



Economic Development
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“A Primer for Economic Development in Maryland”
March 22, 2019 from 8:30 a.m. to 3:00 p.m.
Loyola University, Columbia Campus, Howard County
8890 McGaw Road, Columbia, MD Room: PROGRAM 230

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!

8:30 – 9:00 **Networking and Coffee/Continental Breakfast**

9:00 – 9:05 **Welcome**

Kim Clark, President, 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 Presentations: City/Association/County**

Richard Griffin, CEcD, City of Frederick Department of Economic Development

Kim Clark, President, Maryland Economic Development Association (MEDA)

Kelly Robertson-Slagle, Director, Calvert County Economic Development

10:15 – 10:30 **Break**

10:30-11:45 **Maryland’s Economy, Key Industries and Strategic Advantages**

This session provides an overview of Maryland’s economy, its competitive strengths and weaknesses, and key economic assets. We’ll take a closer look at Maryland’s different regions and key industry sectors, how Maryland competes with other states and discuss Maryland’s value proposition for new business investment.

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

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

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11:45 – 12:05 **Ignite Presentations: State Departmental Partners**

12:05 – 12:45 **Lunch**

12:45 – 1:00 **Ignite Presentations: Finance/business Partners**

1:00 – 2:00 **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: Richard Griffin, CEcD, Director, Frederick County Economic Development

Panelists: Dave Ryan, Executive Director, Salisbury-Wicomico Economic Development

Larry Twele, CEcD, President & CEO, Howard County Economic Development

Darrell Brown, Director, Charles County Department of Economic Development

Jayson Knott, Senior Director, Business Development, Maryland Department of Commerce

Amy Seitz, Director, Community Access and Partnership, Maryland Department of Housing & Community Development

2:00 – 2:15 **Break**

2:15 – 2:35 **Ignite Presentations: Statewide Organizations**

2:45 – 3:00 **Wrap Up**

Heather Gramm, Deputy Director, Frederick County Office of Economic Development