Message from the Chair and the Executive Director

2014 was an exciting year for the Rural Maryland Council! We presented a new logo, URL and website, www.rural.maryland.gov. We hosted the Rural Action Assembly with the State Office of Rural Health and the Maryland Rural Health Association. We partnered with Volunteer Maryland in conducting information sessions around the State. We also participated in the Eastern Shore Business Plan Competition and the InvestMaryland Business Plan challenge. As part of the InvestMaryland Challenge, we offered a Rural Entrepreneur award of $15,000 in partnership with the Eastern Shore Entrepreneurship Center (ESEC). We distributed almost $190,000 in grants to rural-serving nonprofits and welcomed a new staff member, Kathy Vernacchio. Welcome Kathy!

We have been particularly pleased with the turnout to Executive Board meetings. In January we hosted the Maryland Senate President, Thomas V. Mike Miller Jr., and Maryland Speaker of the House, Michael Busch, to our Legislative Luncheon meeting. In April, we were delighted to report the passage of RMC initiated legislation, SB 137/HB 1024, during the 2014 General Assembly Legislative Session.

We are continuing with the rebuilding and rebranding of the RMC. In March, we reconvened the Board of Trustees for the Rural Maryland Foundation, our affiliated nonprofit organization. Mr. Dan Rider agreed to serve as the Foundation’s President. We appreciate Dan’s acceptance of this responsibility. In June, we reconvened the Legislative Committee and would like to extend our thanks to our Legislative Chair, Josh Hastings, for his efforts.

For the next fiscal year, we are looking forward to the convening of the RMC/RMF Joint Planning and Development Committee and the launch of the Foundation’s new website: www.ruralmdfoundation.org. We will begin a new youth engagement project in partnership with the Upper Shore Regional Council and the Center for Rural Entrepreneurship and will partner with the CD Network to organize regional meetings for community development organizations.

As always, feel free to contact either one of us with any questions, comments or suggestions. Together, we can make Rural Maryland to best place to live, work and play!

Sincerely,

Scott Warner
Chair

Charlotte Davis
Executive Director

(Cover photo by Kai Hagen, location Frederick County, MD)
**RMC Executive Committee**

**Chair:**  
Mr. Scott Warner  
Executive Director  
Mid-Shore Regional Council

**First Vice Chair:**  
Ms. Doris Mason  
Executive Director  
Upper Shore Regional Council

**Second Vice Chair:**  
Mr. Thomas McLoughlin  
(Retired Hospital CEO)

**Immediate Past Chair:**  
Mr. Michael Pennington  
Executive Director  
Tri-County Council for the Lower Eastern Shore

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<td>The Honorable Adelaide Eckardt</td>
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Who We Are

The Rural Maryland Council, an independent State agency, brings together rural leaders, government officials at all levels, and representatives of the nonprofit and for-profit sectors to identify and craft solutions to the challenges facing rural Maryland. Ultimately, our mission is to improve quality of life while preserving the cultural heritage of Maryland’s rural communities.

The RMC is also one of 28 federally recognized State rural development councils in the United States Department of Agriculture’s National Rural Development Partnership. State rural development councils are collaborative partnerships comprised of the private and nonprofit sectors and government agencies at all levels. Their goals are to increase economic and social opportunities for rural citizens and to increase the viability of rural communities.

Our mission is accomplished by:

- Providing a neutral sounding board for the development of State and federal policy affecting rural areas and the implementation of State and federal programs;
- Building a collaborative relationship with federal, state, county, and municipal governments, as well as private for-profit and nonprofit organizations, to better serve the public in rural areas of Maryland;
- Considering intergovernmental issues and opportunities shared by the rural regions of the State and enhancing local institutional capacity to address those needs and priorities;
- Conducting policy research and analysis, and sharing ideas and information on innovative techniques for developing leadership;
- Promoting regional cooperation in order to achieve economies of scale in the delivery of public services in rural areas;
- Assisting rural communities in the development of a strategic vision which can mobilize available resources, restore commitment, and lay a foundation for future prosperity;
- Protecting and enhancing the natural resources and cultural heritage of rural Maryland; and
- Advocating the priorities and needs of Maryland’s rural communities where a consensus of opinion has been reached.

Getting Our Message Out

In the fall of 2013, RMC presented a new logo that aims to capture the great diversity of Rural Maryland. Agriculture, water, and mountains are represented, while the rising sun signals the arrival of a new day for this organization. The new logo began to have an ever-increasing presence as we worked through our supply of letterhead, envelopes, and brochures. New brochures came out just in time for the 2014 Legislative Session.

We were also pleased to present a redesigned website with a new URL: www.rural.maryand.gov. The new site is more user-friendly and has the capacity to hold much more information.
Convening Rural Stakeholders

On October 17, 2013 and October 18, 2013, the Rural Maryland Council, with the Maryland Rural Health Association and the State Office of Rural Health, held the Rural Action Assembly at Ripken Stadium in Aberdeen, Maryland. The program was entitled *Hitting a Grand Slam for Rural Maryland: Creating a Unified Playbook for the Prosperity of Rural Agriculture, Community, Economy, and Health*.

Highlights of the conference included: a keynote by Chuck Fluharty, president and CEO of Rural Policy Research Institute (RUPRI); a closing plenary by The Honorable Peter Franchot, Maryland Comptroller; a legislative panel with the Honorable Thomas “Mac” Middleton, Chair of the Senate Finance Committee, the Honorable Adelaide Eckardt, and the Honorable J.B. Jennings; and, a panel with Maryland State agency leaders panel with Secretary Dominick Murray of DBED and others. Several other sessions covered health care, economic development, agriculture and forestry.

Challenges discussed during the event included: access to health care in rural areas; workforce development, triggered by an aging workforce and shortages of qualified employees; retaining youth; and aging and absence of infrastructure, such as affordable land, drinking water, and broadband access.

Recognizing Rural Leaders

The Maryland Rural Health Association (MRHA), Rural Maryland Council (RMC), and State Office of Rural Health (SORH) jointly presented the 2013 Rural Impact Awards on October 17, 2013. The awards ceremony was part of the Rural Action Assembly. Nominations for awardees were solicited from across the rural regions of the State and selected by a diverse committee of rural leaders.

The Honorable George C. Edwards received the Outstanding Rural Legislator Award for his exemplary leadership for rural Maryland. Senator Edwards was instrumental in supporting infrastructure improvements to help host the Deep Creek 2014 World Canoe Slalom Championships. He also led support for the advancement of the North/South Appalachian Corridor (US-219 / US-220).
Building Capacity for Rural Non Profits

Volunteer Maryland partnered together with the RMC to conduct informal information sessions held around the State promoting Volunteer Maryland’s Americorps program and RMC’s Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF) grant program.

Maryland communities face a myriad of challenges in education, the environment, health, human needs, and more. To tackle these challenges, more than 28,000 nonprofits have developed in Maryland — many of them rely on volunteers to help them meet their missions. Maryland nonprofit organizations regularly report that they need help recruiting and managing volunteers and lack the resources to do so effectively. Volunteer Maryland helps meet these needs by placing AmeriCorps members in nonprofit organizations, schools, and government agencies throughout the state to serve as Volunteer Maryland Coordinators, bridging the gap between communities facing critical problems and citizens who want to volunteer to solve those problems.

RMC participated in eight information sessions held throughout the State during Fiscal Year 2014. We look forward to partnering again in 2015!

Advocating for Rural Maryland

During the 2014 Legislative Session, the Rural Maryland Council had an active presence in Annapolis and supported the following legislative priorities: funding of the Rural Maryland Prosperity Investment Fund (RMPIF), continued funding for RMC operating costs and the Maryland Agriculture Education and Rural Development Assistance Fund (MAERDAF), funding for the five Regional Councils, transportation funding for local jurisdictions, expansion of rural broadband, and expansion of loan reimbursement programs to enhance rural health care.

The culmination of the Session resulted in the passage of House Bill 1024/Senate Bill 137 – Rural Maryland Prosperity Investment Fund – Revisions and Extension of Termination Date. Signed by Governor Martin O’Malley on May 15, 2014, this legislation is a step to addressing disparities in the State’s rural areas. This legislation extends the fund’s authorization from 2020 to 2030, increases the capacity of the five regional councils and expands programming to include health care.

The Rural Maryland Prosperity Investment Fund (RMPIF) was
authorized by the General Assembly in 2006. The primary goal of the Fund is to provide targeted investments to various regional, nonprofit and educational entities in order to bring rural Maryland’s standards of living up to statewide averages.

About one-quarter of Maryland’s population live in eighteen rural counties. Many of these communities, especially in the outlying regions, have higher rates of poverty and unemployment, and lower rates of income and educational attainment than their metropolitan and suburban neighbors. Agricultural and resource-based industries continue to support the local economies, but are increasingly under threat from outside competition, land development pressure and regulatory changes. Access to health care providers and services presents additional challenges.

The Rural Maryland Prosperity Investment Fund can offer important targeted investment to promote economic prosperity in Maryland’s traditionally disadvantaged and underserved rural communities. By sustaining efforts to promote rural regional cooperation, facilitating entrepreneurial activities, and supporting key community colleges and nonprofit providers, the quality of life in rural Maryland can be advanced over the next several years.

RMC testified in support of the expansion of rural broadband. The Communications Tax Reform Act of 2014 (HB 1492) restructured the existing communications tax and institutes a sales and use tax on communications services offered through landlines, cell phones, cable, satellite, voice-over-internet phones and other communication conduits. Seven and one-half percent of the resulting revenue is dedicated to the Rural Broadband Assistance Fund administered by the Maryland Department of Business and Economic Development resulting in approximately $21 million for rural broadband expansion. This legislation remained in the House Ways and Means Committee; however, the sponsor has indicated willingness to reintroduce the legislation next year.

RMC also supported expansion of loan reimbursement programs to enhance rural health care. The General Assembly approved a modification to the Maryland Loan Assistance Repayment Program to include physician assistants and renames the program as the Maryland Loan Assistance Repayment Program for Physicians and Physician Assistants. Additionally, the definition of "primary care" has been expanded to include women's health. Approximately 2,600 physician assistants are located in Maryland.
Supporting Entrepreneurship

As an important component of economic development in rural areas, the Rural Maryland Council was pleased to support the Eastern Shore Business Plan Competition and the InvestMaryland Business Plan Challenge.

The Eastern Shore Business Plan Competition was presented by the Eastern Shore Entrepreneurship Center (ESEC) of Easton, Maryland, and Maryland Capital Enterprises (MCE) of Salisbury, Maryland, with a lead sponsorship from the Rural Maryland Council. In all, the contest awarded a total of $35,000 in cash and services to three Maryland businesses to turn their innovations into business enterprises on Maryland's Eastern Shore. The winner was BakeSale of Gaithersburg, Maryland.

At the InvestMaryland Business Plan Competition hosted by the Maryland Department of Business and Economic Development, the Rural Maryland Council and the Eastern Shore Entrepreneurship Center cosponsored a Rural Entrepreneur Award for the best rural business plan submission. Luminal of Frederick, Maryland was this year's recipient receiving the $15,000 award. Luminal also received a $100,000 grand prize grant from InvestMaryland Challenge, free exhibit space from the Federal Business Council during the CyberMaryland Conference in fall 2014, and in-kind services.

When the team at Luminal of Frederick, Maryland, stepped up to the stage recently to receive the grand prize in InvestMaryland Challenge’s cybersecurity category they not only received recognition that their work was important to the future of cybersecurity, but also became part of a recent trend for rural entrepreneurs. For the second consecutive year, the business selected to receive the Rural Entrepreneurship Award went on to take the grand prize for their category. Last year’s winner was iLightingTM of North East, Maryland.

Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF)

Established in 2000, the Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF) offers important financial support to rural-serving nonprofit organizations that promote statewide and regional planning, economic and community development, and agricultural and forestry education efforts. The Fund also provides targeted financial assistance to community colleges that support small and agricultural businesses through enhanced training and technical assistance offerings.

The Rural Maryland Council administers MAERDAF in partnership with the Maryland Department of Agriculture, Maryland Department of Health and Mental Hygiene, Maryland Department of Business and Economic Development, Maryland Department of Housing and Community Development, and Maryland Department of Natural Resources.
Evergreen Heritage Center (EHC), Heritage Wood Shop Project, Mt Savage, Maryland

Fiscal Year 2014 Grant monies allowed Evergreen to continue their work in agriculture education by funding the Heritage Wood Shop. The Wood Shop enables Evergreen to offer even more empowering lessons in sustainability by serving as a teaching sawmill wood shop to support experiential learning/training in sustainable forestry practices. This Project demonstrates practices that meet society’s increasing demand for forest products, and the full life cycle of trees and their role in forest ecology. Evergreen also offers young people and adults training in wood crafts, thereby providing them with useful job skills while educating them as to both heritage and modern practices. This training will produce highly marketable wood products and wood art which can be supplied to local businesses and contribute to economic development; economically producing, as part of EHC forest management, useful wooden structures, benches and tables for EHC outdoor learning stations. Between 2013-2014, over 1,100 elementary school students and almost 300 high school Earth and Environmental Science students participated in the project and spent a total of 2,876 hours learning about sustainable forestry and related science topics. During the project, 168 participating college students gained 1,639 hours of hands-on learning, green job skills and green credentials. The EHC is now producing 100% of its needed wood products using the wood shop.

LEAD Maryland Foundation, Queenstown, Maryland

The LEAD Maryland Foundation works to increase the numbers and capacity of leaders serving agriculture, natural resources, and rural communities. The educational program provides leadership development, skills training, and personal growth opportunities in a much more effective way than if the program partners were working alone.

Grant funds were used to continue work with Class VIII Fellows. LEAD Fellows are enrolled in a two-year program to increase their assurance, skills, and knowledge for mobilizing people in support of agriculture, resource-based or rural economies. Grant funds were specifically used for seminars in Baltimore City, Washington D.C., Annapolis, Kent County and Dorchester County to purchase the education, training and personal growth opportunities provided through the curriculum delivery.

Energetics Technology Center, St. Charles, Maryland

The project goals were to determine the feasibility of establishing an agricultural technology transfer and assistance program in southern Maryland, strengthen regional agricultural economic relationships, identify USDA technologies for potential licensing opportunities and identify alternative farming options for southern Maryland.
After reviewing the data and conducting interviews with numerous individuals and organizations associated with the agriculture community in southern Maryland, the Center determined that an expanded study should be undertaken to determine the viability of an agricultural technology transfer program to serve all agriculture communities in the State, not just the three counties in southern Maryland. This is necessary for the program to be financially viable and to have the greatest impact on the State’s ag-based innovation economy. The research indicated a substantial need for innovation on the farms in southern Maryland and an untapped potential. A program that efficiently educates Maryland’s entrepreneurs about the potential that resides in USDA research, and tools that help those innovators find, evaluate and commercialize that research could provide a significant economic boost to the less densely populated areas of our State. The study identified 48 technologies with licensing potential, spread across 13 categories of innovation. Three new crops were identified by the USDA ARS for southern Maryland: potatoes, lavender and catnip. Additional research also indicated opportunities with hops, rye and medicinals.

Salisbury University – Small Business and Technology Development Center, Salisbury, Maryland

The Small Business and Technology Development Center at Salisbury University conducted two targeted training seminars funded through MAERDAF. The Lower Eastern Shore Commercial Fisherman and For-hire Boat Operators Business Training Seminars were offered to working watermen and fishermen in an effort to help them improve business operations and prepare for future disasters such as Hurricane Sandy. The first seminar was conducted at the Commercial Watermen’s Expo in Ocean City in January 2014 and the second at the Horn Point Aquaculture Center in Cambridge in April 2014. Attendees heard from an insurance professional on risk management and available coverage, a CPA to review correct accounting procedures and allowable expenses, a business consultant to answer questions about loans and general business management techniques, a Maritime lawyer to review legal issues related to operating a vessel, and a scientist to discuss oyster aquaculture trends, permits and operations.

Southern Maryland Agriculture Development Commission (SMADC), Farmers Market Supplemental Nutrition Assistance Program, Hughesville, Maryland

With the award of this MAERDAF grant, SMADC continued to join two initiatives together to benefit farms and local consumers and provided increased access to fresh, healthy foods for the underserved population in Calvert, Charles and St. Mary’s counties.

SMADC used MAERDAF grant funds to continue to offer administrative support, stipends for onsite management, outreach and support, and funding for incentive dollars to encourage farmers’ markets to accept Supplemental Nutrition Assistance Program (SNAP) benefits and utilize a wireless Electronic Benefits Transfer (EBT) system. At the Waldorf Farmers Market, the senior Farmers Market Nutrition Program FMNP program provided low-income seniors with coupons that could be exchanged for eligible foods at the market. A total of $1,020 vouchers were given out during two days and close to 40% were redeemed within one hour of being distributed. Additionally $140 market bucks were distributed and over 70% were redeemed within one hour. This program was a huge success and very popular with the senior community. At the Home Grown Farm Market in St. Mary’s County, the program provided over $1,300 in incentive funding.

Maryland Association of Soil Conservation Districts, Maryland Envirothon, Edgewater, Maryland

Grant funds were used to support the Maryland Envirothon, a series of environmental competitions held throughout the State culminating in a statewide competition. Envirothon stimulates interest among high school students in pursuing careers in natural resources, agriculture and conservation. MAERDAF grant monies funded the administrative position of a State Envirothon coordinator and facility rental for the 2014 State Envirothon competition that was held at Camp Pecometh in Queen Anne’s County on June 18-19, 2014. Eighteen counties were represented in the competition. A team from Carroll County finished first, Washington County second, and Harford County third. Prior to the State event, 19 local Envirothon competitions were held throughout the State with over 1,100 students challenged in Aquatics, Forestry, Soils, Wildlife, and Sustainable Local Agriculture.
Grant funds were used to provide medical and chiropractic evaluations, created an accessible community garden, and offered cooking demonstrations/classes onsite using the community garden produce. The Living Well with Chronic Disease and Chronic Pain Program sought to inform and increase participants understanding of the benefits of health eating and improve chronic pain management.

A physician consultant assessed 15 women who are cancer survivors. An additional 24 women who are cancer survivors and/or have chronic diseases were identified and participated in the Healing Rose Garden. The Healing Rose Garden provided twelve raised bed gardens with two participants sharing each raised bed. In additional, several general purpose beds and trellised beds have been created to serve all of the women. The design has been adapted to include 12, 24 and 36 inch height options to accommodate the needs of participants in terms of kneeling, sitting, standing and range-of-motion. Garden participants benefit by harvesting nutritious produce from their garden plots. Participants achieve secondary benefits from the gardening activity as a way to increase strength and range-of-motion, and for the mental health benefits that have been documented in therapeutic gardening research.

**Upper Shore Regional Council (USRC), Upper Shore Harvest Directory, Chestertown, Maryland**

Using MAERDAF grant monies the USRC was able to create outreach plans, technical assistance workshops, and conduct site visits to increase the services listed in the Directory. They held two social media workshops; one in Chestertown and one in Centreville. These workshops not only provided educational opportunities but also allowed networking opportunities for agri-business owners. Thirty-one new businesses were added as a result of these efforts for a total of 158 directory entries.

The Directory expands on the Upper Shore’s current print publication and connects consumers to farmers markets, retailers, bakeries and nurseries. Android and IOS apps were developed and are available for Android and Apple mobile devices. An additional 10,000 paper copies of the Directory were printed.

**Western Maryland Regional Library, Digitization of Historical Documents Project, Hagerstown Maryland**

The Western Maryland Regional Library received funds to purchase an overhead scanner to digitize local historical documents. Since the purchase and installation of the scanner, the Library has scanned the following items that are now available on-line: the original charter for the Washington County free library; the logbook for the Washington House hotel where John Brown stayed before his raid on Harpers Ferry allowing over 200 pages of local Civil War history to be accessed; newspaper articles from the B-52 bomber crash in Garrett County in 1964; various materials on copper and railroads in Washington County; a poster of the Ransom of Hagerstown; a book of data and maps related to the local railroads of 1845; a local civil war diary; a local scrapbook of local soldiers who died in World War II; a photograph collection of the National Road; over 20 maps dating back to 1850; two log books from a local mill dating 1850s and 1880s; and, historical postcards and notes made by an Allegany County genealogist.
The Rural Maryland Foundation is a 501(c)(3) organization formed in 2001 to support the work of the Rural Maryland Council. In March 2014, the Board of Trustees met for the first time since 2011 and elected a new president. Members of the Board are: President – Mr. Daniel Rider, Associate Director for the Maryland Department of Natural Resources; Treasurer - Mr. R. Kevin Brooks, Executive Director of the Maryland Rural Development Corporation; Mr. Steve McHenry, Executive Director, MARBIDCO; Ms. Robin McKinney, Director and Co-Founder of the Maryland CASH Campaign; Ms. Joanne Richart-Young, Ag Coordinator, Cecil County Office of Economic Development; and Duane Yoder, President, Garrett County Community Action Committee. Ex-officio, non-voting members are: Mr. Scott Warner, Chair of the Rural Maryland Council and Executive Director for the Mid Shore Regional Council, and Ms. Charlotte Davis, Executive Director of the Rural Maryland Council. Ms. Davis also acts as the Secretary for the Foundation.

All contributions to the Foundation are tax deductible and may be sent to: Rural Maryland Foundation, Post Office Box 1544, Annapolis, Maryland 21401.

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