Pathways to Prosperity



November 14, 2023 | Crowne Plaza | Annapolis, Maryland

Welcome to the 2023 Rural Summit

Dear Attendees,

Thank you for joining us for the 2023 Rural Summit "Pathways to Prosperity." Maryland has often been called "America in miniature" from the beaches and the shore, metropolitan urban life in Baltimore, Montgomery County, and other areas, to farms, forests, small towns, and rural communities. These rural communities represent 75% of Maryland's land area and almost 1.7 million people. Like our suburban and urban neighbors, rural Marylanders often share the same vision for our State: high quality of life with access to education, jobs, broadband, environmentally healthy open spaces, and water, locally produced foods and agriculture, affordable housing, and access to health and wellness services.

The COVID-19 pandemic, like the Great Recession before it, showed that small towns and rural communities often weather significant economic shocks well due to having weathered bad times before, planned for future bad times, and collaborating and working together when disasters occur. These advantages offer lessons in resiliency and sustainability for future generations. We must plan and develop those pathways to prosperity.

In March 2020, the government took extraordinary measures in response to the emergence and spread of the novel coronavirus. Through policy changes and major spending bills, the federal government directed funds to help states, localities, and households manage the economic challenges caused by the pandemic. Now that ARPA dollars have been expended and enhanced benefits have ended, local governments and households may face challenges for investment, economic development, and growth in the coming year.

Those pathways will require cross-sector collaboration, and innovative and entrepreneurial approaches to address future challenges. The internet and expansion of broadband open our communities to opportunities such as remote education, work, and health care. Today's conference offers lessons and opportunities to work together on our vision of strong resilient and sustainable rural communities across our State.

Sincerely,

Susan O'Neill

Executive Board Chair, Rural Maryland Council

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Charlotte Davis

Executive Director, Rural Maryland Council

Stair #2

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Navigating the Summit

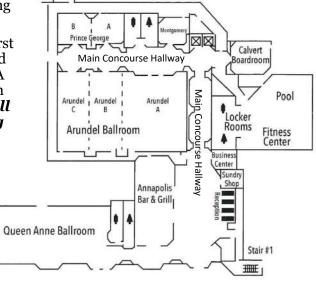
Registration is located in front of the Calvert Boardroom. Exhibitors are set up along the main concourse hallway along with coffee/tea and water stations.

The main session and breakout sessions will occur on the first floor of the Crowne Plaza in the Arundel Ballroom (A, B, and C), the Queen Anne Ballroom, and the Montgomery room. A buffet style continental breakfast and lunch will be served in the Prince George room. *PowerPoint presentations will be made available at ruralmaryland.gov following the Summit.*

Join today's conversation on social media using

#RuralSummit2023





2023 Rural Summit

Tuesday, November 14th, 2023 | 8:00 am - 5:00 pm | Crowne Plaza Hotel - Annapolis, MD

Agenda

Opening 2023 Rural Summit

		Opening 2023 Rurai S	ummit				
7:30 am- 8:30 am		Main Concourse Hallway Exhibitor Set-Up					
8:00 am-9:00 am	Main Concourse Hallway						
oloo am sloo am		Participant Registration/Visit Exhibitors					
		Continental Breakfast Available in the Prince George room					
	Registration Sponsored by the University of Maryland Eastern Shore						
8:00 am - 9:00 am	Rural Maryland Foundation: Transfer of Wealth Meeting						
	Calvert Boardroom						
9:00 am - 10:15 am	Arundel Ballroom A/B						
	Welcome RMC Chair Susan O'Neill						
	We are excited to have each one of you here today as we explore opportunities to foster economic						
	growth and success in these unique communities. Today, we will delve into the challenges faced by small						
	rural communities and discuss strategies and initiatives that have proven effective promoting prosperity. By sharing best practices, success stories and innovative ideas, we hope to inspire and empower						
	participants to take part in building a brighter future for their communities. Together, we can identify						
	and implement sustainable pathways to ensure long-term prosperity and well-being for all.						
	Josi	Josh Kurtz, Secretary, Maryland Department of Natural Resources					
	Sara Seitz, Director, State Office of Rural Health, Maryland Department of Health						
	Keynote Speaker: Becky McCray						
	Becky McCray is an international speaker and lifelong small-town entrepreneur. As co-founder of						
	SaveYour.Town, she will share insights from her real-world experience as a business owner and cattle						
	rancher, including the "get your hands dirty" aspects that others gloss over.						
		15 Minute Transition/Vis	it Exhibitors – Coffee Break				
	Spons	ored by: Caroline County Ec	conomic Development & Tou	ırism			
Breakout Session A	Track 1: Agriculture Arundel Ballroom C	Track 2: Community Development	Track 3: Economic Development	Track 4: Health Care			
				Montgomery Room			
		Queen Anne Ballroom	Arundel Ballroom A/B				
10:30 am -11:45am	Brie, Beer, and	Preserving Local	Empowering	Innovation in Action:			
	Charcuterie: the	Housing Quality and	Entrepreneurs and	Open Mental Healthcare			
	Future of Value Added Agriculture	Affordability: Empowering Seniors to	Small Businesses: Unleashing the	in Rural Maryland			
	Added Agriculture	"Age in Place"	Potential of Available				
		1.60	Resources				
11:45 am-12:00 բ	om Pick up buffet-sty	le lunch in the Prince Geor	ge room and return to the	Arundel Ballroom A/B			
•		ch Sponsored by Horizon F	_	·			
12:00 pm-12:30 pm	Lunch Plenary - Arundel Ballroom A/B						
	Kevin Atticks, Secretary, Maryland Department of Agriculture						
	Hear an update on what's happening at the Department of Agriculture.						
	Office of Statewide Broadband Representative						
	Hear an update on the State's broadband efforts. Maryland State has published its initial plans for BEAD						
	and Digital Equity as part of the state implementation of the Infrastructure and Investment Jobs Act (IIJA)						
		federal broadband programs. From November 1 to December 2, 2023, all Maryland residents are encouraged and invited to read the draft BEAD plan to share their feedback and recommendations.					
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12:30 pm-12:45 pm	Lunch Plenary Continued Arundel Ballroom A/B					
	Plenary: Andy Bauer, Vice President and Regional Executive, Federal Reserve, Bank of Richmond					
	Andy Bauer works with community leaders and partners with regional organizations to share research perspectives in areas of expertise related to the Bank's mission, including advancing the Bank's community development goal of promoting investment in low-and moderate-income communities.					
12:45 pm-1:30 pm	Arundel Ballroom A/B					
12.43 pm-1.30 pm	Plenary: Maryland Legislative Panel					
	Senator Justin Ready, Senate Minority Whip; Delegate Jason Buckel, House Minority Leader; Delegate Regina Boyce, Vice-Chair of the Environment and Transportation Committee; and, Delegate Edith Patterson, Chair of the Southern Maryland Delegation					
	Hear from elected officials on the upcoming General Assembly's 2024 Legislative Session					
	Moderated by Lindsay Thompson					
	15 Minute Transition/Visit Exhibitors - Coffee Break					
	Sponsored by: Caroline County Economic Development & Tourism					
Breakout Session B	Track 1: Agriculture	Track 2: Community	Track 3: Economic	Track 4: Health Care		
	Arundel Ballroom C	Development	Development	Montgomery Room		
		Queen Anne Ballroom	Arundel Ballroom A/B			
1:45 pm-3:00 pm	Opening Doors	Addressing Rural	Making It Matter!	Advancing Community		
	Through Agriculture	Homelessness: What	Impact of Heritage	Health Workers in a		
	Education: Formal and Informal	are the best practices in helping people	Tourism on Rural Communities	Data-Driven World		
	Pathways and	experiencing	Communities			
	Resources for	homelessness in rural				
	Individuals and	communities?				
	Community Success					
	15 Min	ute Transition/Visit Exhibit	ors - Coffee Break			
		aroline County Economic D				
Breakout Session C	Track 1: Agriculture	Track 2: Community	Track 3: Economic	Track 4: Health Care		
	Arundel Ballroom C	Development	Development	Montgomery Room		
		Queen Anne Ballroom	Arundel Ballroom A/B			
	Building A	Rural Affordable	Innovations in Rural	Addressing Healthcare		
	Sustainable Future:	Housing: Myths v.	Economic	Workforce Shortages:		
2.15 nm 4.20 nm	Collaborative Climate Solutions for	Realities	Development: Transforming	Strategies for Sustainable Solutions		
3:15 pm-4:30 pm	Rural Communities		Communities through	Solutions		
	Rural Communices		Technology and			
			Collaboration			
	5 Minute Transition					
4:35 pm-5:00 pm	Arundel Ballroom A/B Closing Plenary					
	Guest Speaker: Brooke Lierman, Comptroller of Maryland					
	Hear insight from the State Comptroller					
	Door Prize Give-A-Ways					
	Sponsored by: The Campbell Foundation					
5:00 pm	2023 Rural Summit Concludes					

Breakout Sessions - Agriculture Track

Breakout Session #1 - Beer, Brie and Charcuterie: the Future of Value Added Agriculture

Time: 10:30 a.m. to 11:45 a.m. - Location: Arundel Ballroom C

Panelists

- Martin Proulx, Value-Added Agriculture Specialist, Maryland Department of Agriculture
- Craig Sewell, Program Director, Southern Maryland Ag Development Commission
- Kelly Dudeck, Acting Executive Director & Chief Strategy Officer, Grow & Fortify

This session will discuss the definition of "value-added" and introduce attendees to the base principles of value-added agriculture in the state of Maryland. Through the discussion of different strategies and best practices currently taking place in the state, to highlighting ideal future opportunities to transform raw products into goods that will enhance agriculture's social value, shelf-stability, and profitability for individual farmers and businesses, this panel looks to enhance the viewpoint and developing ideals of value-added agriculture in the state.

Breakout Session #2 - Opening Doors Through Agriculture Education: Formal and Informal Pathways and Resources for Individuals and Community Success Time: 1:45 p.m. to 3:00 p.m. - Location: Arundel Ballroom C

Panelists

- Susanne Richards, Executive Director, Maryland Agricultural Education Foundation, Inc.
- Dr. Melissa Welsh, Director Agricultural Science and Technology, University of Maryland
- Darren W. Robey, Operations Director and Chief Pilot, University of Maryland, UAS Research and Operations Center

This session will focus on how Maryland's array of opportunities for formal and non-formal education supporting careers in agriculture. From simple educational workshops to certifications to formal degree programs and everything in between, Marylanders can find an educational niche to support their career interests and academic needs. Participants will walk away with a better understanding of the resources available in-state to get youth and adult learners to work in this diverse field.

Breakout Session #3 - Building A Sustainable Future: Collaborative Climate Solutions for Rural Communities

Time: 3:15 p.m. to 4:30 p.m. - Location: Arundel Ballroom C

Panelists

- Terry Nuwer, Special Project Coordinator, University of Maryland Harry Hughes Center for Agro-Ecology
- Rachel Lamb, Ph.D., Senior Climate Advisor, Office of the Secretary, Maryland Department of the Environment
- Shannon Moore, Division Director, Division of Energy and Environment, Frederick County
- Hans Schmidt, Assistant Secretary, Office of Resource Conservation

Maryland's natural resources are critically important to the economy of the state as a whole. Our farms, forests, and waterways are inextricably tied to one another - meanwhile, concerns over the health of these sectors persist as they're met with pressure from factors like climate change or development. This panel will provide a case study of the types of programs one rural county is implementing in the face of environmental pressures. It will also review how academia in the state is working to better prepare Maryland's farmers to mitigate and adapt to changes in climatic conditions, and how rural-based decision-makers statewide help position the agriculture industry to become more resilient. Finally, it will review how the Maryland Department of the Environment is integrating nature-based solutions into the state's climate plans and programs.

Breakout Sessions - Community Development Track

Breakout Session #1 - Preserving Local Housing Quality and Affordability: Empowering Seniors to "Age in Place"

Time: 10:30 a.m. to 11:45 a.m. - Location: Queen Anne Ballroom

Panelists

- Shanna Humphrey Director, Garrett County Area Agency on Aging and the Director of the Aging and Nutrition Department at Garrett County Community Action Committee, Inc.
- Susan Brown Director of Operations, Frederick County Division of Housing
- Kathy Schey Director, Frederick County Division of Aging and Independence
- Jack Daniels CDA Lending and Risk Director, Special Loans and Administration, Maryland Department of Housing and Community Development

This conference session will explore strategies and solutions to preserve and enhance local housing quality, with a specific focus on empowering seniors to age in place. With the aging population on the rise, it has become increasingly important to ensure that seniors can continue living in their homes comfortably and safely. This session will discuss various approaches to maintaining and improving housing standards, considering factors such as accessibility, safety measures, and community support services. Attendees will have the opportunity to learn from a variety of stakeholders in the field, share best practices, and gain valuable insights on how to create an environment that supports seniors in aging in place successfully.

Breakout Session #2 - Addressing Rural Homelessness: Strategies for Supporting Vulnerable Communities

Time: 1:45 p.m. to 3:00 p.m. - Location: Queen Anne Ballroom

Panelists

- Carolyn Curry, Continuum of Care Director, Maryland Department of Housing and Community Development
- Dr. Mark Sewell, Ph.D., Director of Grants Management, Continuum of Care Lead, Washington County Community Action Council, Inc.
- Sandy Washington, Chief Executive Officer for Lifestyles, Inc.

This conference session on rural homelessness will delve into the unique challenges faced by vulnerable communities in rural areas. Panelists will explore effective strategies for addressing rural homelessness, including the development of tailored support services and community partnerships. Join this session to learn from industry experts and gain insights on how to make a positive impact and create sustainable solutions for those experiencing homelessness in rural areas.

Breakout Session #3 - Rural Affordable Housing: Myths vs. Realities Time: 3:15 p.m. to 4:30 p.m. - Location: Queen Anne Ballroom

Panelists

- Deborah Carpenter, Director of the Division of Planning & Permitting in Frederick County
- Peter Dolkart, Community Development Regional Manager, Federal Reserve Bank of Richmond
- Stacie Birenbach, Vice President of Real Estate Development at ECD
- Duane Yoder, President, Garrett County Community Action Committee

From streamlining the development process to fostering public-private partnerships, this session aims to provide attendees with actionable insights on how to effectively and efficiently promote the creation of housing units. Through interactive discussions, case studies, and expert presentations, participants will gain valuable knowledge on overcoming challenges, leveraging resources, and maximizing community involvement to address the pressing need for affordable housing.

Breakout Sessions - Economic Development Track

Breakout Session #1 - Empowering Entrepreneurs and Small Businesses: Unleashing the Potential of Available Resources

Time: 10:30 a.m. to 11:45 a.m. - Location: Arundel Ballroom A/B

Panelists

- Frank Dickson, Director, Strategic Business Initiatives, Maryland Department of Housing & Community Development
- Michael Collins, Lender Relations Specialist, SBDC Project Officer, US SBA
- Karen Zuccardi, Manager of the Rural Business Innovation Initiative at TEDCO
- Ron Gaydos, Director of Operations, Keystone Development Center

In this conference session, we will explore the vast array of resources available to entrepreneurs and small business. From financial support to mentorship programs, participants will gain insights on how to leverage these resources effectively to fuel their growth and success.

Breakout Session #2 - Making it Matter! The Impact of Heritage Tourism on Rural Communities

Time: 1:45 p.m. to 3:00 p.m. - Location: Arundel Ballroom A/B

Panelists

- Lucille Walker, Executive Director, Southern Maryland National Heritage Area
- Francis Gray, Tribal Chairman of the Piscataway Conoy Tribe
- Joann Dawson, Fairwinds Farms and Stables
- Gwen Bankins, Descendant from Historic Sotterley
- Brandon Rosario, Program and Events Specialist for the Southern Maryland National Heritage Area This session will explore the economic, social, cultural, and conservation impact that heritage tourism can have in, and for, your community. Find out how Southern Maryland became a new National Heritage Area and what this means from the state and national perspective. Hear from the Tribal Chair of the Piscataway Conoy and a Descendant from Historic Sotterley about the importance of heritage areas in elevating diverse voices. Learn how state and national heritage areas explore our past to connect to our future, and why that matters now more than ever.

Breakout Session #3 - Innovations in Rural Economic Development Time: 3:15 p.m. to 4:30 p.m. - Location: Arundel Ballroom A/B

Panelists

- Matt Scassero, Director of Operations and Outreach, The Matrix Lab, University of Maryland
- Chris Kaselemis, Director, Department of Economic Development, St. Mary's County Maryland
- Heather Tinelli, Director, Economic & Tourist Development, Queen Anne's County
- Colin Grabow, Research Fellow, Cato Institute's Herbert A. Stiefel Center for Trade Policy Studies

This conference session will explore the powerful impact of innovative approaches in rural economic development. With a focus on leveraging technology and fostering collaboration, this session will highlight successful examples, address challenges, and provide actionable steps to drive sustainable growth in rural communities. Participants will gain valuable insights into how advancements in various sectors can be harnessed to unlock the full potential of rural areas.

Breakout Sessions - Health Care Track

Breakout Session #1 - Innovation in Action: Open Mental Healthcare in Rural Maryland

Time: 10:30 a.m. to 11:45 a.m. - Location: Montgomery Room Panelists

- Beth Anne Dorman, President and CEO, For All Seasons
- Lesa Lee, LCSW-C, Chief Clinical Officer, For All Seasons

This session is a deep dive into the intricacies of mental health care in rural communities, illustrating its significance in the region's broader economic and social prosperity. Unveiling the profound correlation between mental health and prosperity, Beth Anne Dorman, President & CEO of For All Seasons, will explore how mental wellness is the lever for personal, community, and business success. Highlighting the unique pressures experienced by rural Maryland, she will offer an in-depth review of the current state of mental healthcare, exposing key issues like workforce shortages, increased demand, and other daunting challenges. Beth Anne will encourage attendees to think creatively, innovatively, and collaboratively about addressing these challenges, advocating for a human-centered approach that focuses on the well-being of Maryland's hardworking community.

Breakout Session #2 - Advancing Community Health Workers in a Data-Driven World

Time: 1:45 p.m. to 3:00 p.m. - Location: Montgomery Room Panelists

- Katherine Rodgers, MPH, Director of Community Health Initiatives, TidalHealth
- Elizabeth Chung, Executive Director, Asian American Center of Frederick
- Tina Backe, Coordinator, Community Health Worker Program, Office of Population Health Improvement, Maryland Department of Health
- Greg Miller, Executive Director, Health Tech Alley

This conference aims to explore the vital role of community health workers (CHWs) in promoting and improving public health outcomes. It will delve into the importance of CHWs in bridging gaps in healthcare access, delivering culturally sensitive care, and addressing social determinants of health. Through case studies, best practices, and interactive discussions, attendees will gain insights on how to empower and support CHWs to create a positive impact within their communities.

Breakout Session #3 - Addressing Healthcare Worker Shortages: Strategies for Sustainable Solutions

3:15 p.m. to 4:30 p.m. - Location: Montgomery Room

Panelists

- Sara Seitz, MPH, Director, State Office of Rural Health, Office of Population Health Improvement, Maryland Department of Health
- Dr. Richard Colgan, Professor and Vice Chair, University of Maryland School of Medicine, Department of Family and Community Medicine

The State has a serious shortage of healthcare workers and we need to identify steps to address shortages through 1) a loan incentive program and 2) successful pipeline programs. Primary care has a critical role in promoting health for Marylanders. Efforts by the University of Maryland School of Medicine will be highlighted which supports primary care, to include: the Maryland Area Health Education Program Office, Area Health Education Scholars Program, Primary Care Track Elective, the pursuit of a Community Preceptor Tax Credit and the establishment of a Rural Residency Training Program on the Eastern Shore. A summary of specific needs for consideration by the Maryland legislature will be mentioned.

Speaker Highlight



Keynote Speaker **Becky McCray** is a lifelong small-town entrepreneur. As co-founder of SaveYour.Town, she shares insights from her real-world experience as a business owner and cattle rancher. Her practical perspective is featured at her highly-ranked website, Small Biz Survival, and in her award-winning book, Small Town Rules. She's been featured and quoted in books, newspapers, magazines, blogs, podcasts and university publications. She makes her home base in Hopeton, Oklahoma, a community of 30 people. Her goal is to deliver practical steps you can put into action right away to shape the future of your town.

Plenary Speaker **R. Andrew Bauer** (Andy) is Vice President and Regional Executive for the Baltimore branch of the Federal Reserve Bank of Richmond. Bauer serves as the lead external facing officer for the Richmond Fed in Maryland, the Greater Washington metropolitan area, and West Virginia. In this role, he provides support to the Bank's monetary policy responsibilities and leads the execution of Bank's external engagement strategy. He also works with community leaders and partners with regional organizations to share research perspectives in areas of expertise related to the Bank's mission, including advancing the Bank's community development goal of promoting investment in low- and moderate-income communities.





Plenary Speaker **Brooke Lierman** is the 34th Comptroller of the state of Maryland and the first woman to be independently elected to one of our state's constitutional offices. After running a strong, policy-focused and grassroots-led two-year campaign, she was elected with over 60% of the vote in November 2022. She is an attorney by training, practicing as a civil rights and disability rights lawyer for many years, and prior to her election as Comptroller, she served for 8 years a member of the House of Delegates representing part of Baltimore City.

Speaker Highlight



Plenary Speaker **Kevin Atticks**, Secretary, Maryland Department of Secretary - Kevin Atticks was appointed Secretary of Agriculture on Jan. 17, 2023. Before his appointment, Atticks was CEO (and founder) of Grow & Fortify, a firm that supports value-added agricultural organizations and the businesses they represent. Grow & Fortify published the first assessment of the state's value -added agricultural industry, illustrating the expansive impact generated by this sector, which includes wineries, creameries, meat processing, agritourism, equine, and dozens of other industry segments. Atticks was also the Executive Director of the Maryland Wineries Association, Brewers Association of Maryland, and the Maryland Distillers Guild, and served as the President of the Maryland Agricultural Resource Council, and the Chair of the Wine America State & Regional Associations Advisory Council.

Plenary Speaker **Josh Kurtz**, Secretary, Maryland Department of Natural Resources, is a lifelong outdoor enthusiast and conservationist, passionate about the beauty of our state and all the resources it has to offer. Under the Moore/Miller administration, Secretary Kurtz leads teams across the state, working to improve water quality and bay resilience, restore and conserve forested land, expand access to our state parks, monitor and slow the spread of invasive species, and ensure the state maintains sustainable fisheries. Kurtz previously served as the Maryland executive director of the Chesapeake Bay Foundation, and has also served as policy and government relations director for The Nature Conservancy in Maryland where he created and led advocacy campaigns leveraging strong relationships with partners and industry leaders to build support for policies regarding conservation and climate change in both the Maryland General Assembly and the DC City Council.





Please use this QR Code to access the 2023 Rural Summit Speaker Biographies.



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The 2023 Rural Summit is made possible by the generous support of the Rural Maryland Foundation. Founded in 2001, the Foundation was created with a threefold purpose: to support the efforts of citizens and government to meet the economic and social needs of rural Maryland, to support the efforts of the Rural Maryland Council, and to serve as Maryland's Rural Development Council if the Rural Maryland Council should cease to function in that role.

The Foundation is a membership organization, open to individuals who are members of the Rural Maryland Council and to government agencies, and nonprofit and for-profit organizations. Over the years, the Foundation has been instrumental in developing and supporting the following projects:

- Transfer of Wealth Study
- Rural Maryland Philanthropic Development Strategy
- We Are Maryland and Aspire Maryland videos
- LEAD Maryland Foundation Fellowships
- Rural Summits

Please consider becoming a member to support the important work of the Rural Maryland Foundation at <u>Rural Maryland Foundation (ruralmdfoundation.org)</u>.

Evaluations

Thank you for joining us for the 2023 Rural Summit! Your feedback is important to us. Please take a few minutes to complete the evaluation forms for the individual sessions and the event as a whole by using the QR codes below.

Please use this QR Code to access our Event Evaluation Form.



Please use this QR Code to access our Session Evaluation Form.



Thank you to our 2023 Rural Summit Planning Committee Members:

Alice Settle- Raskin, Andrew Rose, Carmella Watkins, Cassandra Vanhooser, Claudia Wilson-Randall, Daniel Rider, Dona Source, Janice Palmer, John Hartline, Kelly Dudeck, Matthew Teffeau, Mel Litter, Mindie Burgoyne, Sara Seitz, Scott Warner, Susan O'Neill, and Steve McHenry



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