



“A Primer for Economic Development in Maryland”
May 25 & 26, 2021 Online
9:00 a.m.
\$40 MEDA Members/\$80 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 to link contacts, 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!

Tuesday, May 25, 2021

- 9:00 – 9:05 **Welcome and Moderator**
 Danny Thompson, President, Maryland Economic Development Association (MEDA)

- 9:05 – 9:15 **Ignite Presentations: City/County**
 Richard Griffin, CEcD, Director, City of Frederick Department of Economic Development
 Jamie Williams, CEcD, Director, Kent County Economic & Tourism Development

- 9:15 – 9:45 **Fundamentals of Economic Development**
 Jeff Finkle, CEcD, President /CEO, International Economic Development Council

- 9:45 – 10:00 **Ignite Presentations: Higher Education**
 Tom Sadowski, Vice Chancellor, University System of Maryland
 Ellen Flowers Fields, Associate Vice President, College of Southern Maryland
 Al Delia, Vice President of Regional Development & Engagement, Frostburg State University

- 10:00 – 11:15 **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.

Panelists:

- Heather Gramm, CEcD, Senior Director, Strategic Industries & Entrepreneurship, Maryland Department of Commerce
- Roger Venezia, CEcD, Director of Operations and Special Projects, Maryland Department of Commerce
- Helga Weschke, CEcD, Director, Federal Business Relations, Maryland Department of Commerce

11:15 – 11:30 **Ignite Presentations:**

Tammi Thomas, Chief Marketing & Communications Officer, TEDCO
Stacy Kubofcik, Senior Programs Officer, MARBIDCO
John Genakos, Director of Development, MEDCO
J. Steward Smith, Business Development Manager, FSC First

11:30 **Day One Wrap Up**

Wednesday, May 26, 2021

9:00 – 9:05 **Welcome and Moderator**

Danny Thompson, President, Maryland Economic Development Association (MEDA)

9:05 – 10:05 **State Agencies Panel moderated by:** Lori Valentine, Vice President of Policy and Public Relations, Prince George's County Economic Development Corporation

Rob McCord, Secretary, Maryland Department of Planning
James Rzepkowski, Assistant Secretary, Maryland Department of Labor
Earl Lewis, Deputy Secretary, Maryland Department of Transportation
Signe Pringle, Deputy Secretary, Maryland Department of Commerce
Owen McEvoy, Deputy Secretary, Maryland Department of Housing & Community Development

10:05 – 10:25 **Ignite Presentations:**

Randy Baynes, Senior Account Executive, Baltimore Gas & Electric
Todd Scott, Deputy Director, Community Engagement/Sponsorship, Maryland Department of Housing & Community Development
Julie Woepke, Executive Director, Maryland Department of Commerce
Michele Whelley, Chief Executive Officer, Economic Alliance of Greater Baltimore

10:25 – 11:45 **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

Kim Clark, Executive Vice President, Baltimore Development Corporation

Darrell Brown, Director, Charles County Economic Development Department

Matt Doyle, Senior Business Development Representative, Maryland Department of Commerce

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

11:45 **Wrap up:** Danny Thompson, President, Maryland Economic Development Association