



INCLUSIVITY AND RESILIENCE AMID THE PANDEMIC
A FOCUS FOR ECONOMIC AND COMMUNITY DEVELOPMENT

This year, the MEDA Annual Conference focuses on creating a more resilient economy by looking toward a recovery from this unprecedented pandemic. Economic Development has led the way by focusing on the drivers of our economy – every business, no matter how small or large, or where they are located. The pandemic has taken a toll on all of our communities, some more than others, creating unique challenges. Economic Development works to transform lives and will continue to lead into an inclusive recovery for all. Join us as we examine these challenges and explore opportunities that contribute to prosperity for everyone.

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Monday, September 21, 2020

9:30 – 9:45am

MEDA MEMBERSHIP BUSINESS MEETING

All MEDA members are encouraged to attend as we approve the minutes of our May Business Meeting and vote in the new members who have joined since May.

Welcome: Heather Gramm, CEcD, President
Approval of Minutes: Richard Griffin, CEcD, Secretary
Membership Report: Renee Winsky, Membership Co-Chair

GREETINGS FROM Senator Adelaide Eckardt

Introduction by: Susan Banks, Director, Dorchester County Economic Development

9:45 – 10:15am

OPENING KEYNOTE:

**Rodney Oddoye, Senior Vice President of Governmental and External Affairs,
Baltimore Gas and Electric**

Focus on Diversity, Equity & Inclusion: Large corporations often lead the way to a more diverse and inclusive economy through their dedicated programs and extensive outreach. Fortunately for Maryland, Baltimore Gas & Electric (BGE) is an industry leader in this important area. With BGE's leading diversity and inclusion efforts, economic development programs and multi-faceted pandemic response, they have demonstrated both internal corporate benefits and community-wide impacts. Mr. Oddoye will share BGE's success with these initiatives and his personal experiences in building lasting business relationships that benefit all.

10:15 – 10:30am

BREAK

10:30 – 11:30am

CREATING A MORE EQUITABLE ECONOMY

Now, more than ever – a frank equitable economy discussion is needed to encourage an economic recovery for all. The pandemic's devastating effects on all businesses, but particularly on businesses that may have been disenfranchised or struggling pre-COVID-19, is resulting in business closures, mergers, and for many - a redefining of their business models. Government resources are available and new business opportunities exist; panelists will discuss how businesses can be a part of the recovery.

Moderator: Todd Scott, Department of Housing and Community Development,
Neighborhood BusinessWorks

Panelists: Jeff Cherry, Chief Executive Officer/Founder, Conscious Venture Labs
Stephanie Geller, Founder and Director, Community Wealth Builders
Joseph Cureton, Chief Coordinating Officer, Obran Cooperative

Monday, September 21, 2020 (continued)

11:30am – 12:15pm BANKING INITIATIVES TO SUPPORT ECONOMIC DEVELOPMENT

Rob Nichols, President & Chief Executive Officer, American Bankers Association

Under Rob's leadership, the American Bankers Association has taken bold steps with regard to Diversity, Equity, and Inclusion. Rob will address the work his organization has done and focus on an outlook for initiatives that are underway that will be supportive of economic development efforts for low-to-middle income communities.

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

12:15 – 12:30pm BREAK

12:30 – 2:00pm SECRETARIES ROUNDTABLE:

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

Panelists: James D. Fielder, Jr., Ph.D., Secretary, Maryland Higher Education
Commission
Ben Grumbles, Secretary, Maryland Department of the Environment
Jeannie Haddaway-Riccio, Secretary, Maryland Department of Natural
Resources
Kenneth C. Holt, Secretary, Maryland Department of Housing &
Community Development
Robert S. McCord, Secretary, Maryland Department of Planning
Wendi Peters, Special Secretary of Smart Growth
Jimmy Rhee, Special Secretary, Governor's Office of Small, Minority &
Women Business Affairs
Tiffany P. Robinson, Secretary, Maryland Department of Labor
Kelly M. Schulz, Secretary, Maryland Department of Commerce
Greg Slater, Secretary, Maryland Department of Transportation

Tuesday, September 22, 2020

8:30 – 9:45am

KEYNOTE SPEAKER: BACK TO THE FUTURE

Anirban Basu, Chairman and CEO, Sage Policy Group, Inc.

An update on Maryland's and the Nation's economy. Anirban presented at our May 19 Business Meeting. Today he will discuss trends we are currently seeing and give us a look at the remainder of the year from his economic perspective.

9:45 – 10:15am

The 2020 MEDA Annual Awards – Sponsored by Miles & Stockbridge

Today's awards ceremony will honor standouts in the field of economic development and the professionals who foster MEDA's success today.

Awards Presented by: Luisella Perri, Principal, Miles & Stockbridge

Individual Awards Presented by: John Wasilisin, N. Gordon Knox, MEDA Awards Committee Co-Chairs, and Patrick Terranova, MEDA 2019 Rising Star

10:15 – 10:30am

BREAK

10:30 – 11:30am

MARYLAND HOSPITALITY

Maryland's Tourism Industry is listed among the state's top economic sectors. The panel will discuss the positive economic impacts of tourism: visitor spending, jobs, tax generation for state and local jurisdictions, ROI, trends, and challenges overcoming the Covid-19 pandemic.

Moderator: Tom Riford, Assistant Secretary, Maryland Department of Commerce

Panelists: Michael Haynie, Founder, The Maryland Center for Hospitality Training

Michael Dreisbach, Owner, Savage River Lodge

T.J. Brightman, Senior Vice President and Chief Revenue Officer,
Baltimore Orioles

Susan Jones, Executive Director, Ocean City Hotel-Motel-Restaurant
Association

11:30am – 12:30pm **INNOVATING TOWARDS AN INCLUSIVE FUTURE**

Many studies affirm that diversity helps to make companies and communities stronger. And, diversity promotes innovation which can lead to a company's increased market share. With today's ever-changing marketplace, companies are relying on their uniqueness to create new opportunities. This panel discussion will focus on how these successful entrepreneurs are leveraging their distinct backgrounds to build diverse workforces and companies that value different thinking, talents and views.

Moderator: Troy LeMaile-Stovall, Chief Executive Officer and Executive Director
TEDCO

Panelists: Anuja Sonalker, Ph.D., Founder and Chief Executive Officer, Steer

Maria Pilar Rodriguez, President/Owner, MPR Business Solutions, LLC
Ganiyat Badmus, LCSW-C, Clinical Director, Bluntly Coached

Tuesday, September 22, 2020 (continued)

1:00pm

MAIN STREET TOUR (in planning)

“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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