



2026 ASCP Experience Webinar

Presenting Sponsor:



Thursday, October 29, 2026 – 2pm ET

Zoom link: <https://us06web.zoom.us/meeting/register/KVYbw69bRu-vyY50QvcBRw>

From Indicators to Influence: How a State Chamber Builds Economic Thought Leadership

The Maryland Chamber of Commerce has made economic competitiveness a central focus of its work, tracking key indicators, analyzing trends, and using those insights to inform business leaders, policymakers, and broader conversations about Maryland's future. Doing that well requires timely, reliable data and the ability to understand how Maryland is performing and where it's heading – without the resources of a large, dedicated research team.

During this session, Abbi Ludwig, VP of Marketing and Communications at the Maryland Chamber of Commerce will show how she brings that read together. Instead of pulling one dataset at a time, she looks across years, compares Maryland with neighboring states, competitors, and national trends, and views related indicators side by side in one visual picture. That picture informs the chamber's advocacy and education and shows where further research is worth the time.

We'll spend time sharing the dataset and dashboard Abbi uses with a real-world walk thru:

- Looking beyond business starts to formation, survival, net business growth, and churn against other states, and seeing whether a pattern holds year after year
- Digging into Population dynamics including migration inflow and outflow trends.

See your state's data in action!

[Send along questions in advance](#) or bring them to the workshop. Abbi will tailor her examples to your questions using data for your state.

You'll walk away hearing when the data supports a story, and when to add public data, other research, policy context, or business experiences.

[Register](#) to see the Maryland Chamber data intelligence at work.

Can't make it live? Register anyway and we'll send the recording.



Abbi Ludwig, MD

Abbi Ludwig is the Vice President of Marketing and Communications at the Maryland Chamber of Commerce, where she drives messaging, storytelling, and communications strategies to support and advocate for Maryland's businesses. Her work includes developing thought leadership content and data-driven messaging on Maryland's economic competitiveness and trends.

Before joining the Chamber, Abbi spent six years at Port Discovery Children's Museum in Baltimore, enhancing brand identity and championing purposeful play for children and families. She began her career in Salisbury, Maryland, working in marketing and public relations for the Wicomico County Recreation, Parks and Tourism Department and Wicomico Civic Center.

Abbi holds dual Bachelor of Arts degrees in Mass Communications and Public Relations from York College of Pennsylvania and a Master of Arts in Communication from Johns Hopkins University.