

THE MORGAN ASSOCIATION OF PLANNING STUDENTS *presents the 1st annual:*

PROFESSIONAL DEVELOPMENT INSTITUTE

**FREE
EVENT!**

SATURDAY	9:00	to	9:30	Sign-in and Breakfast
March 8 TH	9:30	to	9:50	Welcome Speaker
9a.m. - 12p.m.	10:00	to	10:30	Session #1
Followed by	10:40	to	11:10	Session #2
a networking	11:20	to	11:50	Session #3
lunch hour	12:00	to	12:30	Closing Remarks and Lunch
	12:30	to	1:00	Networking Open House



WELCOME!

As the Founder and First President of the new Morgan Association of Planning Students (MAPS), it is with great pleasure that I welcome you to the first MAPS Professional Development Institute (PDI)! Whether you still have a few more years of school left or already have your degree, we're sure that you'll find our PDI an invaluable experience!

Please, enjoy some light breakfast and have a peek inside the **Resource Lounge**. There, you'll find a collection of career resources to take home. You can also visit this room at any point today to watch streaming planning videos. Who knows, you may even get insider resume tips, or spark a conversation with your future employer or colleague in the Resource Lounge!

Next, be sure to browse the program and choose which **sessions** to attend. Stick around afterward during the wrap up for some **networking**. We'll also have a **panel**—featuring MSU alumni Andrew Giraldi, Troy Leftwich, and Cherise Orange, along with Lauren Good, AICP, of Young Planners—to answer your questions about life after graduation (be sure to submit your questions at the sign-in table!).

So, we've got a lot planned for you today. Are you ready? Of course you are! Today, and in your future job hunting, we at MAPS wish you the best of luck!!



Megan Griffith, MAPS President

Keynote: Dr. Linda C. Janey

Dr. Janey is an experienced administrator, intergovernmental coordinator, planner, grants writer and advocate. She has a master's degree in urban planning from Morgan State University and a law degree from the University of Baltimore. Dr. Janey is trained in alternative dispute resolution and counseling. As the Assistant Secretary for the Maryland Department of Planning, she oversees the State Clearinghouse for Intergovernmental Assistance Division, which under federal and state Executive Orders, is the federal State Single Point of Contact (SPOC) for federal financial assistance and direct development activities occurring in Maryland. Dr. Janey also has oversight of the State Redistricting Division which provides technical assistance to the local boards of election, staffs the Governor's Redistricting Advisory Commission and coordinates the Redistricting statewide citizen outreach efforts. In addition, she serves as the Governor's alternate to the Appalachian Regional Commission (ARC) and as a special assignment for the 2010 Census, Dr. Janey developed, coordinated and implemented a very successful statewide Census citizen outreach program. Currently Dr. Janey is pursuing a certificate in Community Building Strategies at the University of Baltimore.

Session 1: Adventures in Job Hunting*Cindy Foster, Founder and Career Coach at B'More Hireable*

Do you have a personal pitch? You should! Find out how you can create a pitch and hear some of the best and most effective resume secrets. This talk will discuss preparing for the job hunt and navigating today's job market.

Session 2: What is the Secret to a Great Interview?*Cindy Foster, Founder and Career Coach at B'More Hireable*

Hear about the ins and outs of the interview process. From preparation to execution, get advice about interviewing (including how to talk about \$\$!).

Session 3: Make the Job Hunt Worthwhile*Tom McGilloway, Principal at Mahan Rykiel Associates*

This session will address effective resumes, provide interview pointers, review portfolio considerations (if applicable), and provide additional tips for investigating a position. The session will offer general guidelines as well as strategies for planning candidates seeking work in a private, multi-disciplinary design and planning firm.

Session 1: Public Versus Private Sector Planning*Jim Palma, AICP, Senior Manager, Research & Information at Maryland Department of Business & Economic Development*

There are real differences between public and private sector planning. So what are they? And What are the similarities? Jim will talk about differences with regards to a planner's responsibilities, workloads, skill sets, the planning process, and much more.

Session 2: New Planners and AICP*Jackie Seneschal, President of the Maryland Chapter of the American Planning Association; Senior Supervising Planner at Parsons Brinckerhoff, Baltimore*

What is AICP and why is it important? In this session, Jackie will talk a bit about a planner's career strategies at different stages in a career—starting early, when thinking about the first job, and then on to AICP Certification and why you'll want to consider it.

Session 3: Job Hunting for Recent Landscape Architecture Graduates*Aaron Teeter, Principal at Floura Teeter Landscape Architects*

Hear Aaron talk about what he would be looking for in a recent graduate who was applying for a job at FTLA, and what a new hire might expect during their subsequent first year of work.

Session 1: Insights from a Planning Consultant*Chris Jakubiak, President of Jakubiak Town & City Planning*

In this session, Chris will impart practical insights into the planning field. From the perspective of his firm, which principally consults with municipal clients here in Maryland, Chris emphasizes the multidisciplinary skill set that is needed in young planners.

Session 2: The Planning Process as a Career Guide*Jim Potter, Community Planner in the U.S. Department of Housing and Urban Development's Environmental Planning Division*

Regarding the profession, there are things about being a planner that aren't so obvious. For example, your career plan needs to be flexible. You never know what your next job might be. Next, many things planners encounter are process oriented. The planning process is very adaptable, and it can be applied to a variety of circumstances. Hear James talk about the planning process as a career guide.

Session 3: The Horseshoe Casino Master Plan - Data Driven Planning*Travis Pate, Planner II, Research & Strategic Planning, City Department of Planning*

Travis will discuss the Horseshoe Casino project development from three stages: 1) collecting data about the neighborhoods surrounding the Horseshoe casino, 2) collaborating with city agencies to produce a series of data-based maps to use in public meetings for the purposes of developing a Casino Area Master Plan, and 3) helping facilitate during those public meetings.

SPEAKER BIOS

Cindy Foster

Cindy has been in the recruiting and HR field for over 20 years. In 2010, she launched B'More Hireable with the goal of helping individuals navigate this very challenging job market. Cindy offers some of the same services you'll find with any career coach—self-evaluation, resume writing and interviewing—but she takes it a step further and offers services to help keep the job seeker motivated and focused throughout the long and often frustrating job selection process.

Christopher “Chris” Jakubiak

Chris Jakubiak is President of Jakubiak Town & City Planning and has 23 years of experience. He holds a master's degree in urban planning from the University of Illinois.

Tom McGilloway

Tom McGilloway is a Principal at Mahan Rykiel Associates, Inc. a landscape architecture, urban design and planning firm located in Baltimore, Maryland. Tom is a 1984 graduate of The Pennsylvania State University with a Bachelor's of Science degree in Landscape Architecture. He has 29 years of experience in planning and design of downtowns, neighborhoods, open spaces, streetscapes and campuses throughout the United States. He has worked extensively with towns and “Main Street” communities throughout the United States. He frequently speaks at Main Street, downtown, and parks conferences. Recently, Tom led and completed a stakeholder based place-making open space plan for Downtown Baltimore.

In addition to his professional experience, Tom is active in the preservation and revitalization of his own community. He was an active board member of both the Neighborhood Design Center (Baltimore) and Friends of Maryland's Olmsted Parks and Landscapes; President of Hampden Village Main Street, one of Baltimore's Neighborhood Main Street programs; and currently serves on the board of Friends of Wyman Park Dell and the Friends of Stony Run.

James “Jim” Palma

James Palma is a Senior Research Manager at Maryland Department of Business and Economic Development. He has been active in the areas of demographic and economic policy research for over 15 years. Prior to joining DBED, Jim was a planner for the Maryland Department of Planning, where he worked to support Census 2010 and PlanMaryland. Previous to this, Jim worked for a private planning and engineering firm in Florida and was a researcher for a public policy institute at the University of Massachusetts. Jim has presented at various conferences on topics such as the use of Longitudinal Employer-Household Dynamics data in Smart Growth measurement and predicting future land use needs for industrial development, as well as researching and authoring numerous articles and studies. Jim received a B.A. in Political Science and an M.R.P. from the University of Massachusetts at Amherst.

Travis Pate

Travis Pate is a Planner II with the City of Baltimore, Department of Planning. Travis researches demographic trends in Baltimore and produces analytical maps for city agencies and the public. Travis holds a Master's of City and Regional Planning from the University of North Carolina-Chapel Hill.

James "Jim" Potter

Jim is a Community Planner in the U.S. Department of Housing and Urban Development's Environmental Planning Division. He is a member of the American Institute of Certified Planners and a Licensed Professional Planner in the State of New Jersey. He is the Department's subject matter expert on environmental noise. He manages compliance with the noise regulation (24CFR51B) and airport clear zones (24CFR51D). He is HUD's lead on implementation of Executive Order 12898 on Environmental Justice. He serves on a variety of interagency committees and working groups most notably the Federal Interagency Committee on Aircraft Noise, Environmental Justice Interagency Working Group, and Coastal America.

Mr. Potter has been with the Department over 7 years. His previous professional experience was in the private sector as a military master planner for 7 years and as a site designer with land development engineering firms for 10 years. He earned a Master of Science in Environmental Management from the University of Maryland University College and a Master of City and Regional Planning from Morgan State University. Jim began his academic career with a BS from Towson State University in Geography and Environmental Planning.

Active in the American Planning Association, Jim is a past president of the Maryland Chapter. Jim and his wife, Sherri, are Baltimore natives and lifelong residents. They share a home with twin shepherds Natty and Bo.

Jacquelyn "Jackie" Seneschal

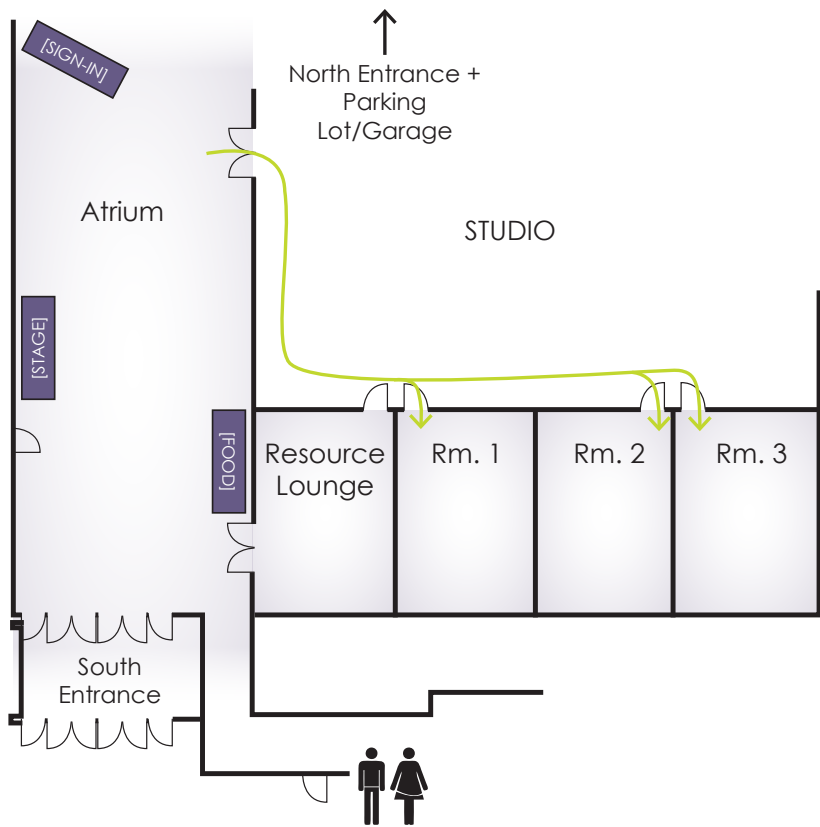
Jackie Seneschal is the President of the Maryland Chapter of the American Planning Association. She is a Senior Supervising Planner in the Baltimore office of Parsons Brinckerhoff. She is currently working on assignments at the Maryland Transit Administration, where she is the in-house project manager for a new rapid transit line in Southern Maryland. In addition, she has served for over ten years a Senior Advisor at the Maryland Transportation Authority. She has assisted MDTA with tolling policy, managing toll increases, opening new major facilities, organizational development challenges and, most recently, with the development of an automated program for the enforcement of video tolls.

Prior to joining Parsons Brinckerhoff, she worked as a local planner, as a county planning director and as a program manager at the Metropolitan Washington Council of Governments.

She is a Maryland native with a Masters degree in Urban Planning and Policy Management from The Johns Hopkins University. She is a member of the American Institute of Certified Planners.

Aaron Teeter

Aaron Teeter is a registered and LEED accredited landscape architect and Principal at Floura Teeter Landscape Architects. His professional experience has been focused on site design for a variety of project types including higher education, health care, mixed-use and streetscape design. Mr. Teeter is currently the FTLA landscape architect for the Salisbury University Academic Commons and the UMBC Central Lawn renovation.



Interested in being a **MAPS Officer** for the 2014-2015 Academic Year? This is a great opportunity to establish yourself and be more involved in local planning activities. More details forthcoming in the March 2014 MAPS Newsletter.

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