

Crossroads of commerce

Hagerstown Washington County, MD Economic Development Commission

EDC and State of Maryland Make International Presence

Grow. Develop. Explore.

Discover the Advantages.

Location.
Within an hour of MD's I-270 biotech corridor.
Close to Fort Detrick, home to national biomedical/defense R&D sites.

Workforce.
Regional life science community with more than 11,000 professionals living in the area.
Supportive community college with a successful biotech program.
High-tech business incubator with biotech wet lab space.

Cost.
Lower cost of business, skilled workforce and excellent quality of life.
Affordable housing options and one of MD's best public school systems.

EDC's Marketing Specialist Sarah Lankford and Deputy Director Robin Ferree reveal new display at BIO 2009 show in Atlanta, Georgia.

HAGERSTOWN WASHINGTON COUNTY ECONOMIC DEVELOPMENT COMMISSION

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"The perfect place for an aerospace or defense company."

NORTHROP GRUMMAN **snc**

EDC Executive Director Timothy Troxell stands in front of display at the Paris Air Show in Le Bourget, France.

The Hagerstown-Washington County Economic Development Commission (EDC) spent much of the spring preparing for two International trade shows. Partnering with the Maryland Department of Business and Economic Development (DBED), the EDC was able to market the advantages of doing business in Washington County as well as the opportunities available in both the biotech and aero defense/aviation sectors.

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EDC Announces New Board Appointments



*New EDC Board Members
Harold F. Lucas and Shelby H. Penn*

The Hagerstown-Washington County, Maryland Economic Development Commission (EDC) is pleased to announce appointments for its FY2010 Board of

Directors. The Board of Washington County Commissioners approved the new members during their meeting in May.

Ms. Shelby H. Penn, a financial advisor at Edward Jones, was re-appointed to the Board of Directors as a City of Hagerstown representative. She served the unexpired term of Mr. Pete Madeo, formerly of Good Humor – Breyer's Ice Cream, whose term concluded June 30, 2009. Ms. Penn began her first three-year term on July 1, 2009.

Mr. Harold F. Lucas was appointed as an At-large representative. Mr. Lucas began serving his first three-year term on July 1, 2009, to coincide with the retirement from the board of Mr. Noel C.

See BOARD, page 6

Deputy Director Earns National Designation

Robin L. Ferree, deputy director of the EDC, has earned the designation of Certified Economic Developer (CEcD). This is a national recognition that denotes a mastery of principal skills in economic development, professional attainment and a commitment to personal and professional growth. Mr. Ferree recently passed the CEcD exam, which was administered by the International Economic Development Council (IEDC) in Raleigh, NC. He joins EDC Executive Director Timothy R. Troxell, who earned CEcD distinction in 1999.



*EDC Deputy Director
Robin Ferree, CEcD*

See FERREE, page 6

Project Wormburner 2009 Save the Date of September 17th

The EDC is currently preparing their annual Project Wormburner site consultant and broker golf tournament and commercial real estate tour event. More information to follow.



HAGERSTOWN
WASHINGTON COUNTY, MD
Economic Development Commission

Chair

Robert E. Ernst, II

Vice Chair

Vacant

Secretary

Shelby H. Penn

Directors

Jeffrey A. Cline
Gary L. Davis
R. Michael Deming
Timothy Henry
James D. Lobley
Harold F. Lucas
Stuart L. Mullendore
John L. Schnebly
Richard Seibert

Ex-Officios

The Honorable Kristin B. Aleshire
The Honorable Robert E. Bruchey, II
Deborah A. Everhart
Robert B. Garver
Richard W. Phoebus, Sr.

Staff

Timothy R. Troxell, CEcD
Executive Director
Robin L. Ferree, CEcD
Deputy Director
Sarah J. Lankford
Marketing Specialist
Robert P. Mandley
Project Coordinator
Sonja L.B. Hoover
Fiscal/Research Specialist
Linda A. Spence
Administrative Assistant

The Hagerstown-Washington County Economic Development Commission is a county agency which strives to promote employment and provide assistance to new and existing industries in Washington County, Maryland. The EDC interacts with a vast network of public, private, and nonprofit organizations to address business needs. The *Crossroads* newsletter is produced quarterly by the EDC. For additional information or to submit items for this newsletter, contact:

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EDC Takes Home MEDA Marketing Award at Annual Conference



EDC Executive Director Timothy Troxell, center and Marketing Specialist Sarah Lankford, fourth from right, are pictured above with other MEDA award winners.

The annual Maryland Economic Development Association (MEDA) Economic Development Awards were presented at the 2009 MEDA Annual Conference, held May 31-June 2 at the Hyatt Regency Chesapeake Bay in Cambridge. The awards recognized outstanding efforts to attract new businesses, assist existing businesses, redevelop business districts, market communities, and support workforce development initiatives, tourism activities, and agricultural programs.

The Economic Development Marketing Award was presented to EDC, in recognition of their marketing and branding campaign. After developing a logo and slogan that capitalizes on the county's strategic location, "Crossroads of Commerce," the EDC launched a new website. The site features targeted navigation links to identify area demographics and investments incentives and a searchable property database. Since its launch in July 2008, the website is drawing an average of 7,000 unique visitors per month.

The Economic Development Marketing Award category had 13 other highly



2009 MEDA Economic Development Marketing Award

competitive entries from across the State. The awards were selected by four judges including John R. Devin, principle for Miles & Stockbridge P.C.; Tracy K. Gosson, president of marketing and economic development firm, Sagesse, Inc.; Michael S. Lofton, CEcD, retired deputy secretary of DBED; and Hans F. Mayer, retired executive director of the Maryland Economic Development Corporation (MEDCO). MEDA enhances the knowledge and skills of its more than 500 members and encourages partnerships and networking among those committed to bringing jobs and investment to Maryland. Since 1961, MEDA has operated as a nonprofit organization of economic development professionals, whose members promote the economic well being of Maryland and work to improve the state's business climate.

For more information on MEDA, visit <http://www.medamd.com>.

EDC Attracts Visitors to Blues Fest 2009

Since 2005, the EDC has partnered with the City of Hagerstown to conduct a specialized Blues Fest promotional mailer targeting site consultants, commercial real estate brokers, as well as other key target markets for growth and development in Washington County. Nearly 1,000 Western Maryland Blues Fest invitations with complimentary tickets to the event were mailed this year to more than 400 national consultants and brokers and over 500 members of the Tech Council of Maryland organization.

The premise is to help promote the Blues Fest as a wonderful example of the excellent quality of life in Washington County. Even if the recipient cannot attend the event, it is an attractive promotional piece to advertise the area for relocation and expansion opportunities. Those who attend learn more about why

Washington County is a great place to live.

The mailer has produced limited attendance in years past due to contributing factors such as inclement weather. The most successful year thus far was Blues Fest 2009 where over 40 participants came from businesses in the Baltimore / Washington DC metro areas - over 50% more than in prior years. Brokers attended from well-known companies such as KLBN, Merritt Properties, NAI Michaels, and Shapiro Company. Employees of biotech companies such as MedImmune and the National Institutes of Health (NIH) also participated. The EDC has used this opportunity to follow up with attendees and open up discussions regarding Washington County.



2009 EDC Blues Fest Invitation sent to close to 1,000 people nationwide.

Business Retention Program Provides \$125,000 to Local Companies

Business Retention and Expansion (BRE) is a very important component of economic development as it is aimed at preventing businesses from relocating, helping them survive economic difficulties, assisting them with expansion that create new jobs, and increasing their competitiveness in a wider marketplace.

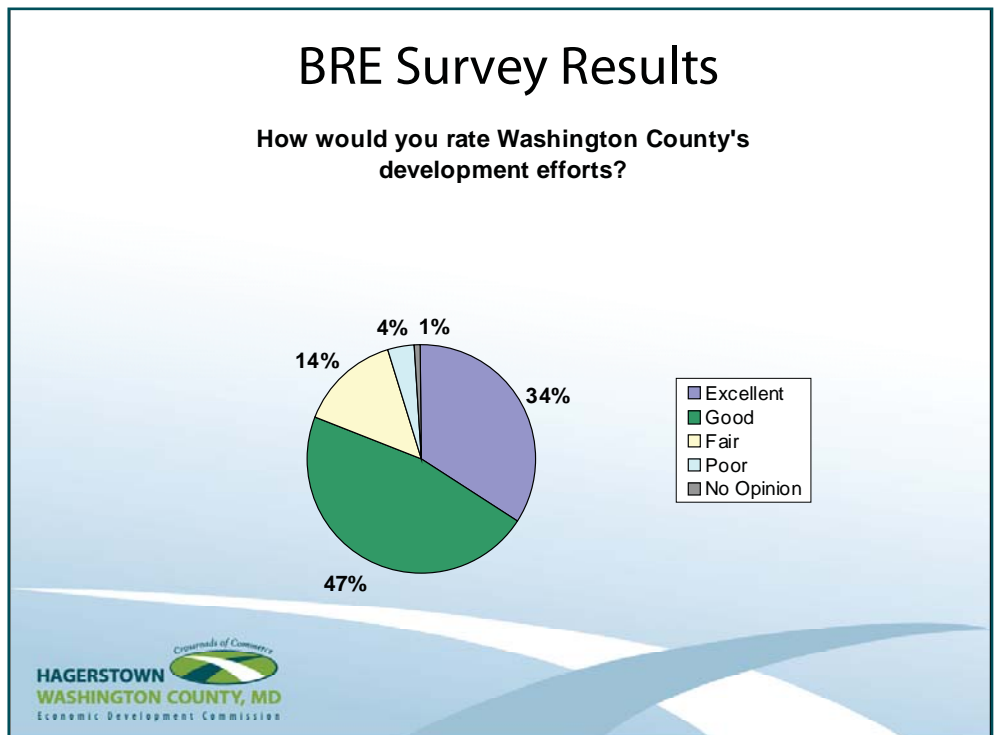
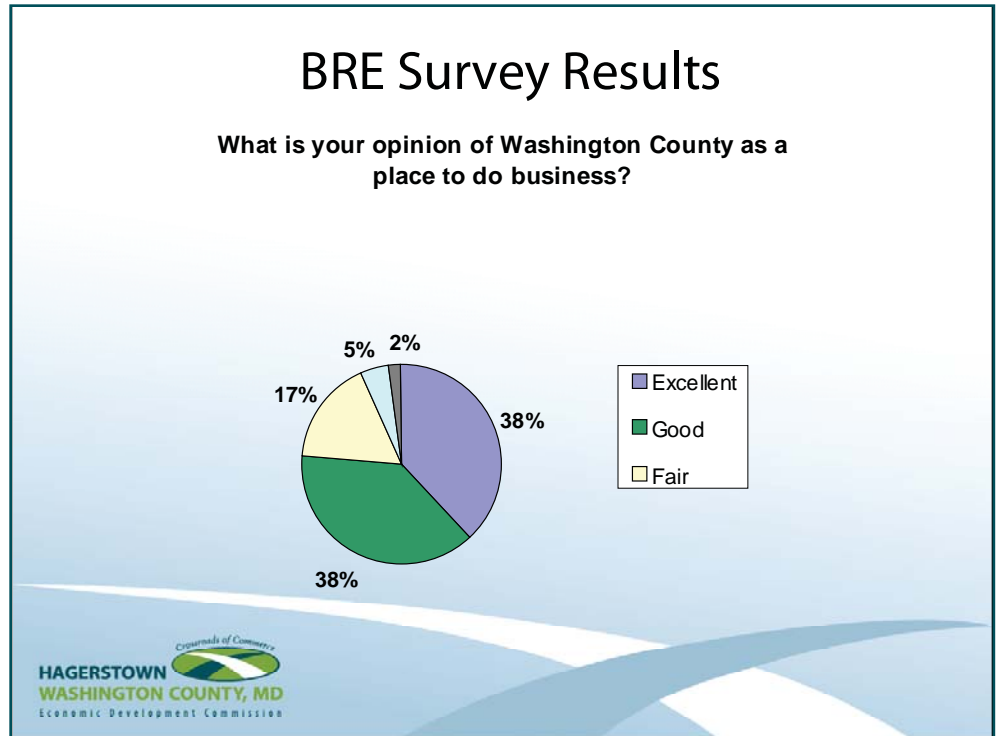
The EDC has always realized the importance of its BRE program, but with the economic downturn, an “accelerated” method of reaching local businesses was established. In March, the EDC partnered with the City of Hagerstown Economic Development office, and released a joint BRE Outreach Survey to over 570 local companies via the EDC’s email marketing system. Approximately 12% responded to the survey.

The survey consisted of 10 questions, two of which would allow comments to be inserted. The greatest concerns among those responding included the economy, lack of available and trained workers, and regulations required by the Maryland Department of the Environment and the Washington County Planning and Permits departments. Other results include the following:

- Over 69% of respondents would like to participate in a roundtable discussion with other companies in their industry facing similar challenges and discuss similar solutions.

- More than 50 companies requested a personal, confidential visit.

Maryland Department of Business and Economic Development Representative (DBED) Robert Garver and EDC staff have visited at least 60 companies since March. As a result, over \$125,000 has been awarded to companies in need during the economic downturn.



BIO & AERO

The BIO International Convention 2009 show had over 1,800 exhibitors and 14,352 industry leaders from 58 countries and 48 states and ran May 18-21 at the Georgia World Congress Center in Atlanta, GA. Partnered with DBED's BIO team in the Maryland Pavilion, EDC Deputy Director Robin Ferree, and Marketing Specialist Sarah Lankford launched the new biotech exhibit (see front page) highlighting the location, workforce, and lower cost advantages available in Washington County.

The Maryland Pavilion was center stage when Governor Martin O'Malley unveiled BioMaryland 2020, A Strategic Plan for Life Sciences in Maryland, during a press conference. This comprehensive 10-year plan reflects the State's identification of the bioscience industry as a strategic priority.

The BIO International Convention helps support BIO programs and initiatives

worldwide. BIO 2010 will be held May 3-6, 2010, at McCormick Place in Chicago, IL.

From June 15-19, EDC Executive Director Timothy Troxell exhibited with DBED's International team in the 100th International Paris Air Show in Le Bourget, France. Over 2,000 exhibitors from 48 countries and more than 300,000 visitors were in attendance. And in spite of a difficult economic environment, major players in the interational aircraft and defense industries were present with their latest technological innovations.

The Paris Air Show houses the global aerospace and defense industry under one roof for an entire week and gives exhibitors and attendees the opportunity to build relationships between prospects and partners. During the week, Troxell and DBED met with key companies such as Boeing, General Electric, Northrop Grumman, and Raytheon.

BOARD

Williams, of Williams Solutions Group, who has served since 2002.

Mr. Lucas is a director with Sierra Nevada Corporation's Integrated Mission Systems (SNC/IMS) located at the Hagerstown Regional Airport (HGR). SNC/IMS currently employs more than 500 people with a focus on aircraft

modification and integration. Prior to his position with SNC/IMS, he was a 26-year veteran serving in the U.S. Army flying both helicopters and airplanes in assignments around the world. During his years in Hagerstown, he has been very involved in bringing business and employment opportunities to Washington County.

FERREE

Mr. Ferree has worked for the EDC for five years. In October 2004, he was hired as the business development specialist and was appointed as deputy director in 2007. The CECD designation recognizes qualified and dedicated practitioners in the economic development field and sets the standard of excellence within the profession. Candidates must pass a rigorous and comprehensive three-part,

two-day examination, which tests a practitioner's knowledge, proficiency and judgment in the key areas of economic development, including business retention and expansion, marketing, finance, workforce development, community development, real estate, strategic planning, and management.

Connect with us on....



@EDCHagerstownMD

And.....



Robin Ferree



Sonja Hoover



Sarah Lankford



Robert Mandley



Linda Spence



Timothy Troxell

August



- 3 Hagerstown Entrepreneurship Development Group networking meeting, 6:30 p.m. to 8 p.m. at Technical Innovation Center Conference Room
- 4 Minority Business Enterprise and Disadvantaged Business Enterprise Application Assistance Workshop, 10 a.m. to 1 p.m. at MDOT Headquarters, Hanover, MD. Register at www.mdot.state.md.us
- 12-15 MD Association of Counties (MACo) Annual Summer Conference in Ocean City, MD
- 13 EDC Board meeting, 7:30 a.m. at the EDC
- 21 EDC Infrastructure Committee meeting, 8 a.m. at the EDC

September



- 2 Minority Business Enterprise and Disadvantaged Business Enterprise Application Assistance Workshop, 10 a.m. to 1 p.m. at MDOT Headquarters, Hanover, MD. Register at www.mdot.state.md.us
- 7 County offices closed for holiday
- 10 EDC Board meeting, 7:30 a.m. at the EDC
- 17 Project Wormburner at Black Rock Golf Course
- 18 EDC Infrastructure Committee meeting, 8 a.m. at the EDC
- 28-29 Aero Defense Trade Show, Baltimore, MD

October



- 4-7 2009 International Economic Development Council (IEDC) Annual Conference in Reno, NV
- 6 Minority Business Enterprise and Disadvantaged Business Enterprise Application Assistance Workshop, 10 a.m. to 1 p.m. at MDOT Headquarters, Hanover, MD. Register at www.mdot.state.md.us
- 8 EDC Board meeting, 7:30 a.m. at the EDC
- 15 Celebration of Business meeting, 3 p.m. at the EDC
- 16 EDC Infrastructure Committee meeting, 8 a.m. at the EDC
- 22 City of Hagerstown Quarterly Informational Meeting, 8:15 a.m. at City Hall, Council Chamber, Second Floor
- 30 SmartProc 09 Conference, 7:30 a.m. to 3 p.m. at FSK Holiday Inn Holidome in Frederick, MD

MARYLAND TIDBITS

MD Public Schools Lead the Nation

Maryland public schools rank first in the nation in the percentage of high schools offering and students taking college-level courses.

Newsweek magazine released its own analysis of its annual "America's Top High Schools" issue in June. The article, "Mid-Atlantic Excellence," found that Maryland has the highest percentage of high schools on the list (29.5%), more than five points better than the second place state, Virginia.

When the magazine's editors looked at the percentage of students attending one of the top 1,500 schools, Maryland scored even better. The State has 31.6% of its students attending one of the top schools. At a local level, North Hagerstown High School ranked 586 and Boonsboro High School ranked 1,398.

The *Newsweek* list, known as the Challenge Index, looks at student enrollment in Advanced Placement, International Baccalaureate, and Cambridge courses and tests, which have shown to be good preparation for higher education. Colleges have lauded these programs, and many give college credit for success on the rigorous end-of-course exams attached to the courses.

To view the article, go to <http://www.newsweek.com/id/202022>.



Record Year in 2008 for Port of Baltimore

The Port of Baltimore's public marine terminals had a record-breaking year in 2008. In recently released maritime cargo statistics, general cargo reached nearly 9 million tons for the first time. This marked the seventh consecutive record year of growth for general cargo tonnage. General cargo is defined as containers, autos, steel, forest products, and roll on/roll off cargo (farm and construction equipment).

The total dollar value of foreign commerce that moved through the Port's public and private terminals in 2008 valued to an all-time high of \$45.3 billion, an eight percent increase from 2007. The amount of foreign commerce transiting through the Port was up seven percent to 33 million tons, its highest mark since 1981.

Exports leaving Baltimore public and private terminals reached 15 million tons, a 33 percent increase from 2007. Imports headed to public and private terminals declined eight percent to 18 million tons.

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