



“A Primer for Economic Development in Maryland”
June 22, 2022
City Garage, Baltimore

MEDA’s Primer for Economic Development is a one-day session to learn how economic development is done in Maryland. The Primer is an excellent in-person opportunity to meet with important players in Maryland’s economic development world, ask questions, learn about resources and practices, and connect with colleagues in a smaller-scale group setting. Experience the energy and passion in the room when economic development pros get together!

A line-up of inspiring speakers and panels will provide participants with the details of how Maryland practices economic development. Session attendees will grow their network of valuable resources and connections, all while building camaraderie among participants to further Maryland’s economic development team.

This session is designed for new and seasoned economic developers and strategic partners who want to learn from one another. The Primer is an excellent complement to MEDA’s Chesapeake Basic Course for Economic Development being held in July; participants are encouraged to take both to get the benefits of the best in economic development education.

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!

9:00 – 9:15 **Welcome and Moderator**
Richard Griffin, CEcD, AICP, Vice President, Maryland Economic Development Association

9:15 – 9:45 **Fundamentals of Economic Development – Q&A**
An overview of the basics of economic development and an opportunity to have questions answered.

David Iannucci, President & CEO, Prince George’s Economic Development Corporation

9:45 -10:00 Break

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:

Lori Ratzburg, Senior Director, Regional Growth & Retention, Maryland Department of Commerce
Roger Venezia, CEcD, Director of Operations and Special Projects, Maryland Department of Commerce
Sharon Disque, CEcD, Economic Development Manager, City of Gaithersburg

11:15 – 11:30 Break

11:30 – 12:30 **State Agencies Panel**
Hear from State Agency leaders as they discuss how they interact with economic development.

Moderator:

Len Parrish, Director, Community & Economic Development, Harford County

Panelists:

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

12:30 – 1:00 Lunch

1:00 – 1:15 **Ignite Presentations: City/County**

Richard Griffin, CEcD, Director, City of Frederick Department of Economic Development
Heather Tinelli, Director, Economic & Tourism Development, Queen Anne's County

1:15 – 1:45 **Ignite Presentations:**

Randy Baynes, Senior Account Executive, Baltimore Gas & Electric
Frank Dickson, Director, Strategic Business Initiatives, Maryland Department of Housing & Community Development
Julie Woepke, Executive Director, Maryland Economic Development Commission
Tom Sadowski, Executive Director, MEDCO
Tammi Thomas, Chief Marketing & Communications Office, TEDCO
Stanley Tucker, President, Meridian Management Group

1:45 – 2:00 Break

2:00 – 3:00 **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 into 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:

Susan Grimes, Director of Business Development, Washington County

Panelists:

Dave Ryan, Executive Director, Salisbury-Wicomico Economic Development
Kim Clark, Executive Vice President, Baltimore Development Corporation
Jayson Knott, Senior Director, Office of Business Development, Maryland Department of Commerce
Amy Seitz, Director, Community Access and Partnership, Maryland Department of Housing & Community Development
Jessica Reynolds, CEcD, Senior Director, Office of International Investment & Trade, Maryland Department of Commerce

3:00 Wrap-up / Tour of City Garage