Economic & Workforce Development

Thursday, October 3, 2019

Charles County American Job Center
175 Post Office Road
Waldorf, MD 20602

Regency Furniture Stadium
11765 Saint Linus Drive
Waldorf, MD 20602

**SESSION SPONSORS:** Calvert County Department of Economic Development & Charles County Economic Development Department

**Overview:** LSM participants will have an opportunity to engage with regional policy setters and community leaders to learn and experience the challenges and opportunities facing our region in the areas of economic and workforce development from a variety of vantage points. We will hear first-hand from our regional economic development leaders in a candid Q&A. Two individuals with their fingers on the pulse of new initiatives to diversify our local economy will share up-to-the minute accounts of this economic development strategy. We will then hear strategies for creating entrepreneurial communities through economic and community development strategies such as business incubation, economic diversification and community redevelopment. The rest of the day will be dedicated to workforce development, a critical human capital system focused on enhancing the region's economic stability and prosperity by identifying the workforce needs of local business and industry, developing a productive workforce, examining the competencies of employees at all levels, and bridging skills gaps.
Read ahead:

- [http://www.ecalvert.com/](http://www.ecalvert.com/)
- [https://www.stmarysmd.com/ded/](https://www.stmarysmd.com/ded/)
- [http://www.sbdchelp.com/locations/southern-region](http://www.sbdchelp.com/locations/southern-region)
- [https://www.dllr.state.md.us/lmi/areas/smdwia.shtml](https://www.dllr.state.md.us/lmi/areas/smdwia.shtml)
- [https://www.dllr.state.md.us/county/](https://www.dllr.state.md.us/county/)
- [http://workplaceexcellence.net/](http://workplaceexcellence.net/)

Themes:

- Importance of economic and workforce development as it pertains to the growth of the region
- Enhanced awareness of economic and workforce development challenges and regional opportunities
- Critical nature of technology transfer as a means of diversifying the local economy
- Perspective on entrepreneurship as a viable economic development engine
- How regional institutions are proactively meeting the region’s demands for a skilled workforce
- Introduction to a variety of workforce improvement initiatives
- Evaluating our own judgment and stigma on local “unemployment offices” and services
- Promising practices on how institutions, non-profits, federal, state and local government can proactively work to address economic and workforce development

Outcomes:

- Enhanced awareness of regional economic and entrepreneurial development
- Business and economic development directors – Understanding how they strive to attract and retain businesses in Southern Maryland
- Become aware of efforts to keep our economy vibrant as the threats of BRAC continue to surface
- Develop an awareness of local educational resources for credentialing and skill enhancement needed for today’s employment opportunities
- Observe an “employment office” in action

Connect the Dots:

- What does economic and workforce development mean to you?
- What is the biggest impediment for an economic developer?
- What resources are available in our community to support business growth and development?
- Where can entrepreneurs go for help in starting their business? Vetting a business idea?
- What types of small business initiatives are needed to help spur business growth?
- What assistance is available to any citizen of any skill or experience level in securing new or better employment? Or to any local business in satisfying its human capital needs?
- Can you share your thoughts on composition of our labor force and the unemployment rate for Southern Maryland vs. Maryland vs. national figures? What, if any, are economic and workforce issues that we must address and overcome?
- What are the regional initiatives in place to address these issues?
- If an LSM graduate wanted to become involved in making a difference in these economic and workforce issues, who do I call?
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<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>8:00-8:10 am</td>
<td>Introduction to Day and Welcome</td>
<td>Ruthy Davis LSM’14</td>
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<td>Charles County American Job Center</td>
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<td>175 Post Office Road</td>
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<td>Waldorf, MD 20602</td>
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<td>8:10-9:05 am</td>
<td>Tour the Charles County American Job Center and the Mobile Career Center</td>
<td>Cheryl Thorne, Job Service Specialist Supervisor II, Maryland Department of Labor</td>
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<td>Hans Welch, Mobile Career Center Coordinator, Tri-County Council for Southern Maryland</td>
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<td>9:05-9:20 am</td>
<td>Travel via personal vehicle to Regency Furniture Stadium</td>
<td>11765 Saint Linus Drive</td>
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<td>Waldorf, MD 20602</td>
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<tr>
<td>9:20-9:30 am</td>
<td>Break</td>
<td>Coffee sponsored by Tri-County Council for Southern Maryland</td>
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<tr>
<td>9:30-9:40 am</td>
<td>Welcome to Regency Furniture Stadium</td>
<td>Courtney Knichel, General Manager, Southern Maryland Blue Crabs</td>
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<td>9:40-11:50 am</td>
<td>Business and Economic Development Director Panel: Update on Economic Development Hot Topics, Q&amp;A Session</td>
<td>Panel of Economic Development Directors: Kelly Robertson-Slagle LSM’10, Calvert County Marcia Keeth LSM’18, Charles County Chris Kaselemis, St. Mary’s County</td>
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<td>11:50 am-12:35 pm</td>
<td>Lunch</td>
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<td>12:35-1:20 pm</td>
<td>Project Time</td>
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<td>1:20-1:50 pm</td>
<td>Diversifying the Local Economy: Regional Innovation Collaborative</td>
<td>Kelly Robertson-Slagle LSM’10, Director, Calvert County Department of Economic Development Marcia Keeth LSM’18, Deputy Director, Charles County Economic Development</td>
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<td>1:50-2:20 pm</td>
<td>Creating Entrepreneurial Communities: Supporting Business Development and Growth</td>
<td>Wynne Briscoe, Acting Director, Southern Region, Small Business Development Center (SBDC)</td>
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<td>2:20-2:30 pm</td>
<td>Break</td>
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<td>2:30-3:00 pm</td>
<td>Meeting the Region’s Workforce Development Demands</td>
<td>Ruthy Davis LSM’14, Director of Regional Workforce &amp; Business Development, Tri-County Council for Southern Maryland</td>
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<td>3:00-4:00 pm</td>
<td>Soft vs. Hard Skills: The 85/15 Rule</td>
<td>Pam Wilkerson LSM’19, Workforce Operations Manager, Tri-County Council for Southern Maryland</td>
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<td>4:00-4:15 pm</td>
<td>Reflection / Wrap Up / Evaluation</td>
<td>Denise Foster &amp; Ruthy Davis LSM’14</td>
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<td>4:15-5:00 pm</td>
<td>Travel via personal vehicle to LSM Homecoming</td>
<td>Home of Sam Baldwin &amp; Jan Briscoe</td>
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<td>GPS Address: 45024 Steer Horn Neck Road Hollywood, MD 20636</td>
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<tr>
<td>5:00-6:30 pm</td>
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Directions to Charles County American Job Center, 175 Post Office Road, Waldorf, MD 20602

From Calvert: Starting in Prince Frederick, take MD-231 W/ Hallowing Point Road. At the traffic circle, turn right to merge onto MD-5 N/ Leonardtown Road. Travel 9.9 miles, then turn left onto Post Office Road. Turn left onto Industrial Park Drive and the destination will be on your left.

From St. Mary’s: Take MD-235 N/ Three Notch Road. Continue onto MD-5 N. After 18.6 miles, turn left onto Post Office Road. Turn left onto Industrial Park Drive and the destination will be on your left.

Directions to Regency Furniture Stadium, 11765 Saint Linus Drive, Waldorf, MD 20602

From Charles County American Job Center: Turn left onto Post Office Road. Turn right onto St. Charles Parkway. After 1.6 miles, turn left onto Billingsley Road. Turn right onto Piney Church Road. Travel .7 miles and turn right onto St. Linus Drive.

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Calvert County Department of Economic Development
KELLY ROBERTSON-SLAGLE, Director

The Calvert County Department of Economic Development monitors economic trends and works to execute business programs that complement Calvert County. The department’s goal is to attract and retain strong, healthy and dynamic companies of all sizes and industries.

The department also markets the county’s tourism and visitor attractions, provides services and assistance to the business community and administers the county’s public information program.

Charles County Economic Development Department
MARCIA KEETH, Deputy Director

The Charles County Economic Development Department is engaged in activities that support the local economy and maintain a healthy commercial tax base by creating an environment that encourages private sector investment, business growth, and job creation. The department’s five-year economic development strategic plan focuses on policies and investments that enhance the county’s commercial areas, improved delivery of public sector services to businesses, tactics to attract new companies – especially in high-paying target industries, and programs to retain and support the growth of existing firms.
BIOGRAPHIES

SPEAKERS:

HANS WELCH, Mobile Career Center Coordinator, Tri-County Council for Southern Maryland

Hans Welch is currently working for the Tri-County Council for Southern Maryland as the Southern Maryland JobSource Mobile Career Center (MCC) coordinator. The Mobile Career Center is a 38-foot, Class A motor home outfitted as an office with 11 computer workstations and satellite internet connectivity. The Mobile Career Center goes to various locations in Southern Maryland including libraries, detention centers, job fairs, and other special events on a daily basis assisting job seekers. Job seekers visiting the Mobile Career Center come from a wide variety of backgrounds from inmates currently incarcerated to scientists holding PhD’s and everyone in between.

On behalf of the Tri-County Council, Welch recently received the Rural Maryland Council’s Outstanding Rural Economic Development Award for a program, project or organization that successfully attracts, retains, or creates jobs in at least one rural county.

Welch has an extensive private business management background in addition to years of experience working in local government. He holds a Bachelor of Arts degree from Indiana University in Bloomington, Indiana.

COURTNEY KNICHEL, General Manager, Southern Maryland Blue Crabs

Courtney Knichel is one of the Blue Crabs original staff members beginning prior to the inaugural season in 2008. She spent the first six seasons as the team’s marketing manager. In 2013, she was promoted to assistant general manager and this past December she was appointed the team’s general manager. Knichel grew up in Southern Maryland and attended Muskingum University in New Concord, Ohio where she earned her Bachelor of Arts degree in speech communications and marketing.

KELLY ROBERTSON-SLAGLE LSM ‘10, Director, Calvert County Economic Development

Kelly Robertson-Slagle was appointed director of economic development for Calvert County, Maryland in July 2017. In this role, Robertson-Slagle directs all services and activities of the eleven-person department including attracting increased capital investments and expanding and diversifying employment opportunities, tourism development and agriculture development and marketing.

Robertson-Slagle is a results-oriented and strategic leader with over 25 years of extensive experience in planning, organizing and implementing economic development functions from conception to completion, including working with new and expanding businesses and cultivating relationships between counties, local business community and economic development agencies at the state, regional and federal level.

She previously served as Calvert County’s business retention and business development specialist. Prior to joining the department, Robertson-Slagle served as director of the Maryland Small Business Development Center (SBDC) where she provided leadership in planning, coordinating and overseeing the development, delivery and reporting of all professional programs, activities and services for the Southern Maryland region. She also served as director of government/member relations with the Tri-County Council for Southern Maryland and business development
specialist with the Maryland Department of Business & Economic Development where she worked directly with local jurisdictions on business retention and expansion projects.

Robertson-Slagle currently serves as the co–chair of the Maryland Economic Development Association (MEDA) Program Committee, is a founding board member of Southern Maryland Innovates initiative and is the current chair of the new Southern Maryland Regional Innovation Collaborative. Her past board experience includes The Patuxent Partnership, Southern Maryland Workforce Investment Board and Leadership Southern Maryland.

Robertson-Slagle earned her Associate of Science degree in business administration and management development from the College of Southern Maryland and Bachelor of Science degree in marketing from the Robert H. School of Business, University of Maryland, College Park. She is a 2018 graduate of Leadership Maryland and a 2010 graduate of Leadership Southern Maryland.

Robertson-Slagle is the proud mom of two. She and her husband Jeff reside in La Plata, Maryland.

MARCIA KEETH LSM ’18, Deputy Director, Charles County Economic Development

With more than 15 years of experience working with the Charles County government and Charles County Economic Development Department (EDD), Marcia Keeth is responsible for managing department operations, marketing programs, special projects, and supporting business development.

Economic development is a second career for Keeth; she spent almost 25 years working in radio and media. She was a network producer for Westwood One Companies in Arlington, VA for 12 years, writing and producing nationally syndicated news, public affairs, and entertainment radio programs. Prior to that, she lived in Raleigh, North Carolina where she worked in local radio and advertising.

Keeth holds a bachelor's degree from the University of North Carolina at Chapel Hill with a major in radio, television, and motion picture.

Keeth enjoys cooking vegan and vegetarian dishes during her spare time. When she’s not busy working in the kitchen and when weather permits, Keeth likes to kayak. Her favorite spots include around Cobb Island on the Potomac River in Charles County. She has lived in the county for over 25 years.

CHRIS KASELEMIS, Director, St. Mary’s County Economic Development

Chris Kaselemis, AICP, director of economic development for St. Mary’s County, received his B.S. degree from the University of Arizona with a major in accounting, and his master’s in business administration, emphasis in finance, also from the University of Arizona. Kaselemis was appointed director of economic development for St. Mary’s County in 2015. He previously worked for the City of Tucson for 28 years, holding various positions including senior management analyst, comprehensive planning administrator, community development and planning administrator, assistant to the city manager, program evaluation office program manager, and economic initiatives program director.

He has been certified by the American Planning Association’s American Institute of Certified Planners (AICP).
WYNNE BRISCOE, Acting Director, Southern Region, Small Business Development Center (SBDC)

Wynne Briscoe is a certified technology consultant assisting in the process of taking technology concepts from the technical and intellectual commercialization process to mass market. She is a native of St. Mary’s County, an entrepreneur since the age of seven, and a forward-thinking business pioneer. Briscoe is a graduate of University of Maryland with a bachelor’s degree in criminology and criminal justice, a minor in business, and a concentration in business law.

Briscoe has 30 years of entrepreneurship and business ownership experience to include retail, professional services, technology and manufacturing. Through 15 years of successfully consulting with entrepreneurs, businesses and nonprofit organizations, she is known for her creativity and innovation in the development of new businesses, offering in-depth experience and assisting them from concept to profitability. As a licensed Maryland real estate agent for ten years, Briscoe has assisted businesses with commercial leases, purchases and site locations.

Briscoe is the vice chairman of the St. Mary's County Economic Development Commission and is highly engaged in the Southern Maryland community.

PAM WILKERSON LSM’19, Workforce Operations Manager, Tri-County Council for Southern Maryland

Pam Wilkerson is currently the workforce operations manager for the Tri-County Council for Southern Maryland. She has been recognized for assisting and developing unified, strategic planning processes to coordinate various education, training, and employment programs into integrated workforce development systems that support economic development on local, state and federal levels. In addition, she has promoted and shared innovative strategies among local, state and federal agencies; identifying the potential need for program improvement for programs affecting economic trends in the local labor market.

Wilkerson is a team-player, a certified master training facilitator and a resource among the various partners coordinating workforce development systems. She has a BS in business/strategic planning. Wilkerson is very involved in community activism, currently serving on the Farming 4 Hunger Board of Directors. She is currently a member of a delegation of Christian Female Leaders whose voices are being heard at the United Nations, the CSW Global Conference, held at the United Nations Headquarters in New York City. The commission is instrumental in promoting women’s rights, documenting the reality of women’s lives throughout the world, and shaping global standards on gender equality and the empowerment of women.

Wilkerson was recently recognized and honored as a “Inspiring African American Woman of Calvert County”, during Women’s History Month in March, 2017. In October, 2017, she received the “Harriett Tubman Woman of the Year Award” at the 10th Annual Salute to Excellence Awards and Scholarship Luncheon, for her tremendous work in the community and her pioneering commitment to women, children and the disenfranchised in Maryland and beyond!
RUTHY DAVIS LSM’14, Director of Regional Workforce & Business Development, Tri-County Council for Southern Maryland

Ruth A. (Ruthy) Davis is director of Regional Workforce and Business Development for the Tri-County Council for Southern Maryland. In this capacity, Davis implements the policies, goals, and objectives set by the regional workforce development board and oversees management of the operations of the region’s American Job Center delivery system, the Southern Maryland JobSource. Davis also serves as the liaison with federal, state, and local governments and community organizations in advancement of workforce and regional economic development efforts.

Davis has extensive business experience, having owned a small business in Southern Maryland and having held numerous leadership positions with Verizon, Bell Laboratories, and Bell Communications Research. She was hired by the Council in 2010 as a business services representative for the JobSource Workforce Program and spent six months working for the Maryland Department of Labor, Licensing and Regulation as a project manager for discretionary grants.

Davis is a long-time resident of Southern Maryland and holds a BS in mathematics and a BA in English from Bethany College.
Leadership Southern Maryland is strengthened by the financial contributions and meaningful involvement of individuals, foundations, and corporations that believe in the mission to educate and inspire a diverse group of current and emerging leaders to create collaborations and partnerships to impact the community needs of Calvert, Charles, and St. Mary’s counties. The Leadership Southern Maryland Board of Directors would like to thank all of the generous sponsors listed below for their wonderful contributions during fiscal year 2020. THANK YOU!

**GOLD**
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The Patuxent Partnership

**BRONZE**
BeAthEdge Consulting, John Felicitas
Dominion Energy

**BOOSTER**
Community Bank of the Chesapeake
Naval Systems, Inc.
SMECO
UM Charles Regional Medical Center

**ADVOCATE**
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Charles County Economic Development Department
Chesapeake Beach Resort & Spa
KBR
Smartronix
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LSM would also like to extend its gratitude to the organizations that supported its 7th annual golf tournament at the Silver Sponsor level and above

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College of Southern Maryland | Imagine One | Primary Residential Mortgage, Inc.
MIL Corp. | Smartronix | Zenetex
If you would like to send a thank you, or would like to request a copy of the information presented, please feel free to reach out directly.

SPEAKERS:

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