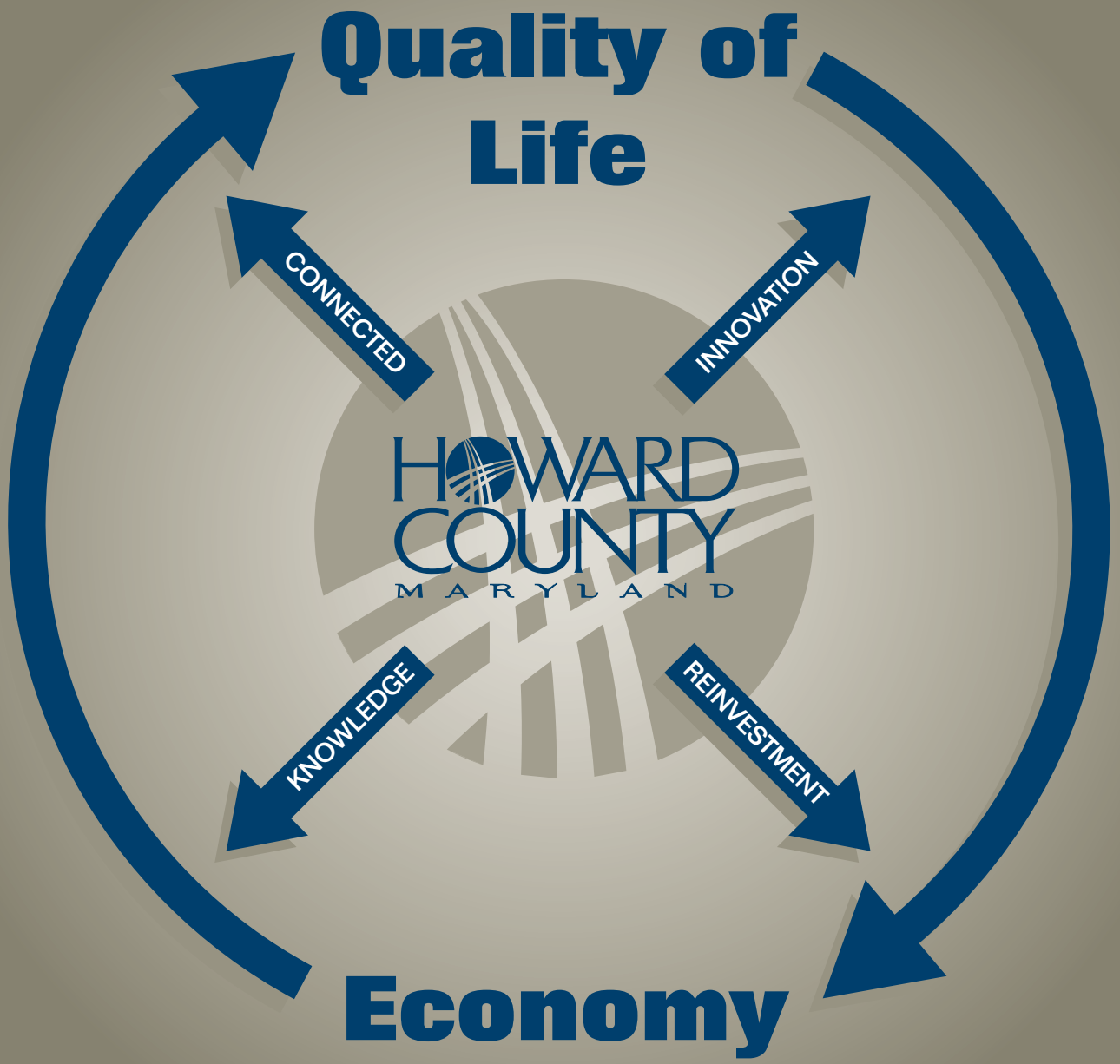


spring/
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2006

THE AUTHORITY



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Message from the Chair William Munn



I am thrilled to announce the completion of the 2006 Strategic Economic Development Plan for Howard County. During the fall of 2005, the Plan was developed by the Strategic Plan Committee, chaired by Michael Galeone, and comprised of representatives from local, regional and state government agencies, the private sector, education and community organizations.

The planning process determined that Howard County remains highly competitive when compared to the nation's largest and most vibrant counties. From the findings, both a vision and four core themes-Connected Community, Knowledge Community, Reinvestment Community and Innovation Community-emerged. Within each theme, action items, goals, priorities and partnership opportunities were identified.

The 2006 Strategic Plan will guide the entire County's economic development for the next five years. In some instances, the Howard County Economic Development Authority has specific roles and, in others, we will partner with local, state and regional organizations to influence the process and to track progress.

Next steps include conducting four comprehensive studies on BRAC, Public Transportation, Workforce Development and Informatics. These studies will guide Howard County in preparation for the unprecedented economic growth the future most certainly holds. The Economic Development Authority will be influencing that growth.

Farewell!

On January 31, 2006, the Authority bid farewell to a great friend, retiring executive vice president, Linda H. Wilson. Serving under three county executives during a career that spanned 15 years in Howard County, Wilson's business growth and retention efforts contributed greatly to the county's economic landscape.

During her tenure, Howard County employment growth increased by 57,619 jobs and the average unemployment in the county was 3.14 percent, according to the Maryland Department of Labor, Licensing and Regulation. Wilson was also an integral player in bringing over 100 companies like MICROS Systems, Verizon Wireless and Dreyer's Grand Ice Cream to the county.

We wish Linda and her husband, Skip, the very best as they head off to the beaches of North Carolina. Happy Trails, Linda!



Business Resource Center Client Wins National Award

Howard County entrepreneur Jody Williams was recently recognized in the You Inc. contest sponsored by Good Morning America and Accion USA. Ms. Williams was one of more than 2,000 women who entered the competition for a \$5,000 grant to be used to assist them in starting their business. Her company, Bundiebaby, will manufacture clothing for special needs infants. Ms. Williams is a client of the Business Resource Center, and meets with counselors from both SCORE and the SBDC.



DHMH To Build New Central Public Lab in Howard County



The State of Maryland Department of Health and Mental Hygiene has announced plans to build a new central public health laboratory in Howard County.

Phase I planning will consist of site work, schematics, detail designs and initial construction drawings. Phase II design, scheduled in FY '08, is for the completion of the construction drawings. Construction is expected to occur in 2009-2010.

Total cost for the new 200,000 square foot facility, including the design work, is estimated at \$150 million. It is projected that 300 technical and clinical workers

will be employed at the new, state-of-the-art facility when it opens in 2011.

The new laboratory will ensure Maryland's capacity to participate in a secure national and international network of data collection, sharing and compilation of test results and demographic data necessary for tracking diseases, outbreaks and terrorists events.

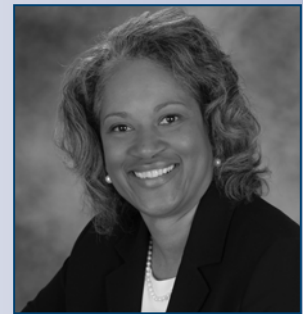
Introducing

Janice M. Posey - Senior Vice President

The Howard County Economic Development Authority is pleased to welcome Janice M. Posey as Senior Vice President. Posey brings over 20 years experience in business and economic development, market research and financial analysis to the Authority.

As Senior Vice President, she will focus her efforts on the retention and expansion of existing Howard County businesses in addition to managing a marketing outreach program to recruit new targeted businesses as defined by the 2006 Strategic Plan.

Posey previously worked for the Maryland Department of Business and Economic Development (DBED) where she successfully promoted the State of Maryland as a business location to site consultants, generated leads for corporate relocation and managed the marketing team. She began her career in California as a financial analyst, later moving into the fields of marketing research and business location. She graduated from Morgan State University with a B.S. in Elementary Education and received an MBA in Finance from Atlanta University.



Stephen D. Gioioso - Business Development Specialist

Steve Gioioso brings considerable experience in business development and quantitative research to the Authority. As a Business Development Specialist, he will take the lead in administering the Howard County Incentives Program and will work with prospective businesses or their consultants interested in expanding or locating in the county. Prior to joining the Authority, Mr. Gioioso served as a marketing strategist on the real estate site consultant team for the Maryland Department of Business and Economic Development (DBED). He graduated from Loyola College with a Bachelor of Arts degree in Economics.



2006 Strategic Plan for Economic Development



The last Strategic Plan for Economic Development was created in 2001 and released one week after September 11. The issues then identified as crucial to Howard County's economic future rapidly became overshadowed as other concerns emerged. A new strategy became necessary to maximize the opportunities presented as the Greater Washington-Baltimore region becomes increasingly impacted by federal government initiatives like the Base Realignment and Closure (BRAC) as well as increased spending on homeland security.

During the fall of 2005, the 2006 Strategic Plan for Economic Development was developed by a diverse committee comprised of representatives from local, regional and state government agencies, the private sector, education and community organizations.

The planning process involved a situation assessment in which Howard County was benchmarked against twenty strong, high growth counties in selected metropolitan areas throughout the United States for key economic and performance factors. The process also clarified the county's greatest opportunities and challenges.

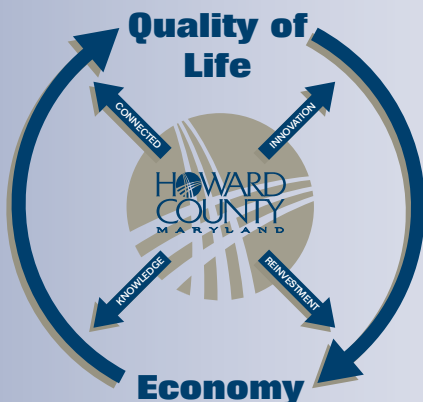
Among the county's top strengths are its location between Baltimore and Washington, a diverse employment base and strong economy, top public school system and highly educated workforce-with 27.6% of adults over age 25 holding advanced degrees.

Challenges faced by the county include limited land inventory, preparing for the impact of BRAC, a high cost of living and a lack of mass transit.

Four Key Themes

The 2006 Plan identifies four themes to drive the community towards achieving its economic and quality of life goals. The *Connected Community* theme focuses on BRAC and public transportation and recognizes state, regional, local and international partnerships and collaborations as being critical to achieving desired outcomes.

The *Knowledge Community* theme centers on the importance of a highly educated population to the County's vibrancy. The top priorities are a workforce development strategy, maintaining and strengthening the K-12 education system and better leveraging the existing base of colleges and students.



2006 Strategic Plan for Economic Development (cont.)

The *Reinvestment Community* theme stresses the importance of revitalization and renewal with particular emphasis on the Route 1 Corridor, renewal of Downtown Columbia and the Route 40 Corridor.

The *Innovation Community* theme focuses on the importance of entrepreneurship, cutting edge ideas, problem solving, information sharing, and attraction of young, upwardly mobile professionals. The top priorities are expansion of the NeoTech Incubator, better integration of innovation assets and promoting the relationship with the Washington Metropolitan Area.

The 2006 Strategic Plan for economic development provides a blueprint for the next five years. Its success will be dependent on the committed involvement, partnership and action of other organizations within the county, region and state.

The next steps include conducting four comprehensive studies on BRAC, Public Transportation, Workforce Development and Informatics. These studies will guide Howard County in preparation for the unprecedented growth the future most certainly holds.



Howard County is a dynamic, diverse, vibrant,

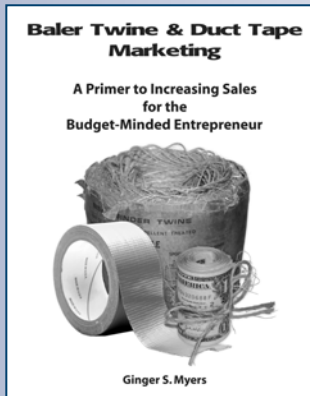
culturally enriched and globally competitive community, in

perpetual renewal, fueled by education, innovation and

involvement and strengthened by high quality of life

and economic vitality.

Baler Twine & Duct Tape Marketing Now Available!



This dynamic guide offers a variety of marketing tips and ideas for small to mid-size businesses. Written with agricultural enterprises in mind, the basic concepts and examples are applicable to a wide variety of businesses. Full of smart, been-there-done-that advice such as listing which marketing techniques and services are a “Waste of Resources” vs. “Worth It,” each chapter also concludes with a unique story detailing how real-life businesses conquered various problems and obstacles from their product mix to their marketing model. Copies are available for \$14.95 each including shipping and handling. To order your copy, contact Ginger Myers at 410-313-6500.

Beginning Farmers Series, Again



The Agricultural Marketing Program and the University of Maryland's Cooperative Extension, Howard County Office, offered it's popular “Beginning Farmers” series, for the fourth time in as many years. A four-week educational series for the novice farmer, the classes were held Wednesday evenings in February and March at the Cooperative Extension office in Ellicott City. Caragh Fitzgerald, Maryland Cooperative Extension Educator and Ginger Myers, Agriculture Economic Development Specialist, Howard County Economic Development Authority, served as instructors for the eight-hour course that is designed to provide introductory information on enterprise selection, basic production, marketing, and business management skills for perspective farmers in the area. To date, more than 90 people have participated in Howard County's “Beginning Farmers” series.

Maryland Public Television Features “Working Lands” Special



Funded by a grant from the Maryland Agro-Ecology Center, Maryland Public Television aired a special documentary during February titled “Working Lands.” The segment was shown on the popular show, “Outdoors Maryland.” “Working Lands” explored some of the many challenges facing Maryland farmers in a state where farmland is being lost each day to development, and looks at some of the new strategies to maintain active, environmentally-friendly agriculture in Maryland.

Denise Sharp, of Sharp's at Waterford Farm, was featured discussing her varied markets and the agritourism activities she and her husband Chuck have developed to help keep their 200 year-old farm profitable. Ginger Myers, Agricultural Economic Development Specialist, Howard County Economic Development Authority, addressed how county regulations can help support farming in a rapid developing urban county, like Howard County, and agriculture's contribution to the county's quality of life.

Howard County Farmers' Markets

Mount Pisgah AME Church
5901 Cedar Fern Court, Columbia
Tuesdays, May-October,
2:30 p.m. - 6:00 p.m.

East Columbia Library
6600 Cradlerock Way, Columbia
Thursdays, May-November,
2:30 p.m. - 6:00 p.m.

Glenwood Library
2350 Route 97, Glenwood
Saturdays, June-September,
9:30 a.m.-12:30 p.m.



Visit a Farm Stand or Pick Your Own*

Clarkland Farm, Ellicott City
410-730-4049

Larriland Farm, Woodbine
410-442-2605

Sharp's at Waterford Farm, Brookeville
301-854-6275

Triadelphia Lake View Farm, Glenelg
410-489-4460

* Please call for times

News From the Center

Committee for Business & Economic Diversity Annual Awards Program



The Committee for Business and Economic Diversity (CBED) began as the Equal Business Opportunity Committee (EBO) in 1992.

A permanent committee of the Howard County Economic Development Authority, the primary mission of CBED is to provide support to small and historically underutilized businesses. Special emphasis is placed on assisting businesses owned by minorities, women, and individuals with disabilities.

The annual awards program recognizes outstanding businesses and business leaders in the Howard County community and their achievements in the area of equal business opportunity. A scholarship is also awarded to a graduating high school student.

The 2006 program "Celebrating Business Diversity" will be held on Tuesday, April 25, 2006 from 7:30 - 9:00 a.m. at Ten Oaks Ballroom in Clarksville, Maryland. Awards will be presented for Business Achievement, Individual Achievement, and Business Diversity Achievement. The Rising Business Star scholarship will also be awarded to a Howard County graduating senior for his or her post secondary education.

The CBED Awards Program is supported by several Howard County organizations. For more information or reservations please call 410-313-6550.

Congratulations to the NeoTech Incubator's Most Recent Graduates

Medisolv and Intelesys are two recent graduates from the award-winning NeoTech Incubator. Both companies join the growing list of graduates choosing to remain in Howard County.



Hospitals use Medisolv's e-Health solutions and services to assist physicians and employees in improving patient care by utilizing information technology to improve quality and efficiency. Medisolv currently employs six, with plans to expand and hire more staff in the coming months at their new office in Howard County.



Intelesys Corp (Intelesys) is a small business with a secure work environment that specializes in developing and implementing reliable high-end hardware, software, and firmware engineering solutions. Intelesys currently employs 15 and is moving into secured facilities within Howard County.

Q&A with Dr. Zahid Butt, CEO of Medisolv and Christopher Lewis, VP and CFO of Intelesys:

What is your advice for entrepreneurs?

Dr. Butt: This is the best time in the last five years to start a new business. The investment climate has improved a lot but it will still be hard work to find investors. You must be passionate about your business yet have realistic expectations. Focus on helping customers and success will follow. Money should never be your primary goal.

Mr. Lewis: Have a well thought-out business plan and be prepared for the fact that it will take longer than you may think to start generating revenue.

What are your reasons for locating your business in Howard County?

Dr. Butt: We have gotten used to an excellent quality of life in Howard County. Networking relationships, superb geographic location, good schools and a friendly county government are other factors which made us stay in the county.

Mr. Lewis: We were fortunate to find good office space and we enjoy Howard County's great location.

Calendar of Events - Spring 2006

The Center for Business and Technology Development. Call 410.313.6550 for details.

Smart Start to Business Success

Informative advice from professionals in the field for the first-time entrepreneur exploring the possibilities of business start up and seeking basic information on legal, accounting, funding and business insurance issues.

Wednesday, May 10
8:30 - 11:30 a.m. Fee: \$39

Government Contracting Resources

A brand new seminar intended for businesses that are considering competing in the federal market or those in the early phases of entry. Topics covered include the five key steps to procurement success, an overview of FAR regulations, government contract accounting and more.

Wednesday, May 24
8:30 a.m. - 12:30 p.m. Fee: \$149

Franchising: The Safe Business

Travel with an experienced guide to explore the world of franchising and how it works.

Tuesday, May 23
2:00 - 5:00 p.m. Fee: \$59

Developing Your First Business Plan

Specifically designed for the first-time entrepreneur, key issues addressed will include business concept, market opportunity, pricing and competition.

Thursday, May 25
1:00 - 4:30 p.m. Fee: \$75

Export Howard County: Focus on Small Business

This workshop will help you take the first steps in launching your business into the global marketplace. Topics will include evaluating export potential, identifying target markets, developing market entry strategies, building distribution networks, the "mechanics" of exporting and financing options.

Tuesday, May 23
9:00 a.m. - 3:00 p.m. Fee: \$99

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