

### AGENDA

December 3, 2020

8:30 am – 11:45 am

## **BUILDING FOR THE FUTURE A SOUTHERN MARYLAND ENTREPRENEURIAL CONFERENCE**

This event is for all entrepreneurs – current and aspiring – to learn about the resources, tools, and assets in Southern Maryland that are the building blocks of the entrepreneurial ecosystem and to share their own insights and experiences to help shape the future of entrepreneurship in the region. The program will include a keynote address on "Building an Agile Economy" from Janyce Fadden, Director of Strategic Engagement, University of North Alabama College of Business, followed by two panel discussions. The first will highlight current entrepreneurial resources; the second panel will present the newly launched Southern Maryland Regional Innovation Collaborative (RIC) with two-way discussion on how that initiative can support and enhance entrepreneurship.

8:30 - 8:35 am

### **WELCOME**

Heather Gramm, CEcD, President, Maryland Economic Development Association  
Kelly Robertson-Slagle, Chair, Regional Innovation Collaborative, Director, Calvert County Department of Economic Development, and Program Committee Co-Chair, Maryland Economic Development Association Board of Directors

8:35 – 8:50 am

### **OPENING REMARKS**

Christopher (Chris) R. Rockey, Senior Vice President, Territory Executive, National Expansion Markets, Community Development Banking, PNC-Certified Women's Business Advocate

8:50 – 9:20 am

### **KEYNOTE SPEAKER -- "Building an Agile Economy"**

Janyce Fadden, Director of Strategic Engagement, University of North Alabama College of Business

9:20 - 10:30 am

### **PANEL DISCUSSION**

Southern Maryland Entrepreneurial Ecosystem Resources

**Moderator:** Ellen Flowers-Fields, Associate Vice President Continuing Education & Workforce Development, College of Southern Maryland

#### **Panelists:**

Wynne Briscoe, Southern Maryland Regional Director, Small Business Development Center

Hugh Burrell, Director, Velocity Center

Tommy Luginbill, Director, Division of Research, University of Maryland College Park, TechPort

Destiny Allen Mitchell, Economic Development Specialist, St. Mary's County Department of Economic Development

Gary Evans, Executive Director, DefTech Maryland

Rick Tarr, Director, Southern Maryland Tech Bridge, NAWCAD Tech Transfer Office

10:30 - 10:35 am **BREAK**

10:35 - 11:35 am **INTERACTIVE PANEL DISCUSSION**  
**Regional Innovation Collaborative Strategic Doing Workgroups**

**Moderator:** Chris Kaselemis, AICP, Director, St. Mary's County Department of Economic Development

**Quality of Life Working Group** - Promote Quality of Life Assets in the Region  
Group Lead - Kellie Hinkle, Deputy Director, St. Mary's County Economic Development

**Startup Ecosystem Working Group** - Create a More Coordinate and Robust Startup Support System  
Group Lead - John Short, Associate Professor of Engineering, CSM Professor of Entrepreneurship, College of Southern Maryland

**Existing Business Diversification Working Group** - Develop Programming and Funding to Support Business Diversification & Small Business Growth  
Group Lead - Lucretia Freeman-Buster, Chief of Business Development, Charles County Economic Development

11:35 – 11:45am **CLOSING AND NEXT STEPS**  
Darréll Brown, Director, Charles County Economic Development, Vice Chair, Regional Innovation Collaborative