(Continued from Page 1)

MEDA also hosted the Chesapeake Basic Economic Course in conjunction with the conference. The four-day professional development course touched on retention and expansion, attraction and sales, finances and real estate development, workforce development, and much more. The basic course fulfills part of the Economic Development Certification requirement through the International Economic Development Council (IEDC).

Dorchester County Economic Development Business Development Manager Susan Banks attended the course. Banks said, "The class was a wonderful experience that offered best practices and latest trends in economic development as well as networking opportunities with other economic develop professionals."

To learn more about the Maryland Economic Development Association, please visit www.medamd.com.

BGE Economic Development Manager Ammanuel Moore

Baltimore Mayor Stephanie Rawlings-Blake

MEDA Board President Keasha Haythe

Platinum PR Owner Sandy Sponaugle

DORCHESTER Currents
A monthly publication of Dorchester County Maryland

Economic Developers Join in Baltimore for Conference

Recently, the Maryland Economic Development Association (MEDA) held its 2015 Summer Conference: Marketing and Business Attraction at the World Trade Center in Baltimore. Economic Developers from across the state joined to learn about product differentiation, best ways to position your product, and how to identify the value of your product in a competitive market.

MEDA President and Dorchester County Economic Development Director Keasha Haythe presided over the conference. Sponsored by the Maryland Port Administration, the morning opened with a presentation on business attraction given by Joseph Greco, Sr., director of Intermodal Trade Development for the Port of Baltimore. Next, owner of Platinum PR Sandy Sponaugle moderated a panel on Product Differentiation.

Ammanuel Moore, economic development manager for Baltimore Gas and Electric (BGE), moderated a panel on Techniques and Strategies. Haythe sat on the panel and gave examples of leading marketing strategies used in Dorchester County. "Commonly mistaken for other similarly named areas like Dorchester County in South Carolina, we needed to differentiate ourselves and distinguish the differences through our physical attributes. Our branding "water moves us" identifies the county's greatest asset while using real business faces to add authenticity," said Haythe.

Baltimore Mayor Stephanie Rawlings-Blake welcomed the attendees and thanked them for coming before introducing the event's keynote speaker Maryland Department of Business and Economic Development Secretary Mike Gill. Secretary Gill gave an in-depth presentation on the sales process.

(Continued on Page 4)

Maryland DBED Secretary Mike Gill

FEATURED STORY

Good News from Dorchester County Public Schools

As the 2015-2016 school year closes in, the Dorchester County Economic Development Office wanted to share good news from Dorchester County Public Schools (DCPS). First, DCPS learned their graduation rate had risen to 87.90 percentage points exceeding the state average of 86.39 percent points. *(Continued on Page 2)*

www.ChooseDorchester.org
Currents is the monthly newsletter of the Dorchester County Economic Development Department.
For information or suggestions, contact info@ChooseDorchester.org or call 410-228-0155.

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Then, the class of 2015 had a record year for scholarship dollars. Superintendent of Dorchester County Public Schools Dr. Henry Wagner said, “It is my privilege to be able to announce another notable accomplishment of the class of 2015. Specifically, they have surpassed previous DCPS records with regard to scholarship dollars awarded from all sources. This year’s grand total was $5,293,735!”

Most recently, Ms. Julie Harp, eighth-grade science teacher at Mace's Lane Middle School, was awarded the prestigious Presidential Award for Excellence in Mathematics and Science Teaching. Ms. Harp was teaching at Easton High School when she sent in her application. President Obama announced 108 science and math teachers as recipients throughout the United States. Harp received a $10,000 award from the National Science Foundation and is invited to the awards ceremony in Washington, DC.

To find out more about Dorchester County Public Schools, please visit www.dcps.k12.md.us.

Front row (l to r): Ms. Julie Harp and Dr. Henry Wagner. Back Row (l to r): Mr. Glen Payne, Mr. LeOtha Hull, Mr. Glenn Bramble, Mr. Phil Rice, and Mr. Phil Bramble.

Future Eastern Shore Innovation Center

SMALL BUSINESS

Rare Employment Opportunity

The Dorchester County Economic Development Office has a rare employment opportunity for a part-time incubator manager at the Eastern Shore Innovation Center. This position is responsible for developing, implementing and managing the business incubator located within the Dorchester Regional Technology Park. In addition, responsibilities include developing, implementing and managing the “innovation network” for Dorchester County. The incubator manager will be responsible for providing community leadership regarding economic development and entrepreneurship innovations in our region.

Minimum education requirements are graduation from an accredited high school or possession of a high school equivalency certificate and BA/BS degree in business or other related field. A concentration in business is preferred. Note: Experience at an executive/management level within a business or government entity may be substituted for the required college degree.

Minimum experience requirements are at least three years of full-time business incubation and related program experience. Commercial real estate or property management experience, experience with meeting tenants and customers, or project management is a plus. Certification in project management is preferred.

Credit hours with a major in business from an accredited college may be substituted at the rate of 20 credits for one year of experience for up to two years of the required experience.

For full details, please visit ww.choosedorchester.org. Submit a completed county application, letter of interest, and resume to the attention of Human Resources, 501 Court Lane, Cambridge, Maryland 21613. Applications are being accepted until August 20, 2015.

SPECIAL TO DCED

Creation of Local Scenic Railroad

By SUSAN BAUTZ, S*pecial to the Dorchester County Department of Economic Development*

“People love trains,” according to David Owens, vice president of the Eastern Shore Scenic Railroad (ESSR) volunteer group. If the numbers riding the train at the Hurlock Fall Festival are any indication, he is right. Once a year an engine and two restored passenger cars make six round trips between Hurlock and Federalsburg. The trips are sold out. About a thousand excited children, parents, and grandparents wait eagerly for a ride. Older folks remember train travel fondly; but for most children riding the rails means watching Thomas the Tank Engine.

The success of the one day event and the popularity of scenic railroads in Western Maryland, Delaware, and Pennsylvania encouraged the ESSR volunteers to pursue the creation of a scenic railroad on 6.4 miles of Maryland Department of Transportation (MDOT) owned track between Hurlock and Preston. For the past nine years the group has worked with MDOT’s railroad division to obtain rights to the short, unused and deteriorating track through leasing or ownership.

The project promises to be an incredible boost to heritage tourism and translate into tens of thousands of dollars in terms of economic impact not only to the Hurlock/Preston corridor but other nearby points of interest. For the thousands who travel to Maryland beaches it could also be a delightful side trip.

Eastern Shore Scenic Railroad volunteers and state officials, including newly appointed Deputy Secretary of Transportation Dennis Schrader and five of his team members, started lease negotiations at a meeting last month in Hurlock for an unused, state-owned stretch of railroad track between Hurlock and Preston.

Mr. Ellery Adams and Mr. Dennis Schrader

Mr. Schrader said that he intends to “facilitate and level the playing field so you can be successful. You might have lots of opportunities out there. We want to be helpful.” He said they want to be “honest brokers,” find answers quickly, and ensure the state is protected.

ESSR president Ellery Adams thanked Mr. Schrader for his help and gave kudos to former state Sen. Rich Colburn, and Director of Intergovernmental Affairs for Maryland, Jeannie Haddaway-Riccio for their support.

FEATURED EVENT

Calling All Start-ups & Entrepreneurs

Do you have a good idea for a business but need resources to help with capital and coaching? Pitch your idea during the Maryland Startup bus tour. The annual Pitch Across Maryland tour focuses on innovative start-ups and entrepreneurs. The three-week excursion includes several celebratory stops throughout the state including Cambridge on September 15, 2015.

Entrepreneurs can pitch their story and feature their new venture in a studio located in the bus. Startup Maryland provides a connection to an audience, peers and investors through promotion. Entrepreneurs should bring their “A” game, have fun and be prepared to celebrate this unique opportunity.

Videos will be posted online for two voting competitions: Fan Favorites and Strongest Potential for High Growth. The top pitches will be reviewed by a set of esteemed venture capitalists and angel investors. Over 150 videos were filmed during the 2014 tour. Entrepreneurs who pitch will receive a professionally filmed video of their pitch.

To learn more about Startup Maryland, please visit their website at startupmd.org. Entrepreneurs interested in pitching

Startup Maryland Founder and CEO Mike Binko