

# FORTY & FORWARD

EXPANSION STARTS HERE



CELEBRATING 40<sup>TH</sup> ANNIVERSARY

Prince  
Georges  
county



ECONOMIC  
DEVELOPMENT  
CORPORATION

1983-2023

# TABLE OF CONTENT

Meet Our Executive Team	4
Meet Our Business Development Team	19
Meet The Marketing Team	41
Back Down Memory Lane	53
ISBI 5th Year Anniversary	54
ION Q	56
Pathways to Franchising	60
Physicians on the Potomac	64
Latino Business Accelerator	66
ICSC Las Vegas	72
State of the Economy	76
Bisnow	78
She Means Business	82
Thank you Sponsor	89



Prince George's County Economic Development Corporation (PGCEDC) celebrates 40 years of serving the business community of Prince George's County, MD. Since its founding on June 13th, 1983, the organization has been dedicated to promoting economic growth and prosperity in the region.

With a mission to cultivate and promote a strong local economy supporting entrepreneurs' and businesses' growth and prosperity, dedicated to strengthening communities through business development and job creation, PGCEDC has been at the threshold of the county's economic abundance.

"Over the past 40 years, we've seen Prince George's County transform dramatically, away from a bedroom community, to a county that led the country in job growth for six consecutive years," said David Iannucci, President & CEO of Prince George's County Economic Development

Corporation. "A county that brought exciting new employment opportunities and industry sectors, everything from quantum computing to aerospace to IT to healthcare, but also creating a better quality of life for all Prince George's County residents."

As the Prince George's County Economic Development Corporation marks this important milestone, it is a time to reflect on the organization's many achievements and to look forward with optimism and excitement to the future.

PGCEDC's mission is to cultivate and promote a strong local economy that supports the growth and prosperity of entrepreneurs and businesses, dedicated to strengthening communities through business development and job creation. For more information about the services the Economic Development Corporation provides to local companies, visit [www.pgcfdc.com](http://www.pgcfdc.com).

**DAVID IANNUCCI**  
PRESIDENT/CEO



“Prince George’s County Economic Development Corporation (PGCEDC) is proud to lead the charge of the tremendous commitment of our business community to the growth and prosperity of this great County. We are filled with gratitude and admiration for the unwavering support and remarkable contributions that our business community has made to Prince George’s County’s economic growth. This year, we celebrate 40 years of Expansion Starts Here and have taken moments to express our heartfelt thanks for the resource partners and leaders of the private sector who have made critical decisions to invest in commercial, residential, and retail projects in Prince George’s County.

“In Prince George’s County, we recognize that our economic development journey is a collective endeavor. It is a collaborative partnership that transcends boundaries and sectors, and you, our esteemed business partners, are at the heart of it all. Your passion, innovation, and especially your resilience has been instrumental in driving economic growth and enhancing the quality of life for all our residents.

“Throughout our 40 years, PGCEDC has witnessed the business community’s steadfast commitment to the economic development of Prince George’s County in numerous ways:

“Job Creation: Your businesses have not only provided employment opportunities but have also played a pivotal role in empowering our residents, allowing them to build careers and secure brighter futures.

“Community Investment: Your investments in the community have strengthened our

neighborhoods, making them more vibrant, accessible, and attractive places to live and work. Innovation: Your innovative ideas and solutions have driven progress, keeping our County at the forefront of emerging industries and technologies.

“Partnerships: Through partnerships and collaborations, you have demonstrated a shared vision for a thriving Prince George’s County, supporting initiatives that improve education, healthcare, recreation, and infrastructure.

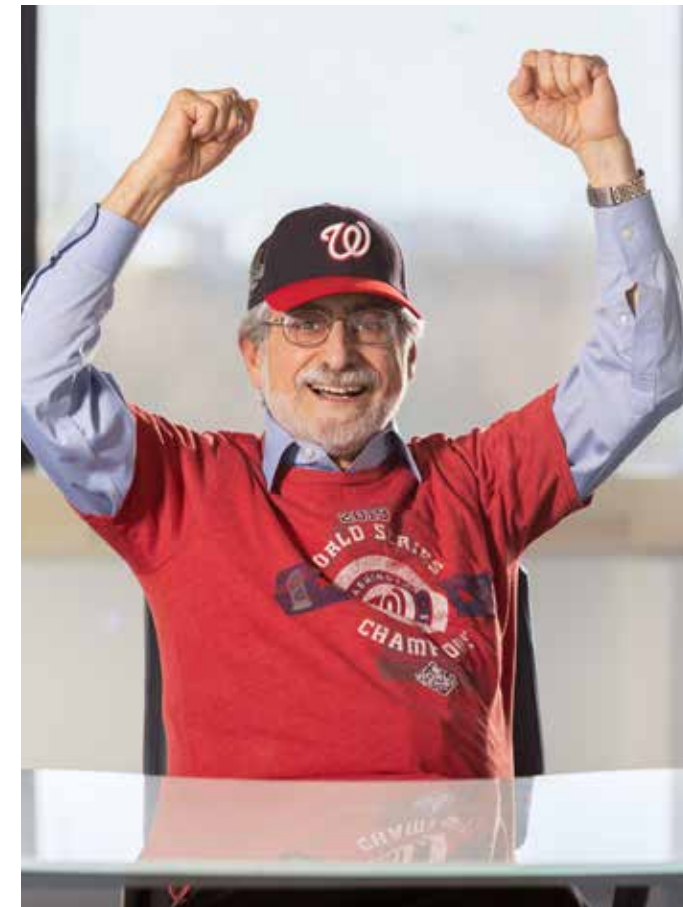
“Sustainability: Your commitment to sustainability and responsible business practices has contributed to the preservation of our natural resources, creating a more sustainable future for generations to come.

“As we celebrate our anniversary, we want to acknowledge that our achievements would not be possible without your dedication and foresight. Your businesses are the engines that power our local economy, and your vision has made Prince George’s County a hub of growth, opportunity, and innovation.

“As we move forward, facing new challenges

and seizing fresh opportunities, let us continue to collaborate, innovate, and work together to make Prince George’s County a place where businesses thrive, communities prosper, and dreams are realized.

“Once again, PGCEDC thanks you for your outstanding contributions to our economic development journey. Together, we are shaping a brighter future for Prince George’s County, where everyone can share in the promise of progress and prosperity.”



**EBONY STOCKS**  
EXECUTIVE VICE PRESIDENT



My name is Ebony Stocks, Executive Vice President of the Prince George's County Economic Development Corporation. For forty years, the EDC has championed the County business community and it has been a pleasure to have personally contributed to that process for ten years.

I am thrilled to share with you some exciting opportunities that we have made available through the Prince George's Economic Development Corporation. We are committed to supporting the growth and development of local businesses in our community, and we believe that these opportunities will help to further that mission.

Firstly, we have recently launched Grow Prince George's, an economic gardening initiative that provides resources, funding, and even grants for small businesses across multiple industry sectors looking to expand or improve their operations. This program is designed to help businesses of all

sizes and industries, and we encourage you to explore the possibilities it offers.

Additionally, we have partnered with several local organizations to offer training and educational programs for entrepreneurs and business owners. These programs cover a wide range of topics, from marketing and sales to financial management and strategic planning.

We believe that these opportunities will help to create a more vibrant and prosperous business community in Prince George's County, and we encourage you to take advantage of them. We are committed to supporting your success, and we look forward to working with you to build a brighter future for our community.

Thank you for your continued support and dedication to the betterment of our local economy. We are grateful for your partnership and look forward to working together to

achieve our shared goals.  
Always remember, Expansion Starts Here!



**LORI VALENTINE**  
VICE PRESIDENT OF POLICY AND  
PUBLIC RELATIONS



My name is Lori Valentine, Vice President of Policy and Public Relations for the Prince George's Economic Development Corporation. As we reflect on 40 years of providing key resources to the business community of the County, we feel honored to tell the stories of business growth of Prince George's County's past, present, and future.

With programs like Business Spotlight, Creando Exitos and Takeout Tuesday, the EDC has highlighted the amazing tapestry of entrepreneurs that make the County one-of-a-kind. I wanted to take a moment to express my sincere gratitude for your unwavering support of the Prince George's Economic Development Corporation. Your commitment to the betterment of our community is truly commendable, and it is because of your efforts that we are able to continue to grow and thrive.

Your dedication to the success of local businesses and the development of our economy is invaluable, and we are incredibly fortunate to have such a passionate and engaged group of business owners in our community.

As we move forward, I am confident that we will continue to work together to create a brighter future for Prince George's County. Thank you again for your support and for all that you do for our community.

**RAMSEY KOOJO**  
FINANCE CONTROLLER



My name is Dr. Ramsey Koojo, and I am the Comptroller of the Prince George's County Economic Development Corporation. I am writing to you today to discuss the importance of fiscal responsibility for the Prince George's County Economic Development Corporation (PGEDC) and how it has helped us sustain ourselves as an organization while also better serving the business community.

As you know, for forty years, PGEDC has been committed to supporting the growth and development of local businesses in our community. We believe that by providing funding and resources for small businesses looking to expand or improve their operations, we can help create a more vibrant and prosperous business community in Prince George's County.

However, we also recognize that it is our responsibility to ensure that we are operating in a fiscally responsible manner. This means that we must carefully manage our resources and make strategic investments that will yield the greatest return for our organization and the community we serve.

Over the years, we have implemented a number of strategies to help us achieve this goal. This includes closely monitoring our budget and spending, regularly reviewing our programs and services to ensure that they are effective and efficient, and seeking out new partnerships and funding opportunities that can help us continue to serve the community.



As a result of these efforts, we are proud to say that PGEDC has been able to sustain itself as an organization while also expanding our reach and impact in the community. We have been able to provide more funding and resources to local businesses, offer new programs and services that meet the changing needs of the community, and build stronger partnerships with other organizations and stakeholders.

We believe that this commitment to fiscal responsibility has been instrumental in our success, and we will continue to prioritize it moving forward. We are grateful for your continued support and partnership in our efforts to build a brighter future for Prince George's County.

## MEET THE SUPPORT STAFF

**LE'SHA JEAN-FRANCOIS**  
JUNIOR ACCOUNTANT



Hello, my name is Le'Sha Jean-Francois. I am from Washington, D.C known as chocolate city! I graduated from Bowie State University with a bachelor's in business administration - Accounting. I started working for PGCEDC as an intern and have been groomed over the last 10 years to become a Sr. Accountant under the tutelage of Brian Smith; Former CFO, and Ramsey Koojo; Current Controller. With the guidance of the Controller, I help manage a \$4M+ county revenue budget and an addition of over \$1.5M in grant funding to support economic development initiatives in Prince George's County.

There are many misconceptions about being an Accountant, one being that it's boring. Some people perceive accounting to be the same mundane tasks with very little variety. The truth is that accounting and finance are full of interesting data analytics that drives impactful decision-making. My contributions in various roles have helped to expand PGCEDC. 10 years from now, I hope business continues to evolve and adapt to stay competitive in Prince George's County. I'm excited to see how new technological advances will shape the future of business.

**CRYSTAL BALLARD**

SPECIAL ASSISTANT TO PRESIDENT/CEO AND  
OPERATIONS MANAGER, PGCEDCC



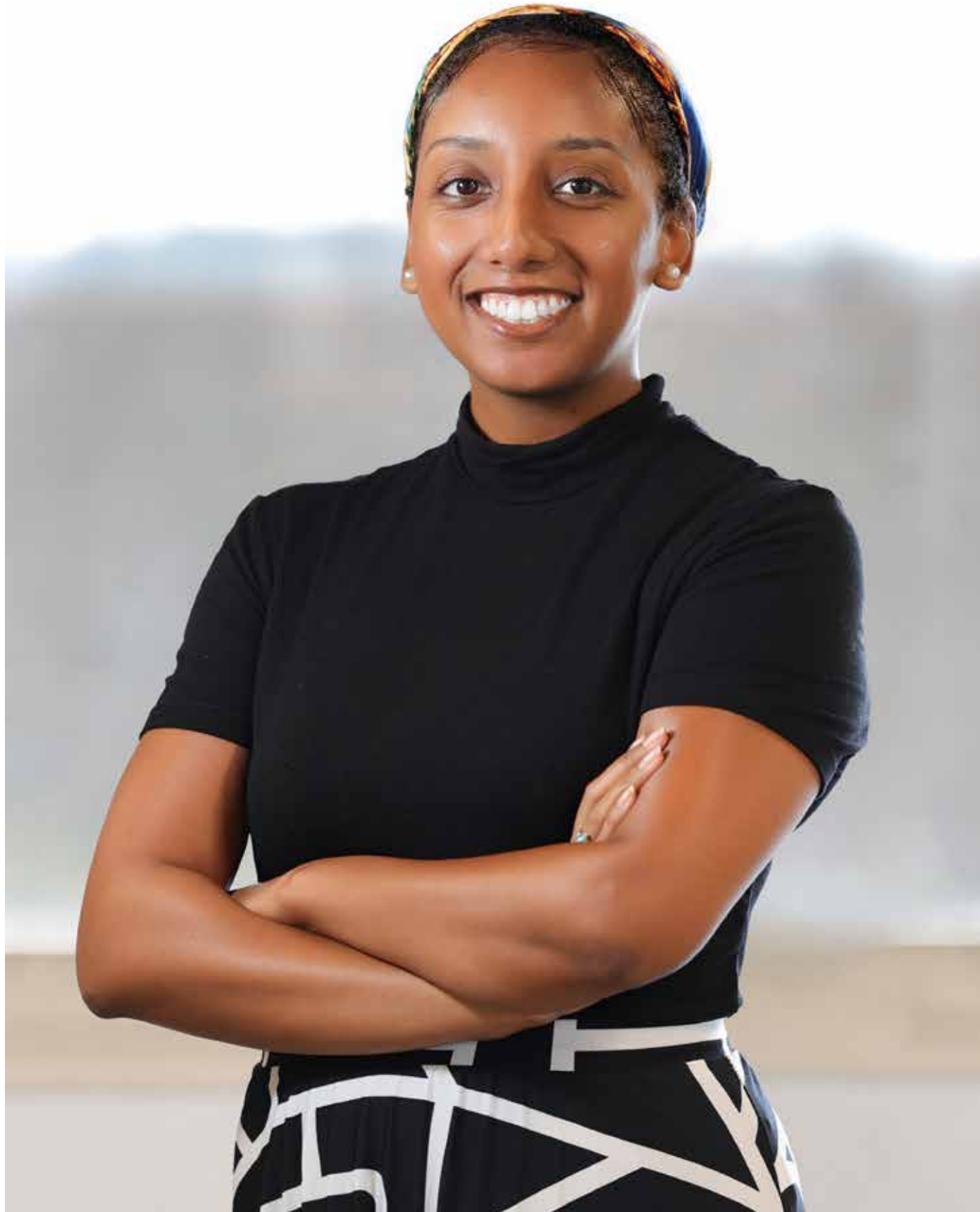
My name is Crystal Ballard, and I was born and raised here in Prince George's County where I graduated from Northwestern High School. I am the Special Assistant to President/CEO and Operations Manager. I started as an intern in 2008, I've worked my way around the office completing several roles until recently landing the position of the special assistant to the president and operations manager.

My position consists of managing the calendar of the President and CEO as well as managing all of the EDC's operations, I continue to work closely with everyone, from the front desk to

the business development team, to assisting the marketing team in upcoming events. Since I've been at the EDC for so long, I've helped with many different things. My contribution has helped expand EDC because of the continued assistance I've provided behind the scenes.



**FAYVEN AMELGA**  
BUSINESS DEVELOPMENT PROGRAM  
COORDINATOR, PGCEDCC



Fayven Amelga, the Business Development Program Coordinator for PGCEDC. Fayven moved from California to Prince George's County as a child. She later graduated from the University of Maryland College Park with a degree in Family Sciences. After graduating, she relocated to New Orleans and joined The New Teacher Project "TeachNOLA" program. The teaching program allowed her to teach in New Orleans, Oakland, and Washington, D.C. Fayven recently joined PGCEDC as the Business Development Program Coordinator. In her new role, she works alongside the Business Development Team on events, reports, and special projects while assisting

the Executive Vice President (Ebony Stocks). "My hope for the business community is to continue leveraging PGCEDC's resources and relationships to expand the county."- Fayven Amelga



# 01

---

**MEET OUR  
BUSINESS DEVELOPMENT TEAM**

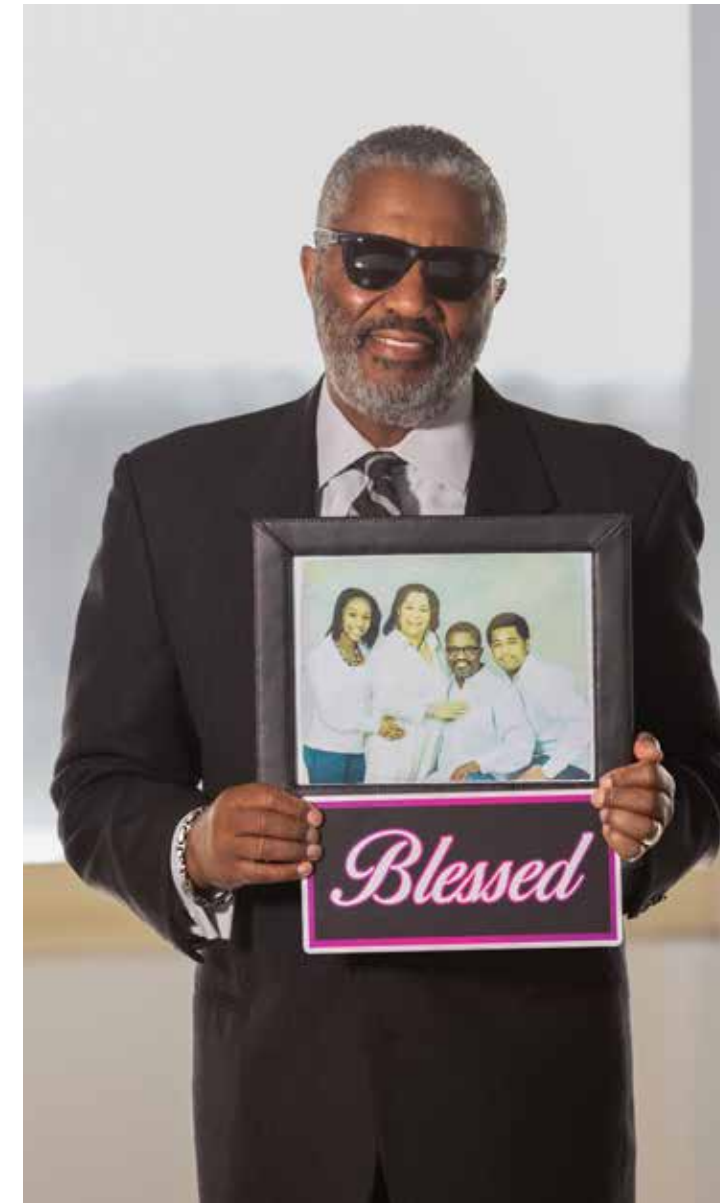
**LARRY HENTZ**  
EXECUTIVE DIRECTOR OF BUSINESS  
DEVELOPMENT, PGCEDC



My name is Larry E. Hentz, and I am the Executive Director of Business Development. My responsibility is to lead and manage EDC Business Director's and Business Manager's team. We are responsible for County business visitation and outreach. We develop and manage communication links between the local business community, the EDC, County government officials and County resources. We strengthen the business climate in the County. We conduct research, business trainings programs and develop outreach campaigns. We participate in task forces and committees that address concerns of the business community. Our goal is business retention, business expansion and business attraction to increase the commercial tax base for the County and the number of fulltime jobs available in the County.

I have over 14 years of business development experience in Prince George's County working for the EDC. In those 14 years, I've been blessed to have been involved some large and small development projects in the County. I've also had the honor and privilege of working with many people who were intelligence, artistic, visionary, passionate, risk takers, and experts in their chosen fields. They have added to my understanding, character and professional life.

Business development in Prince George's County is a tool for growth. It is a tool which can grow the commercial tax base and create good local career opportunities. Business development can increase generational wealth for families in the County. Business development can create more live, work and play communities. Business development can change the perception and reality of industries, communities, individuals inside and outside Prince George's County. Business development can change perceptions, realities and lives.



The biggest misconception about starting a business in Prince George's County is you can't get any help and it's too difficult. This is major misconception. The County is no more difficult and, in many cases, less difficult than our surrounding jurisdictions and many other parts of the country. The EDC with the support of other County agencies has done a tremendous job of assisting, guiding and supporting new businesses starting and/or coming to the County. We have heard

from many different types of businesses that come to the County that we actually offers more business support programs for new businesses than many other jurisdictions.

I led the County's effort in supporting development and Grand Opening process for

**MAYANK KAPUR**  
DIRECTOR OF IT & CYBERSECURITY



As a Business Development Director, I am as a strategic thinker, a team player and an effective collaborator, that is proactive. Under the direction of the Executive Vice President, we manage the retention and expansion efforts of existing businesses, and lead the charge on business attraction, retention, and expansion.

I have over 17 years of extraordinary record of success in Economic Development, operations and strategic alliances in the IT services industry, driving continuous high value revenue growth, through disciplined and structured efforts. Expertise in the areas of sales and marketing, teaming and business development, with experience in managing federal government clients and the commercial sector. Specialize in the area of Information Technology, Communication, Electronics and emerging markets such as Quantum, Data Centers and Artificial Intelligence.

Business Development is the role of increasing the value/assets of an organization by building relationships and strategic partnerships, and therefore growing the organization. Business development plays a critical role in an organization for generating a pipeline of clients by doing research and strategic planning.

We not only excel as the Industrial and Warehouse district, but also are the leader in Research and Development and emerging markets such as Quantum and A.I. University of Maryland is in Prince George's County which is leading the charge in making Prince George's County the Capital of Quantum.

We understand the needs of the business and look at the best possible ways of assisting the company and help them grow their business. Our department assists with site location, financing needs, tax credits, permit assistance and networking opportunities etc. Build an Aerospace Science incubator, establishing regional technology hubs to support start-ups in IT & Cybersecurity. Leader in Research Industry

Bio Science and Life Science in Maryland. We have the best Quantum ecosystem in the country. The best talent pool in the region by working with School and University to build a pipeline of Cyber Security, Quantum, AI and Data Science workforce.



**ROCIO TREMINIO LOPEZ**  
LATIN SMALL BUSINESS LIAISON



Rocio Treminio-Lopez was sworn in as the Mayor for the Town of Brentwood on May 5, 2015. Prior to her appointment she served as interim Mayor since November 2014 after former Mayor resigned. Rocio began her career working for the Alice Hamilton Occupational Health Center after completing an intensive training design for minorities in 1999. She worked as an assistant for this program which provided education, training, and research advocacy services in

the area of occupational safety and health and pollution prevention. She work for Bank of America but after 4years in the job she realize that baking industry was not for her. She wanted to serve in other areas such as community. In 2007 she began to work for the Child Resource Center in Prince George's Co. with the Healthy Families program doing home visitation for low income families with teenager's first time mother. Healthy Families is a national, research-based, home visiting program that focuses on positive parent-child interaction, healthy childhood development to enhance school readiness and the prevention of poor childhood outcomes including abuse and neglect. Currently working for the Town of Edmonston as the Code Enforcement Officer; as a code enforcement officer she is responsible for evaluating private properties and public grounds against local codes, answering citizen questions about the codes, and issuing citations for code violations. Code enforcement officers work to maintain an attractive, safe community, which helps improves both property values and the quality of life of those in the community. Education

In 2012 Mayor Treminio-Lopez enrolled in the University of Maryland University College, To complete her Bachelor in Human Resources Management program. She completed her program on 2020. In 1998 she attended one semester to University of the District of Columbia (UDC) and then transfer to Montgomery College.

Mayor Treminio-Lopez grew up in El Salvador, and at the age of 14 immigrated to the United States. She attended to Farmingdale HS, New York but in 1995 she moved to Washington, DC where she completed her HS diploma at Bell Multicultural High School in 1996.

**NICOLE HALL**

BUSINESS DEVELOPMENT MANAGER  
RETAIL/RESTAURANTS



Nicole Hall, Business Development Manager for the restaurant and retail sector for Prince George's County. My role is to attract, expand and retain businesses in this industry sector. In addition, my role is to be of resource to the owners as they progress through their business journey. I have the honor to work with an amazing team of professionals who are experts in their industries and craft. The Business Development team works well together to reach our goals of increasing the commercial tax base and creating jobs for Prince Georges County residents.

Business Development is establishing a healthy environment that can successfully create business opportunities and placemaking. This environment thus creates a business ecosystem of viable sites, resources and stakeholders who spearhead sustainable development. This

development also means creating a pipeline of entrepreneurs who drive the small business community.

The biggest misconception is that there are no resources for small businesses. We have several business incubators in the county including our Innovation Station, Bowie BIC and Flavors Culinary Kitchen. In addition, we have several resource partners who provide business mentoring along with our own Pathways business series who supports entrepreneurship by creating a pipeline of future business owners in targeted industries through technical assistance training.

Some of the key projects I've worked on in the county is the Target Distribution Campus in Upper Marlboro, the expansion of Ruby's Southern Kitchen in Bowie and the attraction of Huncho House in Hyattsville.

We are expanding businesses in Prince Georges County Maryland by providing valuable resource assistance. Our office provides site selection assistance, demographic information, permitting assistance and county resources. We also work with other resource partners to provide incentive programs either at the State or County level to support business expansion in the County.

My hope is that we have solved the puzzle of food deserts in the county and have increased the number of quality grocers who provide accessible and affordable fresh foods. In addition, I hope the targeted redevelopment of our metro stations has increased the commercial tax base in PGC and increased the commerce to our small businesses near our transit centers. I hope, some of the large scale mixed use projects have come to completion and created identifiable downtowns and destinations in Prince Georges County thus creating opportunities for jobs, entrepreneurship and generational wealth for Prince Georges County residents.

**ALEXIS ALLEN-SHORTER**

BUSINESS DEVELOPMENT-HEALTH &  
LIFE SCIENCE, PGCEDC



My name is Alexis Allen-Shorter and I am the Business Development manager for Health and Life Science. I have a Bachelors degree in Gerontology and Masters Degrees in Business and Healthcare Administration. I started in my dept. 8 months before COVID so I had a lot of learning to do during my time at home and my colleagues were great with assisting me from afar when I needed their assistance.

Healthcare business development is two fold, not only am I responsible for growing the tax base in my industry sector I also feel socially responsible to provide the right kind of healthcare in the communities that need and deserve it. The biggest misconception about starting a business in Prince George's County is that there is now Government support and that there are no financial resources available. I am proud to have assisted Adventist Ambulatory Surgery Center in Oxon Hill and Chesapeake

Cardiac Care who left Annapolis after 10+ years and expanded in Bowie. We worked through site selection, financing and employment needs.

I am participating in a many community forums as I can to hear the needs of the community as it relates to their healthcare needs and I am working with developers to incorporate the community needs into their developments if appropriate. We also hosted Physicians on the Potomac in March 2023 to introduce and celebrate physician and developers. 10 years from now I hope that Prince George's County is the destination for elective procedures and that Bio-Life science companies will find value in Prince George's County and align themselves with our great Colleges and Universities.

**DAVID LEWIS**  
BUSINESS DEVELOPMENT  
GOVERNMENT



Before starting a career in economic development, I had a broad range of work experiences in the private sector (process development at DuPont; and process engineering, production and application engineering at Corning; and financial services at American Express). Then, In the public sector, I was a budget examiner in the economic development and infrastructure department for the State of New York Division of the Budget before starting a 17-year career in economic development at the Maryland Department of Commerce and now at the Prince George's County EDC as a Director of Business Development.

My work at the EDC Division of Business Development is focused on business retention, expansion, and attraction with a particular focus on the federal government sector. I stay plugged into the business and federal government community locally and beyond via an active business visitation program, market intelligence tools like CoStar, Hoovers and EZGovOpps, and connections with the business development eco-system that includes government entities like local incorporated municipalities, Maryland state agencies and federal agencies, and private sector entities like commercial industry developers and brokers, chambers of commerce and industry associations.

For me business development is the retention and growth of employers in the local economy and attraction of new employers. This includes for-profit and non-profit businesses and federal government agencies. By employers increasing their commercial investments in the county such as from their leasing, purchasing or expanding of commercial real estate properties, they grow the amount of taxes the county receives from commercial activity. And this is the part of the economy that the county needs most to expand because employers (and businesses in particular) consume much less of county resources for each dollar of local taxes

paid than is consumed by homeowners for each residential tax dollar paid. Increasing receipt of taxes more than expenditures provides the extra funding needed to afford an improved quality of life for county residents with more local employment opportunities, better schools, better roads, etc.





**ANDRE PLUMMER**  
FINANCIAL SERVICES MANAGER, PGCEDC



My name is Andre Plummer, and I am a finance professional possessing more than 18 years of experience, including 7+ years of alternative financial analytics and underwriting expertise. My experience brings a broad range of commercial lending and underwriting competencies. My role at The Prince Georges County Economic Development Corporation is multi-faceted. Primarily, I assist Prince Georges County businesses with realizing specific tax credits or incentives that may be applicable to their “projects”. In addition, I evaluate, qualify and manage eligible businesses that apply to our Economic Development Incentive Fund (EDIF) with gap financing for their “projects.”

My experience, as a member of the business development team, has been both exciting and rewarding. There is always something to learn or a new challenge that arises every day, and I look forward to meeting each challenge head on. The reward comes from knowing that my work makes a real difference in the lives of the County’s business community and residents, respectively.

Business development means many things to me. For one, I have the unique ability and vantage point to recognize opportunities for businesses that they may not otherwise have an understanding or realize. In addition, I am

able to strategize opportunities for businesses through relationships and partnerships. Business development largely consist of making connections, not just any connection, but the right one(s) in many instances.

This is a complex question, with many nuances. I would be remiss if I didn’t mention that starting

any business has its challenges and unique circumstances. One of the more prevalent misconceptions revolves around lending and lending opportunities. Often times, new businesses neglect to write and present a formal business plan. The business plan provides lenders and investors with a roadmap of the businesses current and future plans, and without it many issues can arise – such as time, money and resources being depleted. I wish I could say that I have helped “develop” businesses, but that would be a mischaracterization of my role. I would instead say that I help businesses uncover potential aid and assistance to their already existing

operations or strategic plans. For example, there a many industries we would like to attract to the county, such as information technology, research and development, hospitals and health services and federal government. These industry sectors are important to Prince Georges County’s economy, as they provide growth in county jobs,



**ALICIA MORAN**  
DIRECTOR OF INNOVATION &  
ENTREPRENEURSHIP, PGCEDC



I am a proven economic development professional with decades of experience. I have worked at the Maryland Commerce Department, in the Governor's Office, at a Science and Technology Research University that spun out companies and IP, with Main Street Communities and Programs, and with Small Business Associations, Industry Associations and International Businesses and Associations. I have a diverse and varied background and strong track record of support for the business and innovation communities in Prince George's County and the State of Maryland. I bring years of experience, insights and knowledge to the table -- having worked in the local and state government, non-profit,

private sector, academic and entrepreneurial communities. I have supported the small business and innovation community, as well as the resource partner and innovation ecosystem that supports these businesses. I've been with the EDC since late 2017 and have worked tirelessly throughout the pandemic and beyond providing programming, resources, and support to our local businesses, inventors, and non-profits. My current "role" at PGCEDC is Director of Innovation and Entrepreneurship where I work with small businesses and innovators and manage our incubator, accelerator and soft landing community and support many of the initiatives of our new strategic plan.



Business development means helping companies start, grow, and expand in our community - creating jobs, contributing to our tax base, and supporting a vibrant and diverse business ecosystem. As a member of the EDC team, business development means we are advocates, connectors, and problem solvers helping our diverse business owners in a variety of ways - whether they are starting their business, growing their business or successfully exiting their business. A key aspect of business development is being a strong supporter and partner to those in the business community - helping them navigate the dynamic and diverse aspects of running a business, financing a business, growing a business, launching new products, offering new services, building new facilities, opening new offices and business locations, etc. Business Development means understanding the full cadre local, state, federal incentives, programs, grants, resources and tools for innovators, entrepreneurs, minority, women, and veteran-owned businesses.

programs, mentors, access to financing, business resources, and a supportive work environment to allow for positive growth and expansion. Each and every day, I learn from local business owners while they too

**KIMBERLEE ANDREWS**  
SMALL BUSINESS MANAGER, PGCEDC



Kim Andrews is the Small Business Manager for PGCEDC. Kim grew up in Prince Georges County and attended PG County public schools from Elementary to High School. Graduated from University of Maryland, College Park-Smith School of Business with B.S. in Marketing. She has volunteered as a mentor for four(4) PG County Schools, where she developed a program for Career and Character Development called "Sister Circle." She also belongs to several local volunteer organizations such as TLOD, NCNW, and NAACP.

She has over 20 years Marketing and Business Development Experience. Her husband has owned a small business for over 25 years. Kim has owned several small businesses. Prior to PGCEDC Kim worked with SBDC as the Marketing and Training Manager for the State of Maryland, where she expanded their in-person training programs to record breaking levels.

My goal is to make Prince Georges County the Epic Center of Small Business. We help small businesses start, thrive, and grow with industry

specialized consulting, technical training, funding resources, commercial real estate and staffing assistance. We also have educational events for small business owners that focus on topics affecting minority and women-owned businesses, and technology based trainings for women, girls (STEM) and minority-owned small business.

Since coming to PGCEDC I have consulted businesses in various industries and provided a host of trainings, workshops, and events below:

- Provided Technical Training for In-Home Child Care Centers ( English & Spanish)
- Provided Podcast, Blogging and Social Media Training
- Financial Fitness Workshop
- TAD- Latino Small Business Development Program
- Facilitated MBE/DBE Training workshop for Hyattsville EDC.
- Next Level- Business Scalability Training
- Website Development Workshop
- Latino Women Business Breakfast- Sept. 27



**CESAR CUCUFATE**  
SMALL BUSINESS PROGRAM ASSISTANT



Meet Cesar Cucufate, the Small Business Program Assistant for PGCEDC. Cesar was born in Washington, DC, and raised in Hyattsville, Maryland. Though new in his position, Cesar has coordinated various training programs for small and minority businesses throughout the Metro area. His focus is on connecting companies with the resources they need to develop their businesses.

Cesar's most significant project with PGCEDC has been assisting the Grow Prince George's Program. The Grow Prince George's Program is a comprehensive training series designed to support Black, Indigenous, Persons of Color (BIPOC) women and Latino entrepreneurs in Prince George's County. His successful programs include the Latino Business Development Program, Next Level Ventures Program, and Podcast Media Training Program. These programs have allowed him to identify and support the growth of small businesses here in the county.

"I hope to witness the Prince George's County business market thriving, rivaling, and surpassing the success of our counterparts."- Cesar Cucufate

You can also watch Cesar alongside PGCEDC Latino Business Liaison, Rocio-Treminio Lopez featured on Telemundo's "Tu Guia." The show will feature a segment about the various programs and opportunities PGCEDC provides for the Hispanic business community.



# 02

---

**HEY MARKETING TEAM**



In today's digital age, the power of social media and digital marketing cannot be overstated. As the marketing department of the Prince George's County Economic Development Corporation, our team is dedicated to telling the story of our vibrant and diverse business community through a wide range of channels, including social media, press releases, video production, and more.

Our goal is to showcase the incredible growth and development that is taking place in our county, highlighting the innovative ideas and entrepreneurial spirit that are driving our economy forward. Through our social media channels, we share news and updates about local businesses, as well as resources and educational opportunities for entrepreneurs and small business owners.

We also work closely with local media outlets to ensure that our stories are being shared with a wider audience. Our team produces high-quality video content that showcases the unique character and strengths of our business community, from the booming tech sector to the thriving arts and culture scene.

At the core of our marketing efforts is a commitment to transparency, authenticity, and inclusivity. We believe that by telling the real stories of the people behind our local businesses, we can inspire others to join us in building a stronger, more resilient economy for all.

Thank you for allowing us to tell your stories and work together to promote the incredible business community here in Prince George's County.

[Expansion Starts Here](#)

**RHETT BUTLER**  
MARKETING MANAGER



Rhett Butler is the Marketing and Communications Manager for Prince George's County Economic Development Corporation. He has been in the Media, Branding, and Marketing business his entire career since his days as a Howard University student and has helped countless small businesses define their brand in the DMV region.

Rhett was instrumental in the creation, implementation, and brand direction of the creative economy for Washington, DC with 202Creates, as the former Director of Communications for the D.C. Office of Cable Television, Film, Music, and Entertainment.

Rhett has worked in sports as both an combat sports athlete facilitator for organizations like the Ultimate Fighting Championships and a media personality Up On Game Network / FOX Sports He has also been a stage manager for SHOWTIME Championship Boxing, the Soul Train Awards, Billboard Latin Music Awards along with many others. Rhett is also a member of the Boxing Writer's Association of America and an International Boxing Hall of Fame Elector

My name is Rhett Butler and I am the Marketing & Communications Manager at PGCEDC. I have helped create the brand identity and

strategy for the creative economy of Washington, D.C., multiple high-level global combat sports franchises, and small to large businesses in the DMV region. As a former journalist, I understand how to communicate with the media and prepare information in formats they understand and are attracted to.

Marketing creates visibility and connection for the business development process. Without it, there would be no cohesion between the entrepreneur and the resources that help entrepreneurship grow.

That there isn't an abundance of resources to help a business owner along every step of their journey. During my time at PGCEDC, I have witnessed businesses transform from good to great and that is a direct result of the wealth of resources found in the County.

It has been a pleasure to enter this organization and immediately start branding the staff, process and 40th

Anniversary of the organization. Along with our sub-sector programs and initiatives from Quantum Computing, Latino Business Services, Restaurant/Retail, Health & Life Sciences and overall Small Business endeavors, it has been a pleasure to affect so many people both within PGCEDC and throughout the County and world.



**JEREMIE HOWEL**  
GRAPHIC DESIGNER



Hello, My name is Jeremie Howell I was born in Brooklyn, NY, and raised in Prince George's County in the Bowie area. I'm a proud graduate of the Art Institute of Washington. I then became employed by the Health Department and worked on many projects there such as the CANCEL HIV CAMPAIGN and the flyer "Masked Up" directly used by the Health Department during the pandemic. I am currently working for Prince George's County Economic Development Corporation (PGCEDC), I have the pleasure of collaborating with the marketing team in completing many projects. Such as;

Quantum, Physician on the Potomac, State of the Economy, ICSC- Las Vegas, and Buy Prince George's just to name a few.



**JUSTIN GIBBS**  
DIGITAL MEDIA



Justin Gibbs is the Digital Media Producer here at PGCEDC. Justin was born and raised in Bowie, Maryland, where he developed an early fascination for visual storytelling. He graduated from Penn State University with a degree in Film and Video.

Before joining PGCEDC, Justin was a freelance photographer and videographer specializing in weddings, events, and documentary-style filmmaking. Over the summers, he also worked as a film instructor, teaching the youth of the joys and masterful techniques of narrative filmmaking. During his time in Pennsylvania, he played a crucial role in kick starting the Centre Film Festival, the first of its kind in the area. He later participated in the creation of the Annapolis Songwriters Festival, serving as both

lead videographer and graphic designer. Since joining PGCEDC, Justin has been instrumental in telling the county's story. Justin has assisted in producing various shows for PGCEDC, like *Creando Exitos*, *Take Out Tuesday*, and *Business Spotlight* on our YouTube channel.

**DENNIS AKINDURO**  
COMMUNICATIONS SPECIALIST



While I've lived in California, Louisiana, and Ethiopia, I have experienced the most time, 15 years, in Prince George's County. I moved to Prince George's County from California with my family when I was in the sixth grade. I attended the University of Maryland, College Park where I studied Family Science. Since then, I have completed two programs to earn my certifications in elementary education and web development.

After graduating college, I held a couple of temporary office jobs before landing my first permanent full-time role with PGCEDC as the front desk coordinator. However, I had to relocate to New Orleans for The New Teacher Project's TeachNOLA program to earn my teaching certification. After teaching for over five years in New Orleans, Oakland, and Washington, D.C., I have returned to PGCEDC as a Business Development program Coordinator! I believe in the impactful work that the EDC does to support local businesses and Prince George's County.

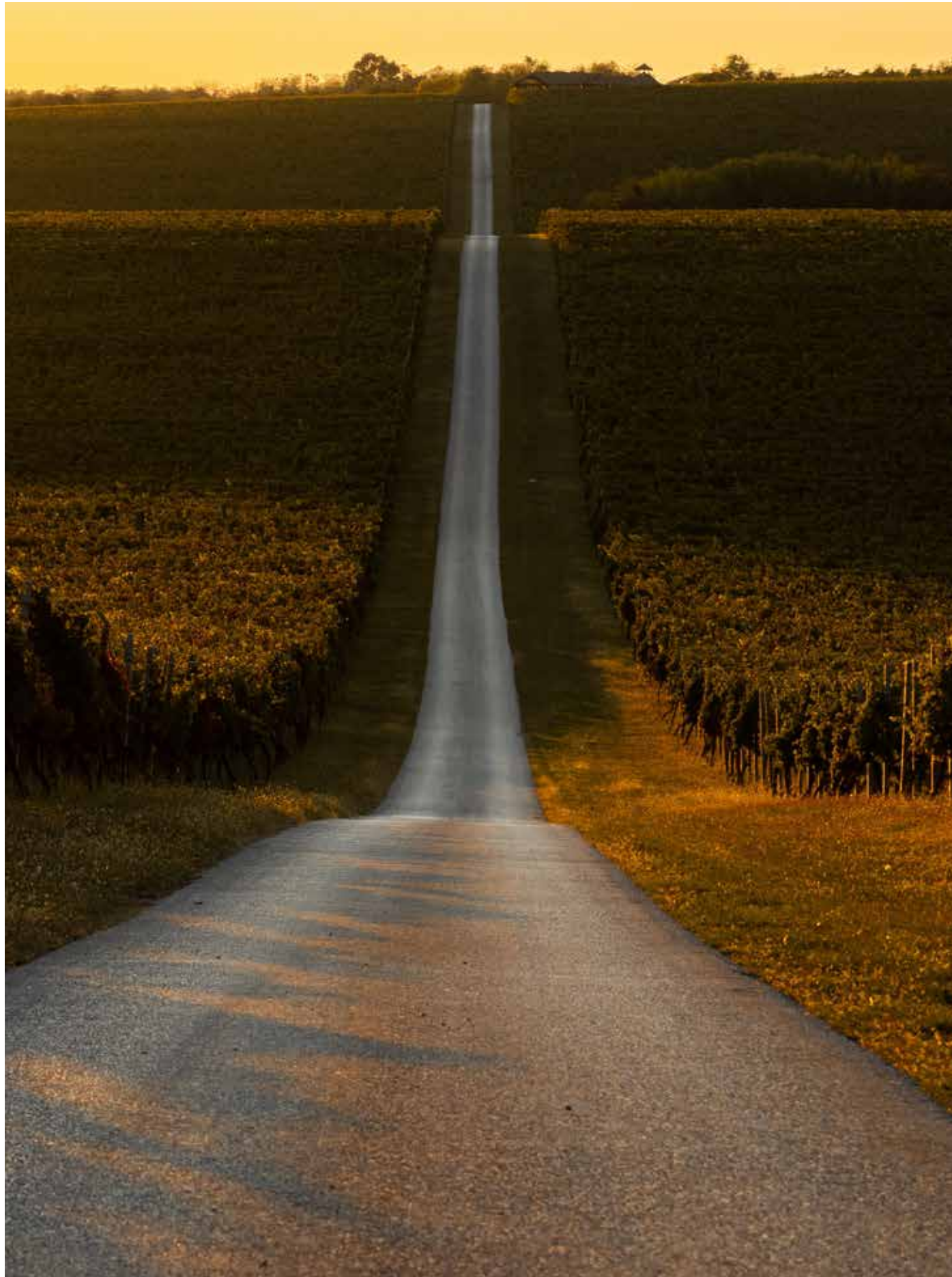
As the Business Development Program Coordinator, I collaborate with the Business Development Team on events, reports, and special projects. Also, I work collaboratively with the Executive Vice President, marketing, communication, and finance teams to maximize efficiency and productivity.

Tell us about any projects you've helped develop. Although I've recently started in August, I have had the opportunity to aid on multiple projects and events. Currently, I am working on EDC's Annual Report, which highlights EDC's accomplishments over the past couple of years.

To me, expanding PGCEDC means expanding the reach of our resources to support the business community.

Since I collaborate with many departments on the EDC team, my contributions increase efficiency across all clusters.





# 03

---

## BACK DOWN MEMORY LANE



to also successfully grow their small business. Innovation Station Business Incubator is directly connected to the Prince George's County Economic Development Corporation and its mission of job creation, business attraction, business retention and business expansion.

PGCEDC's Innovation Station Business Incubator is a dynamic business resource with a host of successful company graduates and members that continue to operate in our community and in the global marketplace.

ISBI collaborates with the other business incubators and entrepreneurial resources in the county, state, nation and world; so when you become a tenant at ISBI you not only get connected to our extensive PGCEDC services, but also connected to the resources of the broader entrepreneur and innovation assets in the county, state, nation and world and benefit from our affiliations.

The Innovation Station Business Incubator (ISBI) powered by the Prince George's County Economic Development Corporation is the elite business accelerator agent and entrepreneurial ecosystem hub of the County.

This vibrant, naturally lit space features turn-key office suites, virtual and collaborative co-working space to not only provide entrepreneurs with the environment to learn from fellow entrepreneurs, mentors, strategic partners, advisors, and investors, but





**WELCOME TO THE CAPITAL OF QUANTUM**



PGCEDC celebrated the Quantum World Congress 2023 at Tyson Corner, VA. PGCEDC President & CEO David Iannucci, University of Maryland President Dr. Darryll J. Pines, PGCEDC Director of IT and Cyber Security Mayank Kapur, and other University of Maryland Strategic Partners were just a few of the Prince George's contingent solidifying Prince George's County as the Capital of Quantum.

Quantum World Congress is the first of its kind. A global quantum conference, exposition, and network series that attracts a cross-sector, multi-disciplinary audience. It shows significant trends in quantum solutions, research, education, workforce, thought leadership, policy, business, and investment.





# GROW PRINCE GEORGE'S



# PATHWAYS TO FRANCHISING

There are many pathways to growing a successful business. The Prince George's County Economic Development Corporation (PGCEDC) is proud to present our own Pathways - a dynamic series of programs that take a deep dive into important economic development and business topics dedicated to growing our local business eco-system.

Our goal is to educate, inform and prepare local business owners to be at the top of their game when it comes to business expansion, management, financing, company finances and how to secure top level contracts. Together, with industry experts, we are Prince George's Proud to be your resource partners for business growth.







# PHYSICIANS ON THE POTOMAC

PGCEDC highlighted its Health and Life Sciences resources with an innovative event entitled Physicians on The Potomac. Held at a beautiful new health care facility at the National Harbor, luminaries from the county's medical community in addition to regional health care providers looking to expand into Prince George's County were hosted. The attendees received a first look at the newly built medical facility as a potential option for their expansion plans. With catering,

coordination and beverage service from Prince George's County based vendors, the event proved that Expansion Starts Here for health and life sciences businesses in Prince George's County.





# PGCEDC LOVES LATINO BUSINESSES



## LAUNCHING THE LATINO BUSINESS ACCELERATOR PROGRAM

IN PARTNERSHIP WITH M&T BANK

PGCEDC in partnership with M&T Bank held the graduation ceremony for the participants of the Latino Business Accelerator program. Hosted at Arts'tination in the National Harbor, graduates, supporters and stakeholders enjoyed a night filled with great food, networking, and celebration. The three winners of the business pitch competition were also announced during the graduation ceremony.

The seven-week Latino Business Accelerator program focused on business planning, establishing credit, managing bank accounts, marketing, branding, and licensing. Sessions were led by M&T and Prince George's EDC representatives and held entirely in Spanish. PGCEDC congratulates all the graduates of the Latino Business Accelerator program.







# ICSC LAS VEGAS 2023



PGCEDC made a tremendous impact at ICSC Las Vegas! Maryland Governor Wes Moore, Maryland Secretary of Commerce Kevin Anderson, and Prince George's County Executive Angela Alsobrooks along with members of the Prince George's County Council stopped by for the over 21 scheduled meetings. All engaged with attendees and more during the Monday and Tuesday portions of the annual convention.

ICSC LAS VEGAS is a premier retail and real estate two-to-three-day gathering of dealmakers and industry experts, who are driving innovation and evolution in the Marketplaces Industry.

Expansion Starts Here!



Prince George's County Economic Development Corporation (PGCEDC) in partnership with the Greater Prince George's Business Roundtable hosted the 2023 State of the Economy Address and Breakfast featuring Prince George's County Executive Angela D. Alsobrooks. The annual gathering brought together business leaders and residents for the County's premier business event.

"The coalition we've built to move our County forward must remain steadfast," said County Executive Alsobrooks during her speech. "Steadfast in our commitment to the people of Prince George's County, and to our shared vision for a brighter future here in this place we call home. I'm calling on all of you to keep strengthening the bonds of this community. To keep working together and to carry this vision

for Prince George's County with you. Do not just talk about the ideas we have for the future, take action now."

Attendees heard County Executive Alsobrooks's economic outlook and networked with the stakeholders, deal makers, and the business community from the State and Local level at The Hotel at the University of Maryland in the beautiful city of College Park, MD.

Expansion Starts Here!

# STATE OF ECONOMY



# BISNOW

**FUTURE OF PRINCE GEORGE'S COUNTY**







PGCEDC sponsored this year's BisNow: The Future of Prince George's County event at The Hotel at The University of Maryland. PGCEDC President & CEO David Iannucci discussed his vision for the "NEXT STOP, Prince George's County Major Economic Projects" Panel during the BisNow Future of Prince George's County event.

The event covered various Prince George's County topics, such as the Purple Line Corridor, the FBI Headquarters hunt, and how future economic development will provide more regional opportunities. It is an exciting time for Prince George's County, and the event proved yet again that Expansion Starts Here!



# SHE MEANS BUSINESS

**NATIONAL WOMEN'S SMALL BUSINESS SUMMIT**

The She Means Business event was a pivotal gathering aimed at empowering women business owners in the realm of government contracting. The event had 14 speakers and a multifaceted agenda, including educating attendees on the intricacies of the procurement process and government contracting opportunities at federal, state, and county levels. In addition to addressing the vital aspect of access to capital and funding for government contracts and hires, the event provided a platform to learn from accomplished government contractors who

shared insights on overcoming barriers, navigating obstacles, and avoiding pitfalls. The discussions went beyond knowledge-sharing, emphasizing effective networking strategies that have proven instrumental in securing government contracts. The event's underlying message was clear: encouraging women business owners to collaborate, network, and form partnerships to create alliances and collectively build capacity. The ultimate goal was not just seeking a seat at the table but, more ambitiously, building their own table and becoming the primes in the field of government contracting.







# 04

**THANK YOU TO OUR SPONSORS**

# Getting involved is important.

At M&T Bank, we know how important it is to support those organizations that make life better in our communities. That's why we offer our time and resources, and encourage others to do the same. [Learn more at mtb.com/community](https://mtb.com/community).

M&T Bank is proud to support the Prince George's County Economic Development Corporation - 40th Anniversary Gala.



 Equal Housing Lender. ©2023 M&T Bank. Member FDIC.  
Support provided by The M&T Charitable Foundation and its corporate sponsor, M&T Bank.



**MARYLAND'S PREMIER PARTNER IN  
BUSINESS GROWTH**

Every day, FSC First works to build financial health and opportunity throughout Prince George's County and Maryland. Through training, technical assistance programs and flexible financing options, FSC First is committed to empowering business owners with the capital and insights for success.

Visit our website to learn more  
[www.fscfirst.com](https://www.fscfirst.com)



1801 McCormick Drive | Suite 300 | Largo, MD 20774  
P: 301-883-6900 F: 301-883-6160  
[f fscfirstpgc](#) [t fscfirst\\_](#) [@ fsc.first](#) [in fscfirstpgc](#)



greater**washington**  
hispanic chamber of commerce



**Maryland**  
DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT



SKIDBLADNIR LLC



