Alongside New Residential

LRH Transition Advances

The proposed University of Maryland Laurel Medical Center to replace Laurel Regional Hospital features a central emergency department with access from two sides of the building. "Rendering: University of Maryland Medical System"

By George Berkheimer, Senior Writer

New townhouses, a new hospital campus and a new twist on a long-planned mixed-use project are among the changes the City of Laurel is experiencing as ongoing development and redevelopment projects advance.

According to Christian Pulley, Laurel’s director of economic and community development, housing projects continue to see significant growth. With the Westside community of 56 townhouse units nearly complete, several other residential projects have joined the queue. They include the newly approved 55-unit Spring Arbor townhouse community on Van Dusen Road, between Konterra Drive and Centee Road, and a new proposal for up to 180 townhouse units, also on Van Dusen Road.

Cohen Siegel Investors of Rockville acquired the 200-acre Patuxent Greens Country Club in 2017 and is seeking rezoning to redevelop the property as a community of single-family homes and townhomes, with public amenities.

Pulley, however, said no official documents or applications have yet been filed relevant to that project. Cohen Siegel, meanwhile, has abandoned plans to develop its long-proposed mixed-use Hawthorne Place project on Marshall Avenue.

Instead, Georgia-based Saia LTL Freight opened a new trucking terminal on the existing site in October 2017, so identifying the logistic services company’s new revenue streams via naming rights for the university can increase and even establish the center, events, advertising and endowments.

UMBC Event Center Marks New Era, Adds Revenue Streams

By Mark R. Smith, Editor-in-Chief

Saturday, Feb. 3, was graduation day at UMBC. Only this time it wasn’t the students who were ready for their next chapters. It was the university that was entering new, exciting territory.

The step up was not only in athletics, entering new, exciting territory. But it also includes the university’s most visible building: UMBC President Freeman Hrabowski’s laser-like focus on academics and making sure everyone knows that math is cool has UMBC ranked among the elite of schools on the East Coast, if not the entire country.

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The Experience

From UMBC’s perspective, said Greg Simmons, vice president of institutional relations, "the school is cool has UMBC ranked among the elite of schools on the East Coast, if not the entire country. But he also understands that the sports programs can boost a university’s stature."

From the club atop the new UMBC Event Center, it’s easy to see how the new arena – which can hold about 1,500 more spectators than the Retriever Athletic Center -- is presenting more opportunities for the university to make money.

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The proposed University of Maryland Laurel Medical Center to replace Laurel Regional Hospital features a central emergency department with access from two sides of the building. Rendering: University of Maryland Medical System.
Blossoms of Hope’s
CHERRYBRATION DAYS
Inspire hope, happiness & health

Spritetime is cherry blossom time in Howard County, Maryland and Blossoms of Hope’s Spring CHERRYBRATION DAYS bring seasonal activities for every age, every budget, and almost every interest. These activities honor the beauty of the trees and help raise cancer awareness by benefiting the Claudia Mayer/Tina Broccolino Cancer Resource Center and other local charities, with more than 2,300 cherry trees blossoming in parks, along roadways, and at county-wide attractions.

Want to visit the trees this spring? Visit our website and see the map tour where they have been planted.

Blossoms of Hope offers you an easy and fun way to beautify Howard County while making a contribution to the local Claudia Mayer/Tina Broccolino Cancer Resource Center and other causes. And what better way to say “thank you,” “I love you,” or “we will never forget you” than planting a living tree in honor of a loved one?

We also offer Legacy trees – Only 3 available and they are saplings from the original Japanese cherry trees in DC. Plus, we have Maggie Brown Grove trees (20 available) and trees to plant or give as a gift. All can be purchased on our website.

For more information on events and purchasing of trees, call 443-538-0858 or visit www.blossomsofhope.org
Avid cyclists and bicycle commuters are anxiously watching several bills introduced to the Maryland General Assembly that could make their lives easier — and safer, too.

They are also guardedly celebrating Howard County Executive Allan Kittleman’s recently announced BikeHoward Express strategy to secure funding and provide nearly 48 miles of bicycle infrastructure improvements in the county.

At the fourth annual Bike Symposium, held last month in Annapolis by the statewide bicycling advocacy group Bike Maryland, attendees received good news and bad news, and met with legislators to help them understand cyclists’ concerns.

“The legislative session is under way and we have a real chance to move bills that will make the streets safer and more bike-friendly,” Bike Maryland Executive Director Josh Feldmark said.

That legislation would have established a comparative negligence standard in civil actions for damages arising from negligent operation of a motor vehicle, and involving a plaintiff who is a pedestrian or operating a non-motorized vehicle.

Unfortunately, we lost the vote on contributory negligence,” said Bike Maryland Executive Director Josh Feldmark. “That legislation would have established a comparative negligence standard in civil actions for damages arising from negligent operation of a motor vehicle, and involving a plaintiff who is a pedestrian or operating a non-motorized vehicle.

Currently, Maryland is one of only five jurisdictions in the nation that still adhere to the archaic doctrine of contributory negligence, which bars plaintiffs from damage recovery based on any fault, however slight, the injured party may have contributed to an accident.

“This is meant to be a multi-year effort,” Feldmark said. “In D.C., it took them three years to do it. Expect us to be coming back on this.”

Complete Streets

Kim Lamphier, advocacy director for Bike Maryland, said safe passing and vulnerable road user legislation round out the biggest issues the organization is targeting this year’s legislative session.

“Safe passing puts into law what most of us do naturally, anyway,” she said, making it legal to cross a double yellow line to pass a cyclist, farm vehicle or pedestrian when it is safe to do so.

As for vulnerable road user legislation, “We want to make sure there are specific penalties for drivers who seriously injure or kill vulnerable road users,” she said.

Proposed measures include a license suspension of at least seven days, community service and increased fines of up to $2,000.

“Delay means more injuries and deaths on the road for people who are riding bikes,” said Baltimore County Del. Steve Lafferty, who served on Gov. Larry Hogan’s Bicycle Safety Task Force and is sponsoring both the vulnerable road user legislation and an effort to expand the application of the Complete Streets concept to benefit pedestrians, bicyclists, people with disabilities and transit riders.

Lamphier said. “The first piece of Complete Streets will help local governments better develop and implement Complete Streets policies by creating and funding some of the front-end policy work.”

Rethinking Transportation

According to statistics compiled by the League of American Bicyclists, Maryland ranks 11th in terms of bicycle friendliness, dropping from 10th two years ago and seventh in a previous survey; that’s a downward trend that Feldmark would like to reverse.

“At the end of the day, Bike Maryland is a transportation organization,” he said. “We see our overall function as being a catalyst that changes the way we think about our entire transportation structure so that cyclists, pedestrians, scooters or mass transit are considered and have appropriate places within our transportation infrastructure.”

Howard County has moved closer to achieving its own vision for a more connected bicycle infrastructure with a comprehensive strategy outlining approximately $8 million in improvements.
Old Digs, New Tricks: Preserving History, With Developers

By George Berkhheimer, Senior Writer

Two buildings bookending the National Business Parkway reflect both sides of a modern-day dilemma: how to balance the desire to preserve historically significant architecture against the need for new construction and economic development.

Both are listed on the Maryland Historical Trust’s (MHT) Maryland Inventory of Historic Properties. But that’s where their similarities end.

Trusty Friend, a beautifully restored Italian Villa-style home dating to the 1840s, sits near the parkway’s northeast terminus at Route 175. As the focal point of The Elms at Shannon’s Glen, a mixed-use residential community developed in 2014 by Virginia-based Elm Street Development, it provides business office space and serves as a community center with a conference room available for rent.

In marked contrast, the decaying remains of the antebellum Grassland plantation can be found next to the Countyland Library, near the parkway’s southern terminus at Route 32.

Consisting of a main house dating to 1853, a one-story frame slave house and several outbuildings, all built by slave hands, Grassland sits in limbo. Its owner, the nonprofit Grassland Foundation, cannot afford upkeep costs and is awaiting the outcome of a tax sale in June, the result of a lien levied against the property by Anne Arundel County for nonpayment of one year’s prior property taxes.

“It would take about $20,000 a year, at a minimum, just to keep things as is, [excluding] major repairs or renovations,” said Grassland Foundation spokesman Marvin Anderson. “I would hope to see some individual, group or groups be able to take over and move the renovation project forward.”

However, he doesn’t see that happen at Grassland, which hosted several encampments of Union troops during the Civil War. “I have little hope or expectation that government at any level, or a combination of levels, will do so,” Anderson said.

History on Hold

In more recent years, the property’s bank barn was lost to the construction of Route 32, and much of its land was sold to Corporate Office Properties Trust for incorporation into the National Business Park.

The Grassland Foundation trying to save what’s left consists primarily, though not entirely, of the descendants of original owner William Anderson, a prominent businessman and architect who operated a dry goods and hardware store in Harpers Ferry, Va.

In 2005, an MHT grant paid for the restoration of two front porches, as well as the replacement of some windows, brick and roof repair, and the conversion of a second floor bedroom into a new bathroom.

The home has been unoccupied since 2003, however, due to its industrial use for many years and last lead paint remediation.

The main building could be well-situated for conversion to office space, or even a bed and breakfast or conference center, but its inconvenient location and unnerving proximity to the high security NSA annex that virtually surrounds it have foundation members seriously doubting that they’d ever find a long-term commercial tenant or a purchaser willing to pay fair market value, as well as carry out the requirements of the property’s historic preservation easement.

“Our problem is a question of funding and a loss or lack of [community] interest, plus the failure of the state to provide significant funding that was verbally promised years ago, when the historic preservation easement was being negotiated,” Anderson said. Focusing his fears that the home could fall to ruin before the ongoing legal process runs its course.

Barney House

In Howard County, the Commodore Joshua Barney House, in Savage, narrowly dodged a similar fate. Barney, a naval hero of the Revolutionary War and the War of 1812, once resided in the corner building of the house, which dates to about 1760.

New residential owners purchased the home out of foreclosure in October 2017 and are now seeking historic property tax credits to repair damages to the house and bring it into compliance with existing historic preservation easements.

“I think it’s in very good hands now,” said Preservation Howard County (PCH) President Fred Dorsey. “There was a lot of vandalism going on while it sat vacant for two years.”

Similar to what happened with Trusty Friend, Howard County has seen a recent trend of developers willing to preserve historic properties.

Developer Dave Woessner, for example, decided to restore the historic Oake Fulton house and incorporate it in the Dorsey’s Ridge residential development, rather than demolish it.

“The rental of two floors of the house will be sufficient to sustain the operational costs of the house,” Dorsey said.

Likewise, The Shelter Group refurbished the 18th century Athol Manor house, in Columbia, in combination with another project, and later turned it over to the nonprofit C,ommunity Foundation as a dedicated space for use by nonprofit arts groups. PCH is also negotiating with other developers in hopes of preserving other endangered assets in a similar manner.

“We’re finding that developers are more and more willing to spend money to save some of these types of historic buildings, particularly when they can find some useful purpose for them,” Dorsey said.

Saving Whites Hill

Despite the Trusty Friend precedent, the trend hasn’t caught on in Anne Arundel County quite the way it has in Howard County.

With tax credits capped at $50,000 claimed during a five-year period, “there’s not much incentive for a developer or individual to pursue it,” said Patricia Melville, chair of the Anne Arundel County Trust for Historic Preservation.

That situation nearly led to the loss of Whites Hill, in Gambrills, birthplace of Johns Hopkins, who helped found the hospital and university that bear his name.

Neither the county nor the eponymous university wants the vacant property, which is currently owned by Millersville-based developer The Polin Cos.

Public outcry kept the developer from proceeding.

BikeExpress, from page 3

BikeExpress strategy’s assumptions. Those involved in the campaign, however, have expressed concern about some of the BikeExpress strategy’s assumptions.

During the past three years, funding for the improvements will come from a mixture of county funds and grants.

Additionally, during his annual State of the County address in February, Kittleman announced that the county’s bike master plan will soon expand to old Ellicott City. “I’ve heard growing support for improved bicycle infrastructure, and this strategy directly answers those calls,” said President and CEO Nikki Highsmith Verdin. "Starting this year, BikeHoward Express will be sufficient to sustain the operational needs of BikeExpress as the replacement of some windows, restoration of two front porches, as well as the replacement of some windows, roof repair, and the conversion of a second floor bedroom into a new bathroom.

Learn More About Historic Properties

More information about some of the historic properties mentioned in this article can be found online at the following URLs.

• Grassland: www.grasslandfoundation.com
• Commodore Joshua Barney House: http://mht.maryland.gov/secure/medusa/PDF/Anne%20Arundel/AA-123.pdf
• Trusty Friend: https://mht.maryland.gov/secure/medusa/PDF/Anne%20Arundel/AA-187.pdf
• Whites Hill: www.johnshopkins-houses.org (under construction, online presence expected this month)

To donate directly to help preserve Whites Hill, contact Bob Brown at 315-729-0633.
Northrop Opt for New Approach, Opens Brokerage

By Mark R. Smith, Editor-in-Chief

For Creig Northrop and his vast team of real estate agents, it was time. Having been named the No. 1 real estate team in the country by sales volume on multiple occasions in the REAL Trends Top 1000 March 2018, Northrop was looking for the next opportunity to grow.

The company’s transition from The Creig Northrop Team of Long & Foster Real Estate to Northrop Realty, a full-service brokerage, will facilitate that opportunity. Initially, the new entity will serve Maryland and Washington, D.C., and it will continue to be led by owners Creig and wife Carla Northrop.

Creig Northrop said the transition will allow the company to open numerous new offices in the mid-Atlantic, as such efforts were “capped” under the previous parameters.

State Lines

That’s just one new option Northrop Realty — which operates from its new Clarksville headquarters, as well as offices in Carroll, Baltimore, Montgomery, Howard, and Prince Georges counties, and its new location in Anne Arundel County, in Annapolis — has in its game plan.

“Before, I was an agent and we were operating under government rules, so we could only have five offices, by law. Now, we’re looking in Pennsylvania, Delaware, Virginia and Washington,” he said. “We can have however many offices we need to service a state.”

“Within a year or two, we’re shooting for 20 locations,” Northrop said. “Now, we can partner with Long & Foster and Christie’s, and our agents get all of the benefits of those associations. Previously, we worked for them.”

He added that the switch also allows the agents of Northrop Realty “to become their own CEOs and build a structure for their own businesses under our brand,” he said. “We used the team logo on our sign before, but now they can use their pictures, and create their own identity with the same structure.”

“Why was now the time to make the move? ‘Because we felt we’d reached our highest accomplishments with The Creig Northrop Team,’ he said, which had hit the No. 1 spot with Real Trends three years in a row.

Turnkey Approach

Another benefit of the change is that it highlights Northrop as a turnkey broker.

“Most agencies offer you a desk and say, ‘Good luck,’” he said. “We can offer Custom Customer Relationship Management software, staging, photography, etc., and take care of details and allow our agents to sell.

Northrop Realty also has unveiled its own relocation department. Under the former setup, that function was handled at Long & Foster, in Chantilly, Va. “Ours will be boosted by Long & Foster, but now we can do it here, so people can move in while working with agents who live locally,” he said. “That’s our home field advantage.”

Northrop will be altering his role with the new entity, too.

“I’ll be a player/coach and start Northrop U,” in partnership with the Frederick Academy of Real Estate, he said. “Many agents get into the business not really knowing exactly what it entails. I’ve been at it for 30 years and my mother, Elaine, has been in the business for more than 45 years, and we want to give back to the industry.”

If the transition from the team concept to a brokerage sounds “daunting,” Detweiler said. “I don’t think it happens often,” said Jeff Detweiler, president and CEO at Long & Foster Real Estate headquarters, in Chantilly.

“Teams start with a natural progression,” he said. “One agent is successful, then works with one more in order to get some vacation time. Then they may get some administrative help. On the rare occasion, it grows into something like the Northrop Team. But only the largest teams, in the best of times, roll out to become our own brokerage.”

Usually, Detweiler doesn’t think it makes sense, “because they have to deal with economics of scale, and sometimes they don’t know all the different facets of the business. But Creig’s team is a rare entity for which this made sense, due to its sheer amount of transactions.”

He added that Northrop’s number of salespeople floats around the 100 mark, “which is five times more than other big teams in the industry. In general, a big team is considered to be about 20, with maybe 13 in sales and the rest administration.”

While calling the move “daunting task,” Detweiler thinks Northrop is the man for this move.

“I could run down 100 things that a brokerage is responsible for, and that’s one of the most undervalued aspects of making this move,” he said. “I don’t know anyone who’s done exactly what we’re doing, but I think Creig understands his new role.”

Status Quo

On the other hand, Bob Lucido, president of The Bob Lucido Team of Keller Williams, in Ellicott City, is happy to stand pat with his relationship with Keller Williams.

“We’re proud to be part of the No. 1 residential real estate company in the world, Keller Williams. We are the No. 1 team in world of the No. 1 residential real estate company, which operates in more than 30 countries,” he said. “My people can grow within our team, so we don’t need a separate brokerage.”

Lucido said his agents and staff have what they need under the more traditional setup. “They can create their own teams within our structure in Maryland, around the country and around the globe,” he said.

“We’re very happy with the program we have.”

And, like Northrop, he expects that will lead to considerable growth. Soon.

“We’re very proud that we’ve had a spotless record of integrity and honesty for 41 years,” said Lucido. “People trust the Bob Lucido team, and we have been expanding in 10 other cities for 18 months, and we plan to be operating from 100 cities in the See Northrop, page 6

Old Digs, from page 4

seeking a demolition permit in 2016. In the meantime, New York resident Bob Brown, whose mother was born in Whites Hall in 1920, has established The John Hopkins House Inc. as a nonprofit organization seeking to purchase the property and convert it into a self-sustaining bed and breakfast, restaurant or tavern operation with a museum.

During the next few weeks, Brown plans to launch a significant effort to underwrite the project with the advertising and marketing help of the National Public Radio affiliates in Baltimore and Washington, D.C. “We’ll need to raise about $840,000, possibly less, if we can obtain a mortgage,” Brown said, adding that Polon Cos supports his plan. “The consultant who will oversee the restoration of Whites Hall is Dennis Pogue, the long-time curator and vice president for preservation at Mount Vernon. “We could be in the building within two months or so if we’re successful,”

Polon Cos. President Rick Polon could not be reached for comment before this issue of The Business Monthly went to press.

Despite a spate of recent and pending success stories, Dorney and Melville both cautioned that it’s far too easy for historically significant properties to wind up like Grassland.

In some extreme cases, Howard County has managed to move numerous new buildings by moving them to the Howard County Conservancy or to Rockburn Branch Park.

“You can’t save everything, because it’s a question of economics,” Melville said. “But when we lose something, we lose access to a physical resource. It’s one thing to read about a place in the local [texts] that exist, but it’s quite another to visit and study that place and be able to see it, feel it and even smell it. That’s where our best understanding of history comes from.”

Creig Northrop has taken what some observers see as a bold move by shifting his business to a brokerage.
Bon Secours, Mercy Health Announce Intent to Merge

Marristville-based Bon Secours Health System, a Catholic health ministry serving residents across the east coast; and Mercy Health, a Catholic health ministry serving Ohio and Kentucky, announced their intent to merge and create one of the largest health systems in the country, spanning seven states in the eastern half of the U.S.

“‘The mission, vision, values and geographic service areas of Bon Secours and Mercy Health are remarkably well-aligned and highly complementary,” said Richard Statuto, president and CEO of Bon Secours Health System. ‘This merger strengthens our shared commitment to improve population health, eliminate health disparities, build strength to address social determinants of health and invest heavily in innovating our approaches to health care.”

Northrop from page 5

next three years. This will give our team and our clients more opportunities and more exposure.”

Northrop, however, is looking forward to growing under its new structure.

“Wes Foster [co-founder of Long & Foster] was a mentor,” said Northrop, “and when we made the decision to become a brokerage, I told Long & Foster we needed to get to the next level, while still work- ing together. And our clients will not be affected. That’s allowed us to grow from strength.”

Together, Mercy Health and Bon Secours rank in the top performing quartile of Catholic health systems for low-cost, high-quality patient care, promoting healthier lives and creating more affordable health care. The merger allows the new entity to leverage economies of scale by integrating resources and teams. The merged entity can claim the following.

• One of the top 20 health systems in the nation and the fifth largest Catholic health system, with $8 billion in net operating revenue and $293 million in operating income
• More than 10,000 associates and more than 2,100 employed physicians and advanced prac- tice clinicians
• More than 1 million patient encoun- ters across seven states, with 43 hospitals and more than 1,000 care sites
• Robust post-acute care services with more than 50 home health agencies, hospice agencies, and skilled nursing and assisted living facilities
• While there is no specific date out- lined, executives at both ministries expect to complete the merger by the end of the calendar year.

Live! Casino & Hotel to Open Maryland’s First Outdoor Gaming, Smoking Patio

Live! Casino & Hotel has announced the new Orchid Gaming & Smoking Patio, which will feature table games and slots. Scheduled to open in mid-April, the patio is also the first in the state to offer Ticket In/Ticket Out (TITO) tables, enabling players to move between slots and table games without carrying chips to the main cage.

Orchid is the latest in the evolution of Live! Casino & Hotel, as we continu- ously strive to create an environment that is engaging and welcoming for our guests,” said Rob Norton, president of the facility.

“Orchid, with which we are offering them visu- ally stunning spaces with an extensive collection of cigars and spirits, while seamlessly moving between their favorite table games and slots. Orchid will feature 12 live action table games, including Blackjack, Baccarat and Roulette; plus, 28 electronic table positions, including ‘Dealer-Assist’ Blackjack, Baccarat, Craps and Roulette, and bar-top terminals. More than 150 of the latest slot machines, including video poker, will be available in denominations ranging from $0.01 to $10.

The gaming zones are interspersed among features representing the four ele- ments: earth, air, fire and water. Orchid’s bar will feature lounge seating and an extensive collection of spirits, including barrel-aged cocktails; specially-built hu- midors will house premium cigars curated by Orchid’s cigar specialists. For more in- formation, visit www.marylandlivecasino.com.

Lorien at Home Expands Into Howard County, Adds Outreach Service

Lorien at Home, the in-home services division of Lorien Health Services, is ex- panding in size and scope with the addition of Howard County operations, as well as a new outreach service for people on the mend.

The expansion will give Howard County residents access to Lorien at Home, the Maryland Division of In-Home Services, in- cluding Living Lorien, a monthly plan that offers comprehensive and continuous monitoring with telehealth services, 24/7 RN Case Management and consultations with a care coach; or, with Lorien Select, clients can pick and choose from a long list of services, including nursing services, assisted bathing with bathing, transportation on light housekeeping, intermittent consul- tations with a care coach, and monthly wellness and safety assessments.

In addition to the geographic expa- nsion, Lorien at Home has taken on a new role within Lorien Health Services, a family-run business founded in 1977 that operates 10 assisted living and skilled nursing facilities throughout Maryland. The expansion into Howard County represents a homecoming for the company, with more positions added as solar power expands to other MDOT sites.

Through the bidding process, MDOT selected six master contractors who will compete to provide renewable solar en- ergy for MDOT’s headquarters and the facilities of its business units: the State Highway Administration, the Maryland Transit Administration, the Motor Vehicle Administration, the Maryland Aviation Administration, the Maryland Port Admin- istration and the Maryland Transportation Authority.

MDOT owns or controls more than 874 facilities, including buildings, park- ing garages and parking lots that could be studied for solar installation; but not all sites will qualify. MDOT will lease land to the developer, which will construct, own, operate and maintain the renewable energy infrastructure. The initial contract for construction of the solar facilities is five years, with a two-year renewal option.

Once the solar systems are in place, MDOT will buy the power at a fixed rate for 20–25 years. For the project to be approved, the rate must be less than what MDOT would pay to the utility. MDOT expects its utility payments to drop from an average of 9 to 11 cents per kilowatt hour to 6 to 8 cents per kilowatt hour, a potential savings of 30–40%.

Kittlemen Updates Farming Community on Agriculture Initiatives

A new restaurant certification initiative and a high school agricultural education program were announced at County Execu- tive Allan Kittlemen’s annual roundtable with farm and business owners. Kittlemen said he was inspired to create these initiatives with farm and business owners at the roundtable, which was held at the Howard County Fairgrounds.

See Biz Roundup, page 8
STEER’s Autonomous Parking Tech First to Test in Maryland

By Susan Kim, Staff Writer

Columbia-based STEER, which unveiled an autonomous parking solution at the recent Consumer Electronics Show (CES) in Las Vegas, is now the first company in Maryland to test the technology, which transforms everyday cars into driverless vehicles.

“Here’s how it works: Consumers drop their cars off at a destination, the car drives itself into a parking spot, then consumers summon the car via a mobile app. Anuja Sonalker, STEER founder and CEO, estimated that consumers spend as many as 108 hours per year just looking for a parking spot — not including additional time spent parking and walking to a destination.

STEER is partnered with Visteon, an automotive cockpit technology company, to develop the hardware and software platform, which is called DriveCore. “We are currently testing with a number of Maryland mass transportation locations and plan to have a product on the market in 2019,” said Sonalker. “The first application is an aftermarket product consumers can purchase and install in select late-model-year automobiles.”

STEER works with existing in-car technology systems but is, Sonalker said, a highly sophisticated system and needs to be installed by a professional. “Shortly thereafter, we anticipate the technology being available in new models.”

First in Maryland

Part of a national trend of marketing autonomous driving technology, STEER located in Columbia because, given the ever-evolving regulation around autonomous vehicles in the marketplace, STEER wanted to be in close proximity to D.C., while having the appropriate amount of space to test its technology in secure environments.

STEER’s Columbia location allows the company to market test rapidly, said Sonalker, and the company will test its autonomous parking technology at lots owned by the Maryland Department of Transportation (MDOT).

“Maryland is deeply invested in innovative solutions to address congestion and improve safety,” said MDOT Secretary Pete Rahn, in a statement.

Sonalker said STEER was supported in its incubation phase by the Howard County Economic Development Authority, and later from the MDOT in its testing endeavors, including being the first in the state to pass the certification process for testing autonomous technology in Maryland.

“Additionally, we feel suburban residents outside of major cities such as D.C. will be primary users of STEER technology, given their driving habits and commuting pain points,” she said.

Self-Driving

Vehicle technology is a growing field and has been for years, said Allie Fried, director of Global Event Communications for the Arlington, Va.-based Consumer Technology Association, which runs the CES show.

“In total for 2018, we had more than 400 exhibitors self-identify as presenting automotive technology,” she said, “and our dedicated automotive footprint was almost 100,000 net square feet of exhibit space, up roughly 23% over last year.”

Were it dedicated solely to the automotive industry, this would make CES the 4th largest stand-alone auto show in the country. “We had a record 12 automakers in exhibits or meeting space, many showing off self-driving features or concepts: BMW, Hyundai, Fiat Chrysler Automobiles, Ford, General Motors, Honda, Hyundai, Kia, Mercedes, Nissan, Toyota and Volkswagen,” Fried said.

Legal Concerns

The legal community is trying to develop regulations to keep up with the rapidly advancing technology, said Gregory Rodriguez, a lawyer with Best, Best & Kreiger, in Washington, D.C., who specializes in the legal aspects of autonomous driving vehicles.

“The federal government is trying to figure out its role in all of this,” said Rodriguez. “It doesn’t want to be too heavy-handed and stymie the innovation.”

Rodriguez said his clients are excited about innovation, but also concerned about public safety.

“Right now, we are starting to see more pilot projects get on the road, but there is not enough data to truly understand how these vehicles will operate in our communities,” he said. “What really gets

See STEER, page 8
Kennon New President/CEO of HCLS

The Howard County Library System (HCLS) Board of Trustees has announced Tonya Kennon as HCLS’ next president and CEO. Kennon joins HCLS following a career in libraries in California and will start in her new position on April 30. She succeeds Valerie Gross, who retired in August after 16 years with HCLS.

Kennon directed the Santa Rosa Public Library since 2011. A municipal library system, Riverside is composed of a main library and seven branches serving a city with a population of 200,000. Kennon worked to secure unanimous City Council approval to construct a new $40 million main library (breaking ground this year), convinced 85% of voters to approve a library parcel tax measure, secured a 20% increase in grant revenue and implemented 100% privately-funded STEM Makerspace programs. She has had in-kind library locations, among other accomplishments.

Prior to her most recent position, Kennon served as the county librarian and library services supervisor with the County of Riverside and Tustin Unified School District. She received her B.A. from California Baptist University and M.L.I.S. from San Jose State University.

Advocara, TransPerfect Form Strategic Language Services Partnership

TransPerfect Life Sciences, a provider of technologies and services to support clinical trials and product development for the biopharmaceutical industry, has been selected as the official language services provider for Columbia-based Advacara. Advacara is a fully integrated, institutional review board (IRB), institutional biosafety committee (IBC) and global research compliance services. Formed by the merger of Chesapeake IRB and Schulman IRB, Advacara is able to leverage the combined strengths of the organizations to serve the increasingly complex needs associated with clinical research.

The new agreement names TransPerf- ect as the strategic supplier of language services, including document translation, submission logistics and institutional research compliance services. TransPerfect had existing relationships with both Chesapeake and Schulman entities pre-merger that included institutional active e-clinical and eTMF technology.

“This throughout our partner selection process, TransPerfect was clearly the best overall choice for these critical IRB language services that are a component of the entire customer experience,” said Jeff Wendel, president of Advacara. “Their proven ability to deliver an exceptional quality work product aggressively in a time-sensitive manner, as shown through their long-standing relationships with both Chesapeake IRB and Schulman IRB, will help Advacara and our clinical researchers be able to speed turnaround times and complete more reviews.”

BGE Plan to Pass Federal Tax Reduction Savings to Customers Accepted by PSC

The Maryland Public Service Commission (PSC) has accepted BGE’s proposal to provide approximately $103 million in annual tax savings to customers, which will begin this July.

“This is a positive outcome for BGE customers, and we are appreciative of the Public Service Commission’s decision to accept and approve our proposed savings of $103 million, or $1 to $2 per month in tax reductions,” said Calvin Butler, Jr., CEO of BGE. “We are pleased to have another opportunity to further reduce the average BGE residential customer’s monthly bills, which remain below levels from a decade ago.”

The average BGE residential electric bill will decrease by an estimated $2.91 increase on his or her monthly bill, and the average residential combined natural gas and electric customer will receive a total savings of approximately $5.41 monthly reduction. Commercial customers also will receive monthly bill reductions. Reduced rates for all BGE customers will be reflected beginning with customers’ February 2018 bills.

While customer bills have decreased, BGE has continued to invest in energy infrastructure. The investments have resulted in record system reliability, accelerated modernization of the natural gas system through The STRONGER Program, increased safety and significant customer satisfaction improvements. BGE voluntarily filed the proposal to reduce rates as a result of the federal Tax Cuts and Jobs Act.

Another Record Year of Cargo at the Port of Baltimore

2017 was a record year of business for the Helen Delich Bentley Port of Baltimore’s state-owned public marine terminals. The Port handled 10.7 million tons of general cargo from its public marine terminals, the second consecutive year for more than 10 million tons of general cargo. General cargo includes such items as containers, roll-on/roll-off (farm, mining and construction equipment), forest products (pulp and wood paper and pulp) and break-bulk bulk.

Recently, the port added six new Rubber-Tired Gantry (RTG) yard cranes, which are used to lift and place containers on and off ships. The RTGs add to the port’s container growth. The cranes were purchased by Ports America Chesapeake, which operates the Port’s Seagirt container terminal for the Maryland Port Administration. The six new RTG cranes are in addition to the five recently purchased by Ports America Baltimore.

Business at the Port of Baltimore generates about 13,650 direct jobs, while about 127,000 jobs in Maryland are linked to port activities. It is responsible for nearly $3 billion in personal wages and salary and more than $300 million in state and local tax revenues.

The Joint Chiropractic Offers Baltimore the Relief It Needs

The Joint Chiropractic has announced a nationwide franchise growth plan targeting markets across Maryland, including Baltimore. With its “no appointment, no insurance and no hassle” business model, The Joint is reinventing the chiropractic sector, making health care affordable for patients of all ages, helping people improve and maintain good health. By welcoming walk-ins and strategically placing locations near high-traffic shopping centers, grocery stores and retail areas, The Joint provides easy, convenient and can visit a licensed chiropractor without disrupting their daily lives. The Joint’s unique membership model allows patients to customize ongoing care to fit their needs or take part in preventive care on a weekly basis.

From its inception in 1999, the chiropractic franchise now has more than 400 clinics open or in development across the United States. Franchise and corporate locations are earning double-digit percentage annual revenue growth, with a 17% increase from 2015–16 and similar projections for 2016–17. With no cost of goods, a limited number of employees per location and the ability to operate in small places (often less than 1,000 square feet), the business model provides strong revenue and profit margins, high-quality work on aggressive timelines, and can attract a diverse customer base.
Q&A With NFIB-Maryland Director Mike O’Halloran

By Mark R. Smith, Editor-in-Chief

In his role as state director of Maryland and Delaware for the National Federation of Independent Business (NFIB), Mike O’Halloran serves as chief lobbyist. He is responsible for NFIB’s mission of promoting and protecting the right of members to own, operate and grow their business.

To that end, O’Halloran lobbies the General Assembly and Gov. Larry Hogan’s administration on small business issues, including tax policy, environmental regulations and workforce guidelines.

Prior to joining NFIB, O’Halloran served as the government affairs manager for the Arlington, Va.-based Air-Conditioning, Heating & Refrigeration Institute, where he lobbied state legislatures on issues impacting manufacturers of heating, cooling, commercial refrigeration and water heating equipment. Earlier in his career, O’Halloran also served as chief of staff to current Maryland Budget Secretary David Brinkley, during Brinkley’s days in the state Senate.

He is a graduate of Salisbury University with a bachelor’s degree in political science.

What is NFIB’s definition of a small business? It is the same at the SBA’s (which is 500 employees for most manufacturing and mining industries and $7.5 million in average annual receipts for many nonmanufacturing industries).

We don’t have a particular employee size. We just stress that our members are independently owned and are not publicly traded. We have 4,000 members in Maryland (and another 1,000 in Delaware), and 70% of those businesses have 10 or less employees.

Actually, we struggle with that question, because of the moving goalposts we have to deal with. For instance, take the new paid leave bill; businesses are wondering if they have to offer paid leave or unpaid leave because of the threshold in the law is set at 15 employees, without regard to whether those employees are full-time, part-time or seasonal. At the federal level, the Affordable Care Act has a voluntary insurance plan for a “small business” is less than 50 employees because of the employer mandate. It’s very confusing.

At times, I wonder if the state knows the answer to that question. The state doesn’t always offer a clear definition.

What is the NFIB keying on during this year’s session?

Our members can’t afford any more labor laws that make it harder for small companies to make a profit. There are overwhelmingly costs involved in running a small business that impact employees and customers, too. The owners usually wear many hats, and they need to focus on growing their companies and not dealing with more regulations and more paperwork.

How will federal tax reform affect independent businesses, small and large?

It’s creating record optimism, pay raises, expansion plans, etc., from large corporations, but we have stories of NFIB members doing that, too. That hasn’t been widely reported by the media because the numbers obviously aren’t as big, and because small business owners typically don’t have time to put out press releases. Many of them don’t see the need to tout their own horns, but NFIB wants to make sure their stories receive the attention they deserve.

What are your concerns about the new law concerning mandatory sick leave for employees? It is a problem.

Our members got nailed with a doozy earlier this month with the paid leave law. One attraction of working in small business is the flexibility it can often offer. The major concern here is whether some of them will be able to afford it. One of the complaints I hear from members, now that it’s mandated, is that sick leave was intended to be a benefit from (often larger) companies to attract workers. Making it a mandate didn’t really change that fact.

We’ve told the legislature over and over that small businesses that can afford to offer this employee benefit, because it is a benefit, or doing it to attract and retain good employees. Those who don’t offer it don’t offer it because they cannot afford to do it. Mandating it does not change that fact.

Also know that the amount of legislators who own or have run a small business are becoming fewer and fewer, and that’s reflected in the laws that are being passed. Our members are very fortunate to have a governor in Larry Hogan who understands what they have to overcome. More regulation doesn’t make it any easier.

What are your thoughts on a minimum wage hike?

It’s another well-intentioned idea, but as we’ve seen in study after study, it’s not sound policy. That’s especially true in a state like Maryland, where a would-be entrepreneur will look here and see the minimum wage law and the other rules, then not open a business. Or they’ll go over the state line to Pennsylvania, West Virginia or Delaware and do it there.

Want proof? Look at the negative effect the $15 minimum wage is having in Seattle. Small businesses out there are getting walloped. That’s crippling, because small business owners are taking a 50/50 shot in the first place — and many put up their houses as collateral.

What’s your take on the bill requiring that Maryland generate 50% of its electricity from renewable sources by 2030?

There are concerns. The cost of doing business will likely rise, so part of my fear is that there won’t be enough electricity created by the wind and solar sectors to go around. The utilities will have to work that out, but our concern is that NFIB members will have to foot that bill.

What’s the market like for businesses that are looking for workers, particularly service workers?

We conduct our Problems & Priorities Survey, and recently we found that a concern is finding qualified workers. For years, the big three issues have been the costs of health care, regulatory burdens and taxes, but in recent years, finding qualified workers has become another hurdle to success.

How are small businesses attracting and retaining a quality workforce?

They have to find a qualified workforce worth attracting, but you do that by treating employees well via pay structure, benefits and making the best workplace you can. There are plenty of opportunities for a qualified opportunity.

What government needs to realize is that not every small business is created equal. Still, the government wants to dictate that it knows better how to run a small business without taking into account the balance sheet of every business. And that’s one that we make on telling legislators: Businesses are not one-size-fits-all.

How much are the exorbitant health care costs that many small businesses are paying, or independent workers are paying for, impacting the overall economy?

That continues to be the ultimate concern for small business owners. The average premium for single coverage in a small business is $6,173; from 2006 to 2016, it has increased 47%. As we saw the increase, the number of small business employers who offer health insurance dropped from 56% to 33%. Then you look at the overall picture, and with the ACA Health Care Exchange, premiums are through the roof.

MasterCard and Visa have stated that they can hold merchants liable for credit card fraud if they don’t provide hardware and software to accommodate chip cards and a customer’s account is hacked. But due to costs required to accommodate the new technology, how many businesses are still using systems that only work with swipe strips?

That’s yet another cost of doing business. When they’re left holding the bag through no fault of their own, the costs can add up quickly.

What do you think of Maryland’s HERSTORY: LEADING WOMEN TO GREATNESS THURSDAY, MARCH 8, 2018 7:30 AM – 3:30 PM DoubleTree by Hilton 5485 Twin Knolls Road Columbia, MD 21045

KEYNOTE SPEAKERS

Laura Gamble
Business Development Manager & COO of PNC Bank

Colonel (Ret.) Laurie Moe Buckhout
US Army, President

See O’Halloran, page 11

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The Business Monthly
22nd Annual Howard Women’s Hall of Fame to Induct Trio

Howard County Executive Allan Kittleman and the Howard County Commission for Women have announced the 2018 inductees into the county’s Women’s Hall of Fame: Patricia Emard Greenwald, Debra Ann Slack Katz and Joan Webb Scornaienchi.

The 2018 class of inductees will be honored at the annual Howard County Women’s Hall of Fame ceremony on Thursday, March 22, at 7:30 p.m. in the Banneker Room of the George Howard Building, 3430 Court House Drive, Elli-cott City.

Pat Emard Greenwald
Patricia “Pat” Emard Greenwald’s life in Howard County has been “a tale of three schoolhouses.” She got the historic preservation bug in the 1980s while teaching at Hammond Middle School. In 1988, while touring Pfeiffer’s Corner Schoolhouse, her seventh-grade students learned the schoolhouse’s existence was being threatened by plans for a subdivision, so, Emard Greenwald and her students solicited the community for donations to move the building, then persuaded the county’s Department of Recreation & Parks to restore and reopen the schoolhouse to the public. In 2003, it was finally moved to Rockburn Branch Park, its permanent home.

In addition, while serving on the Sykesville Historic District Commission, Emard Greenwald was asked by the Town of Sykesville to manage the restoration of the Historic Sykesville Colored Schoolhouse, which reopened its doors in 2006; as first vice president of the Howard County Historical Society, today she is involved in the rehabilitation of the Quaker School, in Ellicott City, which is destined to become a children’s museum.

Debbie Ann Slack Katz
Debra “Debbie” Ann Slack Katz has worked at all nursing levels, from staff nurse to director of nursing, and in a variety of clinical settings, including the emergency room, post-anesthesia care unit, and pediatrics. Her acute care experience includes the Cleveland Clinic, The Johns Hopkins Hospital and Howard County General Hospital, where she continues to work as a community outreach nurse. Slack Katz currently works in risk management at Genesis HealthCare as the corporate director of safe resident handling.

When not nursing, Slack Katz can be found chairing the Historic Ellicott City Flood Workgroup and serving as vice president of the Ellicott City Partnership, as well as on the Ellicott City Master Plan Advisory Committee; she also has served on more than 24 boards and commissions. Her mother, Doris Thompson Slack, was inducted into the Howard County Women’s Hall of Fame in 2009.

Joan Webb Scornaienchi
HC DrugFree Executive Director Joan Webb Scornaienchi’s career spans more than 25 years in education, including extensive experience in higher education, expertise as a grants and education specialist with the Maryland State Department of Education, and technical skills as a certified grants management specialist. She is also a graduate of Leadership Maryland, Leadership Howard County and the Federal Bureau of Investigation Citizens Academy. Also dotting Webb Scornaienchi’s résumé is her eighth consecutive term as chair of the Howard County Alcohol and Drug Abuse Advisory Board and her fifth year as vice chair of the Howard County Public School System’s (HCPSS) Health Council, and she continues to serve on HCPSS’s Mental Health Task Force. She is also a past chair of the Howard County Commission for Women. Finally, she is the recipient of a number of awards, including The Daily Record’s Maryland’s Top 100 Women, Most Admired CEOs and Innovator of the Year awards, among others. The Women’s Hall of Fame induction event is free and open to the public. To request an interpreter or other accommodations, call the Department of Community Resources & Services at 410-313-6400 (voice/relay).

For tickets call 443-518-1970 or visit howardcc.edu/sccathunan

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LHR, from page 1

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campus,” she said, pending reg-

ulatory approval.

As envisioned, UMLRH will transi-
tion by fall this year from a full-service
hospital to a 24/7 emergency department
with critical care stabilization, short stay
medical care, behavioral health services
and same-day and overnight surgery, as
well as laboratory, full imaging and phar-
macy services.

Timeline

UMMS has requested permission from
the Maryland Health Care Commission
to relocate inpatient acute rehabilitation
and chronic care services to the Prince
George’s Hospital, in Cheverly.

The university could break ground
on a new hospital building by the spring
of 2019 and anticipates move-in with no
interruption of clinical services by Decem-
ber 2020.

“We will continue our primary care,
women’s health program with OB/GYN
services, our lung health program to
handle COPD and asthma, as well as
sleep medicine,” Hall said, in addition
to existing wound care and chronic pain
programs.

UMMS anticipates the addition of a
wellness and weight loss program, chronic
disease management, a diabetes and met-
abolic center, advanced care planning,
neurology services and the capability for
telemedicine consultation to better utilize
the university’s resources and expertise.

The new hospital building will be
constructed at the corner of Van Dusen
Road and Contee Road, offering access
from different sides.

“We have 10 observation bay units
and seven operating rooms,” Nicholas
said. “We’re hopeful as our volume increases that
we’ll get permission to get two additional
operating rooms.”

The strategic planning work group
convened by Moe to help smooth the transition
recommended a greater focus on
behavioral health services at the hospital.

“The recommendation was to look
at expanding the partial hospitalization program,
and adding a substance abuse
program,” Hall said.

“The new facility represents a $50
million UMMS investment into the Lau-
rel community, in addition to anticipated
private investment in the surrounding
medical presence in the northeastern market.

“In conjunction with our entrance into
Maryland, we’ll also begin offering direct
service to the greater New York City and
Long Island markets,” said Saia’s Chief
Customer Officer Roy Ramu, in a related
release. “Customers have responded well
to our northeastern service offering, and
our new terminal in Laurel will expand
our reach and service capabilities further.”

Adjustments Necessary

In February, officials with the Uni-
versity of Maryland Medical System
(UMMS) presented Laurel Mayor Craig
Moe and the City Council with a status
update on the transition of Laurel Regional
Hospital (LRH) into the University of
Maryland Laurel Regional Hospital (UML-
RH).

Trudy Hall, vice president of medical
affairs and interim president of LRH, told
the council she acknowledged that the hospital’s transition
and new construction take into account a
nationwide trend in declining admissions
that has occurred during the past decade.

“We’re seeing more patients being
placed in the observation level with less
than 48 hours of care,” Hall said, with only
about 12% of all emergency department
visits resulting in admission. “Approx-
imately 75% of surgeries are now being
performed in the outpatient or ambulatory
setting.”

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O’Halloran from page 9

reputation for not being particularly
welcoming, all things considered, to-
ward business around the rest of the
county?

I think it’s a shame, because
Maryland has so many things to offer:
the Chesapeake Bay; the mountains;
Ocean City; Washington, D.C.; and its national
attractions; Baltimore with the waterfront;
Annapolis; big league sports; and plenty
of top line entertainment. We mainly need
government to get out of the way and just
monitor the bumper rails, if you will, and
keep everything in line.

For too long, the enforcement regime
was used as a stick, rather than a carrot.
Under the Hogan Administration, we’ve
seen state regulators more willing to edu-
cate inadvertent violators, as opposed to
levying steep fines.

Are you concerned that the City of Bal-
timore is going to lose more businesses
because it isn’t doing enough to keep the
locals and its businesses safe?

Crime is a huge concern to all
businesses. Yet, the Baltimore City Coun-
cil recently decided to increase restaurant
regulations and ban polystyrene — the
foam drink cups and food containers that
you and I are used to using. In other words,
the City Council is not concentrating on
the impact crime has on small business.

What are they doing right that we
should be emulating?

What the restaurants need to do is hire
people and not have to worry about more
regulations.

Since you’re the state director for
Delaware as well as Maryland, are you
seeing many companies pulling up
stakes in Maryland to move to more
regulation-friendly Delaware?

We have not been able to put together
a study on outmigration, though there are
ample anecdotes about businesses doing
just that. It happens often on the shore,
where people leave Wicomico County
(Ocean City), for instance, and move 10
feet over the line to Fenwick Island, Del.
So people will do what makes sense for
them and their hard-earned employees and
dollars.

What are your hopes for the end of
Session 2018?

First and foremost, that our legislators
figure out that, with the federal tax cut,
the federal assessment goes down,
and that they ensure that the extra money people
will have doesn’t go back out of their
wallets some other way. In other words,
we need state tax relief, too.
the ever-increasing high rents for restau-

rants make your competitors suffer.

"There are so many places closing and so many opening," he said, citing Maple Lawn as an example. "Today, there are eight restaurants that opened last year, and The Waffles Oyster & Ale House, which is set to open in late spring.

Nevin said other factors include Co-
lumbia having more than double the retail
square footage per person than the typical
submarket, and the trend toward fast-ca-
sual restaurants by more cost-conscious
and time-sensitive customers. That's led to
the rise of concepts that mimic chains like
Chipotle or Panera Bread, or quick-stop
outlets. Accepting purses until May 16.
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Kasemeyer Retirement Reshuffles the Ballot

The surprise decision of state Sen. Ed Kasemeyer to retire, rather than run for a seventh four-year term, sent ripples across the Howard County council last month as the filing deadline for this year’s election closed.

Kasemeyer, chairman of the important Budget and Taxation Committee, filed to run with the three Democratic freshman delegates in District 12 last year. This odd district runs from liberal West Columbia through Elkridge, into more moderate-to-conservative Catonsville and Arbutus.

The three delegates, Eric Ebersole, Clarence Lam and Terri Hill, put their heads together, and decided that Lam would run for Senate on their ticket. They would pick up a teammate from several people interested in the open delegate seat.

But the suddenly open Senate seat led Howard County Council Chair Mary Kay Sigaty to file for it, too, since she was forced to leave the council because of the three-term limit. This sets up a Democratic primary for a seat that was considered safe in Kasemeyer’s hands.

Generational Battle

While both Lam and Sigaty are progressives, the primary sets up a generation battle between Sigaty, 67, and Lam, 37.

Lam has just four years in Annapolis, but is a relentless campaigner who has knocked on doors throughout the diverse district. He was the top vote-getter in an eight-way Democratic primary in 2014, and he had $82,584 cash on hand in his campaign account, according to his annual report in January.

Sigaty, a former teacher and artist, has served on the school board and council, but was unchallenged for reelection in 2014 both for the primary and general election in West Columbia’s District 4. She has not had a primary challenge since 2010, and while she is widely known throughout Howard County for having served as council chair three times and run countywide for school board, she is not known in the Baltimore County portion of the district.

In addition, she had just $28,363 in her campaign account in January, and must reinvigorate a campaign organization to run in two counties.

Open Delegate Seat

Lam’s run for Senate left an open delegate seat, attracting six Democrats after he made the announcement he was running for Senate. They included Jessica Feldmark, currently administrator of the Howard County Council; and a surprise entry, Dario Broccolino, the retiring state’s attorney for Howard County, who was not known as a partisan political. For instance, last year he endorsed his deputy, Republican Kim Oldham, to succeed him in the election for top prosecutor.

Kasemeyer’s departure means some loss of clout for Howard County in a key budget committee, and also reflects the waning influence of moderate Democrats in the Senate. But it is likely that the county’s other Democratic senator, Guy Guzzone in District 13, already a sub-committee chair, may gain more influence on the budget committee, as Kasemeyer leaves and Vice Chair Rich Madaleno runs for governor. Another key budget committee chair, Anne Arundel’s Ed DeGrange, is also leaving, so there will be lots of key roles to fill.

Guzzone is guaranteed to return to the Senate, since no one has filed against him in either the primary or general election. The Republican Party has less than a week to find someone to run against Guzzone or he gets a free ride back to the State House. Incumbent Republican Sen. Gail Bates, seeking her third term in her western county district, has both a primary opponent and one in the general election.

Another District 13 Democrat in leadership, Del. Frank Turner, vice chair of Ways and Means and also its gaming expert, also decided to retire after having filed with the ticket. He was replaced by County Council Member Jen Terrasa, along with incumbent Dels. Vanessa Atterbeary and Shane Pendergrass, who chairs the health committee.

Clarifying the Races

The Feb. 27 filing deadline has clarified a number of races on the June 26 primary ballot.

With no primary opponent, County Executive Allan Kittleman need spend none of his war chest on a GOP challenger, while County Council member Calvin Ball must contend with perennial candidate Harry Dunbar in the Democratic primary. Ball must also contend with official complaints filed by the Howard County Republican Party with the state elections board, saying Ball inflated the amount of money he has on hand to wage the campaign.

Five candidates emerged for school board in the last days before deadline, bringing the total to 13 running for four seats on the board. None of the four board incumbents whose terms are up decided to run.

Incumbent Sheriff Bill McMahon, the former police chief appointed to the job after the departure of Fitzgerald, could face a “same name” Republican in John Francis McMahon, one of the two who filed to run.

In the Democratic primary fight to challenge incumbent Republican Del. Bob Flanagan in District 9B, Dan Medinger has picked up the endorsement of former County Executive and Senate Majority Leader Jim Robey over Courtney Watson, the former county council member who run for executive.

Too Easy to File

In the three weeks before the filing deadline in February, 10 Republican candi- dates filed to run for the U.S. Senate, most of them little-known and with slim backing. This included my old friend Blaine Taylor, a perennial candidate who has run for Ben Cardin’s seat in the Senate, as a Democrat and now as a Republican. There are now 11 Republicans and seven Democrats vying to run against Cardin, pointing out how ridiculously easy it is to file for statewide office in Maryland.

Plunk down $290 to the State Board of Elections, fill out a few forms and you get your name on hundreds of thousands ballots in Maryland, get listed in multiple voters guides, get invited to candidate forums across the state, and all with very little effort. That’s all it takes if you’re a registered Democrat or Republican wanting to run for governor, U.S. senator, attorney general or comptroller. See State Political, page 17
The final date for filing to run for office was Tuesday, Feb. 27, at 9 p.m. The following lists are those who are running for political office in the 2018 election statewide and in Anne Arundel and Howard counties. An asterisk after the name indicates the incumbent candidate.

State Candidates

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<tr>
<th>Office</th>
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<td>Governor</td>
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<td>Jerome “Jerry” Segal</td>
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<td>Republican</td>
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<td>Christopher Wallace Sr.</td>
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<td>State's Attorney</td>
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<td>Kim Oldham</td>
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<td>County Executive</td>
<td>Rich Gibson</td>
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<td>Jon Steinmetz</td>
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<td>County Executive</td>
<td>Luke Walsh</td>
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The Business Monthly
Assessing Development Regs, Approving APFO Changes

In late January, Howard County Executive Allan Kittleman (R) announced the release of a comprehensive evaluation of the county’s development regulations. The release caps a year’s worth of effort to gather public input and assess the county’s zoning code, regulations, policies and manuals related to land development.

“This review will help guide us to a new code that is consistent, simplified, easier to navigate, and where professionals and residents alike can find all the information they need in one place.” Kittleman said.

The county hired Colorado-based Clarion Associates to conduct the assessment, which represents the first phase of the effort to rewrite and modernize development regulations.

During the first public input session, conducted in March 2017, Howard County Department of Planning and Zoning Director Valdis Lazdins said his department proposed the reassessment based on discussions with various citizen organizations, the community and developers. “We think that Howard County’s zoning code and subdivision regulations do in fact need a fine-tuning,” Lazdins said.

At the same input session, Kittleman said his office has heard feedback that “our zoning and land use regulations are too complicated, cumbersome and difficult to understand. Much of this is due to the fact that our land use challenges have evolved, but the regulations haven’t.”

County officials acknowledged that the last comprehensive revision of these regulations took place in the 1970s.

Draft Expected

Speaking at the first public input session last year, Clarion Associates Director Don Elliott said the goal of the process is efficiency.

“Development regulations don’t seem to be connected to our planning goals very well,” he said, citing a local online survey that also indicated developers seem to understand the regulations, “but the citizens have a hard time following how this works.”

Lazdins said the online survey comments and public input form the basis of a roadmap that will be used to rewrite the code. “This assessment provides us with a strong foundation for a new act of regulations and policies that better respond to growth and change in the county.”

The assessment’s scope covers all of the county’s zoning districts, development standards and subdivision regulations. Recommendations for substantive changes to Columbia’s downtown zoning controls are not expected, however, because those controls were recently revised.

Phase II of the process will involve rewriting of zoning and subdivision controls later this summer, and will guide the development of a Request for Proposal that will result in a new, unified development code.

An outline of the assessment is available online at www.howardcountymd.gov/regsassessment.

APFO Redux

At its February legislative session, the Howard County Council approved updates to the county’s Adequate Public Facilities Ordinance (APFO) by the slimmest of margins, echoing the vote cast for the original legislation last November that was declared invalid because the legislation had expired.

Council Chair Mary Kay Sigaty (D-Dist. 4) and Councilman Greg Fox (D-Dist. 5) were the only council members to vote for the APFO Redux.

For the first time in almost four decades, John Astle’s name will not be on an Anne Arundel County ballot this year. The veteran state senator and vice chairman of the Senate Finance Committee is retiring, he announced Feb. 26, the day before the filing deadline.

Ed DeGrange joined the Senate the same year as Astle, 1995, after serving on the county council, and his name will not be on the ballot, either, as he announced months ago. DeGrange chairs two budget subcommittees, and the last of both of these moderate Democrats in leadership positions reflects some loss of clout for Anne Arundel County and waning influence of fiscally conservative (and often socially) conservative Democrats in a chamber that has grown increasingly progressive.

Astle was fully expected to retire after he ran and lost for Annapolis mayor last year, beaten by the progressive Gavin Buckley in the Democratic primary.

“Nothing lasts forever, unless you are the Senate president and Speaker of the House. That seems to last forever,” Astle said, referring to his longtime political ally, Mike Busch, speaker of the house, and Senate President Mike Miller, who’s been presiding for 32 years.

Busch, who’s been presiding officer for a mere 16 years, was in the Senate chamber for Astle’s announcement, gave him a hug and told the senators that it was important to have a political ally like Astle who “has your back.”

Astle, 74, is a former Marine helicopter pilot and avid big game hunter. Tasks of an elephant he shot in Africa frame his desk and stuffed animal heads line office walls. Miller is 75 and is running for re-election as the longest-serving member of the legislature, first elected to the House in 1970. Busch is 71 and DeGrange is a youngster at 68.

McMillan Retires, Leopold Back

Republican Del. Herb McMillan, 59, also announced he would not seek re-election.

McMillan was sometimes an outcast in his own party. He could not leave the legislature without parting shots at the party’s “party bosses”: County Executive Steve Schuh and House Minority Leader Nic Kipke. Both Schuh and Kipke wanted McMillan to keep his seat in the House while they threw early support to former Del. Ron George for the Senate, a seat McMillan once ran for.

“At 23 years of service in the Navy and 16 as an alderman and delegate, I’ve done my duty,” McMillan said in an op-ed in The Capital newspaper. “Thankfully, I don’t suffer from the common political affliction of believing I’m irreplaceable. I’m ready to pass the torch.

“Tis was not a difficult decision politically. Because while I’m honored to represent Annapolis, enjoy helping people and like making policy, I’m tired of political bosses in general and their games in particular. (And I’m sure they’re tired of me.)”

This leaves Ron George and two Democrats, Sarah Elfreth and Chrissy Holt, vying for Astle’s Senate seat, and four Republicans and four Democrats, including Speaker Busch, vying for the two delegate seats. Not in the mix is Dr. Mark Plaster. In another surprise, the Republican physician who ran against U.S. Rep. John Sarbanes two years ago dropped out of the race at the filing deadline.

See Anne Arundel Political, page 17

Candidates from page 14

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Democratic
- Anthony Rotenby
- Terrence McAndrews
- Marlena Jareaux

Register of Wills
Democratic
- Byron MacFarlane
- Marlene Pena

Sheriff
Republican
- Bill McMahon
- Marcus Harris
- John Francis McMahon

Republican

Board of Directors (4 seats, non-partisan)
Democratic
- Bob Glasscock
- January Malloy
- Robert Wayne Miller
- Anita Pandey
- Saif Rehman
- Gina Piyet
- Chao Wu
- Timothy Hodgson Hamilton
- Christopher Michael Hilfiger
- Carleen Pena

Republican
- Leslie Smith Turner
- Ajile Brown

Judges of the Orphans Court (3)
Democratic
- Anne Dodd
- Elizabeth Ann Fitch
- Nicole Borel Miller
- James Ward Morrow

Republican
- Dario Broccolino
- Jessica Feldman
- Mark Weitz

House
Democratic
- Vanessa Atterbury
- Shane Pendegrass
- Larry Powell
- Jen Terrasa

Republican
- Chris Yates

Anne Arundel County Political Analysis
By Len Lazarick

Dozens File, But Several Won’t Be on Ballot

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See Anne Arundel Political, page 17
Recent Department of Defense (DoD) studies have revealed a 22% excess infrastructure on military bases that could be addressed to improve efficiency, alignment and reuse facilities. This, in turn, will help address long-term maintenance and repair issues, as well as reduce the DoD’s maintenance backlog. The DoD estimates it would save about $2 billion a year if it could conduct another round of BRAC.

Two Things
As reported recently by Federal News Radio, DoD Comptroller David Norquist said at a Feb. 12 Pentagon press briefing, “We’ve asked for it (BRAC) a number of times in the past without much success, and so I think we’re looking at doing two things going forward. “One is working with Congress to find ways to support personnel and infrastructure needs in these and other areas. For more information, contact TargetGov at 410-579-1346.

A New BRAC, Federal Contracting Details in the President’s Budget

The following information regards awarded contracts that can be used to develop printed special contracting features by breaking the contract down into these and other categories, allowing readers to see trends and developments in the U.S. government. This can help to plan for future contracts and understand how the government is investing its resources.

BAE Systems Technology Solutions & Services, Rockville, Md., is being awarded an $8,362,442 contract to develop, manufacture and deliver two test units of the Surface Navy Laser Weapon System Increment 1, High Energy Laser and Integrated Optical-Dazzler with surveillance system. The work will be performed in Baltimore and seven other locations.

Lockheed Martin Corp. and Lockheed Martin Aeronautics Co., Fort Worth, Texas, was awarded a $19,707,000 delivery order modification to support Air Force F-35 vehicle delivery schedules. Work will be performed in Baltimore, 10 other locations, the United Kingdom and the Netherlands. www.lockheedmartin.com/us/suppliers.html

Lockheed Martin Corp., Baltimore, won an $8 million contract modification to plan and implement deferred design changes that have been identified during the construction period to support the U.S.S. Billings’ sail-away and follow-on post-delivery test and trials period. Work will be performed in Baltimore and seven other locations.

Lockheed Martin Corp. and Lockheed Martin Aeronautics Co., Fort Worth, Texas, was awarded a $1,8 billion contract modification to develop, manufacture and deliver two test units of the Surface Navy Laser Weapon System Increment 1, High Energy Laser and Integrated Optical-Dazzler with surveillance system. The work will be performed in Baltimore and seven other locations.

The Rest
Typical non-defense spending, on the other hand, is budgeted at $540 billion, which is $57 billion less than the agreed caps. The U.S. Department of Agriculture is slated for cuts to discretionary and mandatory budget categories, and the U.S. Department of Education would see an increase in school choice programs, and

The Department of Energy would see a $24.5 billion decrease, which will not include eliminating aged facilities meet the DoD’s own criteria of poor or failing conditions. The Army estimated its maintenance backlog was $10.8 trillion in 2017, the Navy needs $5 billion for its worst ships and the Air Force stated that its facilities require $33 billion to upgrade.

Changing Numbers
So far, the 2019 federal budget request increases facilities spending by $700 million compared to the 2018 budget, bringing the request up to $10.5 billion, which will not include eliminating aged or non-efficient facilities no longer needed by the military.

When President Trump submitted his $4.4 trillion fiscal 2019 budget request on Feb. 12, it included 30% (or $1.3 trillion) of discretionary spending, which is the segment containing most agencies’ operating funds, monies to hire federal employees, and services and programs from the private sector.

Congress must still enact the budget, and complicating factors include an ongoing partial government shut down that did not match the proposed presidential budget. There is a possibility that final budget numbers will change between now and March 22, the next continuing resolution deadline.

Bloomberg Government recently reported on the president’s proposed budget, summarizing key increases and decreases. National defense has seen the largest increase, totaling $716 billion, and includes all defense and Department of Energy nuclear weapons programs as well as overseas contingency operations. Major activities’ budgets are: Army $143.3 billion, Navy $179.1 billion, Air Force $169.8 billion with additional defense-wide spending adding $104.9 billion.

Defense budget targets also include operations and maintenance spending of $235 billion, military personnel costs of $148.2 billion, procurement at $131.2 billion and military construction at $8.9 billion.

The Department of Energy would see a 17.5% increase for a total of $15.1 billion for the National Nuclear Security Administration. This would fund modernization of the nuclear arsenal and related maintenance infrastructure. An additional $1.8 billion for naval submarine and aircraft carrier propulsion systems would result in non-military defense spending.
Larkin from page 16
cuts to grants, work study programs and subsidized student loans.
The Environmental Protection Agency
would be cut by 33.7%, with $660
million saved by eliminating educational
programs; climate change research and
partnerships; and indoor air and radon
pollution, offshore oil and gas, and natural
estuary programs.
The Health and Human Services’
National Institutes of Health (NIH), on
the other hand, would see an increase of
$9 billion to consolidate the Agency for
Healthcare and Research under NIH, to
lower drug prices and revamp Medicaid.
Overall, though, the health programs also
will see an increase of $10 billion. The
Low Income Home Energy Assistance
Program would be eliminated and the
Affordable Care Act repealed.
The Department of Housing and Urban
Development’s (HUD) budget is $39.2 bil-
ion, 16.3% less than fiscal 2017, and elim-
inating the Development Block Grants, Choice Neighborhoods,
Home Investment Partnerships, Self-Help and
Affordable Homeownership Opportunity
Programs.
The Department of Homeland Securi-
ty’s $46 billion budget includes $1.6 bil-
lion to build a 65-mile wall in south Texas,
agreement to build. Ongoing pro-
grams include the National Park System
Management and a Public Land Infra-
structure Fund for deferred maintenance.
Proposed eliminations include Abandoned
Mine Land Grants, National Heritage
areas, and National Wildlife Refuge pay-
ments to local governments.
Department of Transportation (DOT)
programs would be shifted to a new and
as yet undefined infrastructure program.
Of the proposed $15.6 billion, the Federal
Aviation Administration would receive the
lion’s share of $12.7 billion; however, air
traffic control will be privatized and AM-
TRAK appropriations reduced by 50.6%.
The Department of Veterans Affairs
$83.1 billion budget would create pro-
grams to allow veterans to seek care
outside of the VA, adds $4.2 billion for
information technology upgrades and in-
vestments, and renews focus on opioids,
mental health, homelessness and women
veterans.
Gloria Larkin is president and CEO of Tar-
gotGov and a national expert in business
development in the governments market,
Email glorialarkin@targetgov.com, visit
www.targetgov.com or call 866-579-1346
for more information.

Howard Political
from page 14
(R-Dist. 5) cast the dissenting votes in both legislative sessions.
“None of this is harmful — we have simply agreed that this bill is going to have very negative effects on housing affordability in the county,” Sigaty said. “We’re creating that supply, they’re not going to use it and we will become more exclusive.”
Sigaty also expressed concern that the bill contains no provisions requiring the Board of Education to do anything outside of its policy that would help alleviate school overcrowding issues.
“Ultimately, I see it shutting down development for a significant period of time, which I consider to be detrimental to the fiscal health of the county, so I cannot vote for it,” Sigaty said.
“Whether you create supply, that supply will grow up, and we will become more exclusive.”

Schuh Curbs
Development
Neither Schuh nor Steuart Pittman, the Democratic candidate for county ex-
ecutive, have opponents in their respective primaries, so they will face each other in November.
Pittman has accused Schuh of prom-
oting overdevelopment, but in early
February, Schuh initiated an almost two-
year freeze on zoning changes while his administration develops a new General
Development Plan. After that the plan is sub-
mitted in late 2019, Schuh also wants to institute a Small Area Planning process,
similar to what Pittman has advocated.
The county’s plan to stop all zoning changes won’t stop development that is underway, but developers won’t be able to increase the density of what they wish to build.

Challenging the
Sitting Judge
The five sitting judges in Baltimore
City have no challengers this election,
nor do the six sitting judges who must face voters in Prince George’s County. But Anne Arundel County’s lone circuit court judge on the ballot, Mark Crooks, appointed by Gov. Lar-
ye Hogan, has six challengers in the primary and general election. Circuit
Court judges compete for election after their appointment by the governor.

State Political
from page 15
Maryland is one of the easiest states to
get on the statewide ballot, according to
data compiled by Ballotpedia, a nonprofit
online compendium about American elec-
tions.
Many states have low filing fees for pub-
lic office, but most of those states also
require collecting 1,000 or more signatures
from registered voters to get on the ballot
for the top offices. Other states have both
petition requirements and high filing fees.
Maryland only has signature requirements
for independent candidates.
In Pennsylvania, for instance, the filing
fee to run for governor or U.S. senator is
a mere $200 but you must collect 2,000
signatures supporting your candidacy as
well. In Virginia, the filing fees and the
petition requirements are steep. The filing
fee is 2% of the annual salary of the office
being sought. For governor and U.S. sen-
ator that amounts to $3,500 and $3,480,
respectively. On top of that, you need to collect 10,000 signatures, with at least 400 from each of the 11 congressional districts, a fairly daunting task.
Virginia, like other states requiring petitions, has lower signature requirements
for lesser offices.
Massachusetts, too, requires 10,000
signatures for the top statewide offices:
2,000 for U.S. representative and 150 for
state representative.

Down the Ballot
Maryland’s easy filing requirements apply all the way down the ballot. It costs
$100 to file for the U.S. House, just $50
to run for the Maryland General Assem-
bly, and a mere $25 for county council or
county commission.
This makes Maryland ballots long and
cumbersome, and it may become an issue
for election office officials in this year’s
Democratic primaries since Maryland has
returned to paper ballots.
That might sound like good news, but it’s not. They think complaining isn’t worth their time. As a result, they simply take their business elsewhere. You literally have one chance to get it right.

Through our insights, using the latest market research, BBB is helping entreprenuers see how specific behaviors can make or break customer relationships. Our catalogue of complaints provides a litany of real-life examples of our standards in action. We developed and began beta-testing curriculum that addressed needs around our standards that weren’t being offered elsewhere: Building Better Business Behaviors (B4) was born.

Along the way, we designed and tested several different interactive, in-person presentations, from 30 to 90 minutes in length, and are evaluating panelists and mentors for the next phase of programing.

After participating in the program’s rollout, Tammara Lucas, CEO of The Cube Cowork, said, “Most people don’t go into business anticipating customer problems or how best to resolve them. By participating in BBB’s customized curriculum, entrepreneurs can engage customers with honesty, integrity and transparency before an issue occurs.”

While B4 was built with the scale up business in mind, it can resonate with any audience. If you’re looking for a speaker for your business group, we’d love to hear from you.

Angie Barnett is president and CEO of the Better Business Bureau of Greater Maryland. She can be reached at 410-347-3990 and abarnett@greatermd.bbb.org.

Can AI Save Social Media?

“BBB Blue,” with banners heralding a litany of real-life examples of our standards that weren’t being offered elsewhere: Building Better Business Behaviors (B4) was born. The reasonable, compact area of the U.K. Parliament came to cheer, booing and eye-rolls. The Minister must face the House of Commons.

To say that British politicians are a bit more likely to engage in unvarnished truth-seeking and truth-telling is an understatement. It’s a more lively system over there.

So it was interesting when a contingent of the U.K. Parliament came to Washington in early February to question some executives of Twitter, Google and Facebook about the quality of the news and opinions hosted on their platforms.

The Brits were here examining Russian-funded interference in the voting on Brexit, and looking to understand how false news and deliberate disinformation affect British elections and society.

Other British inquiries have been launched into why it takes so long for Twitter to take down defamatory and often anti-Semitic posts even when flagged immediately and repeatedly.

Some legislation no doubt will come out of this, much to the tech giants’ dismay. They haven’t taken this seriously enough in the beginning, and it has taken them too long to respond, and they need to respond to the international market.

Twitter actually lost U.S. users last quarter, down by a million, but the overall international membership was up 4%.

This isn’t the first time ever, led by an increase in ad revenue. But many overseas governments are more restrictive than the free-wheeling U.S.

So the tech giants are turning to their always solution: more tech.

More Tech, Please

Facebook recently shuffled its artificial intelligence (AI) management, moving the head hired in 2013, Yann LeCun, to a more limited role and bringing in a leader from IBM’s Watson AI platform, Jérôme Pesenti. He will have to deal with the backlash to both election-meddling and impacts of social media on mental health.

Not an easy task.

The prior head certainly was no slacker. The facial recognition qualities of Facebook are often eerie. Using the “tagged” feature in photos, they’ve developed an astounding database of people’s features, which then can be used to select what shows up in your news feed or the “people you may know” suggestions of people’s features, which then can be used to select what shows up in your news feed or the “people you may know” suggestions.
Labor Shortage Revives a New Interest in Apprenticeship

By George Berkheimer, Senior Writer

Apprenticeship is making a comeback, and the centuries-old concept is proving itself readily adaptable to the modern world.

With a critical skilled labor shortage that developed and solidified during The Great Recession, renewed attention to the apprenticeship model was a natural response within the construction trades.

In recent years, the apprenticeship model has made inroads into more contemporary career fields, eliciting closer attention from state officials interested in improving Maryland’s workforce.

In 2016, the Hogan administration enacted legislation transferring Maryland’s Registered Apprenticeship program to the Division of Workforce Development and Adult Learning, which provided key resources for the growth and expansion of Registered Apprenticeships.

According to the Maryland Department of Labor, Licensing and Labor Regulation’s (DLLR) 2016 annual report on the Maryland Apprenticeship and Training Program, DLLR serves more than 9,000 active apprentices and 3,500 participating employers, working with more than 230 approved registered occupations and maintaining 417 programs statewide.

The state’s stated goal is to align Registered Apprenticeships with the Workforce Innovation and Opportunity Act (WIOA) system to ensure traditional apprenticeship opportunities are grounded in market demand.

Fixing a Hole

Locally, apprenticeship in the construction trades gets an added boost from the Baltimore-based Construction Labor Contractors (CLC), a skilled labor provider that handles the brunt of administrative needs so contractors and subcontractors can focus on work scheduling.

“We use our website as a portal for people looking for apprenticeships,” said CLC General Manager Doug Macpherson. “It’s done at the local level, where we access and use job boards and partner with companies, like Indeed and Zip Recruiter.” CLC also networks through its referrals to find talent.

Currently, the highest demand for skilled labor comes from the electrical field, Macpherson said, followed closely by carpentry, HVAC and plumbing.

“If within the carpentry and HVAC disciplines, the biggest demand covers the spectrum from journeyman to apprentice,” he said. “Over the last five years, those needs have been pretty standard and haven’t changed.”

Getting to this point has been a slow process that started in the 1980s, Macpherson observed.

“There was this emphasis on getting a higher education to better yourself, and I think many of us followed that path,” he said. “There might have been a bit of stigma attached to manual labor. Over time, as the skilled trades folks retired from the workforce, there was no one to backfill.”

Many other construction workers were forced to leave the trades when the housing bubble burst, he added, and relatively few returned.

Apprenticeship is only one part — and one side — of the solution, Macpherson said.

“Construction companies need to do a better job of marketing construction as a viable and lucrative career choice,” he said.

See Apprenticeship, page 20

Patti Turner Found Her Community at HCC

By Amy Huggins

Patti Turner first started her educational path at the University of Maryland Baltimore County (UMBC), earning a bachelor’s degree in biology. She never once dreamt that she would become a teacher, let alone the dean of Science, Engineering and Technology at Howard Community College (HCC).

Everything changed when she took a food and drug safety course with Dr. Carl Weber, who introduced her to the field of teaching when he offered her a job as a tutor in physics, biology and chemistry at UMBC. Eventually, she transferred to HCC where she ended up staying for more than 42 years.

Turner started out at HCC in 1975 as an assistant instructor in the science labs, where she fell in love with the environment. At first, she thought she was just going to stay for five years, but she stayed another year, and then another, and finally realized she enjoyed the students and other faculty members and couldn’t see herself going anywhere else.

While she was working as the assistant instructor position, where she served as the laboratory instructor for various science classes taught by other faculty members, she attended Towson University in the evenings in order to earn a master’s degree in biology, with the intent of being able to teach her own classes. She not only achieved that goal in 1981, eventually earning a full professorship at the college, but ultimately, she advanced to her current position as dean. She currently teaches only the Human Anatomy and Physiology II classes.

Community Was Her Inspiration

Turner did not set out to stay at HCC, but it was the community that kept her there. She credits her faculty for the amount of work she has been able to accomplish, including participation in the development and design of the new Science, Engineering and Technology (SET) building that was opened on the HCC campus in 2017.

Teamwork makes the dream work, as it turns out. The new, state-of-the-art building provides students numerous opportunities, from its hands-on labs to its astronomy classes that will eventually get a telescope so students can observe and study the stars and other celestial objects, particularly exoplanets.

The new building also provides a conducive environment for study, with special study spaces and an approachable, modern design. “It’s an efficient building, and it looks very slick,” said Nathan Mitchell, a student at HCC. Chanuye Wright, another HCC student, agreed. “There’s a lot of cool places to study,” she said. “When I’m not in a hurry, I’ll go there to study, where there are large windows to give a nice view.”

Biology, More Than Life

“A girl’s night out” is what Turner even now calls going to biology classes. “Some people go to bars … I go [to class].” Her enthusiasm is obvious when she talks about biology. She said she finds it “absolutely fascinating” to figure out how different species share similarities, repeating basic designs that become specialized through adaptation.

“Nature designs a lot of neat solutions,” she said. “Knowledge about how it works is just astounding.”

See Turner, page 20
be said. “Kids are coming out of college saddled with debt and finding that there’s nothing there for them.”

New Approach

While traditional apprenticeships have been well provided for over the years by unions and group associations like Independent Electrical Contractors (IEC) Chesapeake, other sectors haven’t enjoyed the same history of nurturing.

“TAS is launching a new incentive called Open for Apprentice Program, which will launch in October 2016,” Champion said. “We’re focusing on information technology, digital and social media, and cybersecurity apprenticeship models from around the country and bringing the best aspects of different apprenticeship models that best suits their industry and marking a big difference from the way the current apprenticeship programs are run.”

So, the program was able to sign on 24 apprentices in its first year, and the gates could open wider if employers can talk out of seeing college degrees as the sole tribute that must be paid to enter the workforce.

“We think the conversation has to start with the employer,” Champion said. “Apprenticeships will help us convince employers to start advertising job openings with people looking for jobs in the sectors that best suits their industry needs.”

And for now, that’s where TAS is setting its sights. Champion said, “They can graduate people to meet demand across the country.”

Howard County Graduation Rates Continue to Outpace State Norm

Graduation data for the Class of 2016 show Howard County public school students graduating at significantly higher rates than their peers across Maryland. At 92.28%, the graduation rate is the highest among the six Maryland systems, with enrollment of more than 50,000 students, and exceeds the state average of 87.67% by 4.61%. While showing a slight dip compared to 93.21% of 2015, the HCPS rate is up nearly 2 percentage points from 90.39% in 2012. The statistics reflect data for the cohort of students graduating within four years entering high school.

Oakland Mills High School showed a notable improvement. Its graduation rate rose more than 3 percentage points to 90.37%, up from 86.62% in 2016. The graduation rate of African-American students in 2017 was 91.67%, up from 88.89% in 2016 and more than 10 percentage points above the 81.36% rate in 2012.

Dropout patterns echo the graduation rate trends. At 4.56%, the dropout rate, while up slightly over the 3.96% rate for 2016, remains well below the state average of 8.21% and shows a five-year decrease from the 6.02% rate in 2012. Dropout rates among African-American students have shown a steady decline, down to 5.24% in 2017 from 9.75% in 2012. The rates among FARMs students fell from 14.57% in 2012 to 12.22% for 2017.

Details on graduation and dropout rates for the school system and individual schools are available at http://mdreportcard.org.
Anne Arundel Board of Education Adopts $1.2 B Operating Budget Request, $216 M Capital Budget Request

On Feb. 22, the Board of Education of Anne Arundel County added 518 positions to Superintendent George Arlotto’s budget recommendation, passing a $1.2 billion Fiscal Year 2019 Operating Budget request that contains 27 additional teaching positions and additional compensation increases for all employees.

Through a series of amendments, the board boosted the schedule for additional bilingual facilitators to undertake the work of collaborating with families and $1 million to continue the fiber ring expansion, a collaborative project with the county government designed to increase high-speed Internet access.

The board adopted Arlotto’s $216 million capital budget recommendation without making any changes, allocating funding to nine major school construction projects.

• Manor View Elementary School ($3.8 million)
• High Point Elementary School ($4.5 million)
• George Cromwell Elementary School ($15.6 million)
• Jessup Elementary School ($7.9 million)
• Arnold Elementary School ($6.7 million)
• Edgewater Elementary School ($19.7 million)
• Tyler Heights Elementary School ($18.2 million)
• Richard Henry Lee Elementary School ($16.9 million)
• Crofton Area High School ($54.8 million)

The capital budget recommendation also contains $7.5 million for prekindergarten and kindergarten additions at Maryland City and Riviera Beach elementary schools, and $10 million for classroom additions at Marley and Solley elementary schools, and a gymnastics and program addition at Glen Burnie Park Elementary School.

The budgets were to be forwarded to County Executive Steve Schuh by March 1. Schuh will include funding for the school system in his proposed FY2019 budgets, which will be released May 1.

IN BRIEF

Anne Arundel Board of Ed Unanimously Reappoints Superintendent Arlotto

The Board of Education of Anne Arundel County unanimously reappointed Superintendent Dr. George Arlotto to a second four-year term, contingent on the parties reaching agreement on a new contract and approval by the state superintendent as required by law.

“I have been honored and humbled to serve for the last four years as superintendent and for the last 12 years in this school system,” Arlotto said. “When I became superintendent four years ago, I said the people we have really make the difference, working on behalf of our children. I can say emphatically four years later that the people we have are amazing. I am looking forward to the next four years and beyond working with this #AACPSAwesome team.”

This school year marks Arlotto’s 31st in education. He has worked in Anne Arundel County Public Schools since 2006. Prior to becoming superintendent, he served in a variety of capacities, including director of high schools; chief school performance officer; assistant superintendent for curriculum, instruction & school performance; associate superintendent; and chief of staff.

Arlotto’s current contract expires on June 30.

Howard County Conservancy and HCPSS Partner on Butterfly Project

The Howard County Public School System (HCPSS) and the Howard County Conservancy are partnering on a monarch butterfly program that will connect third-grade students through a live stream with local scientists tracking the 2,000-mile migration of the monarchs to Mexico.

Arlotto said, “We are really looking forward to the entire school to see this migration through the eyes of a scientist.”

The project is set to run from April to May, and Howard County public schools have been invited to participate in the project.

Howard County Conservancy and HCPSS are partnering to connect third-grade students through a live stream with local scientists tracking the 2,000-mile migration of the monarchs to Mexico.

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The program is designed to engage students in the study of the monarch butterfly’s migration, providing an opportunity for them to learn about the importance of biodiversity and the role of education in protecting this critical species.

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Which College Savings Plan Is Right for You?

By Gary S. Williams

The cost of college is steadily rising, and student loan debt has reached crisis status. What does this mean for you? It is more important than ever to come to your institution’s financial aid office to learn about the various ways you can save for your future college expenses.

is buzzing between the university president and the athletic director. That means the lines of communication are open, and the connections between the two are strong. It’s clear that the new arena is a key component of UMBC’s long-term plan to improve the student experience, the events it attracts and the overall atmosphere of the campus.

The UMBC Event Center, in Landover, was too close.
HCPSS Names 2018 Principal and Teacher of the Year

The Howard County Public School System (HCPSS) has named Hammond Elementary School Principal Kimberlyn Pratesi 2018 Principal of the Year and Lime Kiln Middle School Teacher Elizabeth Walzman 2018 Teacher of the Year.

“I am so proud of these educators and am excited to see them recognized,” said HCPSS Interim Superintendent Michael J. Martirano. “They have dedicated themselves to sharing their knowledge and their passion to create opportunities for students and staff. They continue to build relationships with their schools’ community to ensure the social-emotional well-being of all students.”

Pratesi has served HCPSS students for 27 years as a teacher, instructional team leader and assistant principal. She has been the principal of Hammond Elementary School since 2013.

Elizabeth Walzman has been teaching in Howard County since 2009. She has taught math at Lime Kiln Middle School since 2011 and is being honored for her ability to connect with students to create a nurturing and academically challenging atmosphere for learning.

Pratesi and Walzman will serve as the Howard County nominees for the Washington Post Principal and Teacher of the Year. Walzman will be the Howard County nominee for Maryland State Teacher of the Year.

Maryland Commerce Supports Five New Research Professorships at Three Universities

The Maryland Department of Commerce; Johns Hopkins University; University of Maryland, Baltimore; and University of Maryland, College Park, have endowed a total of $10.1 million in five new research professorships. The endowments were made through the Maryland E-Novation Initiative (MEI), a state program created to spur basic and applied research in scientific and technical fields at the colleges and universities.

The schools raised $5.7 million in private funding for each chair, and Maryland Commerce approved matching grants of $4.4 million to support the endowments.

Johns Hopkins University received a total of $2 million in endowments, split between the Endowed Fund-Brunna and Irv Sisenwein Estate and the Jennison Family Professorship in Neurosurgery. The funding for the Endowed Fund-Brunna and Irv Sisenwein Estate will address the growing need for more effective treatments for ocular neovascular diseases. The funding for the Jennison Family Professorship supports research to enable the early detection and monitoring of cancers using a simple blood test.

The University of Maryland, Baltimore, also received two grants. The Dr. Bizhan Aarabi Professorship in Neurotrauma received matching funds of $570,000 to sustain and expand the School of Medicine’s research, clinical and entrepreneurial efforts in addressing severe stroke and traumatic brain injury. The second award of $850,000 supports the Dr. Martin Heltich Professorship in Anesthesiology.

The University of Maryland, College Park, received $1 million for the Ray R. Weil Distinguished Endowed Professorship in Soil Science to support the research enterprise of an endowed Professorship in the Department of Environmental Science and Technology, providing statewide support for agricultural businesses through research investment. Aligned with Gov. Larry Hogan’s Maryland Healthy Soils Program, its primary function is to assist and educate farmers on how to improve their soil health, yield and profitability.

Loyola’s Sellinger School of Business Introduces New MBA Specializations

Loyola University Maryland’s Sellinger School of Business and Management has introduced two new specialized programs in the school’s part-time Professional’s MBA program: Data Analytics and Investments and Applied Portfolio Management. Through specializations, students can customize their MBA to provide deeper knowledge and experience in the selected field.

“MBA specializations offer new, relevant curriculum with immediate, real-world applications and are one way Sellinger stays ahead of changes in the business world,” said Kathleen Getz, Ph.D., dean of Sellinger. “Students have expressed interest in gaining skills in our new specializations – Data Analytics and Investments and Applied Portfolio Management – while employers have said they want to hire professionals with these skills.”

The MBA in Data Analytics is a project-based approach designed to give students the skills and knowledge to understand, manage and analyze data, to apply analytics to business problems and to influence strategic decisions.

The MBA in Investments and Applied Portfolio Management provides students with the knowledge base to be leaders in the asset management industry. Students study investment analysis, financial markets and institutions and help manage Loyola University’s endowment fund through an experiential-learning course.

SECU Offering Three Scholarships Via Foundation

Linthicum-based SECU will make three scholarship programs available to its members and their families through the SECU MD Foundation. The oldest of these scholarships, SECU’s State Employee Scholarship-Program, makes scholarships ranging from $2,000–$5,000 available to Maryland state employees and their immediate family members who are planning to attend college, graduate school or trade school in fall 2018.

The SECU-University System of Maryland (USM) Scholarship Program provides scholarships ranging from $2,000–$5,000 each to SECU members who are enrolled or accepted into a University System of Maryland institution for the fall 2018 semester.

Finally, the newest of SECU’s scholarship programs, the Donald Tynes, Sr., Scholarship Program, offers five $2,000 scholarships to students enrolled in Morgan State University’s Graves School of Business. Applications for all three scholarships are available at www.secumdfoundation.org.
Focus on Marketing & E-Commerce

Graphic Designer Josie Thompson Finds Creative – and Competitive – Paths

By Susan Kim, Staff Writer

When you ask Josie Thompson about her career path, she starts with her family. She first came to the U.S. from the Philippines in 1969, then sent for his wife and five children. Thompson not only had to cope with the usual preteen angst related to growing up, she also had to adjust to tremendous cultural change.

In the Philippines, her family lived in a much smaller space but also had a lot more domestic help. “I had never been alone in a room by myself,” Thompson recalled. “There were maids; I had never even tied my shoes by myself. That’s the age where, as a kid, you are trying to find yourself.”

Entrepreneurial DNA

Thompson’s parents — both college graduates and both having been entrepreneurs in the Philippines — also were in the process of adjusting to a life in the United States. “When they came to the U.S., my mom and dad started from scratch,” she said. “My dad got a job as an accountant, working for various companies, and his last job was for the finance department of Georgetown University.”

Her father continued to travel back and forth from the U.S. to the Philippines, and Thompson had always assumed she’d attend college in the Philippines. “I thought it wasn’t something I needed to worry about,” she said. “I was a good student, but I didn’t know much about taking the SATs or PSATs because, out of a bunch of entrepreneurs in the family, I assumed I’d be taking over a family business. When my grandmother died in the Philippines, we started going back slowly to the Philippines. We had to do it in stages because we were all at different stages of school.”

But when she was a senior in high school, her parents decided to stay in the United States. “I was stuck,” she said. “I had to worry about college, and this was at the end of my senior year. I hadn’t applied for anything.”

She met with her guidance counselor at Sherwood High School in Montgomery County, and tried to apply for last-minute scholarships. She ended up attending Montgomery Community College — on a full scholarship offered by the Sandy Spring Lion’s Club. Always fond of drawing, Thompson enrolled in the graphic design program.

Working for Herself

After earning a two-year community college degree, Thompson began to look at four-year colleges, following the lead of a close friend. After choosing East Carolina University, she earned a degree in graphic design, working during the summers to pay her tuition.

Her first job was for an ad agency in Bethesda, then she worked for a firm in Rockville, where she stayed for a decade as a graphic designer. After having two children with her husband, an electrical engineer, the family moved to Howard County and she gradually began working for herself, consulting Josie Designs, her current company.

She also became increasingly involved in the community. While graphic design remains her bread and butter, she held leadership roles within the Baltimore Washington Chamber of Commerce and also started an initiative with her colleague, Rhonda Tomlinson, called Support for SFS (for help fellow entrepreneurs).

This, in turn, branched into SFS Travel, another entrepreneurial endeavor with the goal of planning unique trips for niche groups. She is on the board of the Howard County Concert Orchestra, as well as the Maryland Women’s Heritage Center, currently housed in the Langston Hughes Community Center in Baltimore. She also serves as president of the Filipino-American Organization of Maryland.

Thompson said she tends to get involved in efforts that give hope to the next generation. “I just want young kids to know the opportunities,” she said.

At 57, she has many goals and a great deal of energy to accomplish them. Her mother, now in the Philippines and still running a family business, is part of her inspiration. “She’s 82 and at the point where she loves to share her age,” laughed Thompson. “She does everything.”

Thompson is also a black belt in karate. In July 2016, she was on a women’s team that competed against 18 other countries at the World Organization of Martial Arts World Martial Games XVI, held in Essenbach, Germany.

“I came out with two golds and a silver medal,” she said. “Being part of an all-women’s team means a lot to me. When I reluctantly went to my first competition, I noticed there were not many women in the room. So I wanted to change that. I seem to be moved to support women in many of the things I do.”

By Susan Kim, Staff Writer

When you ask Josie Thompson about her career path, she starts with her family. She first came to the U.S. from the Philippines in 1969, then sent for his wife and five children. Thompson not only had to cope with the usual preteen angst related to growing up, she also had to adjust to tremendous cultural change.

In the Philippines, her family lived in a much smaller space but also had a lot more domestic help. “I had never been alone in a room by myself,” Thompson recalled. “There were maids; I had never even tied my shoes by myself. That’s the age where, as a kid, you are trying to find yourself.”

Entrepreneurial DNA

Thompson’s parents — both college graduates and both having been entrepreneurs in the Philippines — also were in the process of adjusting to a life in the United States. “When they came to the U.S., my mom and dad started from scratch,” she said. “My dad got a job as an accountant, working for various companies, and his last job was for the finance department of Georgetown University.”

Her father continued to travel back and forth from the U.S. to the Philippines, and Thompson had always assumed she’d attend college in the Philippines. “I thought it wasn’t something I needed to worry about,” she said. “I was a good student, but I didn’t know much about taking the SATs or PSATs because, out of a bunch of entrepreneurs in the family, I assumed I’d be taking over a family business. When my grandmother died in the Philippines, we started going back slowly to the Philippines. We had to do it in stages because we were all at different stages of school.”

But when she was a senior in high school, her parents decided to stay in the United States. “I was stuck,” she said. “I had to worry about college, and this was at the end of my senior year. I hadn’t applied for anything.”

She met with her guidance counselor at Sherwood High School in Montgomery County, and tried to apply for last-minute scholarships. She ended up attending Montgomery Community College — on a full scholarship offered by the Sandy Spring Lion’s Club. Always fond of drawing, Thompson enrolled in the graphic design program.

Working for Herself

After earning a two-year community college degree, Thompson began to look at four-year colleges, following the lead of a close friend. After choosing East Carolina University, she earned a degree in graphic design, working during the summers to pay her tuition.

Her first job was for an ad agency in Bethesda, then she worked for a firm in Rockville, where she stayed for a decade as a graphic designer. After having two children with her husband, an electrical engineer, the family moved to Howard County and she gradually began working for herself, consulting Josie Designs, her current company.

She also became increasingly involved in the community. While graphic design remains her bread and butter, she held leadership roles within the Baltimore Washington Chamber of Commerce and also started an initiative with her colleague, Rhonda Tomlinson, called Support for SFS (for help fellow entrepreneurs).

This, in turn, branched into SFS Travel, another entrepreneurial endeavor with the goal of planning unique trips for niche groups. She is on the board of the Howard County Concert Orchestra, as well as the Maryland Women’s Heritage Center, currently housed in the Langston Hughes Community Center in Baltimore. She also serves as president of the Filipino-American Organization of Maryland.

Thompson said she tends to get involved in efforts that give hope to the next generation. “I just want young kids to know the opportunities,” she said.

At 57, she has many goals and a great deal of energy to accomplish them. Her mother, now in the Philippines and still running a family business, is part of her inspiration. “She’s 82 and at the point where she loves to share her age,” laughed Thompson. “She does everything.”

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Facebook’s Organic Reach Is Dead; Long Live Positive Social Engagement

By Joe Bawol and Erin McMahon

Facebook just dealt a death blow to organic reach. The social media giant recently announced it will alter its news feed to prioritize posts from friends and family. Many fear this will give content from marketers and publishers the old heave-ho once and for all.

Coincidentally, this latest sea change arrived on the heels of Facebook testing a newsless Explore Feed in six non-U.S. countries late last year. That’s when the death knell of organic reach (the number of interactions you can reach, for free, by posting non-boosted content on your page) hit a crescendo.

Unlike those tests, Facebook said this tinkering stateside will not remove Page posts from the News feed. Still, this “major change” — said to take months to fully implement into all products — will effectively make paid advertising the only surefire way for business and media outlets to reach their desired audiences.

A Sea Change
Reasons for the change stemmed from the combat of misinformation and reports to the effects of passive consumption and scrolling on a person’s mental health. Most notably, CEO Mark Zuckerberg expressed a desire to foster “meaningful interactions” between people. He said it’s a return to form for the platform — a chance to “bring us closer together.”

Interestingly, not a week after Zuckerberg’s announcement, CEO of the $6.3 trillion asset company BlackRock, Larry Fink, sent a letter to the CEOs of public companies across the country calling for a return to “social purpose.” It all sounds like the start of a burgeoning “do-good” movement from influential figures. And that’s promising.

But in the marketing universe, there’s still the small matter of something else ending.

Agencies have long witnessed the languid ravaging of organic reach. In fact, according to a 2014 study by Social@Ogilvy, the organic posts of pages with more than 500,000 Likes reached only 2% of fans. And now, the coffin nail. User time on Facebook is expected to drop, and ad prices are expected to do the opposite.

A New Strategy
If you’re a brand or a publisher, what can you do?

Well, grin. Bear it. And plan ahead. You will ultimately have to pony up some cold, hard cash for advertising. It is important to keep in mind, however, that throwing money at the problem will not magically result in views. You will need to do something else, or others will.

• Get creative. Dig deep and find new things to say or new actions for your fans to take. The most important component will be crafting ultra-relevant content and video that not only speaks to your audience, but rallies them to share the information amongst themselves.

• Get happy. Harness the power of happy customers. Incentivize your audience to share their positive experiences about your company so they are the ones that disseminate your content on Facebook. Focus on taking care of all your fans, but especially your brand loyalists and evangelists (if you can find them).

• Get Zen. Facebook’s emphasis on ‘meaningful’ exchanges means companies will need to become particularly savvy and creative to rediscover and harness the “social” aspect of the medium. Embrace the new movement of social good. Find ways to connect your fans with each other. Build a community of evangelists. Build a family of fans.

• Get help. When one door closes, another one opens. Use this change as an opportunity to hone your talents in branding, marketing and social media campaigns. If becoming an expert is not an option — hire one.

Joe Bawol and Erin McMahon are with IMPACT Marketing & Public Relations. They can be reached at 410-312-0081.
Breathing Life Into Your Brand Through Storytelling

By Wendy Baird

The art of storytelling has been around for thousands of years — and it continues to be a powerful way to market your company and instill your brand. Look, for example, at the following excerpt from the “Coming Full Circle” blog post in July 2017, sharing insights on the one-year anniversary of the Ellicott City flood.

“Who knew when we launched the new insight180 website in January 2016 that the image of the life preserver and hashtag #brandresuscitation would be so apropos? That evening was surreal. Flash flood alerts. Frantic social media updates as the storm thrashed through. Videos of what looked like a river rushing down historic Main Street. The inevitable call from the security company, notifying me that the office alarm was going off — which of course meant that either our front door was opened by a rush of water coming in, or water had entered by another means. This was the third flood that would temporarily displace us, but somehow the motion detector sensed the water, and the motion detector confirmed our worst fears.”

Are you curious how that ends? A lot of people were. And why not? It hits all the right components of storytelling to enhance a brand. Yes, it was real (authentic), personal (authentic), dramatic (emotional connection), and an effort to share with clients, customers and friends (connection), and it was a sharing of important thoughts (bringing order by drawing connections).

Content marketing today encompasses hundreds of ideas, strategies, methods and channels of delivery. With so much content being thrust at us from all angles, the core foundation of content marketing gets more and more blurred. And, for a service business or nonprofit that doesn’t sell a tangible product, getting a message out there becomes even more difficult.

Meet the Customers’ Needs

Those communicating about their business need to be authentic, and in addition to the operations and service sides of their business, they need to think about connection, purpose and meaning — the big picture part of their business vision. They truly need to explore what differentiates them. Just telling your audience what you do and even why you are different or better doesn’t cut it. People don’t really care what you do. They buy how you make them feel.

That’s where storytelling comes in. Brand storytelling is not simply about standing out from the crowd. It involves thinking beyond the tasks related to the product or service you provide in order to understand the views, challenges and unmet needs of your customers. It’s about shaping your purpose and vision, communicating your value and creating something that people care about and want to buy into.

Communication

Putting styles, channels and platforms aside, storytelling shares information. People crave it. It is the basis for creating common ground. Trust begins with communication.

Emotional Connection

People will always struggle to build affinity with a company or a product, but building empathy and creating an emotional connection will align and connect common values and qualities a brand represents. When you put a human face on your stories, you’ll have more success.

A captivating story will compel or inspire, drawing people into the narrative. Positive emotion elevates customer satisfaction and experience.

Authenticity

Be real. Your audience will sense whether or not you are being real within seconds. And the second your audience feels “sold” to it, is gone. Have fun with your brand story, but make sure it represents who you are.

Order and Thinking

We all want to make order out of information we see, read and observe. Stories — with a beginning, middle and end — help us remember and make associations. Branding is all about pattern association. The brain wants to be efficient when it comes up against new information. A good story will help reinforce a brand connection.

Breathe new life into your brand by storytelling, a powerful tool to connect and market. Make your story topical and relevant, share something human and inspiring, and you will be gaining followers and creating new connections with your audience.

Wendy Baird is president of Insight180 Brand Consulting & Design in historic Ellicott City. She can be reached at 410-203-0777 or wendy@insight180.com.
Press Releases Should Still Be a Part of Your Marketing Strategy

By Becky Mangus, Publisher

There are still outlets, besides your social media, to let others know about promotions, new hires, awards given or received, change of location or other general news about your company. Press releases still have a purpose, and not including them in your marketing strategy is potentially missing out on free publicity. They do not need to be long and time-consuming; as a matter of fact, a few paragraphs is enough. Most press releases only need to be a single page, and they should be sent in a Word document so no rekeying is required on the part of the recipient.

For local publications, include your business or residence location up front in the headline, adding keywords and enough description so the editor knows what the release answers all the “five Ws”: who, what, when, where, and (and how). If you have a photo available, send it. Be sure to include a caption with the first and last names of anyone in the photo and what the photo is depicting. Above all, be sure all your information is accurate. Double-check that the dates are right and names are spelled correctly.

For local publications, include your business or residence location up front in your communication as that may affect whether your news is used or not. It takes a little time and effort, but the creation of press releases can keep you out of the media marketing maze.

Keep the wording clear, concise and devoid of technical terminology and flowery marketing language. Avoid subjective adjectives such as “exciting,” “successful” and “tasty.” State just the facts. Instead of, “Rick Smith has recently been hired by ABC to the position of vice president of marketing,” write, “ABC recently hired Rick Smith as director of sales.”

If you have a photo available, send it. Be sure to include a caption with the first and last names of anyone in the photo and what the photo is depicting. Above all, be sure all your information is accurate. Double-check that the dates are right and names are spelled correctly.

For local publications, include your business or residence location up front in your communication as that may affect whether your news is used or not. It takes a little time and effort, but the creation of press releases can keep your company’s name in the public eye, and a press release is a great way to get the word out.

Publisher’s note: The Business Monthly welcomes your press release and general business information. Send it to news@bizmonthly.com.
From the Desk of CA President Matthew Litts

Huge Crowd for HCCC’s State of the County Address With Kittleman

“I reject the politics of hate and exclusion and will continue to denounce and expose efforts to divide our communities.”

That is just one of the themes em- phasized throughout Howard County Executive Allan Kittleman’s fourth State of the County address at the Howard County Chamber of Commerce’s (HCCC) annual luncheon at Turf Valley Resort.

The luncheon started with HCCC President Leonardo McClarty wel- coming the crowd of nearly 500 members and guests, then introducing the color guard from Atholton High School with Atholton student Grace Tyson, who sang the Star-Spangled Banner.

Then came a moment the HCCC has been working toward for weeks. McClarty explained that the chamber is nearing the end of a massive rebranding process that has been going on for more than a year. The new website is still a few months away, but the HCCC has a new video to help show members and the business community what it’s all about in the meantime.

After the video rolled, everyone was treated to lunch that included a recipe straight from The Roving Radish, a Howard County program dedicated to promoting healthy farm-to-table eating habits, and sourcing food from local and regional farms. Then HCCC Board Chair Jeff Agnor, of Davis, Agnor, Rapaport & Skalny, took the stage to introduce Kittleman.

Although there certainly were light moments during his address, Kittleman also focused on some of the struggles the community is facing, and what he and his colleagues are doing to help. Kittleman described his vision for narrowing the achievement gap in county schools; battling the opioid epidemic, includ- ing the launch of a centralized opioid website, www.HoCoOpioidHelp.com; and Achieve 24/7, an initiative that in- cludes a summer food program, a school readiness program and a drug reduction program focusing on math proficiency in Oakland Mills.

Kittleman mentioned that collabora- tion between county government and the public school system has never been stronger. He also thanked Super- intendent Michael Martirano for his leadership.

One section of the address that was of particular interest to the busi- ness community was when Kittleman described his vision for the 920-acre Columbia Gateway Innovation Dis- trict. He said it will be “the next great economic center in Maryland.” He also said he envisions a walkable, bikeable community where 25,000 people work and thousands call home.

Kittleman closed by presenting four outgoing Howard County Council Members, Calvin Ball, Jen Terrassa, Mary Kay Sigaty and Greg Fox, with the “keys” to the county.

Going to Iceland

The HCCC is shaking things up for its 2018 Chamber Travel Program. For the first time, this event will be headed to Iceland. Join us on our tour of Iceland, a land of geyers, glaciers, volcanoes and rich history. Iceland is an otherworldly place where forces of nature have create- ed a landscape that allows you to swim in geothermal heated pools, trek across a mossy lava field and drive over an icy glacier — in one day.

The HCCC is holding a special information session about the trip on Tuesday, March 13, at Grotto Pizza in Columbia. The event is free, but register at www.howardchamber.com, to provide Grotto Pizza with a head count. For more information, email koconnor@howardchamber.com.

Much of CA’s programming and ame- nities benefit all ages. Beyond that, we also offer programs that cater to specific age ranges within our community, from young children and their parents to older adults.

And we want to ensure we are serv- ing millennials, as well. That is why CA recently convened its Millennials Work Group, providing younger residents, employees and students with a forum to share their thoughts on the kinds of pro- grams, activities and venues that should be offered by CA and to express their ideas about how to attract individuals of their generation to engage with and serve the community.

The first meeting of the work group was held in February, and there will be other meetings throughout the year, with a goal of a final report by the end of the year.

This is not the first time CA has un- dertaken this kind of project. In 2014, the CA Board of Directors approved a Com- prehensive Plan for Serving Older Adults, which examined trends and best practices, and sought insight and interviews from those age 55 and older (and those who would soon age 55) to guide CA’s efforts.

We are very excited about the inclusive approach that our Millenials Work Group offers. Join us next year or get on board now by contacting Mary Kay Sigaty, President Sigaty@howardchamber.com.
Wednesday, March 7

Thursday, March 8

Friday, March 9

Saturday, March 10

Wednesday, March 14

Thursday, March 15
“CMC Membership Orientation.” 8 a.m. www.centralmarylandchamber.org.

Friday, March 16
“Howard County Library System’s 14th Annual Spelling Bee.” 7 p.m. www.hellibrary.org.

Saturday, March 17
“Young People’s Concerts.” 10 a.m. and 1 p.m. NC/$15. Jim Rice Theatre. www.columbiaorchestra.org.

Sunday, March 18

Monday, March 19

Tuesday, March 20
“Conscious Capitalism Converge.” 9:30 a.m. and workforce programs at The BWI Business Partnership. He can be reached at commute@bwipartner.org

Wednesday, March 21

Thursday, March 22

Saturday, March 24
“Celebration of the Arts in Howard County Gala.” www.hocoruits.org.

Monday, March 26

Tuesday, March 27

Tuesday, April 3

Thursday, April 5

Friday, April 6

Thursday, April 12

Friday, April 13

Saturday, April 14

Sunday, April 15

Wednesday, April 18

Friday, April 20

Thursday, April 26

Saturday, April 28

Saturday, May 5

Thursday, May 10

Friday, May 11

Thursday, May 17

Sunday, October 14

Friday, October 19
“50+EXPO Howard County.” 9 a.m.–1 p.m. Wilde Lake High School. www.howardcountymd.gov/50plusEXPO.

Friday, October 26
“Neighbors in the Arts.” 7–10:30 p.m. $125. The Great Room at Historic Savage Mill. Howard County General Hospital, www.hcgh.org/heroes.

Monday, June 11

Wednesday, August, 1

Friday, October 5

Sunday, October 14

Monday, May 14

Saturday, June 9
“PCHG: Heroes in Health Care.” 7:30 a.m.–11:30 a.m. $125. The Great Room at Savage Mill. Howard County General Hospital, www.hcgh.org/heroes.

Monday, June 11
Maryland government paid leave. The department is also developing sample policies that soon will be available on the website.

To the extent that the commissioner of labor and industry receives complaints immediately after the law goes into effect, the commissioner will work closely with employers and employees to make sure both parties understand the requirements and limitations of the law and resolve any issues as informally as possible. The commissioner will be working closely with all stakeholders to ensure fair and equitable implementation.

Gov. Larry Hogan has issued Executive Order 01.01.2018.04, creating the Office of Small Business Regulatory Assistance to assist small businesses in complying with House Bill 1. Questions can be sent to smallbusiness@maryland.gov.

**Finalists Announced From 2017 STRT1UP Roadshow + Pitch Across Maryland**

Startup Maryland unveiled the Overall Great Eight and other subcategories for the Pitch Across Maryland competitions. This year’s finalists are ARMR Systems, Workbench, Danae Prosthetics, Security Science, Emily Earth-Born Interactive and the Roadside. The finalists are now invited to present their pitch again, in a slightly longer and more formal format, during the STRT1UP Showcase scheduled for March 14, in Annapolis. In addition to the Overall Great Eight Finalist pitches, representatives from Ecosystem Partners will assist Startup Maryland in announcing winners in the Industry Sectors, Fan Favorite and Champions’ Choice subcategories. For the corresponding lists, visit www.startupmd.org.

“By adding subcategories this year, we are able to recognize innovators and ventures that represent sectors critical to Maryland and the region. If 2017 is any indication, the competitive nature of the STRT1UP Roadshow has been raised to a higher level. All startups and partners are going to have to rally to their communities, and we look forward to 2018,” said Michael Venezia, ecosystem director for Startup Maryland.

**Arundel Announces Upgrade to Grants Management System**

Arundel Mills has announced that five companies have received a total of $600,000 in seed funding and secured its first customer. TEDCO, MasterPeace LaunchPad and local angel investors participated in the seed round, which will provide the fuel that Zulu needs to expand its sales effort and increase support for additional IoT platforms.

Zulu bridges the gap between operations concerns and information technology (IT) security to make deploying and maintaining IoT devices easier and more secure. Its first customer is a global public sector transportation and mobility company. Zulu will enter 2018 with a roadmap to begin software deployment in select U.S. municipalities.

**Finalists Offer Enforcement, Implementation Guidance for Healthy Working Families Act**

On Sunday, Feb. 11, the Maryland Healthy Working Families Act went into effect, and the Maryland Department of Labor (DLIR) has offered information to assist stakeholders. DLIR has made a draft sample employee notice poster for places of business available at www.dlir.maryland.gov/paidleave. The department is also developing sample policies that soon will be available on the website.

To the extent that the commissioner of labor and industry receives complaints immediately after the law goes into effect, the commissioner will work closely with employers and employees to make sure both parties understand the requirements and limitations of the law and resolve any issues as informally as possible. The commissioner will be working closely with all stakeholders to ensure fair and equitable implementation.

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**New Valet Parking Service Now Open at BWI Marshall**

BWI Thurgood Marshall Airport announced that a valet parking service at the airport’s Hourly Garage is open. The new Fly Away valet service is located on Level 5 of the BWI Marshall Airport Hourly Garage, which is connected directly to the airport terminal. The new valet parking service offers 155 spaces, with room to expand as needed. Valet customers are greeted by a professionally trained, uniformed attendant. The staff provides luggage assistance and offers customers complementary bottled water, coffee and a newspaper.

The initial daily rate for the Fly Away valet parking service will be $30. The regular rate for the Hourly Garage is $22 per day.

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web activity to help defend companies against external cybersecurity threats. BlueVoyant’s tools and capabilities enable companies to predict, detect and respond to known and emerging cybersecurity threats well before any of their commercial products. The company expects to launch its new generation of commercial products this year.

FFB Achieves Continuing Accreditation From BBB Alliance

By meeting key standards in the areas of board oversight, financial reporting, and a rigorous review using 20 holistic BBB Charity standards, interaction with client officials about corrective actions if needed, and quality control measures to assure report accuracy, thousands of charities have reports available to the public at Give.org.

Osiris (Again) Looking to Hire New CEO

Columbia-based Osiris Therapeutics has announced that Linda Palczuk, who was the fifth CEO to lead the company since 2014, has resigned from the company to take a position as chief operating officer at Verica Pharmaceuticals, of West Chester, Pa. She joined the company in July 2017.

Next in line at Osiris is Interim CEO Jason Keefer, who joined the company in 2014 and was named vice president, market- ing, in August 2016; he assumed additional responsibilities to lead market access in October 2017. Prior to coming to Osiris, he worked at Shire Plc and Pfizer Inc.

MCE Resident 5:00 Films & Media Graduates Into New Studio

A Maryland Center for Entrepreneurship (MCE) resident, 5:00 Films & Media, is expanding out of the Columbia-based incubator into a larger space in the west- ern Howard County town of Elkridge.

The film and branding company has been operating within the MCE since 2016. Founder Esteban Escobar’s team focuses on outcome-based storytelling that connects nonprofit and association clients with their target audiences. The new site will host an editing facility and an in-house studio, with 1,200 square feet of office space and 1,800 square feet of multi-use studio/equipment space. 5:00 Films & Media currently employs six people.

Arundel Launches $2.2 Million 9-1-1 System Upgrade

Anne Arundel County has launched an upgraded 9-1-1 Computer Aided Dispatch (CAD) system to help first responders more efficiently and effectively respond to calls for service.

Until recently, the police and fire departments had been operating on a dispatch system that was installed in the early 1990s. The new CAD system provides increased capacity, with access to more than 16 million historical records to ensure reliability and accessibility; it also employs a graphic user interface, which enables users to enter and retrieve information more efficiently. The geo-centric nature of the CAD system also incorporates location verification, as well as geo-location for emergency service vehicles.

Harkins Announces Long-Planned Leadership Change

Harkins Builders, of Columbia, has announced their long-planned leadership change in leadership. With the retirement of Dick Lombardo, Harkins president Gary Garofalo has assumed the additional role and responsibilities of CEO; Larry Kramer has taken over from Garofalo as COO, with the construction vice presidents reporting to him. Lombardo will continue to serve on the company’s board of directors.

"Larry and I are both very excited to be seeing our strategic plans getting results. All of our major construction and design divisions are strengthening and widening our geographical presence," said Garofalo. “Twenty-eighteen promises to be a record-breaking year in revenues, and one of the ways in which our employee-owners are fostering consistency of exceptional quality across people, divisions and processes.”

SECU Introduces Online Mobile Banking

Limicorp-based SECU has partnered with Alkami Technology, of Dallas, to launch a new online banking platform and mobile app. Features include person-to-person transfers, check deposits and fingerprint or pin log-in. SECU has also enhanced traditional features including bill pay, account overview, check deposits and account information display screens.

Alkami works with financial institutions across the country to design, build and implement digital banking solutions. The project includes SECU members a robust online and mobile banking experience, and allows them to bank on their time. The new platform will be introduced to members through March, with all members being converted by the end of the first quarter.

The Lutheran Village at Miller's Grant Dining Services Cited

The Lutheran Village at Miller’s Grant, Mill City, has been named a Show- case Account by the Meeting House, a provider of integrated food and facilities services. The Showcase Account designation represents the company’s partnership with ministries that share corporate shared values and commitment to improve quality of life for those served every day.

The Lutheran Village at Miller’s Grant, a continuing care retirement community along Frederick Road, has partnered with Sodexo since opening in 2016. Together, they are focused on driving innovation and improving service delivery in the senior living industry. As part of the recognition, Miller’s Grant will receive $5,000, which the community will invest in the future construction of a chapel/auditorium.

Wilhelm Builds Howard Bank Branch in Baltimore City

Wilhelm Commercial Builders, of Annapolis Junction, has completed construction of Howard Bank’s first open bank prototype branch in the Baltimore City neighborhood of Remington. It features a modern, industrial, rustic design that will enhance the banking experience for customers who are seeking high touch, personal service options.

Highlights of the state-of-the-art branch include high ceilings to maximize natural lighting, polished concrete floors, reclamed cedar ceiling, hexagonal porcelain LED lighting and a wall that features a unique, etched logo. The project team included architect 33 Design.

From the Partnership: Official Statement on the Departure of Pecoraro

“The BWI Business Partnership, with respect and appreciation, announces the departure of Executive Director Greg Pecoraro. After two-and-a-half years at the helm of the transportation management association, Mr. Pecoraro and the board have determined that the time has come for new leadership to guide the partnership through the process of redefining its mission and role within the Central Maryland region. Mr. Pecoraro’s departure (position through the end of February), as which point board member Ed Rothstein (Col. Ret.) assumed the role of interim director and will assist the partnership in conducting its search for a permanent director. The 30-year-old association has experienced much growth over the last two-and-a-half years with Mr. Pecoraro at the helm, and the partnership wishes him well in his future endeavors.”

The Daily Meal Cites AIDA Bistro

The Daily Meal gave AIDA Bistro & Wine Bar, in Columbia Gateway Business Park, reason to raise a glass by ranking it at No. 130 among the 150 Best Bars in America for 2018. To compile its rankings, the food and drink website used the feedback of its staff, readers and special council composed of restaurateurs, authors and industry insiders. Of consideration were drinks, mixology, bartenders, experience, cuisine and regional import.

Pecoraro, the current owner of the Wine on Tap system and the Wine Club at AIDA Bistro as factors in its being named the No. 130.

Fluffy Layers Now Sold by Southern States

Fulton-based Fluffy Layers, creators of fashionable, fun and utilitarian products for the farm, are now offering products in 50 Southern States stores, co-ops and independent dealers across the south east. Southern States Co-op, a company providing farm supplies and agricultural services, will sell a range of the Fluffy Layers line.

Southern States Cooperative is one of the nation’s largest agricultural co-ops. It provides a wide range of farm inputs, including fertilizing, seed, livestock feed, pet food, animal health supplies and petroleum products, as well as other items for the farm and home.

Congressional Exhibit at Meeting House

The Meeting House Gallery is pre- senting its 4th Annual Congressional Ex- hibit, with works by Jim Auerbach, Peter See Business Briefs, page 12
Barberimit, Stuart Berenstain, Dan Brown, Dan Cohen, Susan Cohen, Ira Dorkin, Michele Krupka, Jim Lubitz, Sue Nicholson, Carol Jo Roeder, Romer Rothman, Steve Rothman and Roz Zampler, with works of art featuring ceramics, oils, mosaic tile, photography, water color and wood carving. The exhibit will run until April 7.

The Meeting House Gallery is located in The Orchard Mills Interfaith Center at 5885 Robert Oliver Place, Columbia, and is open daily from 8 a.m. to 9 p.m. Admission is free.

Martz Transportation Opens in Howard County
The Martz Group, a fifth generation, family-owned and-operated transportation company with headquarters in Wilkes-Barre, Pa., has brought 40 new jobs to Howard County with its new location in Columbia. The 40 selected individuals all will have access to benefits such as medical, dental and vision coverage.

The services offered have continued to evolve for the last 100 years, providing transportation in seven states; Pennsylvania, New York, New Jersey, Maryland, Virginia, Washington D.C., and Florida.

Capital Seniors Begins Construction on Arbor Terrace Waugh Chapel
Capital Seniors Housing, a senior living investment and development firm, has started construction on Arbor Terrace Waugh Chapel to provide affordable housing and memory care community in Gambrills. The $27.3 million, 72,140-square-foot community, to be located at 2555 Evergreen Road, will encompass 84 residential suites.

Arbor Terrace Waugh Chapel, which is located adjacent to Wegmans in Waugh Chapel Towne Centre, is scheduled to open in the fourth quarter of 2018. The company is also constructing Arbor Terrace Maple Lawn, in Fulton, which is scheduled to open in the fourth quarter of this year.

Capital Women’s Care Expands Regional Headquarters in Maple Lawn
The largest private obstetrics and gynecology practice in the mid-Atlantic, Capital Women’s Care, has continued its expansion in Maryland through the opening of a new office in Maple Lawn. The new lease represents a relocation and expansion of the practice’s regional headquarters; across Maryland, Virginia, and Washington, D.C., it employs more than 200 medical professionals throughout more than 55 locations.

“This move will better allow Capital Women’s Care to provide services to the mid-Atlantic and helps to position them for continued growth in our region,” said Joe Bradley, senior vice president and principal of MacKenzie Commercial Real Estate Services. “We are excited to see the opportunities that this move will undoubt- edly afford our client both now and in the future.”

WHC Opens to Address Binge Eating Behavior
The Women’s Healing Center (WHC), of Ellicott City, has opened and is ready to help women struggling with the pull of binge eating behavior. Characterized by eating large amounts of food in short periods of time, binge eating that leads to significant discomfort, binge eating episodes usually occur in isolation and lead to feelings of guilt, shame and depression. WHC opened in February to help women who suffer from the effects of binge eating dis- order seek treatment.

Founders Nancy Wikes, LCSW-C, and Diane Holdaway, LGPC, provide a one-of-a-kind approach to binge eating disorder and guide clients to a place of confidence and peace. For more information, call Wikes at 443-535-1544, Teddey Hicks at 443-620-4710 or email womenshealingcenter@gmail.com. Also visit www.womenshealingcenter.com.

Crosby Adds Three
Crosby Marketing Communications, of Annapolis, has hired Sarah Honig as director, senior strategist. She will play an important role in the company’s growing work with organizations that promote a work-life balance and professional development for the military, and veteran community.

In addition, Matt Mazer and Jamie Heathcote have joined the agency as associate digital program managers, working on paid search, email, content and analytics and optimization programs. Mazer joins Crosby from Omnitrac, a fleet management software company, and Heathcote comes on board from Millennium Mar- keting Solutions, where she was a digital marketing coordinator.

Ruppertserger Named Finalist in First Nonpartisan Democracy Awards
Congressman C.A. “Dutch” Ruppersberger, a Maryland Democrat with more than 30 years of executive leadership and development for their staff. The honoree is part of the first Demo for non- legislative achievement and perfor- mance by the Congressional Management Foundation, a nonpartisan nonprofit.

Arundel Health Officer Accepts Position With State
Former Anne Arundel County Health Officer Dr. Joline Chan has accepted a po- sition as assistant secretary at the Maryland Department of Health. Since May 2017, Chan has been serving as acting deputy secretary for public health services at the Department of Health; she had served as Anne Arundel County health officer since 2012.

SECU’s Staatz to Retire
SECU President and CEO Rod Staatz plans to retire at the end of 2018. Staatz has served as SECU’s president and CEO since 2003. Under his leadership, SECU’s assets have grown from $1.36 billion to more than $3.3 billion.

PHG Selects Baker as Executive Director
The Board of Directors of Patapsco Heritage Greenway (PHG) has selected Lindsey Baker as the organization’s new executive director. Baker comes to PHG following nine years as the executive director of the Laurel Historical Society, where she raised organizational endowments, increased income for special events and fundraising campaigns.

Arundel’s Community Action Agency Appoints New CEO
The Anne Arundel Community Commu- nity Action Agency has appointed Corwin Macklin as CEO. Macklin has been serv- ing as the interim CEO since September 2017; he came to the AACCA with more than 30 years of executive leadership and management experience.

DARS Adds Attorney, Marketing Director
Davis, Agnor, Ruppersgarten & Skalny (DARS), of Columbia, has hired Michael Weiland as an attorney, and Kelly Spore as a business relations manager. Spore will direct media relations, produce public relations e-newsletters, website and social media efforts; Weiland is working primarily in the firm’s Business and Transacting and Real Estate, practice groups.

BGE Engineer Receives National Credit Union (FCU) as vice president of branch administration, succeeding Peggy Stavely, who retired in January after more than 50 years at the credit union. Pope will oversee the administration of TFCU’s 12 community and four secure-ac- cess branches.

The Lutheran Village at Miller’s Grant Adds Two More Certified
Mike Hamby, Realtor for Champion Realty, has added two certifications — Accredited Buyers Representative and Military Relocation Professional — to his résumé. He also recently was named a Certified Luxury Home Marketing Spe- cialist by the Institute for Luxury Home Marketing, and has earned membership in its Million Dollar Guild.

BGH Adds French Attorneys
Bornecl, Greince & Hayen (BGH), of Laurel, has an- nounced that Linda French has joined the firm. French is a tenure track of the University of Maryland and holds a B.S. degree in accounting. She most recently worked for a firm in Annapolis.

Pinato, Romano Join Vantage House Board
Vantage House has added Karina Pinato and Dr. Carol Romano to its corporate board of directors. Pinato heads the Craig Northrop Team of Long and Foster Real Estate, Senior Living Division; Romano is professor and dean of the Daniel K. Inouye Graduate School of Nursing at the Uniformed Services University of the Health Sciences in Bethesda.

Galloway Joins MakingChange, a Howard County Nonprofit
MakingChange, a Howard County nonprofit that empowers individuals and families to achieve financial stability, has welcomed Ralph Galloway to join the board of directors. Galloway served as senior manager of special projects/lodging services for Marriott International and a prior manager of accounting services at The Ritz-Carlton Hotel Co.

Hochreiter, Hipp Exhibit at the Bernice Kish Gallery
The Bernice Kish Gallery at Skylight House, 10400 Fox Cross Lane, Columbia, has announced a two-person exhibit in the gallery’s new location in the Mid-Atlantic. This exhibit, featuring the artwork of Elaine Hochreiter entitled “Memories of a Journey”; it also presents work of her daughter, Krista Hipp. The exhibit is open through March 23.

The late Elaine Hochreiter, of Laurel, has exhibited throughout the region, includ- ing the Howard County Arts Council Show, the Sacramento Art Center and previous exhibits at Skylite House Gallery. Her paintings reflect her life’s journey through places and times.

Krista Hipp, of Severn, has exhibited in solo and group shows, at the MassArt Graduate Thesis Show, in Boston; the Dodge Pratt Noonan Art Center, in Boone- ville, N.Y.; the Lewis Historical Society, in Lowville, N.Y.; and Maryland Institute College of Art.

Everett Jewelers Relocates to Clarksville Commons
Everett Jewelers has relocated from the Rite Aid in Clarksville Commons to 12240 Clarksville Pike. Owner Rick Everett feels that moving to the new Clarksville Commons is “an exciting opportunity” for the couple. “We are thrilled to have the unique mix of businesses and services of a mixed-use center to grow the business and better serve his customers.

The new store features a stone fireplace as the focal point. High wood beams offset the soundproof ceiling, designed to enhance customers’ experience with Everett’s other locations. The store features an ever-changing selection of custom design jewelry and was one of the first jewelers to sell diamonds online in the mid-1990s, and continues to do so today.

Artists’ Gallery Features Coggins, Norman
Artists’ Gallery, in Ellicott City, will present the work of a long-time alumna, clay artist Winnie Coggins, and award-win- ning watercolor artist Karen Norman for its current art show, “Essential Elements: Clay and Water,” that will run through March 25. There will be a reception with wine and refreshments on Sunday, March 11, from 2 p.m.

Winnie Coggins has been working in clay since 1976. Her work has been exhibited in solo and group shows in many venues, including the Maryland Federation of Art, Circle Galleries, Columbia Arts Center, the Delaplane Visual Arts Center and the

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PEOPLE IN BUSINESS

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Howard Rea & Parks Warhaukrs to Host USA Field Hockey Tournament

The Howard County Department of Recreation & Parks’ Warhaukrs Field Hockey Club has been selected to host the USA Field Hockey Region 7 U16 Club Championships during Memorial Day weekend at Troy Park. Elkridge.

The Warhawks Field Hockey Club has hosted this championship tournament, set to take place July 9 to 11, in Jacksonville.

This will be the first time the Warhawks Field Hockey Club has hosted this championship tournament, and it is estimated that more than 250 families will visit Howard County for the event. For more information, visit www.warhauk.rfld.hockey and www.howardcountymd.gov/TroyPark/Elkridge.

MDOT Accepting Grant Applications for Safety Projects

The Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) Highway Safety Office (MHSO) is accepting grant applications for traffic safety projects that will take place between Oct. 1, 2018, and Sept. 30, 2019 (federal fiscal 2019). The application deadline is March 16.

“Since 2009, an average of 502 people died in Maryland traffic crashes, and nearly 45,000 people have been injured,” said MDOT MVA Administrator and Highway Safety Representative Barry O’Keefe. “The purpose of this program is to help avert fatalities and keep our roadways safer. Two types of grants are available: one for projects that focus on preventing impaired, aggressive and distracted driving; protecting occupants; enhancing traffic records systems; and en- couraging the use of seat belts among motorists and drivers. For more information, visit mva.maryland.gov/safety/rho/358/grants-management.htm or call the MDOT MVA at 410-778-4050. The Howard County Arts Council has announced its 21st Celebration of the Arts, March 24

The Howard County Arts Council (HCAC) is seeking volunteers to assist at the 21st annual Celebration of the Arts gala on March 24 at the Peter & Elizabethorkowitz Virtual & Performing Arts Cen- ter, Howard Community College, Colum-}

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training recruiting teams, with an emphasis on military and veteran programs. To register, visit www.fmsreadalliance.org/events-
creating-a-military-ready-workplace-culture-

PHG Receives $50K Chesapeake Bay Trust Grant
Patuxent Heritage Greenway received a $50,000 grant from the Chesapeake Bay Trust (CBT) to use towards a pet waste

management program. The grant is funded by Howard County and administered by CBT for community-based investigation and awareness, and a behavior change marketing campaign.

One gram of pet waste can contain up to 23 million bacteria. When it rains, pet waste can wash off of lawns and other surfaces

into streams and creeks. Unlike the dung of many wild animals, such as deer, the waste of dogs contains many more bacteria and pathogens.

HCAC Accepting Applications for Development Grants Program
The Howard County Arts Council (HCAC) is currently accepting applications for its 2019 Community Arts De-

velopment Grant Program. The program funds day-to-day activities for county arts organizations, as well as arts-related projects for high schools, or non-arts groups. Interested applicants should visit https://hcac.gosmart.org for more information and to register. The deadline to apply for the 2019 Community Arts Development Grant Program is May 16.

HCAC General Exhibition Applications Open
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Schuh Addresses the Partnership
Anne Arundel County Executive Steve Schuh was the guest speaker at the BWI Business Partnership’s February breakfast. The event was held at the DoubleTree by Hilton Baltimore — BWI Airport. Photo: Mike Buscher Photography.

The Opening Was Grand at AST / Trellis Learning Center
Autism Spectrum Therapies (AST) and Trellis Services celebrated the grand opening of the AST / Trellis Learning Center, in Columbia, with a ribbon-cutting ceremony and open house on Feb. 7. Helping Ryan High, assistant clinical director of Trellis (with scissors) cut the ribbon were, from left, Justin Funches, president, Autism Spectrum Therapies; Rebecca Rienzi, executive director, Pathfinders for Autism; Greg Fox, 5th District councilman; Trish Kane, director of programs, Pathfinders for Autism; and Diana Campitelli, executive director, Trellis.

Evening in the Stacks Goes Retro
The Howard County Library System held its annual Evening in the Stacks on Feb. 24 at its newly renovated East Columbia Branch. The theme was Retro and featured gourmet food, music and decor of the 1950s, ’60s, ’70s and ’80s. Greeting guests at the door were Stacie Hunt, Leadership Howard County; and Kevin Kelehan, Carney, Kelehan, Bresler, Bennett & Scherr.

La Dolce Vita Performed by Howard County Concert Orchestra
Pictured are Howard County Concert Orchestra Music Director Ronald Mutchnik and Mezzo-Soprano Denée Barr in performance for the Howard County Concert Orchestra’s “La Dolce Vita” (The Sweet Life!) concert at First Evangelical Lutheran Church, in Ellicott City. Photo: Steve Colella.

NHL, Caps Prepare for Stadium Series Clash at USNA
The press conference for the NHL Stadium Series by Coors Light matchup between the Washington Capitals and the Toronto Maple Leafs at Navy-Marine Corps Memorial Stadium took place on what would have been a warm day to play hockey. On hand for the event were, from left, Caps alum and Hockey Hall of Famer Rod Langway; Vice Admiral Walter “Ted” Carter, Jr., U.S. Navy Academy superintendent; NHL Deputy Commissioner Bill Daly; Annapolis Mayor Gavin Buckley; Caps General Manager Brian McLellen; Caps alum and Color Analyst Craig Laughlin; and Caps alum Peter Bondra.

County Exec Presents State of Howard at Turf Valley
Howard County Executive Allan Kittleman delivered the 2018 State of the County on Feb. 22 at Turf Valley. The event was sponsored by the Howard County Chamber of Commerce (HCCC). Pictured are, from left, Jeff Agnor, HCCC board chair; Kittleman; and Leonardo McClary, HCCC CEO and president. Photo: Pam Long Photography.

Kittleman Salutes Outgoing Council Members
At the HCCC State of Howard County luncheon, Howard County Executive Allan Kittleman, middle, presented Keys to Howard County outgoing, term-limited county councilmembers, from left, Mary Kay Sigaty and Jen Terassa; and to Kittleman’s right, Calvin Ball and Greg Fox.

Crooked Crab Straight Up on Opening Day
Founders and partners, from left, Daniel Messica, Earl Holman and Alex Josephs pose at the end of the first day at Odenton’s Crooked Crab Brewing Co. Messica said he counted about 800 customers during the first several hours, then lost count.

Laurel Remembers Brendle
The City of Laurel saluted its late head of economic development, Karl Brendle, with the naming of Karl Brendle Way. It connects 4th Street to Town Centre at Laurel.

Ease Technologies Celebrates 25th
Ease Technologies recently celebrated 25 years of doing business in Howard County, during which Co-Founders Chuck Bubeck, CEO, and Dave Kile, senior vice president, have grown the business to more than 50 employees. Taking part in the party were, from left, Larry Twede, Howard County Economic Development Authority; Howard County County Executive Allan Kittleman; Bubeck; Jason Shirdon; Matt Schmidt; and Kile, Ease Technologies.

Cornerstone Defense Opens in Hanover
Cornerstone Defense, a small business servicing the intelligence, defense and space communities of the U.S. government, held a ribbon-cutting at its Hanover location on Jan. 31. Cutting the ribbon were, from left: Raj Kudchadkar, president and CEO of Central Maryland Chamber; Cornerstone Defense John Snoevely, COO; Chris Goodrich, president and CEO; Patrick Palmer, chief growth officer and founder; and William Bradley, chief technology officer and founder.
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— Tom Burtzlaff, president

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