

DRAFT MEDA ANNUAL CONFERENCE
April 28-30, 2019
Hyatt Regency Chesapeake Bay, Cambridge, MD

Transforming Lives through Inclusive Economic Development -

How a Focus on Diversity, Equity and Inclusion in Economic Development Enriches Communities

Join us at the 2019 Annual Conference for an engaging examination of the role economic development plays in creating comprehensive and equitable opportunity for increasingly diverse communities. Maryland's business community and talent pool are increasingly diverse – in gender, nationality, race, income and skill levels. The challenge for economic development professionals is to develop strategies that create opportunity and wealth creation across the spectrum of that diversity. Hear from experts about developing inclusive business development and workforce development strategies, encouraging companies to embrace the development of diverse talent, and embracing greater diversity within our own economic development organizations.

Sunday, April 28

11am **Community Revitalization Presentation (Bus – offsite)**

12noon **Golf Tournament**

Monday, April 29

8:30 – 9:30 am **OPENING KEYNOTE SPEAKER**

Chesapeake A/B/C/D

Dr. Tiffany Jana – Bias, Privilege, and the Power of Personal Narrative. **TMI Consulting** was founded in 2010 as a diversity and inclusion management consulting company. In 2012, the partnership merged with a diversity Benefit Corporation and a marketing LLC founded in 2003. TMI Consulting, Inc. was the first diversity focused B Corporation in the world and earned national and international recognition in the field of organizational development and civic engagement.

9:45 – 10:45 am **Why Diversity, Equity & Inclusion Matter in Economic Development**

Chesapeake E/F/G

The terms diversity, equity and inclusion are words used interchangeably in discussing everything from jobs and the workplace, to education and the social fabric of communities. Join us for this opening panel that will define the issues and expand on the national conversation around why equitable and inclusive economic development strategies matter.

11:15 – 12:15 pm **THREE CONCURRENT BREAKOUT SESSION TOPICS**

Topic #1 – **Workforce Development**

Topic #2: **Impacting Community Factors**

Topic #3 – **Multigenerational Session**

12:15 – 2:15 pm LUNCHEON AND SECRETARIES ROUNDTABLE

Panelists: Secretary, Maryland Department of Commerce
Secretary, Maryland Department of the Environment
Secretary, Maryland Department of Housing
& Community Development
Secretary, Maryland Department of Planning
Secretary, Office of Small, Minority Women
Business Affairs
Secretary, Maryland Department of Labor,
Licensing & Regulation

2:45 – 4:00 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.

5:30 – 6:30 pm BANQUET RECEPTION

6:30 – 8:30 pm MEDA ANNUAL BANQUET

Tuesday, April 30, 2019

8:30 – 9:30 am
Chesapeake A/B/C/D **OPENING BREAKFAST AND KEYNOTE**
Marcus Bullock is a justice reform advocate, public speaker, and entrepreneur. He delivers a powerful story of drugs and crime, incarceration, and second chances. The now-CEO of tech start-up Flikshop, Marcus was charged as an adult at the age of 15 for a carjacking in DC, Marcus spent 8 years in maximum security prison. Since his release in 2004, he has founded 2 businesses, and understands the prison culture, successful reentry, and the needs of inmates. But he also understands entrepreneurship and the power of a job to change lives.

10:00 – 11:00 am
Chesapeake A/B/C/D **Business Development & Entrepreneurship**
Job creation and entrepreneurship are central xxx of economic development. As a result, achieving truly inclusive and equitable economies must include strategies to create jobs that provide opportunity across the social spectrum of communities, ensure equitable access to those jobs, and address barriers to entrepreneurship for women, minority, and lower-income individuals. This panel will examine creative programs that seek to lift youth from poverty to tech jobs, provide access to capital to minority entrepreneurs, and address the unique challenges facing rural communities.

11:00am – 12:00 pm **Community Revitalization** – Diverse and inclusive communities can be culturally-rich, creative and thriving places. There can also be challenges in blending new cultures, and in creating revitalized communities that embrace and integrate the historic fabric of these places. This discussion explores successful strategies for community-building, place-making and revitalization that ensures shared prosperity and equity.

12 noon adjourn