm**      **SILENT AUCTION AND RECEPTION**  
*Chesapeake Foyer*      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!

**Sponsors:**        Cambridge Marketplace  
Montgomery County Economic Development Corporation

*The Hyatt Regency may have check-out following adjournment on Tuesday at 12 noon, based on availability. Please make an advanced request through the front desk department.*



**Tuesday, May 1, 2018**

**7:30 – 9:30 am**

*Chesapeake A/B/C/D*

**OPENING BREAKFAST**

**Breakfast Sponsor:** Datastory Consulting

**Speaker:** Christine Ross, President, Maryland Chamber of Commerce  
Hear a recap of the recent legislative session from the business sector perspective

**OPENING KEYNOTE**

**ROCK YOUR STORY: Organizations with Heart**

Do you remember the last time you heard a truly great story? When you think back on it, you don't remember all of the details but you remember how it made you feel. Great brands make sure you feel something when they share their story - it's time to write your own great story.

This talk speaks to the organizations that have stories to tell but haven't figured out how to share them - yet. Looking at how big brands with big budgets tell stories and how you can tell yours with any budget, I'll share how you can take their ideas and implement them for your own organization. In this keynote, you'll get: examples of brands who tell great stories, ways to tell your own stories, tips on how to build brand ambassadorship, help to make sure people are talking about you. It's up to YOU to rock your story!

**Keynote Sponsor:** Howard County Economic Development Authority  
**Keynote:** Melanie Spring, Branding Expert, Branded Confidence  
**Introduction:** Lawrence F. Twele, CEcD, Howard County Economic Development Authority

**9:30 – 9:45**

**Break**

*The Hyatt Regency may have check-out following adjournment, based on availability. Please make an advanced request through the front desk department.*

**9:45 – 10:45 am**

*Chesapeake A/B/C/D*

**TOOLS AND TECHNIQUES FOR TELLING YOUR STORY**

Now that we've defined the major elements of economic development storytelling, how do you tell that story? What are the most effective tools and techniques economic development professionals can use to get their stories in front of the right audiences? In a time when audiences are overloaded with information, this panel will help you make a lasting impression and influence decisions.

**Moderator:** Tracy Gosson, President, Sagesse, Inc.

**Presenters:** Matt Felton, President, Datastory Consulting  
Suzanne Fischer-Huettner, Publisher, The Daily Record  
Dan Schepleng, President and Creative Director, Kapowza

*Seat change for panel and introductions about 5 minutes*

**Tuesday, May 1, 2018 continued...**

**10:50 – 11:50 am**  
*Chesapeake A/B/C/D*

**THE FUTURE OF ECONOMIC DEVELOPMENT STORYTELLING**

**Sponsor:** Washington County Department of Business Development

The world is changing rapidly, and the economic developer will have to adapt to the wave of the future, particularly in marketing and communications. Technology will continue to impact how we tell our story and how our various audiences receive the message. This panel will provide the most cutting-edge processes available today — and projected for the future — to help economic developers keep telling their stories and stay ahead of the competition.

**Moderator:** Sam Shoge, Economic Development Coordinator,  
Talbot County Economic Development & Tourism

**Panelists:**

Anne Balduzzi, Director, Advisory Services, TEDCO  
Andy Levine, Chairman, Development Counsellors International  
Katie Stover, Vice President, High Rock Studios

**11:50 – 12:00 pm**

**ADJOURNMENT & DRAWING**

Closing comments will be made by our board president. Drawing for Echo – smart speaker compatible with Alexa. You must be present to claim the prize!! Good luck!!

*Special thanks to: Maryland Women's Business Center for donating the prize*

“This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).”



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*