

MEDA 2019
Annual Conference
*Transforming Lives through
Inclusive Economic Development*

MEDA
Maryland Economic
Development Association
Economic Development
Transforms lives.

April 28 – April 30, 2019
Hyatt Regency, Chesapeake Bay

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 look at how economic development can transform lives and communities through diversity and inclusion. Across Maryland, communities are increasingly diverse – in culture, race, ethnicity, disability, gender, income and skill levels. The challenge for economic development professionals is to develop strategies that create opportunities, jobs and wealth creation across the spectrum of that diversity.

Conference sessions will look at national trends and best practices in diversity and inclusion, as well as strategies for inclusive business development and entrepreneurship, workforce development and community revitalization.

Economic Development...

- Creates opportunities
- Inspires innovation
- Enriches communities

Sunday, April 28, 2019

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

Chesapeake Foyer

11:00 am – 5:00 pm MAIN STREET PRINCESS ANNE TOUR – Sponsored by the Maryland Department of Housing & Community Development. Email info@medamd.com to register.

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, CEO/Executive Director, Maryland\$aves

4:00 pm HOTEL CHECK-IN BEGINS

5:30 pm CONFERENCE REGISTRATION OPENS in Chesapeake Foyer

6:00 – 7:00 pm WELCOME EARLY BIRD ARRIVALS & NEW MEDA MEMBERS RECEPTION

Chesapeake Foyer

Celebrate and welcome the members who have joined since June 2018. 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!*

Hosted by: MEDA Membership Committee

Sponsor: Potomac Edison/First Energy

7:00 – 9:00 pm WELCOME TO THE EASTERN SHORE NETWORKING DINNER

Chesapeake A/B/C/D

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

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

Sponsors: Caroline County Economic Development
Kent County Economic Development
Mid Shore Regional Council
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
Upper Shore Regional Council

Monday, April 29, 2019

7:30 - 8:00 am OPENING BREAKFAST/MEDA MEMBERSHIP BUSINESS MEETING

Chesapeake A/B/C/D

Join us for coffee and breakfast buffet.

Sponsor: Dorchester County Economic Development Department

Welcome: The Honorable Adelaide C. Eckardt, State Senator

Introduction: Susan Banks, Director, Dorchester County Economic Development

Monday, April 29, 2019 continued

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. Breakfast remains available

Year in Review: Kim Clark, President
Approval of Minutes: Danny Thompson, Secretary
Treasurer's Report: Sean Looney, Treasurer
Membership Report: Renee Winsky, Membership Co-Chair
Election of Officers: Keasha Haythe, CECD, Past President

8:30 – 9:30 am

Chesapeake A/B/C/D

OPENING KEYNOTE SPEAKER

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. **Absolutely no video photography or audio recording are allowed during this presentation.**

Sponsors: Datastory
Frederick County Office 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: Carroll County Department of Economic Development

9:45 – 11:00 am

Chesapeake E/F/G

Why Diversity, Equity & Inclusion Matter in Economic Development

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.

Moderator: Mary Burkholder, MCP, Vice President, BAE Urban Economics
Panelists: Mike Grella, Founder, Social Equity Ventures
Calvin Butler, CEO, Baltimore Gas and Electric Company
Sarah Miller, Associate VP, Council for Adult and Experiential Learning

Sponsor: Washington County Department of Business Development

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: City of Annapolis Economic Development

Monday, April 29, 2019 continued

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

Choptank A

Session #1: Workforce Development

With unemployment at historic lows and a critical workforce shortage in many industries across the country, creative solutions are necessary to increase workforce participation, serve hard-to-serve populations, and meet new challenges in the labor market. This session will cover creative workforce solutions – including the creation of social enterprises – to support and empower individuals, as well as tools to overcome workplace bias in the hiring process to create new opportunities for both the individual and businesses.

Facilitator: Walter Simmons, President & CEO, Employ Prince George's
Speakers: Cindy Plavier-Truitt, Sr. Vice President & Chief Business Officer, Humanim
Jeff Carroll, Director Social Enterprises, Humanim
Mike Knapp, CEO & Co-Founder, SkillSmart

Choptank B

Session #2: Community Factors that Impact Diversity & Inclusion

Inclusive economic development is important to ensuring access to jobs and prosperity. There are many other factors that communities need to consider in order to ensure a holistic approach to diversity and inclusion. This session will examine the impact of issues such as housing and transportation, and how those factors affect successful economic development strategies.

Facilitator: Tracy Gosson, President, Sagesse, Inc
Speakers: Catherine Buell, Vice President of Policy & Programs, Greater Washington Partnership
Stacy Spann, Executive Director, Housing Opportunities Commission of Montgomery County

Choptank C

Session #3: Leading in a Multigenerational Workplace

In order to retain staff and grow the younger generation of economic developers, Economic Development Office's need to stay competitive and evolve alongside the business community. This session will take a look at unique ways some organizations are making the workplace attractive to a younger workforce including adapting technology, offering mentorship opportunities and adjusting benefits for higher attraction and retention. *This session is brought to you by the MEDA Young Leaders group.*

Facilitator: Allison Akers, Marketing & Outreach Manager, Anne Arundel Economic Development Corporation
Speakers: Michael DuVall, Jr., HR & Benefits Coordinator, FosterThomas, Brian Sheavly, Director of Communications & Marketing, Howard County Economic Development Authority
Lisa Coblentz, Franchise President/Co-Owner, Manpower

Monday, April 29, 2019 continued

12:15 – 2:15 pm

LUNCHEON AND SECRETARIES ROUNDTABLE

Luncheon: Chesapeake A/B/C/D

Roundtable: Choptank

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

Sponsor: Comcast NBCUniversal

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

Panelists: James D. Fielder, Ph.D, Secretary, Maryland Higher Education Commission
Ben Grumbles, Secretary, Maryland Department of the Environment
Kenneth C. Holt, Secretary, Maryland Department of Housing & Community Development
Robert S. McCord, Secretary, Maryland Department of Planning
Roy McGrath, Executive Director, Maryland Environmental Service
James F. Ports, Jr., Deputy Secretary for Operations, Maryland Department of Transportation
Jimmy Rhee, Secretary, Governor's Office of Small, Minority & Women Business Affairs
James E. Rzepkowski, Acting Secretary, Maryland Department of Labor, Licensing & Regulation
Kelly M. Schulz, Secretary, Maryland Department of Commerce

2:15 – 3:30 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.

Introduction by: Jane Shaab, Associate Vice President for Economic Development, University of Maryland, Baltimore and Executive Director of the University of Maryland BioPark

Sponsor: UM BioPark

3:30 – 5:30 pm

Visit with Exhibitors and check out those Silent Auction items!

Special thanks to: Prince George's County Economic Development Corporation for allowing staff photographer Karl King to work with MEDA during the conference.

Monday, April 29, 2019 continued

5:30 – 6:30 pm

BANQUET RECEPTION

Sponsors: *The Daily Record*
Maryland Environmental Service

6:30 – 8:30 pm

Chesapeake A/B/C/D

MEDA ANNUAL BANQUET

Sponsors: Maryland Department of Commerce
Maryland Department of Housing & Community Development

Rural Economic Development Partner Presentation:

PNC Bank presentation to the Upper 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 2019 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: John Wasilisin, Brian Darmody, MEDA Awards Committee Co-Chairs, and Heather Gramm, CEcD, MEDA 2018 Rising Star

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!

Sponsor: Dominion Energy

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, April 30, 2019

8:30 – 9:30 am OPENING BREAKFAST AND KEYNOTE

Chesapeake A/B/C/D

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 and spent 8 years in a maximum-security prison. Since his release in 2004, he has founded 2 businesses, and understands the prison culture, successful reentry, and the needs of people that are incarcerated. But he also understands entrepreneurship and the power of a job to transform lives.

Sponsors: The City of Frederick Department of Economic Development
 Cambridge Marketplace

9:30 – 10:00 am Hotel Check out and Break

Sponsor: Maryland Clean Energy Center/MD Pace

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10:00 – 11:00 am BUSINESS DEVELOPMENT & ENTREPRENEURSHIP

Chesapeake A/B/C/D

Job creation and entrepreneurship are central to 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.

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

Speakers: Dr. Memo F. Diriker, Director, BEACON at Salisbury University
Angela Singleton, Program Manager, Pre-Seed Builder Fund, TEDCO
Kevin Johns, CEO, Future Economies LLC

Tuesday, April 30, 2019 continued

11:00am – 12:00pm COMMUNITY REVITALIZATION

Chesapeake A/B/C/D 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.

Moderator: Keasha Haythe, CEcD, Business Development Associate, Anne Arundel Economic Development Corporation

Speakers: Jennifer Vey, Senior Fellow & Director, Brookings Institute
Joshua Devine, Economic Opportunity Strategist, Fourth Economy
Charles Fairchild, Partner, Cambridge Marketplace

12:00 pm

ADJOURNMENT & DRAWING Closing comments by our board president.

“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).”



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