

# LEADERSHIP MARYLAND

Informed Leaders  Tomorrow's Vision

Environmental Issues & Eastern Shore Session  
Country Inn & Suites/Fountains Conference Center  
1804 Sweetbay Drive, Salisbury, MD 21804  
410-742-2688

**September 19 & 20, 2013**

## ~ A G E N D A ~

*"We have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do."*

*Barbara Ward, Only One Earth, 1972*

## ENVIRONMENT DAY

### **Thursday, September 19, 2013**

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7:15 –7:50 am      **Continental Breakfast** -- **Please note that breakfast will be served at The Fountains Conference Center next door. Exit the hotel lobby, turn left, enter The Fountains.**

7:50 am              **Welcome and Overview**  
                         **Nancy Minieri, President**  
                         **Eliot Pfanstiehl, Facilitator**

8:00 am              **On the Bus – Travel to Vienna**

Please note: In Vienna, the class will be divided into two groups. **Group "A"** will board the BOAT and cruise the Nanticoke River for onboard presentations. **Group "B"** will remain on the bus and visit the farm. Afterward, both groups will meet at the Henson Scout Reservation for a presentation and lunch. After lunch, **Group "A"** will board the BUS and visit the farm, and **Group "B"** will board the BOAT and cruise back to Vienna.

8:30 am              **Group "A" boards boat in Vienna.....Group "B" stays on bus to the Farm**

8:40 – 10:15 am      **"CRUISING THE NANTICOKE RIVER"**  
                         In Vienna, we will board the *Karen Noonan*, a boat owned by the Chesapeake Bay Foundation, and begin our cruise up the Nanticoke River, entering Marshyhope Creek. The Nanticoke River, flowing quietly on the lower Delmarva Peninsula, remains largely unchanged by the passage of time and is among the most pristine habitats remaining. Within the watershed, habitat types range from upland forest to estuarine salt marsh and it is this diversity of habitat that enables the watershed to support a wide variety of plants and animals.

8:30 am              **"OVERVIEW OF MARYLAND'S ENVIRONMENTAL ISSUES"**

**Thursday, September 19, 2013**

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8:40 am

**Group "B" takes bus to Cornerstone Farm in Hurlock**

**"OPEN DISCUSSION OF AGRICULTURE PRACTICES – BOTH OBSERVED AND HIDDEN FROM THE BUS WINDOW"**

9:10 - 10:00 am

**"CORNERSTONE FARM"**

We will learn first-hand about the real-life agricultural, environmental and regulatory issues facing farmers on the Eastern Shore. Cornerstone Farm is a vegetable, produce and grain producer, and produces roaster chickens for Perdue Farms, Inc

10:00 am

**Group "B" takes bus to Henson Scout Reservation**

10:20 am

**Group "A" docks at Henson Scout Reservation and walks to Administration Building**

10:30 am

**Both groups meet at Henson Scout Reservation**

10:30 – 11:30 am

**"AG IS BACK"**

"Ag is Back" but how sustainable is the recovery and does the rising tide raise all boats? When crop prices are up, what happens to animal agriculture? Can we continue to increase the world population and provide the amount of food necessary to meet the demand of an ever increasing world middle class? What effect would a widespread drought such as the one experienced in the United States last year have on food prices? Agricultural commodity prices are notoriously volatile and combined with the vagrancies of adverse weather and other inherent risks, passing along a sustainable farm operation to the next generation becomes a challenge. Poultry is the base of agriculture in the State of Maryland and often the way beginning farmers enter the business on Maryland's Eastern Shore. But how sustainable is the business and what does the typical financing arrangement and cash flow of a typical poultry farm look like? How is poultry production related to premium prices received by Maryland grain farmers? How do grain farmers use their premium prices to operate in a high cost area and keep their farms from being developed? A strong working relationship between public and private interests is needed to keep the next generation farming. Commercial lenders, Farm Credit System entities and organizations such as MARBIDCO and Farm Service Agency must partner to share risk. Agriculture is capital intensive and acquiring the capital needed to acquire and operate their farms can be especially challenging for young, beginning, small and minority farmers.

11:30 - 12:15 pm

**Lunch at Henson Scout Reservation**

It is predicted that for every 100 boys who join a Boy Scout Troop...12 will have their first contact with a church, 5 will earn their religious emblem, one will enter the clergy, 18 will develop hobbies that will last through their adult life, 8 will enter a career that was learned through the merit badge system, one will use his Boy Scout skills to save a life, one will use his Boy Scout skills to save his own life, 17 will become Scouting volunteers, and two will become Eagle Scouts!

**Thursday, September 19, 2013**

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12:15 pm                    **Group “B” boards boat to Vienna -        Group “A” takes BUS to Farm**

**“OPEN DISCUSSION OF AGRICULTURE PRACTICES – BOTH OBSERVED AND HIDDEN FROM THE BUS WINDOW”**

1:50 pm                    **Both Groups Meet in Vienna**

2:00 – 2:30 pm            **On the Bus – Both groups return to The Fountains Conference Center**

2:30 – 2:45 pm            **Nature Break**

2:45 – 4:00 pm            **“WE’RE BRINGING CRABS BACK!”**

Maryland’s blue crab fishery holds immense ecological, economic, and cultural significance. The most valuable fishery in the state, it generate tens of millions of dollars annually, creating more economic value and jobs for the state than any other commercial fishery; however, the health of the blue crab fishery has been wavering in recent years. Historically, the health of blue crab stocks has been inconsistent, at risk, and uncertain. The fishery is highly complex. Although recent biological surveys demonstrate improved abundance levels (notwithstanding this year’s temporary downturn), commercial crabbers continue to struggle to find financial viability and sustainability in a consistently turbulent fishery. All successful businesses need strong markets and flexibility to adjust to changes in demand. One-size-fits-all regulations are not well suited to such complex business scenarios. Alternative management systems are being contemplated by the Maryland Blue Crab Industry Design Team, to add flexibility and reduce regulatory complexity while simultaneously strengthening markets for seafood products. Maryland’s watermen are practical field experts and problem solvers in the blue crab fishery. Together with other seafood industry leaders, they are guiding the Design Team in self-governance and leading the development of long-term solutions for Maryland’s blue crab industry. Working in collaboration with watermen associations, Environmental Defense Fund and the Department of Natural Resources, the Design Team identified a need for improved reporting tools and additional economic opportunities, and fishery managers identified a need for timely, accurate and verifiable crab harvest. Collaboration with the Oyster Recovery Partnership, Versar, Inc., and Electric Edge Systems, with funding provided by National Oceanic and Atmospheric Administration, led to a pilot project to test ways to electronically report crab harvest. The first year resulted in roughly 50 industry volunteers using tablets, smart phones, a call center and texting to report harvest electronically. Now in its second year, over 135 watermen are using the system to record daily crab harvest. Stewardship by a strong commercial fishing industry is essential to healthy fisheries and thriving coastal communities in Maryland. Management designed by watermen and other seafood industry leaders, and supported by agency fishery managers, can offer a lasting solution to Maryland’s fisheries challenges.

4:00 – 4:15 pm            **Break**

4:15 – 5:00 pm            **DEBRIEF**

5:00 – 6:00 pm            **Free Time**

6:00 pm                    **On the bus.....to Ward Museum of Wildfowl Art (909 S. Schumaker Dr. )**

**THE WARD MUSEUM OF WILDFOWL ART”**

By the late 1800’s, hunting ducks was big business, and the men who carved the decoys to lure them were turning out realistic replicas in wood by the thousands. Thus, a truly American art form, wildfowl carving, was established and today those decoys are priceless. The showplace for these and other carvings is the Ward Museum of Wildfowl Art, in honor of brothers Steve and Lem Ward of Crisfield, who are considered the pioneers of decorative bird carving. This waterfront museum houses many of the finest examples of wildfowl carvings and related artifacts.

6:15 – 7:15 pm            **COCKTAIL RECEPTION & GALLERY SELF-TOUR**

7:15 – 8:30 pm            **DINNER -- Catered By Restaurant 213**

8:30 pm                    **On the Bus -- to Country Inn & Suites**

**On Your Own.....Good Night**

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# LEADERSHIP MARYLAND

Informed Leaders



Tomorrow's Vision

## EASTERN SHORE DAY

Cecil - Kent - Queen Anne's - Caroline - Talbot - Dorchester - Wicomico - Somerset - Worcester

Friday, September 20, 2013

*"Leadership is not necessarily a title or a powerful position; it is a process, it is relational, it is making something happen, it is leaving a mark."*

Lorraine R. Matusak

Friday, September 20, 2013

**REMEMBER TO CHECK-OUT OF YOUR ROOM BEFORE BREAKFAST!**

7:15 – 7:55 am      **Breakfast Buffet – At the Fountains (next door)**

7:55 AM              **ANNOUNCEMENTS**

8:00 – 8:30 am      **"PERCEPTIONS and REALITIES – EASTERN SHORE OF MARYLAND"**  
(Hand-outs to include bullets on business climate, economic development, education, infrastructure, labor market, quality of life, economic impact of arts, image)

~ Presented by Eastern Region Class Members

8:35 am              **On the Bus...to Perdue**

9:00 – 10:00 am      **No jewelry, no heels or open toe shoes (your feet will get wet), and leave personal items on our bus**  
**"TOUR OF PERDUE FARMS SALISBURY PROCESSING FACILITY"**  
Perdue Farms, founded in 1920 by Arthur W. Perdue and headquartered in Salisbury, is the #1 brand of chicken in the Northeast and the third largest poultry company in the United States. Its branded chicken and turkey products are sold in supermarkets, grocery stores and quality butcher shops from Maine to Florida, and as far west as Chicago and St. Louis – a market area encompassing almost 40% of the nation's population. Foodservice chicken and turkey products are sold nationwide, and Perdue's international operations export to more than 70 countries. Also, Perdue ranks among the top 12 largest grain companies in the United States.

10:00 – 10:30 am      **On the Bus....to Salisbury University – Franklin P. Perdue School of Business**

10:30 – 11:45 am      **"UNDERSTANDING MARYLAND'S POULTRY INDUSTRY – A DELICATE BALANCE"**  
We will meet with Jim Perdue and key staff members.

11:45 – 12:00 pm      **Walk to the Food Court in the Commons Building**

12:00 – 1:00 pm      **LUNCH – Help yourself to any of the culinary offerings and dine with SU Students**  
**Return to the Perdue School of Business by 1:15 pm**

**“THE FRANKLIN P. PERDUE SCHOOL OF BUSINESS & BEACON”**

The Franklin P. Perdue School of Business was established in 1986 through a multimillion dollar fund created to ensure excellence within the academic programs of the school. The Business Programs are accredited by AACSB International, the premiere accrediting agency for business schools. It is the largest college-level center for business education and development in the region and is committed to an emphasis on the entrepreneurial spirit, integration of theoretical and applied study, and community-based experience. The school provides an academic program which responds to the highest standards of business education and provides for student interaction with the business world. Courses are designed to encourage students to think clearly, show sound judgment, communicate verbally and in writing, develop interpersonal skills and make rational decisions under conditions of uncertainty. Students graduate with ethical and motivational foundations underlying service to business, government and the community.

**“SHORE TRENDS & GRAYING OF THE SHORE”**

BEACON, an outreach unit of the Franklin P. Perdue School of Business, offers business, economic, workforce, and community development consulting and assistance services to a variety of organizations, including businesses, government agencies, and non-profit community-based organizations. You’ll be briefed about the research being done, diversity trends and the economic impact of immigration on the shore – costs and benefits -- and how the community is participating and responding.

**Break**

**“BUSINESS IS BACK”**

After weathering the economic storms of the past few years when agricultural prices were down, family farms were going to developers and business startups were low or slow, business is back on the Shore. With price of corn skyrocketing and a renewed interest in tourism, retirement housing and small business, “green shoots” of economic activity are appearing again, changing the perspective of many who were losing hope. In particular, entrepreneurial activity in the food and hospitality industry is appealing to a new generation of residents and visitors by capitalizing on the unique culture and nature of the Eastern Shore, but taking it to a scale never seen before. Meet three of these new generation business concepts and go behind the scenes to hear how these leaders made it happen. The lessons are useful for anyone taking a vision to market.

**DEBRIEF & REFLECTION**

**On the Bus -- to County Inn & Suites**

**Adjourn..... please drive safely!**

**NEXT SESSION: MULTI-CULTURALISM/DIVERSITY & WESTERN REGION  
October 24 & 25, 2013 - Hilton, Rockville**