

DAY 2- Friday September 26 - University System of Maryland Center at Hagerstown
32 West Washington Street Hagerstown, MD 21740

TIME	Description of Scheduled Items	Presenter / Affiliation
8:00	Registration/Continental Breakfast	
8:45	Welcome	Dr. Sudhir Singh, Director Trident Initiative
	Frostburg State University	Dr. Danny Arnold, Dean College of Business
9:00	Entrepreneurship - Faculty Presentations	
	Survey on Microentrepreneurship	Dr. Martha Mattare Faculty, FSU
	Case Study: Biotech Client	Chris Marschner, HCC & Richard Walton, SCORE
	Family Business & Succession Planning	Karen DePew, Northwest Consulting & Cherie Beck, Spiral Dynamics Group
	Self Employment in the Arts	Dr. John Lombardi Mass Communications Faculty FSU
10:15	Entrepreneur Leadership Training	Dr. Danny Arnold, Dean College of Business & Dr. Ahmad Tootoonchi, Associate Dean, College of Business
11:00	Student "Elevator Pitch" Presentations	
		Student/Team 1
		Student/Team 2
		Student/Team 3
		Student/Team 4
	Discussion and Q and A	Dr. Martha Mattare
12:00 -2:00	Awards Luncheon Keynote Address: The Changing Paradigm of Economic Development- The Importance of Entrepreneurs in Economic Planning	Sam Lloyd, Assistant Secretary for Small Business - MD Department of Business and Economic Development
2:00	Eco-Ventures: Green Communities and Green Business - Examples and Models of Best Practices for Businesses or Communities	Kate Davenport: EcoVentures© International Team
3:45	Panel Discussion: Innovations in Agricultural Entrepreneurship	Lesley Hendrickson, Moderator Agricultural Marketing Specialist, Maryland's Washington County Agricultural Education Center
4: 45	FSU Student Presentation: Green Construction	Scott Shank, Pedro Andrade, Jason Fazenbaker, and Vicky Escobar
5:30	Conference Wrap Up	Dr. Sudhir Singh

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THIRD ANNUAL ENTREPRENEURSHIP CONFERENCE



This 2-day Conference would be of interest to small business owners, business consultants, economic development practitioners, faculty, students and anyone with entrepreneurial aspirations!

Thursday, September 25, 2008

Friday, September 26, 2008

at the

University System of Maryland Center at Hagerstown

32 W. Washington Street, Hagerstown, MD 21740

Hosted By

**The Trident Initiative at Frostburg State University
(a Coleman Foundation Grant Initiative)**

and

**The Western Maryland SCORE Chapters
in Hagerstown and Cumberland**



Conference Registration Forms are Available at
www.frostburg.edu/trident
For More Information, Call 301.687.4093 or 301.722.2773



**Welcome to The Trident Initiative's
Third Annual Entrepreneurship Conference**



*“Regional Renaissance...
Transforming Communities through
Entrepreneurial Activity”*

David W. Edgerley
Secretary, Maryland Department of Business and
Economic Development.

David W. Edgerley has an accomplished and varied economic development background and has led innovative and ambitious economic development efforts in Allegany and Montgomery County, giving him a broad perspective on Maryland's strong and diverse economy. Dave began his career in Allegany County, directing both the Office of Development Assistance and the Department of Economic Development. He led the creation and redevelopment of six business parks and created Allegany County's first business incubator. In Montgomery County, Dave continued to leverage the power of technology as an economic development driver by creating Montgomery County's highly successful technology incubator network, now home to 80 life sciences and technology companies. He also expanded high-tech business partnerships with leading top-tier universities and leading technology companies. He is also a past president of the Maryland Economic Development Association. Secretary Edgerley received his B.A. from Frostburg State University and an M.B.A. from Mt. Saint Mary's University.

Samuel J. Lloyd

DBED's Assistant Secretary for Small Business, a position created by Gov. O'Malley's Administration to focus on Maryland's small business needs. Formerly Director of Minority Business Development for Baltimore City, Sam successfully directed one of the city's most important initiatives: increasing minority and women-owned business participation in Baltimore contracting and procurement activities. Lloyd has served in a number of private-sector roles, including, Senior Vice President and Chief of Staff at Fisk University; Sales Vice President at AT&T Wireless Services, and President and General Manager of American Cable systems of California. Lloyd earlier served the State of Maryland as Assistant Secretary for Economic Development at the Maryland Department of Economic and Community Development and Executive Director of the Maryland Commission on Human Relations. Assistant Secretary Lloyd has served on a number of boards including the Maryland Stadium Authority, the Baltimore Development Corporation, and the Baltimore City Heritage Area Association. Sam received a J.D. Law degree from Catholic University and a B.A. in Political Science from Morgan State University.

DAY 1- Thursday September 25
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32 West Washington Street Hagerstown, MD 21740

TIME	Description of Scheduled Item	Presenter/ Affiliation
8:00	Registration/Continental Breakfast	
8:30	Welcome	Dr. Sudhir Singh, Director The Trident Initiative at FSU
	The City of Hagerstown	Honorable Mayor Robert E. Bruchey, II
	Frostburg State University	Dr. Jonathan Gibraltar President
	University System of Maryland Center at Hagerstown	Dr. C. David Warner, III Executive Director
	Maryland Department of Business and Economic Development	David W. Edgerley Secretary of Business & Economic Development
9:20	Keynote Address - Transformation of Downtown Hagerstown	R. Michael Deming President Demcore Development, LLC
10:00	The Entrepreneurs' Story What's it all about?	
	Alter Ego Boutique	Katie Trent, Owner
	The Potomac Bead Company	Nathan & Allie Buchman Co-Owners
	The Schmanker Stube	Charles Sekula, Owner
	Hagerstown Magazine	Kate Rader, Editor-in-Chief
11:15	Economic Development & Frostburg State University	Stephen Spahr Chief of Staff and Vice President for Economic Development and Government Relations FSU
12:00	Lunch	
1:00	Microentrepreneurship in Maryland	Mikal McCartney Executive Director, Microenterprise Council of Maryland

TIME	Description of Scheduled Item	Presenter/ Affiliation
1:30	Advancing the Entrepreneurial Dream - Federal & State Resources	
	Maryland Dept of Business and Economic Development Regional Representative	Robert Garver, Business Development Specialist
	Maryland Technology Development Corporation (TEDCO)	Robbie Melton, Senior Program Manager, Entrepreneurial Development
	Small Business Tax Resources	Rhonda Brown, Senior Stakeholder Liaison, Communication, Liaison and Disclosure, IRS
	Small Business Development Center	Alice Growden Business Counselor
2:10	Advancing the Entrepreneurial Dream - County Support System	
	Washington County Chamber of Commerce	Brien J. Poffenberger Executive Director
	Hagerstown-Washington County Economic Development Commission	Timothy R. Troxell Executive Director
	Hagerstown SCORE	David Peters
	The Community Trust Foundation, Inc	Trish Yoder, Executive Director
3:05	Advancing the Entrepreneurial Dream - Local Resources	
	Economic Development Office, City of Hagerstown	Deborah Everhart, Director Economic Development, City of Hagerstown
	The Greater Hagerstown Committee	Art Callahan, Executive Director
	Center for Business & Training, Inc.	Michael J. Pellegrino, Director
	Hagerstown-Washington County Convention and Visitors Bureau	Betsy DeVore, Director of Sales
3:50	Educational Initiatives that Foster Entrepreneurship	
	Entrepreneurship Program at FSU	Dr. Martha Mattare, Faculty Frostburg State University
	Technical Innovation Center, Hagerstown Community College	P. Chris Marshner, Director Technical Innovation Center
	Washington County Public Schools	Mrs. Karen Teach, Clear Spring High School
4:30 - 6:00	Networking Reception	

Mikal McCartney
Microenterprise Council of Maryland (MCM)

Mikal McCartney, M.Ed., MCM Executive Director. Hired in 1999, Ms. McCartney directs the statewide council to foster and build capacity for entrepreneurship in the State of Maryland. She is responsible for all aspects of the organization including board relations, fund development and management, policy development and strategic planning, fiscal operations and reporting and program development. In previous positions Ms. McCartney served as the Vice President of Community and Economic Development for the Garrett County Community Action Committee where she started and administered a microenterprise revolving loan program and assisted community groups with needs assessment and program development. She served as Director of Community Services, Public Relations and Grant Development for Garrett County Memorial Hospital where she conceptualized, developed over \$1,500,000 in grant proposals and managed projects working with community grassroots organizations and volunteers to provide health education services working with Federal Offices and Resources. Ms. McCartney served on the founding Board and was President of the Garrett Rural Information Cooperative, the first telecommunications utility cooperative in the nation; was President of the Maryland Rural Health Association; and was Co-Chair of the One Maryland Entrepreneur Advisory Board. She is also now a certified rural entrepreneurship trainer.

Kate Davenport
EcoVentures International, Inc.

Kate Davenport is a member of the EcoVentures International team in which she managed environmental enterprise development projects and trainings and analyzed opportunities for environmental business industries in both domestic and international settings. Kate has comprehensive experience in youth leadership training, community development, environmental analysis, conflict resolution training, and environmental enterprise. After several years of environmental enterprise development and support, Kate spent two years working directly within environmental enterprises leading to direct interplay with the challenges and opportunities facing small and medium environmental enterprises. She managed operations for a start-up environmental micro-enterprise providing organic waste removal and reuse services for commercial clients in the Washington, DC and Philadelphia area. Kate spent several years as a leader in the youth sustainable development movement particularly as a part of Sustain US, the US Youth Sustainability Network. She continues to work with and help run a Quaker wilderness/teen leadership program and sees working with young people as a continued theme for life. Kate has a B.A. in History and African Studies with a Minor in Child Development from Tufts University.