Businesses are climbing out of a historic recession and recommitting to dig deeper, work smarter and do more with less.

In such an economic climate, it helps to have a partner who can help leverage your investment and increase results. Baltimore County offers a variety of programs designed to partner with businesses to help them not only survive, but thrive.

Small businesses often encounter difficulty obtaining the capital they need to grow. The recent credit crunch exacerbated the problem to a

See HELP II

On the horizon

Towson City Center: Caves Valley Partners is revitalizing a 12-story office development overlooking downtown Towson. The signature building at Towson Circle will include 155,000 square feet of office, ground-level retail, and restaurants with outdoor plaza seating, plus additional on-site parking.

Metro Center at Owings Mills: A 47-acre mixed-use transit oriented development with a town center design will surround the Owings Mills Metro station. Two new parking garages are open, with construction of a new community library and Community College of Baltimore County building to begin in the summer of 2011.
Baltimore County Workforce Development System - Department of Economic Development builds public-private partnerships to help both employers and potential employees adapt to an ever-changing economic environment. Workforce Development professionals provide both groups guidance, while connecting them with the resources and funding assistance necessary for employee development, occupational training and career transition.

The Business Team develops innovative strategies to address Baltimore County businesses’ workforce needs, providing professional consultative services while adding to Baltimore County’s “Transitioning Talent Pipeline” - a direct connection between employers and the diverse talent pool from within our Centers and the job-seeking community at large.

Many of our customers have industry specific certifications or possess transferrable skill sets from fields relevant in today’s labor market. They range from new entrants to the workforce to seasoned, credentialed professionals, as well as the untapped talent potential among our special populations. Whether expanding your own workforce or assisting in your employees’ transition during a downsizing, there’s a place for your company in Baltimore County’s pipeline.

To find out more about assistance to address workforce shortages, recruitment and retention strategies, skill gaps and training funding, or reductions in force, contact the Business Services Team. Baltimore County...we’re here to help.

Manager of Business Services - Carol Brooks
410-887-3501 cbrooks@baltimorecountymd.gov

WESTERN BALTIMORE COUNTY
Recruitment - Michelle Brown-Mosley
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CENTRAL & EASTERN BALTIMORE COUNTY
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Dear Daily Record readers:

Baltimore County’s business community, corporate leaders and entrepreneurs are committed to innovation, creativity and continuous growth. Baltimore County government is equally committed to supporting our business community with innovative ideas, infrastructure and a skilled workforce trained in 21st century skills.

Baltimore County’s diverse business community can be found on corporate campuses in White Marsh, Hunt Valley and Owings Mills, in research and development facilities at UMBC and Towson University, inside federal headquarters of the Social Security Administration and Center for Medicare and Medicaid Services, in manufacturers embracing state-of-the-art and green technologies, and in the neighborhood shops of our traditional downtowns.

With nationally recognized public schools, outstanding universities, a variety of tight-knit communities and a wealth of arts and recreation activities, Baltimore County is more than just a great place to do business. It is a great place for the people who make businesses work.

We invite you to be part of our dynamic business community.

Regards,

Kevin Kamenetz
Baltimore County Executive

Kevin Kamenetz
Baltimore County Executive

BY THE numbers

789,814
Population

Third largest population in Maryland

34.8%
College educated
Bachelor’s degree or higher

Second largest job center in Maryland

$63,348
Median household income

Third largest Maryland county by land area

$77,368
Median family income

Baltimore County Job Diversity

A  Education & Health Services  18%
B  Trade, Transportation, Utilities  18%
C  Government  15%
D  Professional & Business Services  14%
E  Leisure, Hospitality  9%
F  Financial Services  8%
G  Manufacturing  0%
H  Construction  0%
I  Other  3%
J  Information Services  2%

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Old places, new spaces

One sign of a strong local economy is that people, businesses and even buildings adjust and adapt to take advantage of changes in the economic environment.

A brief drive around Baltimore County illustrates many innovative examples of how physical space is being transformed to accommodate new uses in new economic times.

Firaxis Games, a prominent part of the county’s internationally known cluster of digital media, computer and video game development companies, recently sought a larger location to accommodate new business opportunities. The company envisioned a space that would reflect a culture based on imagination and play. Merritt Properties and Arris Design Studio assisted Firaxis in transforming a staid, older flex building into a space where 100 artists and programmers can be creative and productive.

The whimsical new office features asymmetrical walls and spaces, floating ceilings, hand-crafted oversized doors, a fitness studio, employee break room with kitchen and seating and, of course, a gaming area. The project, at 10 Leventon Circle in Sparks, was completed in September 2009.

Although the commercial real estate market as a whole still is recovering from the economic crisis, demand for medical office and laboratory space remains strong in Maryland. Recognizing the demand, Mercy Medical Center is working with Hanover Healthcare Eq- uity Partners to convert a former grocery at York and Ridgley roads in Timonium into a state-of-the-art medical pavilion. When the new facility opens in early 2011, it will feature spacious, modern patient care exam rooms for up to 15 primary care physicians and dozens of specialists. Diagnostic radiology, laboratory services, ERG, dexamcan and other services will be located conven-ienently under one roof.

The passage of federal health insurance reform legislation in late 2009 has put new demands on both the U.S. Centers for Medicare and Medicaid Services and the agency’s private contractors. MITRE Corporation, which has supported CMS from a small office near Route 40 West for several years, had been searching for a larger space closer to CMS headquarters in Woodlawn. The ideal location was a recently vacated manufac- turing facility located just outside the CMS gate. After a complete renovation, what once was a commercial bakery that made thousands of doughnuts a day is now 23,000 square feet of Class A office space. Forty MITRE employees have immediate access to clients at CMS, with room for future growth. The doughnuts, by the way, are still made daily at the new Bakery Express facility in Halethorpe.

In Pikesville, a former 1920s firehouse has new life as the corporate offices of the Katz & Luxenburg PA accounting firm. The adaptive reuse provides a charming and convenient space in the heart of downtown Pikesville for the firm’s expanded operation. Just down Reisterstown Road, the Pikes Diner offers a quirky and fun dining experience in the Art Deco space for-merly occupied by the Pikes Theatre.

In Catonsville, the century-old First National Bank building at 640 Frederick Road has taken on new life as the home of Brennan and Company Architects. The decorative stone building also houses Alter Ego, a 21st century business that specializes in green building materials and cleaning products.

Creative design, innovative space planning and an inventory of buildings spanning almost four centuries offer diverse opportunities for adaptive re-use and smart land use in Baltimore County.

Federal Center at Woodlawn

Baltimore County has launched a new initiative to spur investment and job creation near the headquarters for two of the federal government’s largest agencies.

The Social Security Administration and the Centers for Medicare and Medi- icaid Services (CMS) headquarters in Woodlawn employ nearly 16,000 people in Baltimore County, with related federal private contractors employing thousands more.

“Two strategic initiatives are designed to assure Woodlawn has a strong inventory of technology-ready offices for federal agencies and contractors, attractive shopping and dining choices, and adequate infrastructure to support this growing federal employment center,” said Balti- more County Executive Kevin Kamenetz.

A proposed Federal Center at Woodlawn Enterprise Zone would encompass about 340 acres of industrial- and com- mercial-zoned land in the vicinity of 1495 and Dogwood Road, including portions of the Rutherford Business Center, Wind- sor Corporate Park and the Meadows Industrial Park. Qualifying companies in a state-designated Enterprise Zone can benefit from property and income tax credits, which can result in substan- tial property tax savings. For example, a new $3 million capital investment in an Enterprise Zone property nets $371,150 in property tax credits over 10 years.

In addition to the proposed Enter- prise Zone, the initiative includes:

• Initiating a countywide review of infra- structure improvements in Woodlawn to assure water, sewer, and roads are adequate to support business growth.

• Designating a Department of Eco- nomic Development representative to work with federal agencies, private sec- tor businesses, developers and federal elected officials to attract additional fed- eral contracts and facilities to Woodlawn.

• Directing the County Department of Approvals and Inspections to fast-track permitting for major private de- velopment and redevelopment projects in Woodlawn’s commercial areas.

• Maximizing opportunities to strengthen the Security-Woodlawn retail corridor through the county’s com- mercial revitalization program and transit-oriented development at the four Woodlawn stations of the proposed Red Line light rail.

Demand for additional space in Woodlawn is growing. In 2010, the General Services Administration signed leases for additional office space to accom- modate CMS. The first move will occur in spring 2011, when the Centers for Medicare and Medicaid Services move into Windsor Station, a new office space converted from a former manufactur- ing building on Windsor Boulevard.

Private contractors in Woodlawn continue to benefit from the vast technol- ogy needs of CMS and Social Security. Development of software, systems integration, capture and storage of mas- sive amounts of data, implementation of federal health care reforms, and de- velopment of secure systems for elec- tronic medical records are growing ar- eas. Companies such as Lockheed Mar- tin Information Systems & Global Ser- vices, Marcom Systems, MITRE Corpo- ration, CSC and the General Dynamics Health IT Solutions sector at ViPS are creating hundreds of new high paying jobs in Baltimore County.
County companies spearhead energy innovation

Achieving a sustainable energy future requires a resilient manufacturing base that can continuously improve how we produce and use energy. Companies in Baltimore County are spearheading energy technology innovation, creating advanced manufacturing jobs and developing strategies that lead to long-term energy solutions.

The Clean Energy Technology Incubator at the University of Maryland Baltimore County provides services specifically tailored to the needs of companies working with solar power, wind power, geothermal, hydropower, biofuels, as well as energy management and storage technologies. An entrepreneur-in-residence and an advisory board of experienced researchers and executives in the clean energy sector provide companies with assistance.

Teledyne Energy Systems is a leading global provider of on-site gas and power generation systems and fuel cell test equipment. Teledyne’s plant in Cockeysville manufactures commercial hydrogen generator systems that support electric power plant construction and steel processing plants. Researchers there are developing new products for fuel cell testing, vehicle refueling, and PEM hydrogen fuel cells for electric vehicles.

Saft America’s Cockeysville plant designs and manufactures energy storage systems used in a wide range of equipment including weapons systems, military ground vehicles, satellites, laser weapons, underwater vehicles, planetary launchers, rovers, astronaut packs and even tools used to repair the Hubble Space Telescope.

Saft is the world’s leading manufacturer of nickel-cadmium batteries for industrial applications and of primary lithium batteries. In November 2010, Saft won the Andros Electric Trophy, the world’s first high performance car race with no emissions and no sound pollution. The car’s lithium ion battery was designed and manufactured in Baltimore County.

Advanced Thermal Battery’s (ATB) objective is to be the U.S. thermal battery center of excellence and the preferred supplier of U.S. defense organizations. Located in Cockeysville, ATB benefits from the significant experience in Department of Defense programs and thermal battery technologies of key personnel as well as from the transfer of technology and know-how from its parent company, ASB-Group. ATB provides a complete range of services for thermal batteries in the United States. Services include research, development and production capabilities to meet customer requirements.

General Motors is investing $269 million to build a new high-volume electric drive production facility next to its transmission plant in White Marsh. The new manufacturing facility, which will employ more than 200 workers, will have the capacity make 40,000 drive motors for cars and trucks a year. The auto maker already manufactures hybrid transmissions at the plant.

Power Up in Middle River is an international distributor and manufacturer of photovoltaic components and packaged power systems. With more than 20 years’ experience in the PV industry, the company designs and supplies more than 300 OEMs, 27 government agencies, 55 missionary/relief organizations and thousands of industrial accounts with reliable solar electric products to operate their equipment.

TESSCO Technologies has partnered with Kyocera Solar Inc. to provide solar energy systems and components to their expanding customer base. TESSCO’s new solar solutions have been designed specifically for the wireless communications industry, with many common configurations available off-the-shelf and customized. By enhancing Baltimore County’s energy manufacturing environment, the collaborative efforts of private enterprise, government and regional associations will boost innovation leadership for the 21st century and raise productivity and incomes.
Get to know these companies better

Medifast
In 2010, Forbes magazine named Medifast the number one small company in America, topping the publication’s list of best publicly traded firms with sales under $1 billion. The ranking was based on the company’s earnings and sales growth over the past five years. Headquartered in Owings Mills, the company has provided weight management products and services to more than one million people since its founding in 1980. In addition to the company’s headquarters operation with 380 workers, Medifast has franchise weight control centers in 10 states with new sites opening in 2011.

Richardson Farms
The Richardson family has been a part of Baltimore County’s 600 million agricultural community since the late 1920s. In addition to their farm properties, a new year-round retail store in White Marsh features fresh farm foods in a building reminiscent of an Amish pole barn. Customers can choose from fresh produce, a delicatessen, rotisserie meats, fresh chicken cut to order, oven baked breads, dairy products and more. An executive chef prepares seasonal menus from locally sourced ingredients. A large garden center next to the market features plants grown in the farm’s five greenhouses.

Noxilizer
Researchers at Noxilizer are developing the first major breakthroughs in medical sterilization technologies since 1960, paving the way for next generation therapies and medical devices. The company’s innovative work helps to ensure that highly sophisticated surgical instruments and medical devices used in minimally invasive surgeries and screenings can be sterilized effectively to prevent the risk of patient infection. Noxilizer recently raised $4.4 million in venture funding and is a resident company of the bwtech@UMBC incubator and accelerator.

BP Lubricants USA Inc.
BP Lubricants blends, packages and distributes Castrol and BP branded motor oils, gear lubes, hydraulic fluids and related products from its plant along Pulaski Highway in Rosedale. A recent expansion added additional tank capacity to the site, reducing the company’s energy costs by 80 percent, decreasing production time by 30 percent, and doubling employment at the facility.

MarquipWardUnited
MarquipWardUnited manufactures high-speed corrugating, finishing and sheething machinery for the corrugated box and paper industries. The Hunt Valley facility focuses on finishing equipment, including new equipment, upgrades, parts and field service. Almost two-thirds of the equipment manufactured at MarquipWardUnited’s Hunt Valley operation is exported to six continents throughout the world. More than 300 employees are associated with the Baltimore division.

DeJon Vineyards
DeJon Vineyards, Baltimore County’s newest winery and the most recent addition to the Piedmont Wine Trail, offers a variety of award winning wines and a pastoral scene of conserved wetlands in Long Green Valley. The family-owned and operated vineyard holds events such as Wine in the Wetlands and Saturday Night Concerts, and is available for private events. Open year round, DeJon is the eighth winery to be located in Baltimore and Harford counties.

Renegade
Renegade’s creative team provides advertising, marketing, social media and Web production from its sound stage, digital studio and production offices in Hunt Valley. A full service production house and creative agency, Renegade clients include Stanley Black & Decker, Comcast and the YMCA.

PHH Arval
With nearly 55,000 automobiles and trucks under management in sales and service fleets, PHH Arval is a leading fleet management services provider for corporate clients and government agencies throughout the United States and Canada. The PHH Arval Global Alliance extends the company’s reach throughout the world. More than 800 PHH employees are based at the company’s division headquarters in Sparks, providing sales, customer service and strategic direction to the global operation.

TESSCO Technologies
As the technology world goes wireless, TESSCO Technologies provides integrated product and supply chain solutions to support the construction, operation and use of mobility and data wireless systems. Headquartered in Hunt Valley, TESSCO is a total source provider to the ever-evolving global wireless marketplace. The company makes wireless work for wireless system operators, program managers, contractors, utility, transportation, enterprise and government organizations, and resellers.

RMF Engineering
RMF Engineering provides planning, design, engineering, commissioning and facility assessment services to clients in the healthcare, higher education, laboratory research and government sectors throughout the world. The firm is developing new engineering production methods and technologies, including building information modeling, carbon reduction strategies and in-depth assessment technologies. With consistent growth over the last decade, RMF employs more than 200 people in seven offices on the East Coast, including its new headquarters at the bwtech@UMBC Research and Technology Park.

Pevco
More than 600 hospitals in the United States and Canada use pneumatic tube delivery systems designed by Pevco. In 2008, Pevco opened a new 41,000-sq. ft. headquarters in Middle River, where 90 workers design and manufacture custom systems that facilitate movement of small items in large healthcare facilities. The new headquarters enabled Pevco to expand its research and development, manufacturing and customer support operations.

Seven Mile Market
When Seven Mile Market opened its new 55,000-sq. ft. store in November 2010, it became the largest kosher supermarket in America. Located on Reisterstown Road in Pikesville, the Seven Mile Market only sells products that meet the strictest certified kosher standards. The enlarged store offers all of the amenities of a typical supermarket, including a bakery, café, florist, pharmacy and salad bar.
Match jobs with talent

Baltimore County’s Workforce Development Centers have the tools, resources and professionally trained staff to help job seekers explore career options, enhance their skills and enter or re-enter the job market in a high-demand, high-growth industry.

Funded through a combination of federal, state and local resources, the county’s three centers are dedicated to providing employment and training services to job seekers throughout the county.

The centers allow job seekers to access three levels of service: Core, intensive and training services. Core-level services allow area job seekers to use government employment databases, such as the Maryland Workforce Exchange and regional job fair information; to attend on-site professional development seminars taught by instructors from the Community College of Baltimore County; and to participate in career interest and aptitude testing using the latest industry tools. Core services also offer self-directed Microsoft program tutorials and résumé writing assistance.

Intensive- and training-level services are available to job seekers who still require additional assistance finding employment. Intensive services include career planning and consultation with a certified career development facilitator and the development of an individual employment plan. Training services are available to job seekers who have worked through both core and intensive services and have not yet obtained employment. Job seekers are required to apply for innovative area training funds and training eligibility and have not yet obtained employment. Job seekers are required to apply for innovative area training funds and training eligibility.

Workforce Development also provides assistance to special populations through special programs:

• American Indian Job Training Program — provides quality employment and training services in ways consistent with traditional cultural values and beliefs of the people they are designed to serve.

• Re-Entry Transition Services — provides services to jail inmates or prison inmates whose criminal background may act as a barrier to successful employment.

• Veteran Services — provides qualified veteran men and women and their spouses with additional services and resources.

The office also assists employers of companies that are downsizing or leaving the area to locate employment at other companies. The rapid response program assesses employees’ skills and connects workers to other employment opportunities.

Business, government, education improve climate

Business, government and education work together in Baltimore County to create jobs and improve the economic climate.

The high quality of our educational institutions at all levels is one of the county’s most important assets. County businesses benefit in many ways from their proximity to those institutions and their specialized resources.

University-sponsored business incubators

Baltimore County is home to two university-sponsored incubator facilities, TowsonGlobal and bwtech@UMBC.

Towson University’s resident business incubator for early-stage companies, TowsonGlobal, is helping entrepreneurial enterprises find success in the global economy by making available office facilities, business counseling, workshops and access to university resources. Member companies have access to first-class facilities and can participate in valuable seminars and workshops on pertinent topics in the international business world. They also can take advantage of one-on-one counseling on issues unique to each company and interact with other organizations to augment the resources needed to establish a strong business foundation.

TowsonGlobal recently launched two new initiatives aimed at supporting start-up enterprises, the Entrepreneurs Portal and the Business Plan Competition. The Entrepreneurs Portal brings together the information and resources of respected organizations such as Small Business Administration, Maryland Technology Development Corporation and the U.S. Minority Business Development Agency to help entrepreneurs get started and become more fully prepared for entering an incubator. Resources include advice on business plan organization, securing financing, finding international opportunities and making presentations about your business. A new addition to the center’s resources and programs this year is the TowsonGlobal Business Plan Competition, designed to encourage growth and innovation in startup companies. The competition kicked off in early February, and winners will be announced in April 2011.

The bwtech@UMBC Incubator and Accelerator is a life sciences and technology business incubation program that is currently home to more than 30 early-stage bio-science and technology companies. Clients enjoy affordable office and wet lab space and flexible lease arrangements, as well as access to resources and networking opportunities to help their businesses succeed.

An experienced entrepreneurial services staff provides resident companies with general business support services and access to an active network of mentors and investors. The incubator’s location at and affiliation with UMBC provides the potential for collaborative relationships with UMBC faculty and graduate students, and access to shared scientific equipment and other university resources.

Specialized programs include the Advantage Incubator, a unique, innovative approach to business incubation for small disadvantaged businesses that have substantial business activities in technology related state and federal contracts and programs.

The Clean Energy Technology Incubator supports companies working in fields related to clean energy technologies and provides business services tailored for those companies’ special needs, including market assessment, business planning, networking, a part-time Entrepreneur in Residence and an advisory board composed of experienced researchers and executives in the field. Cync, a new business incubator partnership between Northrop Grumman and UMBC, nurtures high-potential, early-stage companies as they develop the tools to secure and protect the computer hardware, software and networks vital to national defense. Idea Lab offers mentoring and business advice to UMBC students and faculty interested in starting their own technology companies. The ACTIVATE! program is a yearlong, applied entrepreneurship training program focused on teaching women with some technical or business experience to create technology companies based on inventions from the region’s research institutions and federal laboratories.

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Enjoy a greater Baltimore County

The conference and tourism industry means business in Baltimore County.

According to IHS Global Insight, visitor spending represented $1.85 billion or 13.4 percent of state tourism sales, or $13.4 billion in direct tax receipts to Baltimore County in 2009. Tourism also means wine trail tours, water recreation, internationally renowned steeplechase racing, fine dining, high-end shopping, regional festivals, battle reenactments and cultural experiences. To communicate those rich experiences, Baltimore County has launched a new visitor outreach initiative that includes a new Visitor Guide, website and Facebook page.

More than 40,000 visitor guides have been distributed to 150 locations throughout the region, including Maryland Welcome Centers and local visitor centers, hotels, attractions, restaurants, senior centers, libraries, parks and more. The glossy, 24-page books illustrate the diversity, accessibility and affordability of our region. Inviting visitors to "enjoy a greater Baltimore County," the guide also includes hotel, shopping and dining directories.

The new website, EnjoyBaltimoreCounty.com, provides up-to-date listings, including itineraries, an interactive meeting planner form, a list of free things and a calendar of events. Visitor Guides can be ordered from the site.

Baltimore County Tourism also is on Facebook. Become a friend and keep up to date on local events and deals. During these economic times when counties are competing for conference and tourism dollars, Baltimore County is well positioned to attract and retain the traveling public.

For more information, visit www.EnjoyBaltimoreCounty.com.

Arts and culture alive and well

The arts, culture, history and music are alive at more than 100 museums, theaters, music, dance and film series, galleries, and history, science and nature exploration centers in Baltimore County.

The arts add meaning to our quality of life. They also add jobs and dollars to our economy. Arts-related businesses in Baltimore County employ 7,366 people, according to a 2010 Creative Industries Report by Americans for the Arts. The arts provide jobs, help attract and retain an educated, creative workforce, engage cultural tourists, and generate tax revenue that helps Baltimore County maintain its outstanding quality of life.

Baltimore County's colleges and universities are centers for artistic innovation, showcasing professional, faculty and student talent. Rich, year round programs and exhibitions of art, multi-media and photography, theatre and music performances, festivals, and national lecturers can be found at UMBC, Stevenson University, Goucher College, Towson University, The Park School, St. Paul's School, and the three campuses of the Community College of Baltimore County.

The Gordon Center for Performing Arts in Owings Mills hosts an eclectic variety of professional entertainment in music, theater, dance, family programming and film. A glance at the calendar might find the Baltimore Jewish Film Festival, musical tributes to Elvis or Bilio Holiday, the U.S. Naval Academy Band and national performers.

Other area arts and cultural highlights include:

Visual arts

Juried art, sculpture and multi-media shows and festivals by the Towson Art Collective and Northern Baltimore County Art Foundation. The collection at the Asian Arts & Culture Center gallery at Towson University has grown to nearly 1,000 works of classic and contemporary art including ivory, wood, and jade carvings, paintings and prints, and ceramics and textiles.

Music

Jazz, rock, classical, blues, indie and choral music at ESO outdoor summer concerts and Oregon Ridge, choral and classical music at the Great Hall, early music on period instruments by Pro Musica Rara, blues, R&B and bluegrass leg- endary year round at the Baltimore Blues Society and annual Hot August Blues festival, national indie bands, legendary rockers and the latest local bands at the Recher Theatre.

Theatre

Sixteen theatre companies include the Baltimore Actors Theatre featuring classic Broadway productions and family friendly summer theatre at Cockpit in Court at the Community College of Baltimore County Essex.

Museums

One-of-a-kind museums highlight Baltimore County's unique contributions to history and science, including the Glenn L. Martin Maryland Aviation Museum, Benjamin Banneker Memorial Historical Park and Museum, and the Fire Museum of Maryland.

Dance

Baltimore County-based companies include the Baltimore Ballet, Deep Vision Dance Company, Common Ground Dance Company, Air Dance Bemasoncay, and Moving Company Dance Center.

Science exploration

Hit the trails for exhibits, workshops, and science exploration at the Irvine Nature Center, Marsh Point Nature Center or Oregon Ridge Nature Center.

Visual and Performing Arts Venues

Community College of Baltimore County Gordon Center for the Performing Arts, Oregon Ridge, Recher Theatre, Kraushaar Auditorium at Goucher College, Ward Center for Performing Arts at St. Paul's School, Stevenson University and the Recher Theatre.

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Defending cyber networks

President Obama has said that the growing number of attacks on our cyber networks has become “one of the most serious economic and national security threats our nation faces.”

TechGuard Security has supported national cyber defense initiatives and critical infrastructure security. A woman-owned firm, TechGuard Security is headquartered in Towson, Maryland, such as the C4ISR Command at Aberdeen Proving Ground, the National Security Agency, U.S. Cyber Command and the Defense Information Systems Agency command at Fort Meade, cyber security represents one of the region’s fastest growing job creation sectors.

Private firms in Baltimore County are developing critical products to thwart cyber invasion. Ocusal Labs designs innovative products to protect computer displays against data leakage. The company developed active display software that responds conveniently and automatically to a user. With tools for business, government and consumers, the software presents a normal clear screen when the user is present and viewing the display, but when the user’s attention moves away, the software immediately blurs the screen.

Rose Technologies Inc. (RTGX) provides information and network infrastructure assurance and support services that include cyber security, certification and accreditation, server and desktop support and technology insertion. RTGX is part of a team that has been working with the National Security Agency, whose command is moving to Fort Meade by the end of 2011.

For the past 10 years, TechGuard Security has supported national cyber defense initiatives and critical infrastructure security. A woman-owned firm, TechGuard Security addresses information assurance and network infrastructure assurance and presents a normal clear screen when the user is present and viewing the display, but when the user’s attention moves away, the software immediately blurs the screen.

Northrop Grumman’s Cyne program, a new incubator partnership with bwtech@UMBC, nurtures high-potential, early-stage companies as they develop tools to secure and protect the computer hardware, software and networks vital to national defense. Among the entrepreneurial companies at Cyne is Clear Resolution Consulting, which advises companies on cyber security strategies, business process re-engineering and computer network operations.

The Community College of Baltimore County’s Institute for Cyber Security is headquartered in the School of Applied and Information Technology at the Essex campus. Network Technology students take a rigorous two-year program of study leading to either a BS degree in Applied Science in Network Technology with an emphasis on cyber security.

The University of Maryland Baltimore County, one of the country’s fastest growing job creation sectors, ranks fourth among U.S. research universities in Maryland, Washington, D.C. and Virginia. The campus offers a master’s degree and a graduate certificate in cyber security, and is rated a Center of Excellence in information assurance education and research. The campus of UMBC graduates work in the intelligence community for key federal agencies and private partners.

The University of Maryland Baltimore County ranks fourth among U.S. research universities in the production of IT degrees and certificates, and is the largest producer of such graduates among research universities in Maryland, Washington, D.C. and Virginia. The campus offers a master’s degree and a graduate certificate in cyber security, and is rated a Center of Excellence in information assurance education and research. The campus of UMBC graduates work in the intelligence community for key federal agencies and private partners.

Baltimore County game developers have created some of the best selling history, sports, and strategy games of all time, with talent from around the world coming to work for the County’s marquee game companies. Designers and programmers at Zynga East in Timonium developed Frontierville, a wildly popular social game with 34.9 million users playing from the game’s June 2010 debut to September 2010. Players engage their friends to build and live in a frontier town, with some players spending real money to buy virtual goods that enhance their game play.

Dreamed of starring in your own video game? Baltimore County’s newest digital entertainment company can make it happen. ShapeShot creates a 3D scan that can put you into a video game, or even turn you into a bobble head. Four off-the-shelf digital cameras capture an image instantly. These images are then combined using proprietary software to create an accurate three-dimensional model of a face with textures.

Baltimore County game developers include

- 3DMVP
- Baltimore Softworks
- Hunt Valley
- Big Huge Games
- BreakAway
- Day 3 Studios
- Baltimore Digital Steamworks
- Enlight Interactive
- Exact Image
- Firaxis Games
- Kaltoons
- ShapeShot
- UMI BIC Imaging Research Center
- Vision Video Games
- ZenMax Online
- Zynga East

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Games shaping the digital future

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There’s new life on Main Street

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In Northwest Baltimore, revitalization efforts in Pikesville, Reisterstown and along Liberty Road are leading to new and planned business growth.

In Pikesville, new businesses and new developments are underway. At the intersection of Reisterstown and Old Court roads, construction on a new Walgreens will begin soon, replacing the existing Staples. Fear not office supply lovers: Staples will remain in the community, filling a vacant space at the Pikesville Shopping Center.

At the corner of Reisterstown and Sudbrook, new life is replacing old. Two buildings have been demolished to make way for a two-story retail/office building that will further the pedestrian scale of the 1100 block while bringing new businesses and employment to Pikesville.

On the restaurant scene, Suburban House restaurant has relocated, and it is bigger and better than ever. Jilly’s, Mari Luna Latin Grill, Vernisage, Mr. Chan’s and the Pikes Diner bring a diverse and lively restaurant row to downtown.

In Reisterstown, the county and the community are working together to create a vision for Main Street. The newly formed Reisterstown Improvement Association is a partner to create a downtown that is attractive to customers and new development. The goal is to enhance the pedestrian friendly, attractive nature of Reisterstown with new businesses that will attract new customers to downtown. To launch the effort, the county is providing a grant to the Reisterstown Improvement Association to install new planters, benches, banners and trash cans along Main Street.

Along the commercial corridor of Liberty Road, the county is focusing on growing business and development in the heart of Randallstown. Anchored by the corridor’s largest employer, Northwest Hospital, the center of Liberty Road also boasts a new, state-of-the-art community center. It’s unlike most community centers, and features basketball courts, a swimming pool, meeting rooms, a computer lab and an arts theater. The community center has become the central hub of the corridor. A Walmart Supercenter is filling a long vacant section of Liberty Plaza shopping center. The county recently funded a market study for Randallstown to determine what uses the area could support. The county and property owners will use the information to analyze redevelopment and business attraction opportunities that exist for the Liberty Road corridor.

The newly formed Reisterstown Improvement Association is partnering with Baltimore County to enhance the pedestrian-friendly downtown with new businesses that will attract new customers. Current merchants along historic Reisterstown’s Main Street include the Ski Shoppe, Constellation Books, Alice’s Tea Room, and The Cow.

A diverse selection of Baltimore County’s 22,000 businesses

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The Daily Record  BALTIMORE COUNTY GROWTH  March 2011

There's new life on Main Street.

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Starting a small business? Plan ahead

Starting a small business takes talent, passion and hard work.

But it all begins with research and planning.

Risk is unavoidable when you're starting a small business, but when properly prepared and educated, an entrepreneur's chances of success increase.

Carefully consider the impact of becoming a business owner. Why are you considering entrepreneurship? Being your own boss can bring increased earning potential and creative freedom; however, it often takes a great deal of effort and time for those goals to be realized. Consider your options carefully as mistakes can be costly.

Don’t overlook local, state and federal regulations. There are often multiple regulations with which a new business must comply, such as obtaining business permits or professional licenses, and adhering with zoning regulations.

Determining the legal structure of your business is also an important step. Decide whether a sole proprietorship, partnership, LLC, corporation or non-profit organization should be formed. Each has different legal and tax implications, so it’s beneficial to discuss the benefits with an accountant or attorney.

Finally, register a business name with Maryland’s Department of Taxation and Assessments and research what tax filing is required for your business activity. You can obtain information on identification numbers from the Internal Revenue Service, the state’s Department of Taxation and Assessments or your local revenue agency. It also may be necessary to obtain workers’ compensation, unemployment or other types of insurance.

At the Baltimore County Small Business Resource Center, a team of counselors is available to work one-on-one with business owners, provide assistance with business plan preparation, business development and strategic planning. Entrepreneurs also may benefit from business referral services, assistance in securing U.S. Small Business Administration and private sector financing, as well as help with the minority- and women-owned business certification process.

For more ideas and assistance, contact the Baltimore County Small Business Resource Center at (410) 825-8612.

Enjoy a GREATER BALTIMORE COUNTY

> Help Businesses have many allies

Continued from 1

nearly unprecedented degree. The county’s Small Business Loan Partnership is a creative approach to addressing small business financing needs. The partnership provides direct loans for real estate acquisition and improvements and equipment acquisition. Loan partnership funding is provided by 16 financial institutions. A loan from the partnership and a direct loan from one of the participating lenders can provide financing for up to 90 percent of a project’s cost. Businesses are eligible tax credits for investing in Baltimore County’s designated Enterprise Zones and Commercial Revitalization Districts.

With technology and work processes rapidly changing, Baltimore County partners with human resources managers to secure training grants for upgrading worker skills. Companies also can benefit from custom and industry-focused job fairs, recruitment and transition services. The county can facilitate training courses at area colleges and universities customized to a company’s needs.

The Baltimore County Department of Economic Development supports more than 2,000 businesses in the county’s commercial revitalization districts through its Rediscover Your Neighborhood Downtown marketing campaign. Through cost-effective use of social media and targeted advertising, the campaign provides tips on where to shop, dine and find unique gifts and personalized services in the county’s traditional commercial areas. The Holiday Free Metered Parking program, offered in partnership with the Baltimore County Revenue Authority, gives area shoppers free parking at all street meters and metered county parking lots during selected weeks of the important holiday shopping season.

With dining out a discretionary expense, the restaurant sector struggles as many households balance strained budgets in part by dining out less. A leading market research group reported that consumer spending at restaurants fell 1 percent in May 2010, the first decline in dollars spent since 1976, when the firm started tracking foodservice industry sales. To energize the local restaurant sector, Baltimore County partnered with the Baltimore County Chamber of Commerce to launch the first Baltimore County Restaurant Week from Jan. 14-28, 2011. More than 40 restaurants took part, offering special menus and discounts to help increase business during the traditionally slow month of January.

Helping businesses do more with less is a theme that runs through the county’s economic development programs, whether through providing tax credits for investments in targeted areas, workforce training assistance to help employees adapt to new opportunities, or loan partnerships that leverage private sector capital. By working together, both the county and its businesses community can grow stronger, even in such challenging economic times.
Room to grow. Resources to prosper.

There's room to grow in Baltimore County’s diverse business community of 22,000 companies. Find a work environment with the infrastructure and resources your company needs to prosper, fueled by talent from central Maryland’s 20 colleges and universities.

Choose the Federal Center at Woodlawn next to headquarters for the Social Security Administration and Centers for Medicare and Medicaid Services. Build-to-suit in Middle River near I-95. Ship global with deepwater port access at Sparrows Point. Ease the commute in Owings Mills and White Marsh town centers. Join corporate headquarters in downtown Towson and Hunt Valley. Nurture discovery and entrepreneurship at Towson University's TowsonGlobal business incubator or the bwtech@UMBC research and technology park.

Invest in your business. We can help.

- Confidential site selection searches
- Streamlined development and permitting process
- Worker recruitment and training assistance
- Financing assistance
- Tax credits in enterprise zones and redevelopment districts
- Baltimore County Small Business Resource Center

Baltimore County Economic Development
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Baltimore County Executive Kevin Kamenetz and the Baltimore County Council