

“A Primer for Economic Development in Maryland”

June 4, June 11, June 18, 2020

Beginning at 9:00am – Online

\$25 MEDA Members/\$50 Non-Members

Join MEDA for a virtual 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!

Thursday, June 4, 2020

9:00 – 9:10 **Welcome**

Heather Gramm, CEcD, President, Maryland Economic Development Association (MEDA)

9:10 – 10:05 **Fundamentals of Economic Development**

Jeff Finkle, CEcD, President /CEO, International Economic Development Council

10:05 – 10:15 **Ignite Presentations: City/County**

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

Denise Beaver, CEcD, Deputy Director, Carroll County Department of Economic Development

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9:00 – 10:15 **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.

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

Helga Weschke, CEcD, Director, Federal Business Relations, Maryland Department of Commerce

10:15 – 10:45 **Ignite Presentations: Higher Education/Finance/Business Partners**

Tom Sadowski, Vice Chancellor, University System of Maryland

Randy Baynes, Senior Account Executive, BGE

Tammi Thomas, Vice President, Marketing, TEDCO

Stephen McHenry, Executive Director, MARBIDCO

Michele Whelley, President, Economic Alliance of Greater Baltimore

10:45 – 12:00 **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: Keasha Haythe, CEcD, Business Development Director, Anne Arundel Economic Development Corporation

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

11:45 – 12:00 Q&A with Panel

Thursday, June 18, 2020

9:00 – 9:10 **Opening comments**

9:10 – 9:30 **Ignite Presentations: State and Financial Partners**

Julie Woepke, Executive Director, Maryland Economic Development Commission

John Genakos, Director of Development, Maryland Economic Development Corp (MEDCO)

Kathy Magruder, CEcD, Executive Director, Maryland Clean Energy

9:30 – 10:15 **State Agencies Panel moderated by: Heather Gramm, CEcD, MEDA President**

How do various State Agencies interact with Economic Development?

Robert McCord, Secretary, Maryland Department of Planning

James Rzepkowski, Assistant Secretary, Maryland Department of Labor

R. Earl Lewis, Jr., Deputy Secretary for Policy, Planning, and Enterprise Services, Maryland Department of Transportation

10:15 – 10:30 **Q&A**

10:30 – 10:50 **Ignite Presentations: More State Partners/Regional and Community Colleges**

Al Delia, Vice President of Regional Development & Engagement, Frostburg State University
Kelly Vaughn, Community Outreach & Sponsorships, MD Department of Housing & Community Development
Sandy Jones, Assistant Dean for Continuing Ed and Workforce Development Programs, Anne Arundel Community College
Signe Pringle, Assistant Secretary, Maryland Department of Commerce

10:50 – 11:15 **Wrap up: Richard Griffin, CECD, MEDA Secretary, Moderator**

Hear a wrap up of the full 3 session. Speakers, based on their availability, will be on hand for questions from attendees.

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