



Leadership Southern Maryland

Regional Collaboration for Today's Leaders and Tomorrow's Vision

Economic & Workforce Development

2021 Executive Program Spotlight Sponsors



Thursday, October 1, 2020

Bay District Volunteer Fire Department
46900 S Shangri-La Drive
Lexington Park, MD 20653

SESSION SPONSORS: Calvert County Department of Economic Development, Charles County Economic Development Department, & St. Mary's County Department of Economic Development

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. The class will hear first-hand from regional economic development leaders in a candid Q&A. Individuals with their fingers on the pulse of new initiatives to create entrepreneurial communities and diversify our local economy will share up-to-the minute accounts of this economic development strategy. 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. Included will be a timely discussion of the new regional workforce development collaborative in response to the challenges of COVID-19, "Getting Southern Maryland Back to Work."

Read ahead:

- Population and Economics Section - http://en.wikipedia.org/wiki/Southern_Maryland
- <http://www.ecalvert.com/>
- <http://www.meetcharlescounty.com/>

- <https://www.yesstmarysmd.com>
- <http://www.sbdchelp.com/locations/southern-region>
- <https://www.csmd.edu/about/locations/velocity-center/>
- <https://uas-test.umd.edu/>
- <https://tccsmd.org/backtowork/>
- <https://www.dllr.state.md.us/lmi/areas/smdwia.shtml>
- <https://www.dllr.state.md.us/county/smd/>
- <https://www.workplaceexcellenceseries.com/modules/>

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, nonprofits, federal, state, and local government can proactively work to address economic and workforce development
- Workforce development responses in the COVID-19 era

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
- Gain understanding of efforts to keep our economy vibrant as the threats of COVID-19 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?

Thursday, October 1, 2020

TIME	TOPIC	SPEAKER
8:00-8:20 am	Coffee and Networking	Sponsored by MIL Corporation
8:20-8:30 am	Introduction to Day and Welcome	Denise Foster & Ruthy Davis LSM'14
8:30-10:00 am	Economic Development Director Panel - Update on Economic Development Hot Topics and Q&A with Economic Development Directors	Panel of Economic Development Directors: Kelly Robertson-Slagle LSM'10, Calvert County Darrell Brown, Charles County Chris Kaselemis, St. Mary's County
10:00-10:15 am	Break	
10:15-11:30 am	Creating Entrepreneurial Communities Panel – Supporting Business Development and Growth	Wynne Briscoe, Director, Southern Region, Small Business Development Center Hugh Burrell, Director, Velocity Center at Indian Head Matt Scassero LSM Founding Sponsor, Director, University of Maryland Unmanned Aerial Test Site
11:30 am-12:00 pm	Virtual Presentation - Getting Southern Maryland Back to Work – A Regional Collaborative	Ellen Flowers-Fields LSM'09, Associate VP Continuing Education & Workforce Development, College of Southern Maryland
12:00-1:00 pm	Lunch	
1:00-1:20 pm	Meeting the Region's Workforce Development Demands	Sandy Faucheux, Workforce Oversight Manager, Tri-County Council for Southern Maryland
1:20-1:50 pm	Virtual Tour – Charles County American Job Center	Alan Crawley, Labor Exchange Administrator, Maryland Department of Labor
1:50-2:10 pm	Virtual Tour - JobSource Mobile Career Center	Hans Welch, Mobile Career Center Coordinator, Tri-County Council for Southern Maryland
2:10-2:45 pm	Break	
2:45-3:30 pm	Soft vs. Hard Skills - The 85/15 Rule	Pam Wilkerson LSM'19, Workforce Operations Manager, Tri-County Council for Southern Maryland
3:30-4:00 pm	Reflection/ Wrap Up/ Evaluation	Denise Foster & Ruthy Davis
4:00-5:00 pm	Optional Tour of JobSource Mobile Career Center	Parking Lot, Bay District Volunteer Fire Department
5:00-6:00 pm	Homecoming Virtual Watch Party	Bay District Volunteer Fire Department LSM Board Members / Alumni Representatives: Sam Baldwin LSM'16, Board President Tom Clark LSM'18, General Board Member Mary Beth Cook LSM'17, Board Vice President Christa Hood LSM'18, General Board Member Ed Rule LSM'18, General Board Member Kristine Wilcox LSM'15, General Board Member

BIOGRAPHIES

SPEAKERS:

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 11-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, the 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.

DARRELL BROWN, *Director, Charles County Economic Development*



Darrell Brown is the director of the Charles County Economic Development Department and is responsible for leading activities involving economic development in Charles County, including representing the county to new and expanding businesses and cultivating relationships between the county and the business community, economic development agencies, and state and regional agencies.

Brown brings to the county strong economic development and government experience at many levels and has demonstrated exemplary performance in public service and education through interfacing directly with major governmental figures and negotiating with senior executives, investors, and small business owners. From 2011 to 2015, Brown served as executive director for the District of Columbia Small Business Development Center

at Howard University. Prior to that, he was counsel to the U.S. Senate Judiciary Committee; director of state and local relations for Brown University in Providence, Rhode Island; director of economic development for the City of Cranston, Rhode Island; policy advisor for business and economic development for the governor of Rhode Island; chief of staff for the Office of the Attorney General of Rhode Island; and director of Urban Policy and Development for Rhode Island Economic Development Corporation.

Brown holds a Juris Doctor degree from Howard University School of Law, a Bachelor of Arts degree from The American University, and is a graduate of St. John's College High School in the District of Columbia.

In his free time, Brown enjoys being with family and friends. He is a fan of jazz music and enjoys the game of chess.

CHRIS KASELEMIS, *Director, St. Mary's County Economic Development*



Chris Kaselemis, AICP, director of economic development for St. Mary's County, received his BS 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.

Kaselemis has been certified by the American Planning Association's American Institute of Certified Planners (AICP).

WYNNE BRISCOE, *Director, Southern Region, Small Business Development Center (SBDC)*



Wynne Briscoe is the newly appointed regional director for the Maryland Small Business Development Center – Southern Maryland Region. Since 2016 she has worked with the U.S. Small Business Administration, Maryland Small Business Development Center – Southern Maryland Regional Office as the business, management, technology and manufacturing consultant, and consults select industries statewide. She also enjoys assisting the retail and restaurant industries as they often have the highest failure rates among business types and need additional support or guidance to ensure success.

Briscoe is an AASBC certified business consultant and a certified technology business consultant from the Institute for Technology Commercialization at University of Houston. As the SBDC technology liaison for the Southern Maryland region, she has assisted in taking technological concepts through the technical and intellectual commercialization process to mass market. As the Maryland SBDC statewide manufacturing consultant, she has assisted startup entrepreneurs and Fortune 500 companies.

Briscoe is a graduate of University of Maryland with a bachelor's degree in criminology and criminal justice, minor in business and concentration in business law. She has over 30 years of entrepreneurship and business ownership experience to include retail, professional services, technology, and manufacturing. Since 2001, Briscoe has successfully consulted and advised thousands of entrepreneurs, businesses, and nonprofit organizations. She is known for her creativity and innovation in the development of new businesses by offering in-depth experience and assisting them from concept to profitability to exit strategy. She has a passion to work with young entrepreneurs. Briscoe enjoys coaching and mentoring youth towards years of success, while helping them realize business ownership and self-employment as a viable career option. She is establishing a young entrepreneurship mentoring program and summer camp for youth to start and thrive as successful business owners.

HUGH BURRELL, *Director, Velocity Center at Indian Head*

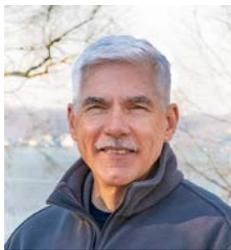


Hugh Burrell, of Dahlgren, Virginia, is the director of the College of Southern Maryland (CSM) Velocity Center in Indian Head, Maryland. In his new role, Burrell will guide the Velocity Center and help define the vision for the area's next catalyst for scientific and innovative workforce development in collaboration with the U.S. Navy and the community.

The CSM Velocity Center provides a professional development and learning space for students, Navy scientists, engineers and area employees to offer opportunities for entrepreneurship and experimentation, and build goodwill among the community outside the gate of Naval Surface Warfare Center (NSWC) Indian Head Explosive Ordnance Disposal Technology Division (IHEODTD).

Burrell brings with him more than 30 years of government, military, and science and engineering industry experience. He has worked in the aerospace, biotech, pharmaceutical and genetic research fields. He was a co-patent holder in the clean conversion coating technology for aluminum and most recently oversaw several military science and engineering research programs and an innovation incubator for the U.S. Department of Defense contractor, Envisioneering Inc. Burrell has also co-taught business management classes at CSM.

MATT SCASSERO LSM Founding Sponsor, *Director, University of Maryland Unmanned Aerial Test Site*



As the director of the UAS Test Site, Matt Scassero leads the university's efforts to be a premier force in advancing UAS safely, efficiently, and effectively while delivering products and programs in support of workforce development and higher education goals.

Prior to his work with UAS, Scassero was the chief contracts officer for Melwood, a nonprofit dedicated to empowering people with differing abilities to enrich their own lives through rehabilitative services and employment opportunities. Scassero completed a 27-year career in the U.S. Navy, retiring at the rank of captain as the vice commander for the Naval Air Warfare Center Aircraft Division, the Navy's principal research, development, test, evaluation, engineering, and fleet support activity for naval aircraft and systems. He is certified by the federal government in program management, test and evaluation, software acquisition, safety program management, and electronic warfare operations.

Scassero earned a BS in physics (oceanography) from the United States Naval Academy in 1982 and is a Leadership Maryland 2007 graduate. In 2017, he completed a Master of Public Administration from the University of Baltimore.

He is blessed with his family to live in St. Mary's County, Maryland, enjoying the rural lifestyle and outdoor pursuits.

ELLEN FLOWERS-FIELDS LSM'09, *Associate Vice President Continuing Education & Workforce Development, College of Southern Maryland (CSM)*



In her role as associate vice president, Ellen Flowers-Fields is responsible for the oversight of all areas of the non-credit economic and community development programming in Southern Maryland, including the Center for Trades and Energy Training, MCET, the Workforce Center, the Small Business Development Center (SBDC), the CSM Non-Profit Institute, the CSM Center for Transportation Training and adult basic education at all CSM campuses.

Flowers-Fields brings with her more than 25 years of progressive, professional experience in the field of workforce development and human capital management. Her diverse background includes the acquisition,

project management and implementation of various federal, state, and local programs that address community economic development needs. Throughout her career she has acquired and managed nearly \$100 million in support of various economic and community development initiatives.

With a strong history of serving the college in its continuing education and workforce development division for five years, Flowers-Fields most recently led CSM's workforce development efforts as interim vice president and previous to that as regional director of the Small Business Development Center.

Her other roles have included: acting assistant secretary, and deputy assistant secretary of the Division of Workforce Development & Adult Learning at the Maryland Department of Labor, Licensing & Regulation (now the Maryland Department of Labor); regional director of economic development at the Tri-County Council for Southern Maryland; and executive director for Southern Maryland Works. In her role with Southern Maryland Works, Flowers-Fields led the effort to establish the region's first One Stop workforce service delivery system and Workforce Investment Board under the Federal Workforce Investment Act.

Flowers-Fields holds a bachelor's degree in business administration from Pace University in New York and certification from the International Business Innovation Association in business incubation management. She is credentialed as a global career development facilitator from the Center for Credentialing and Education. Additionally, Flowers-Fields is a 2009 graduate of the inaugural class of Leadership Southern Maryland, an entrepreneur, and a self-published author.

Affiliations include executive board member Tri-County Council for Southern Maryland; member of the National Association of Workforce Development Professionals and of the Maryland Economic Development Association; past board member, Maryland Broadband Coordination Board; past board chair, Bethel House Inc.; and immediate past board chair, Community Foundation of Southern Maryland.

SANDY FAUCHEUX, *Workforce Oversight Manager, Tri-County Council for Southern Maryland*



Sandy Faucheux began her career with the Tri-County Council for Southern Maryland as executive assistant and coordinator to the executive director. In this capacity, Faucheux began to learn and assist the workforce development division of the council. Her direct workforce development experience began when she was promoted to workforce oversight manager and, more recently, one-stop operator. As one-stop operator, she is charged with coordinating the service delivery among partner agencies in One-Stop Centers (AJCs). Faucheux holds a youth services certification through Power Notes, LLC.

ALAN CRAWLEY, *Labor Exchange Administrator, Maryland Department of Labor*



Alan Crawley has been committed to workforce development ever since his passion was sparked when he accepted a position with the Maryland Department of Labor in 2008. Crawley is dedicated to confronting the issues that often serve as barriers to employment while helping businesses and talent join to meet the workforce development needs of the Southern Maryland region. He has obtained a master's degree in organizational psychology & development and serves as the labor exchange administrator.

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 daily 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.

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 recognized and honored as an "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!

ADVOCATE:

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.

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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.

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CLASS OF 2021 RULES OF ENGAGEMENT

- Have fun
- Be respectful
- Be engaged
- Seek to learn / be open-minded / engage in active listening
- Be courageous
- Be honest and authentic



FY2021 SPONSORS

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 2021. **THANK YOU!**

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