

## “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

Denise Beaver, CEcD, Deputy Director, Carroll County Department of Economic 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, Vice President, Marketing, TEDCO  
Stacy Kubofcik, Senior Programs Officer, MARBIDCO  
John Genakos, Director of Development, MEDCO  
J. Steward Smith, Business Development Manager, FSC First

11:30 – 11:30 **Q&A**

**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, Director of Communications, 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, Assistant 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 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

**Wrap up:** Richard Griffin, CEcD, MEDA Vice President, Moderator