

THE **Business** MONTHLY

April 2019 Volume 29 Number 4

The Business of Howard + Anne Arundel Counties and the BWI Business District

**YOUR FREE ISSUE
MILLIONAIRES**

Maryland loses its #1 ranking

OPPORTUNITY ZONES

Revitalize profitably

CLIMATE CHANGE

Dollars and sense at work

WOMEN IN BUSINESS

'Straight talk' and inspiration top agenda

By **Susan Kim**
Staff writer

The 2019 Women's Leadership Conference, coordinated by the Howard County Chamber on March 7, spotlighted women leaders, their effect on regional business growth, and straight talk on how to get over hurdles and stay inspired.

Keynote speaker Rayna DuBose, a basketball and football coach at Marriotts Ridge High School, opened the day with her personal story of overcoming shattered dreams to become a driving force to help others, whether they are on the court or in the workplace.

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Photo by Emily Calkins

Local bookstores, like Books with a Past in Savage Mill, are battling conglomerates by offering a sense of community and a welcome atmosphere. See story on Page A3.

Local firm ready to park your car

By **Mark R. Smith**
Senior Writer

Self-driving cars have created a strong buzz for years. And while the technology is already in use under certain circumstances, driverless cars are still years away from barreling down a crowded, potholed highway near you.

However, what the public will soon see – by fall – is cars parking themselves, courtesy of Annapolis Junction-based STEER. The company is getting set to release an aftermarket package that will work in cars built since 2013.

The driver sends off the car via the app; it does likewise and returns to the driver because it senses where the phone is.

Drivers in the area, and notably Columbia, will be able to simply tap a phone app to park and summon their cars, and thus have a slow, safe way to learn more about the technology as it evolves.

It's Easy

STEER's technology, said Anuja Sonalker, founder and CEO, perceives its surroundings "via sensors and GPS technology, thus localizing its location. When the user is ready to park or to leave, s/he simply sends off the car via the app; it does likewise and returns to the driver when s/he's ready to return, because it senses where the phone is."

Engineers at the company, which has about a dozen employees, have been working on the technology since 2016. "We picked a very narrow vertical,

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NOT 'R' RATED ANYMORE

Slurp, gulp or chew oysters, year 'round, even in months without 'R'

A 20

CELEBRATING LEADERSHIP HOWARD COUNTY

Leadership Howard County and the Class of 2019

Special Pullout Section

DEBATING KIRWAN

Legislators wrestle with proposals for the future of education

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