

MEDA Annual Conference
April 23 – April 25, 2023
Hyatt Regency, Chesapeake Bay, Cambridge, Maryland

Harnessing Education for Economic Development

Maryland is an education-rich state with top public and private K-12, tech schools, community colleges, and universities from the mountains to the coast. Learn how economic development can leverage these powerhouse assets to achieve maximum economic impact in terms of workforce, tax base, and jobs.

Sunday, April 23, 2023

10:30 am – 3:00 pm DISPLAY TABLE SET UP

11:00 am – 4:00 pm MAIN STREET TOUR
Sponsored by: Maryland Department of Housing & Community Development

11:30 am – 4:30 pm MEDA ANNUAL GOLF TOURNAMENT – shotgun start at 11:45am
Sponsored by: Baltimore Gas and Electric
Chair: Chris Moyer, Howard County Economic Development Authority

4:00 pm HOTEL CHECK-IN BEGINS

4:00 pm CONFERENCE REGISTRATION OPENS in Chesapeake Foyer

5:00 – 6:00 pm WELCOME EARLY BIRD RECEPTION
Sponsored by: Carroll County Department of Economic Development
Washington County Department of Business Development

Celebrate and welcome the members who have joined in the past year. All registrants have an opportunity to mix and mingle with new members, the MEDA Board of Directors, conference speakers, and sponsors. Open to all conference registrants!

6:00 – 8:00 pm WELCOME TO THE EASTERN SHORE NETWORKING DINNER
Sponsored by: Caroline County Economic Development
City of Cambridge
Dorchester County Economic Development Department
Kent County Department of Economic and Tourism Development
Mid-Shore Regional Council
Salisbury-Wicomico Economic Development, Inc.
Talbot County Department of Economic Development and Tourism
Upper Shore Regional Council
Worcester County Office of Tourism & Economic Development

Monday, April 24, 2023

(all sessions in Chesapeake Ballroom unless otherwise noted)

8:00 - 8:30 am

OPENING BREAKFAST/MEDA MEMBERSHIP BUSINESS MEETING

Sponsored by: Dorchester County Economic Development Department

Welcome: The Honorable Johnny Mautz, State Senator

Introduction: Susan Banks, Director, Dorchester County Economic Development

8:30 – 9:00 am

MEDA MEMBERSHIP BUSINESS MEETING

Year in Review: Danny Thompson, President

Approval of Minutes: Tammi Thomas, Secretary

Treasurer’s Report: Renée Winsky, Treasurer

Membership Report: Denise Beaver, CEcD/Ebony Stocks, Membership Co-Chairs

Election of Officers: Laurie Babb, CEcD, Past President

9:00 – 10:15 am

Welcome Remarks - “Show Me The Money (Supply)”

Speaker: Anirban Basu, Chairman & Chief Executive Officer, Sage Policy Group

Introduction: J. Thomas Sadowski, Executive Director, MEDCO

Sponsored by: Maryland Economic Development Corporation (MEDCO)

Anirban Basu is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore. In 2014, Maryland governor Larry Hogan appointed him Chair of the Maryland Economic Development Commission. Anirban also serves as the chief economist to Associated Builders and Contractors and as chief economic adviser to the Construction Financial Management Association. In 2007 and then again in 2016, Dr. Basu was selected by the Daily Record newspaper as one of Maryland’s 50 most influential people. The Baltimore Business Journal named him one of the region’s 20 most powerful business leaders in 2010. He holds four graduate degrees, including a JD and a PhD.

10:15 – 10:30 am

BREAK

10:30 – 11:15

OPENING KEYNOTE SPEAKER

Speaker: Myra Norton, Chief Executive Officer, Arena Analytics

Moderator: Troy LeMaile-Stovall, Chief Executive Officer, TEDCO

Sponsored by: Maryland Technology Development Corporation (TEDCO)

From stimulating productivity and creativity to developing a sustainable labor supply, the symbiotic relationship between education and economic development is enormous. In her keynote address, Myra Norton, CEO and President of Arena Analytics, will dive into the value proposition of education in Maryland.

Myra Norton was previously the CEO of Community Analytics, an analyst at Northrop Grumman, a senior administrator in the College of Science and Technology at Temple University, and a professor in Mathematics and Statistics at Towson University and the US Naval Academy. Myra has been a speaker and facilitator at several industry events and she has collaborated with researchers from Harvard University, Babson College, University of Virginia, the National Institutes of Health, University of Maryland, and the University of Chicago. In her community, Myra serves on the Maryland Governor's Workforce Development Board, where she chairs the Career and Technical Education Committee as a member of the Innovation, Development & Entrepreneurship Advisory (IDEA) Board that champions innovation and entrepreneurship across Johns Hopkins University; and as the Immediate Past Chair and member of the Executive committee of the Board of Directors for TEDCO.

11:15-11:30 am

BREAK

11:30-12:15 pm

Ignite Presentations followed by Q&A

Location: Choptank Ballroom

Moderator: Allison Akers, Digital Marketing Manager, Vision Technologies

Sponsored by: Maryland Agricultural and Resource-Based Industry Development Corporation (MARBIDCO)

- Brian Darmody, Chief Strategy Officer, Association of University Research Parks (AURP)
- Elizabeth DeRose, Institute Manager – Hospitality, Culinary, and Tourism Institute, Frederick Community College
- Dale Green, Professor of Practice, Undergraduate Design, Morgan State University
- Chris Hartman, Assistant Professor, Aviation/Aeronautics Program, University of Maryland Eastern Shore
- Trish Gordon McCown, Director of Academic Affairs, Maryland Higher Education Commission
- Deidre Robertson, Executive Director, FrostburgFirst

12:15 – 2:15 pm

LUNCHEON AND SECRETARIES PANEL DISCUSSION

Sponsored by: Charles County Economic Development Department

Moderator: Tiffany Harvey, Vice President, Government & Regulatory Affairs, Comcast

Panelists:

- Secretary Kevin Anderson, Maryland Department of Commerce
- Secretary Kevin Atticks, Maryland Department of Agriculture
- Secretary Jake Day, Maryland Department of Housing and Community Development
- Secretary Rebecca Flora, Maryland Department of Planning
- Secretary Serena McIlwain, Maryland Department of Environment
- Secretary Paul Wiedefeld, Maryland Department of Transportation
- Secretary Portia Wu, Maryland Department of Labor

2:15 – 3:15 pm

PANEL: Innovative Workforce Development Programs Supporting K-12 through Higher Education and Beyond

Location: Choptank Ballroom

Sponsored by: Maryland Workforce Association

As we move beyond exclusive expectations of employability to address workforce needs, educators, economic developers, and workforce development stakeholders are re-examining traditional career pathways in Maryland. This panel will explore various innovative skills-gap solutions, including career technology education (CTE), internships, apprenticeship programs, and more.

Moderator: Erin Roth, Deputy Assistant Secretary, Division of Workforce Development and Adult Learning
Maryland Department of Labor

Panelists:

- Regan Brewer-Johnson, President, Jane Addams Resource Corporation Baltimore (JARC)
- Connie Dean, Career Technology Liaison, Queen Anne’s County Economic and Tourism Development Department
- Alejandra Isaia, Program Director, Montgomery College

3:15 – 5:15 pm

BREAK - Network and visit with display vendors

5:15 – 6:15 pm

BANQUET RECEPTION

Sponsored by: FSC First

The Daily Record

6:15 - 8:15 pm

MEDA ANNUAL BANQUET

Attendees enjoy dinner and hear from sponsors, and celebrate the 2023 MEDA Awards.

Sponsored by: Maryland Department of Commerce

Maryland Department of Housing and Community Development

PNC Bank - Rural Economic Development Session Highlights:

PNC Bank shares their 2022 Rural Session highlights and announces their 2023 region.

Remarks: Ramsey Harris, Senior Vice President, Market Manager, Community Development Banking, Regional Diversity & Inclusion Council Chair, PNC Bank

Welcome Comments:

Secretary Kevin Anderson, Maryland Department of Commerce

Secretary Jake Day, Maryland Department of Housing and Community Development

7:30 - 8:15 pm

Fireside Chat with The Honorable Wes Moore, Governor of the State of Maryland

Facilitated by: Tammi Thomas, Chief Development & Marketing Officer, TEDCO

8:15 - 9:00 pm

The 2023 MEDA Annual Awards

Sponsored by: Miles & Stockbridge P.C.

Tonight's awards ceremony will honor standouts in the field of economic development and the professionals who foster MEDA's success today. Recognizing the 2023 MEDA Award winners.

Awards Presented by: Jeremy Scholtes, Principal, Miles & Stockbridge

Individual Awards Presented by: Dawn Medley & Gordon Knox, MEDA Awards Committee Co-Chairs; Jen LaHatte, 2022 Rising Star

9:00 – 9:30 pm

RECEPTION

Sponsored by: Maryland Capital Region Economic Development Alliance (MNCREDA)

9:30 pm

SILENT AUCTION ENDS

Tuesday, April 25, 2023

(all sessions in Chesapeake Ballroom)

8:30 – 9:30 am

OPENING BREAKFAST AND KEYNOTE

Speaker: Dr. David Wilson, President, Morgan State University

Sponsored by: Maryland Technology Development Corporation (TEDCO)

David Kwabena Wilson, Ed.D., is the 10th inaugurated president of Morgan State University—Maryland's Preeminent Public Urban Research University. For more than a decade, Dr. Wilson has not only been a transformative president at Morgan but has emerged as a leader among university presidents nationwide as well as an effective advocate for HBCUs and the role they play in developing leaders and serving the needs of their community, state, and Nation.

Dr. Wilson has a long record of accomplishment in his more than 30 years in higher education administration. He is a newly elected member of the American Academy of Arts & Sciences (AAA&S) and serves on the Lumina Foundation Board of Directors and the NCAA Board of Governors and Division I Board of Directors. He is the former chairman of the HBCU/China Network, and in 2010, he was appointed by President Barack Obama to serve on the Board of Advisors on HBCUs.

9:30 – 9:45 am **BREAK**

9:45 – 10:45 am **Panel: Communities of Innovation**
Sponsored by: City of Annapolis Economic Development

Taking ideas on the journey from innovation to commercialization is accelerated with public and private sector cooperation. This panel examines the positive community effects of education-based business incubators, corporate investment, tech transfer programs, and more.

Moderator: Michele Masucci, PhD, Vice Chancellor for Research and Economic Development
University System of Maryland

Panelists:

- Mustafa Al-Adhami, PhD, Chief Executive Officer, Astek Diagnostics Inc.
- Nick Culbertson, Chief Executive Officer, Co-Founder, Protenus
- Mary Morris, Director, Baltimore Fund, University of Maryland Baltimore

10:45 - 11:00 am **BREAK**

11:00am – 12:00pm **Panel: Communities of Collaboration**
Sponsored by: City of Frederick Department of Economic Development

In the wake of the COVID-19 pandemic, many Maryland-based universities and colleges are resuming in-person curriculums after being forced online. In recovering from campus closures, the value of brick-and-mortar educational institutions has become apparent. From town-to-gown relationships to mitigating brain drain, this panel explores the substantial impact that higher education has on regional economic prosperity and placemaking. How have cities been able to attract and retain residents as they graduate from a local college/university?

Moderator: Dr. Daraius Irani, Vice President of Strategic Partnerships and Applied Research, Towson University

Panelists:

- Dr. Jeff Graham, Associate Vice President for Student Affairs, Frostburg State University
- Annie Milli, Executive Director, Live Baltimore
- Eli Modlin, Chief of Staff, Vice President of Public Affairs & Strategic Initiatives, Salisbury University
- Dr. Mike Sosulski, President, Washington College

12:00 pm **ADJOURNMENT & DRAWING** Closing comments by our board president

Post-Conference Activity

12:30 - 2pm **Young Leaders Tour** - Eastern Shore Innovation Center
(registration is required and space is limited)
Sponsored by: Cambridge Harbor
Cambridge Waterfront Development, Inc.
Dorchester County Economic Development Department

“This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEd).”

