MARYLAND ASSOCIATION of COUNTIES
Summer Conference

You're HIRED!

AUGUST 16-19, 2017
Roland Powell Convention Center | Ocean City, MD
www.mdcounties.org/MACoCon

INFLUENTIAL LEADERS | GOVERNANCE BEST PRACTICES | NEWEST PRODUCTS & SERVICES

PROGRAM
American Traffic Solutions’ school zone safety camera programs provide communities with an automated, turnkey solution that helps school districts reduce the dangers of speeding and school bus stop arm running. *Let’s work together to keep our kids safe!*

Let American Traffic Solutions HELP ENHANCE SCHOOL SAFETY in your community.

**AutoPatrol**
www.speedsafetycamera.com

**CrossingGuard**
www.crossing-guard.com
MACo Leadership ................................................................. 4
MACo Corporate Partners .................................................. 5
Sponsor Listing .................................................................... 6
Attendance Prize Drawings ................................................. 7
Academy for Excellence ...................................................... 8
Meetings At-A-Glance ........................................................... 10
Session Index by Affiliate ................................................... 11
Wednesday Program ............................................................ 13
Wednesday Tech Expo Floor Plan ......................................... 14
Wednesday Tech Expo Sessions ........................................... 15
Thursday Program ............................................................... 19
Friday Program ..................................................................... 37
2018 MACo Summer Conference .......................................... 39
Saturday Program ............................................................... 51
2017 MACo Winter Conference ............................................ 51
Exhibitor Listing - Booths by Company Name ..................... 64
Floor Plans of Exhibits ........................................................ 67
Advertisement Index ............................................................ 70
MACo Past Presidents .......................................................... 71
Floor Plans of Convention Center ........................................ 72
MACo Mobile App Instructions ............................................. 74

Share your MACo Conference experience by using this Twitter hashtag:
#MACoCon

Follow MACo on Twitter: @MDCountsies
MARYLAND ASSOCIATION of COUNTIES

169 Conduit Street  410.269.0043 - Balt. Metro
Annapolis, MD  21401  301.261.1140 - Wash. Metro
410.268.1775 Fax

http://mdcounties.org
http://conduitstreet.mdcounties.org
http://twitter.com/MDCounties

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Outreach Coordinator, Nicolette Querry

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Attorneys: Thomas Yeager, Kent County
Budget & Finance: Ted Zaleski, Carroll County
Corrections: Daniel Lasher, Allegany County
Emergency Managers: Kevin Aftung, Anne Arundel
Engineers: Scott Flanigan, Cecil County
Environmental Health: Kevin Koepenick, Baltimore County
Health: Meenakshi Brewster, St. Mary’s County
Human Resources: Kim Frock, Carroll County
Human Services: Dave Trolio, Cecil County
Information Technology: Mark Ripper, Carroll County
Parks & Recreation: Rick Anthony, Anne Arundel
Planners: Phil Hager, Anne Arundel County

CHAPTER ORGANIZATION PRESIDENTS
Maryland County Officials Diversity Caucus:
Karen Toles, Prince George’s County
Maryland Large County Coalition
Mel Franklin, Prince George’s County
Maryland Rural County Coalition:
Evan Slaughenhoupt, Calvert County
Women of MACo:
Vicki Almond, Baltimore County
MACo would like to acknowledge and express gratitude for the support of our Corporate Partners!

**GOLD PARTNERS**

Aetna
Chesapeake Employers’ Insurance Company
Cigna
Comcast
Local Government Insurance Trust (LGIT)
Nationwide Retirement Solutions

**SILVER PARTNERS**

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WGL Energy

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Potomac Edison, A FirstEnergy Company
PNC Bank
Presidio
PrimeCare Medical, Inc.
Savers
Standard Solar, Inc.
The Northeast Maglev
Zelenkofske Axelrod LLC

County governments are always looking for new ways to deliver efficient and effective services to their constituents. In 2009, the MACo Corporate Partner Program was established to provide a forum for companies and organizations to market themselves to county decision-makers. Through the exchange of ideas and information, lasting partnerships have been formed.

For additional information, visit [www.mdcounties.org/CorporatePartners](http://www.mdcounties.org/CorporatePartners) or contact our Outreach Coordinator, Nicolette Querry, at nquerry@mdcounties.org or at 410.269.0043.
Thank you, Sponsors!

- Aetna
- Alexander & Cleaver
- American Traffic Solutions
- BGE
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- CareFirst BlueCross BlueShield
- Chesapeake Employers’ Insurance
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- Cornerstone Government Affairs
- Cybersecurity Association of Maryland
- Davenport & Company, LLC
- Delta Dental
- Exelon Generation
- Fostering Change Network, LLC
- Fujitsu America, Inc.
- Global Automakers Association
- Grant L. Gursky Photography
- Kaiser Foundation Health Plan of the Mid Atlantic States Inc.
- KCI Technologies, Inc.
- Law Office of Thomas N. Yeager
- LGIT Health
- Local Government Insurance Trust (LGIT)
- Maryland Broadband Cooperative
- Maryland Building Industry Association
- Maryland Department of Housing & Community Development (DHCD)
- Maryland Environmental Service
- Maryland Hotel Lodging Association
- Maryland Relay
- MD-DE-DC Beverage Association
- Motorola Solutions, Inc.
- Multivista
- Musco Sports Lighting
- NACo Financial Services Center
- NAIOP Maryland, Inc.
- Nationwide Retirement Solutions
- NORESKO, L.L.C.
- Orenco
- Panasonic
- Pepco & Delmarva Power C&I Energy Savings Program
- PNC Bank
- Potomac Edison, A FirstEnergy Company
- Presidio
- PrimeCare Medical, Inc.
- Rifkin, Weiner, Livingston, LLC
- Sage Policy Group
- Savers
- Standard Solar, Inc.
- Supply Solutions
- The Northeast Maglev
- Tomi Environmental Solutions
- University of Maryland Eastern Shore (UMES)
- U.S. Communities
- Urban Grid Solar
- Washington Gas, a WGL Company
- Washington Suburban Sanitary Commission (WSSC)
- We Work For Health - Maryland
- WGL Energy Services, Inc.
- Zelenkofske Axelrod LLC

Sponsor & Exhibitor descriptions and contact information:
www.mdcounties.org/SC17Sponsors | www.mdcounties.org/SC17Exhibitors
Or, available on the mobile app!
Early Birds Get the Worm
Or in this case - HOME DEPOT GIFT CARDS!
Sponsored by U.S. Communities

What are Early Attendance Prizes??
At the beginning of each conference session, a ticket is drawn and the winner receives either $25 (in an affiliate session) or $50 (in a general session).

Where do I get the tickets?
“Prize tickets” can be found in your conference registration materials. Please fill out the “name” field on the ticket. MACo staff will collect the tickets prior to the beginning of the session.

How is it awarded?
The session moderator draws a name and the gift card is awarded right there on the spot. The remaining tickets are discarded.

Arrive early - the drawing does not wait!
The speakers and your fellow audience members will appreciate the courtesy of less disruption.

Welcome Session Drawing - Thursday
Arrive on time to the Welcoming Session at 9:00 am on Thursday in Bayfront Ballroom to be eligible to win a $250 VISA gift card!

Thank You Golf Tournament Sponsors!

Golf Hole Sponsors
- Aetna
- BGE
- Bill2Pay
- CareFirst BlueCross BlueShield
- Chesapeake Employers Insurance Company
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Individual Sponsors
Continental Breakfast:
Nationwide Retirement Solutions

Golf Giveaways:
- Acclaimed Promotions - Golf Divots
- Boardwalk Hotel Group - Cozies and Golf Tees
- Clarion - Golf Tools
- Cigna - Golf Balls
- Local Government Insurance Trust - Bags, Umbrellas, Hats
- Green Turtle - Bottle Openers
- KCI Technologies - Snack Bags and Door Prize Baskets
- WGL Energy - Hand Sanitizer

Golf Tournament Prizes:
- Ocean City Golf Club—Rounds of free golf
- Greene Turtle - $25 Gift Cards
- The Harrison Group - 2-night stay at the Holiday Inn Oceanfront
MACo, MML, and LGIT, in partnership with the University of Maryland School of Public Policy are sponsors of the Academy for Excellence in Local Governance (Academy).

The Academy is a voluntary training program designed to help local government officials, especially newly elected officials, meet the challenges of governing. County officials may enroll in the “county track” and earn a certificate after completing comprehensive training on local governance.

WHO IS ELIGIBLE?
All county elected or appointed officials may attend Academy courses and register for the Academy to receive an Academy certificate.

WHAT ARE THE EDUCATION REQUIREMENTS?
To receive the Academy Certificate, local officials must register and complete 8 required Core classes and an additional 6 elective units of their choosing.

County Core Classes
(all 8 required)
- County Financial Management
- Ethics
- Conducting Effective Meetings
- Consensus & Team Building
- Open Meetings
- Public Information Act
- Employment Issues
- Basics of Risk Management

County Elective Classes
(choose any 6 topic areas)
- Land Use Planning
- Communications
- Legal & Liability Issues
- Technology
- HR & Personnel Adm.
- Intergovernmental Relations
- Personal Development
- Finance
- Service Delivery
- Econ. Dev. & Tourism
- Environmental Issues

HOW LONG WILL IT TAKE?
Participants are encouraged to complete the requirements within three years, but may take up to five years.
WHAT IS THE COST?
Academy registration is a one-time fee of $250. Attending academy courses is included with conference registration. For elected officials only: upon request, MACo will pay a $150 stipend toward the registration fee. Conference or other seminar fees are additional fees paid by the participant.

WHERE ARE “COUNTY TRACK” COURSES OFFERED?
Classes are offered at MACo, MML, and LGIT conferences and course trainings.

WHICH COURSES ARE OFFERED AT THIS CONFERENCE?
Look for the Academy symbol that signifies an Academy credit course.

QUESTIONS?
The University of Maryland School of Public Policy is the program administrator, providing registration, transcripts, and general support. Contact the School of Public Policy at 301.314.2641 or awashin1@umd.edu or visit the Academy booth on the second floor of the convention center.

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2017 SUMMER CONFERENCE ACADEMY SESSIONS:

**WEDNESDAY, AUGUST 16, 2017**
12:45 pm - 1:45 pm: “Tech Expo Deep Dive Session: BIOTECH BAIT: Can Maryland Net a Boom in Biotechnology?”
2:00 pm - 3:00 pm: “Tech Expo Deep Dive Session: Headsets On: Get Ready for Virtual Reality and the Social Shake-Up”
1:45 pm - 3:15 pm: “Employment Issues” (Core)
3:30 pm - 5:00 pm: “Open Meetings” (Core)

**THURSDAY, AUGUST 17, 2017**
2:00 pm - 3:00 pm: “Second Chance for Workplace Success - A Good Program is Good for Your County”
3:30 pm - 4:30 pm: “Round Up the (Un) Usual Suspects - There’s a Broader Pool of People for Your Tech Hiring Needs”

**FRIDAY, AUGUST 18, 2017**
1:00 pm - 2:00 pm: “Flushing Your Troubles Down the Drain, the South Kent Island Solution”
2:15 pm - 3:15 pm: “Walking the Tightrope: Protecting the Public and Energizing the Economy”

**SATURDAY, AUGUST 19, 2017**
9:00 am - 10:00 am: “Where We’re Going, We Don’t Need Roads: Let Career Training Transport Maryland Students”
### Meetings At-A-Glance

#### WEDNESDAY, AUGUST 16, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am - 11:00 am</td>
<td>Information Technology Directors Affiliate Meeting (private)</td>
<td>208</td>
</tr>
<tr>
<td>10:30 am - 4:30 pm</td>
<td>MACHO - Health Officers Affiliate Meeting (private)</td>
<td>213</td>
</tr>
</tbody>
</table>

#### THURSDAY, AUGUST 17, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Large County Coalition Meeting &amp; Breakfast (private)</td>
<td>215</td>
</tr>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Rural County Coalition Meeting &amp; Breakfast (private)</td>
<td>209</td>
</tr>
<tr>
<td>10:00 am - 11:00 am</td>
<td>Clean Chesapeake Coalition Meeting</td>
<td>208</td>
</tr>
<tr>
<td>11:00 am - 2:00 pm</td>
<td>DSS Directors Meeting (private)</td>
<td>213</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>DSS Directors &amp; Human Services Affiliate Luncheon (private) **</td>
<td>213</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>County Administrators Affiliate Meeting (private) **</td>
<td>208</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Maryland County Officials Diversity Caucus Lunch **</td>
<td>215</td>
</tr>
</tbody>
</table>

#### FRIDAY, AUGUST 18, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 8:45 am</td>
<td>County Elected Officials Forum, Breakfast, and Business Meeting *</td>
<td>217</td>
</tr>
<tr>
<td>11:00 am - Noon</td>
<td>Emergency Managers Affiliate Meeting (private)</td>
<td>201</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Budget and Finance Officers Affiliate Lunch ** * Sponsored by Davenport &amp; Company</td>
<td>208</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>County Attorneys’ Affiliate Lunch **</td>
<td>214</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>County Communications &amp; PIO Lunch **</td>
<td>213</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Human Resources Affiliate Lunch ** * Sponsored by Segal Consulting</td>
<td>207</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Upper Shore, Mid Shore, and Lower Shore Regional Council Lunch **</td>
<td>209</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Women of MACo Luncheon **</td>
<td>217</td>
</tr>
</tbody>
</table>

*County Elected Officials Breakfast Ticket Required
**MACo Summer Conference Lunch Ticket Required
<table>
<thead>
<tr>
<th>Session Category</th>
<th>Session Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrators</td>
<td>Will Your Next County Employee be...a Robot?</td>
<td>29</td>
</tr>
<tr>
<td>Administrators</td>
<td>The Green Rush? Cannabusiness in Maryland Counties</td>
<td>29</td>
</tr>
<tr>
<td>Administrators</td>
<td>The Clean Energy Economy - Generating Jobs, Producing Power</td>
<td>35</td>
</tr>
<tr>
<td>Administrators</td>
<td>Serving Those Who Served Our Country</td>
<td>47</td>
</tr>
<tr>
<td>Aging</td>
<td>Smoothing the Rough Road: Addressing Dementia Challenges</td>
<td>45</td>
</tr>
<tr>
<td>Budget &amp; Finance</td>
<td>The New Look Vacation: Opportunities &amp; Responsibilities in the Sharing Economy</td>
<td>47</td>
</tr>
<tr>
<td>Corrections</td>
<td>The Key to Public Safety: Locking Down Your Hiring Process</td>
<td>45</td>
</tr>
<tr>
<td>Emergency Managers</td>
<td>Attacking the Opioid Epidemic: A Collaborative Approach</td>
<td>43</td>
</tr>
<tr>
<td>Engineers</td>
<td>Perfecting the Potential of Public Private Partnerships</td>
<td>43</td>
</tr>
<tr>
<td>Environmental Health</td>
<td>Flushing Your Troubles Down the Drain, the South Kent Island Solution</td>
<td>45</td>
</tr>
<tr>
<td>Environmental Health</td>
<td>Walking the Tightrope: Protecting the Public and Energizing the Economy</td>
<td>49</td>
</tr>
<tr>
<td>Health Officers</td>
<td>ABCs of the ACA, AHCA, and Health Care in Maryland</td>
<td>33</td>
</tr>
<tr>
<td>Human Resources</td>
<td>“Dude, What’s My Job?”- Understanding, Attracting, and Retaining Your Millenial Workforce</td>
<td>47</td>
</tr>
<tr>
<td>Human Services</td>
<td>Second Chance for Workplace Success - A Good Program is Good for Your County</td>
<td>31</td>
</tr>
<tr>
<td>Information Technology Directors</td>
<td>Round Up the (Un) Usual Suspects - There’s a Broader Pool of People for Your Tech Hiring Needs</td>
<td>35</td>
</tr>
<tr>
<td>Parks &amp; Rec</td>
<td>Parks &amp; Recreation: A Healthy (and Wealthy) Investment</td>
<td>27</td>
</tr>
<tr>
<td>Planners</td>
<td>Environmental Justice and County Land Use: Finding the Win-Win Scenario</td>
<td>29</td>
</tr>
<tr>
<td>Planners</td>
<td>NO VACANCY: Revitalizing Vacant and Blighted Properties</td>
<td>33</td>
</tr>
<tr>
<td>Planners</td>
<td>What Will We See in Phase III? A Bay TMDL Update</td>
<td>49</td>
</tr>
<tr>
<td>Tourism</td>
<td>I’ll Drink To That: Crafting Jobs with Breweries, Distilleries and Wineries</td>
<td>33</td>
</tr>
</tbody>
</table>

*A* = Academy for Excellence in Local Governance Elective course
WEDNESDAY, AUGUST 16, 2017

7:30 AM - 3:00 PM  REGISTRATION CENTER  Lower Level Foyer

Sponsored by the MD Department of Housing & Community Development (DHCD)

9:00 AM - 4:00 PM  GOLF TOURNAMENT  Ocean City Golf Club

(additional registration required)

Sponsored by MACo’s Gold & Silver Corporate Partners & Nationwide Retirement Solutions

9:00 AM - Noon  SPECIAL SESSION  Room 209

Planning Board, Planning Commissioner and Board of Appeals Members
Education Course

This FREE course satisfies a training requirement that was part of the Smart and Sustainable Growth Act of 2009 which requires Planning Commission, Planning Board, and Board of Appeals members to complete an education course within 6 months after appointment to the Commission or Board. The Maryland Department of Planning (MDP) and the Maryland Planning Commissioners Association (MPCA) is offering this course to all those who have not yet completed it.

The Course covers topics such as foundations of planning, the role of the comprehensive plan, standards for special exceptions and variances and implementing ordinances such as zoning and subdivision and adequate public facilities, planning law, ethics and the latest legislative and policy developments concerning planning in Maryland.

NOTE: You do not need to register for the conference to attend this course.

Speakers:
- Charles W. Boyd, Director Planning Coordination, MD Department of Planning
- Tracey Gordy, Regional Planner, Lower Eastern Shore Regional Office, Maryland Department of Planning
- Keith Lackie, Regional Planner, Lower Eastern Shore Regional Office, Maryland Department of Planning
- Paul Cucuzzella, Principal Counsel, Maryland Department of Planning

AFFILIATE MEETINGS

(private)

10:00 AM – 11:00 AM  County Information Technology Officers  Room 208

Sponsored by Comcast

10:30 AM - 4:30 PM  MD Association of County Health Officers  Room 213

11:00 AM - 3:00 PM  POWER ZONE LOUNGE & CYBER CAFÉ  Room 210

Cyber Café Sponsored by KCI Technologies, Inc.
Anchor Technologies, Inc. (#32)
Avaya (#43)
AVI-SPL, Inc (#42)
Baltimore City Community College (#06)
Braxton Grant Technologies (#31)
Carousel Industries (#09)
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Daly Computers, Inc. (#7)
Data Networks of America (#3)
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ePlus Technology Inc. (#20)
Esri (#41)
Freedom Broadband (#24)
GovDeals, Inc. (#4)
Governor’s Office of Performance Improvement (#46)
Juniper Networks (#19)
KCI Technologies, Inc. (#17)
Lenovo (#26)
Maryland Department of Natural Resources (#49)
Maryland Libraries (#22)
Maryland Relay (#48)
Maryland Tech Council (#34)
MD iMAP (#40)
Motorola Solutions, Inc. (#12)
Multivista (#27)
Musco Sports Lighting (#13)
NIC Maryland (#21)
Palo Alto Networks (#38)
Phillips Office Solutions (#11)
Pivot3 (#15)
Presidio (#23)
ProsSys Information Systems (#47)
Regent Development Consulting, Inc. (RDC) (#45)
Ricoh USA, Inc. (#25)
Rimkus Consulting Group, Inc. (#14)
SAIC (#44)
ShoreScan Solutions (#16)
Splunk (#10)
Sprint (#01)
Sunrise Solutions (#37)
Supply Solutions, LLC (#28)
The Canton Group (#36)
Tomi Environmental Solutions (#35)
Verizon (#18)
We Work For Health - Maryland (#33)
**WEDNESDAY TECH EXPO**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM - 4:00 PM</td>
<td>TECH EXPO EXHIBITS</td>
<td>Rooms 201-205</td>
</tr>
<tr>
<td></td>
<td><strong>Sponsored by:</strong> WEWorks, Multivista, and Tomi Environmental Services</td>
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<td><strong>Co-Hosted by MACo and the Maryland Tech Council</strong></td>
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<tr>
<td>11:30 AM - 12:30 PM</td>
<td>IGNITE SESSION</td>
<td>Room 206</td>
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<td></td>
<td>&quot;SWITCH PITCH&quot; - Meet Your Match: Solutions to County IT Challenges</td>
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<td>Attendees will get a chance to learn a little about a lot of vendors in a short period of time. Listen and learn!</td>
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<td><strong>Speakers:</strong> County IT Professionals and Tech Expo Vendors</td>
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<td></td>
<td><strong>Moderator:</strong> The Honorable Evan Slaughenhoupt, Commission Vice President, Calvert County</td>
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<tr>
<td>Noon - 1:15 PM</td>
<td>BOXED LUNCH BUFFET</td>
<td>Room 203/204 Foyer</td>
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<td>(ticket required)</td>
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<tr>
<td>12:45 PM - 1:45 PM</td>
<td>DEEP DIVE SESSION</td>
<td>Room 206</td>
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<td><strong>BIOTECH BAIT:</strong> Can Maryland Net a Boom in Biotechnology?</td>
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<td>Maryland counties have a big stake in a potential boom of the biotechnology industry – if Maryland lands it. What is the county role in making Maryland an international hub for biotech? In this session, industry leaders share what they are looking for when they scope new locations, and what they need to grow in the land of crabs and corn.</td>
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<td><strong>Speakers:</strong> Julie M. Garner, Director, US Government Affairs, AstraZeneca/MedImmune</td>
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<td>Henry Bernstein, Senior Vice President, Scheer Partners</td>
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<td>Chris Frew, Executive Director, BioBuzz Workforce Foundation, Inc.</td>
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<td>Brian Gaines, CEO, MDBio Foundation</td>
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<td><strong>Moderator:</strong> Tom Sadowski, Vice Chancellor for Economic Development, University System of Maryland</td>
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<tr>
<td>1:45 PM - 2:00 PM</td>
<td>NETWORKING COFFEE BREAK</td>
<td>Room 203/204 Foyer</td>
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<tr>
<td>2:00 PM - 3:00 PM</td>
<td>DEEP DIVE SESSION</td>
<td>Room 206</td>
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<td><strong>Headsets On: Get Ready for Virtual Reality and the Social Shake-Up</strong></td>
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<td>Virtual reality is one of the hottest and most mysterious types of tech. Virtual reality's tempting serum, poured over snowballing social media use, could turn the way that government interfaces with the public into one heck of a snow cone. VR applications for county governments already include tourism, economic development, and information science, with more to come. Join this session to hear more about the opportunities presented by virtual reality and its integration with county services.</td>
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<td><strong>Speakers:</strong> Jason Michael Perry, Vice President of Engineering, Mindgrub</td>
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<td>Julia Lenzer, Associate Vice President of Innovation and Economic Development and Co-Director of UM Ventures, University of Maryland</td>
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<td>Will Gee, CEO, Balti Virtual</td>
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<td><strong>Moderator:</strong> Brian Darmody, Associate Vice President, University System of Maryland</td>
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<td>3:00 PM - 4:00 PM</td>
<td>MORE EXHIBITS</td>
<td>Rooms 201-205</td>
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WEDNESDAY, AUGUST 16, 2017

1:45 PM - 3:15 PM  ACADEMY FOR EXCELLENCE IN LOCAL GOVERNANCE CORE COURSE Room 215

**Employment Issues**
This class provides an overview of preferred employment practices and of the legal restrictions involved in hiring, firing, promoting, and disciplining employees. The instructor addresses how positions should be advertised and interviews conducted. Also included are risk management techniques concerning proper supervision of employees.

**Speaker:** Kevin B. Karpinski, Esq, Partner, Karpinski, Colaresi & Karp, PA

**Moderator:** The Honorable Deni Taveras, Council Member, Prince George's County

3:00 PM - 3:30 PM  NETWORKING COFFEE BREAK Room 203/204 Foyer

3:00 PM - 3:30 PM  SPONSOR SHOWCASE SESSION Room 210

**The Future of Transparency**
_Hosted by Multivista_
Join Multivista to discuss the future of tax payer dollars: Visual As-Built technology...and find out what DRONE means!

**Speaker:** Jason Donahoe, Senior Regional Partner, Multivista

3:15 PM - 4:15 PM  SPECIAL SESSION Room 206

**Big Data and Big Ideas Making Better Government**
With more and more government departments collecting and storing data electronically, "big data" has big potential. The ability to gather statistics from various government departments and to cross-reference publicly-available mapping and census sources provides opportunities to uncover patterns and discover efficiencies. Hear how federal, state, and local levels of government are improving transparency and performance from representatives of the U.S. Census Bureau, the Governor's Customer Service Workgroup, and county stat offices.

**Speakers:**
- Greg Derwart, Managing Director, Administration & Customer Experience, Maryland Department of Commerce
- Michael Morello, Director, Governor's Office of Performance Improvement
- Benjamin J. Birge, CountyStat Manager, Prince George's County Government
- Nesreen Khashan, Data Dissemination Specialist, U.S. Census Bureau

**Moderator:** Alonzo T. Washington, Maryland House of Delegates (invited)

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What's in Room 210?
Visit Room 210 to discover the Power Zone Lounge!

Use the mobile device charging station, take in a Sponsor Showcase Session, or use the computers and printers provided by KCI Technologies in our Cyber Café!
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Open Meetings

This class provides an overview of Maryland's Open Meetings Act law, which guides public officials in the requirements for providing public notice of the meetings that public bodies hold to conduct public business and for closing meetings when appropriate. The presenters focus on steps that local governments can take to comply with the law's application to Maryland local government, discuss some of the cases and complaints that have come before the Open Meetings Compliance Board, and, if time permits, address questions from the audience.

**Speaker:** John S. Mathias, County Attorney, Frederick County

**Moderator:** The Honorable Chris Trumbauer, Council Member, Anne Arundel County

"Stayin' Alive" - Learn to Save a Life with Naloxone Training for Opioid Overdoses and Hands-Only CPR

Participants will receive in-person, hands-on training and certification in recognizing and responding to opioid overdose with Naloxone. This prescription medication can safely and effectively reverse an opioid (heroin and prescription pain reliever) overdose. Upon completion of the training, participants will receive a certificate and a kit containing educational materials and the medication. Participants will also receive training in hands-only CPR. Bystander CPR can double or triple a cardiac arrest victim's chances of survival. Get certified today – and find out how the classic disco song "Stayin' Alive" can actually help you keep someone alive.

**Speaker:** Gregory Wm. Branch MD, MBA, CPE, FACP, Health Officer & Director, Baltimore County Department of Health and Human Services

THURSDAY, AUGUST 17, 2017

7:30 AM - 4:00 PM  REGISTRATION CENTER  Lower Level Foyer

Sponsored by the Maryland Department of Housing & Community Development (DHCD)

7:30 AM - 4:00 PM  POWER ZONE LOUNGE & CYBER CAFÉ  Room 210

Cyber Café Sponsored by KCI Technologies, Inc.

8:00 AM - 3:30 PM  BAYFRONT HALL OPEN  Bayfront Hall

Visit the county booths to learn about the great things they're doing across the state!

8:00 AM - 9:30 AM  CONTINENTAL BREAKFAST WITH THE COUNTIES  Bayfront Hall

Sponsored by the Washington Suburban Sanitary Commission (WSSC)
Thanks to MACo’s Bronze Corporate Partners for Sponsoring the Welcoming Session!

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PrimeCare Medical, Inc.
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Standard Solar, Inc.
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THURSDAY, AUGUST 17, 2017

8:00 AM - 9:00 AM  CHAPTER ORGANIZATION MEETINGS
Large Counties Coalition Breakfast: Crisis Communications  Room 215
Because you never receive advance notice of a crisis, preparing for one is an essential duty. The panel will review case studies, and discuss proactive steps in crisis management to include media messaging.
Speaker: Mark Brady, Chief Spokesperson, Prince George's County Fire Department

Rural Counties Coalition Meeting and Breakfast  Room 209
Join this session for an update on priority issues for rural counties.
Speaker: Les Knapp, Legal & Policy Counsel, MACo

8:15 AM - 8:45 AM  SPONSOR SHOWCASE SESSION  Room 210
LGIT - Hot Products!
Hosted by Local Government Insurance Trust (LGIT)
Looking for courses on any of the following: Human Resources, Management, Finance & Grants, Productivity, Safety & Environment, Transit Operations, Water & Wastewater, Law Enforcement, Health & Wellness? Learn how to access all of these courses through LGIT's Online Campus. Also, learn about LGIT's HR Compliance Portal where you can print state and federal posters, build a handbook, and much more.
Speaker: Michele Keplinger, Communications & Member Services Manager, LGIT

9:00 AM - 10:00 AM  WELCOMING SESSION & KEYNOTE PRESENTATION  Bayfront Ballroom
How to Tell Stories to Build Trust
Welcoming Session Sponsored by MACo's Bronze Corporate Partners
Keynote Speaker Sponsored by Local Government Insurance Trust
Chair Drop Sponsored by Urban Grid Solar
Why are some leaders more effective than others? What separates companies that have their customers' true loyalty and even love, from those that desperately cling to promotions to entice unwilling buyers? And how can you use what they know to promote your county or organization? Based on years of work advising some of the largest brands in the world on being more influential, Wall Street Best Selling author Rohit Bhargava will reveal the secrets of how to build trust and use the age-old principles of powerful storytelling to persuade anyone, be more inspiring, and share your story with the world in a way that stands out.
Keynote Speaker: Rohit Bhargava, Founder, Influential Marketing Group
Moderator: The Honorable Kevin Kamenetz, President, MACo; County Executive, Baltimore County

10:00 AM - 4:30 PM  EXHIBIT HALL A/B OPEN  Exhibit Halls A/B
Sponsored by BGE
Visit the commercial, nonprofit, state, and Congressional booths to find beneficial partnership opportunities and cost-saving services!
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WGL Energy is happy to donate Green-e® Climate certified carbon offsets to counterbalance greenhouse gas emissions from the Maryland Association of Counties (MACo) conference. It’s part of our commitment to protecting the environment.

To learn how our green product solutions can help you enhance your sustainability efforts, stop by Booth 700 or visit us online at WGLEnergy.com
**THURSDAY, AUGUST 17, 2017**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>10:00 AM - Noon</td>
<td><strong>BOOK SIGNING</strong></td>
<td>Registration Foyer</td>
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<td>“Greetings from Gettysburg”</td>
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<td>Stop by to see David Craig and learn more about his book, “Greetings from Gettysburg.”</td>
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<td>10:00 AM - 11:00 AM</td>
<td><strong>CLEAN CHESAPEAKE COALITION MEETING</strong></td>
<td>Room 208</td>
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<td>The Clean Chesapeake Coalition (CCC) will be meeting for the latest update on Maryland's water quality certification review for Conowingo Dam relicensing and the pending recalibration of the Bay TMDL. Learn how these two major decisions are intertwined and will impact the future of Chesapeake Bay restoration efforts. The CCC mission is to raise awareness and pursue improvement to the water quality of the Chesapeake Bay in the most prudent and fiscally responsible manner possible –through research, coordination and advocacy.</td>
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<td>10:00 AM - 10:30 AM</td>
<td><strong>SPONSOR SHOWCASE SESSION</strong></td>
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<td>Why Solar Continues to Shine for Maryland Counties</td>
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<td>Hosted by WGL Energy Services</td>
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<td>Counties can continue to benefit from participating in Maryland's Aggregate Net Energy Metering (ANEM) program. Solar projects, in particular, remain viable due to reductions in installation, panel, soft and financing costs which outweigh potential political uncertainty and lower solar renewable energy certificate (SREC) prices. These renewable energy projects are especially attractive for counties that have land available for solar installation. Attend this session to learn how to maximize your financial and environmental benefits from solar.</td>
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<td><strong>Speaker:</strong> Jack Ensor, Sales Director, WGL Energy Services</td>
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<td>10:45 AM - 11:15 AM</td>
<td><strong>SPONSOR SHOWCASE SESSION</strong></td>
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<td>Protecting People and Communities Amidst Major Changes in the Accommodations Industry</td>
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<td>Hosted by Maryland Hotel Lodging Association</td>
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<td>With home sharing and short term online rentals on the rise, what can you do to maintain neighborhood integrity and prioritize guest safety? Join leaders of Maryland's hotel community for a discussion on existing regulations in the accommodations industry and efforts to regulate short term online rentals around the country. They will discuss best practices in the areas of taxation, health and safety regulations, licensing, and zoning rules to provide you with the tools you need to protect your community.</td>
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<td><strong>Speakers:</strong></td>
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<td></td>
<td>Amy Rohrer, President &amp; CEO, Maryland Hotel &amp; Lodging Association</td>
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<td>Troy Flanagan, , American Hotel &amp; Lodging Association</td>
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<td>11:00 AM - 2:00 PM</td>
<td><strong>DSS DIRECTORS MEETING (private)</strong></td>
<td>Room 213</td>
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23
Building a healthier world®

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Kim Patrick
Vice president, client management
Aetna Public Sector and Labor
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### Thursday, August 17, 2017

#### 11:30 AM - Noon

**SPONSOR SHOWCASE SESSION**

**Room 210**

**Hidden Assets, Visible Gains: How Investment in Water and Wastewater Infrastructure Grows the Local Economy**

*Hosted by Washington Suburban Sanitary Commission (WSSC)*

Infrastructure investment is touted as the springboard to economic growth. However, federal and state "infrastructure" dollars are generally reserved for those projects that can be seen: streets and roads, bridges, ports, airports, etc. What about the infrastructure that you can't see, but use every day? Throughout Maryland, deferred investment in water and wastewater infrastructure systems not only poses a public health threat, but an economic one as well. Join WSSC, the state's largest water and wastewater utility, for a look at how investment in their infrastructure equals growth in the economies of Prince George's and Montgomery counties.

**Speaker:** Karyn A. Riley, Esq, Intergovernmental Relations Manager, WSSC

#### 11:30 AM - 1:30 PM

**BUFFET LUNCH**

(Thursday lunch ticket required)

Both Exhibit Halls

#### Noon - 1:00 PM

**LUNCH MEETINGS**

(Thursday lunch ticket required)

- **County Administrators Affiliate Meeting (private)**
  - Room 208

- **DSS Directors and Human Services Affiliate Lunch**
  - *Sponsored by Fostering Change Network*
  - Room 213

- **Maryland County Officials Diversity Caucus Lunch**
  - Room 215

#### 12:15 PM - 12:45 PM

**SPONSOR SHOWCASE SESSION**

**Room 210**

**Aetna's Response to the Opioid Epidemic: A Case Study of Health Plan Resource and Response for the Community.**

*Hosted by Aetna*

Opioid epidemic is a complicated public health issue requiring a coordinated and integrated approach. This presentation will describe Aetna's approach to the crisis by reducing the supply of opioids, supporting appropriate prescribing, reducing harm from problematic use, and supporting individuals who have developed substance use disorder. Integration of this approach with the community employers, providers and government will be described.

**Speaker:** Hyong Un, Head of EAP & Chief Psychiatric Officer, Aetna

#### 1:00 PM - 2:00 PM

**SPECIAL MEETING**

**Room 201**

**Waste and Sustainable Materials Management Executive Order**

*Hosted by Maryland Department of the Environment*

MDE seeks County agency and stakeholder input on Governor Hogan’s June 27, 2017 Executive Order, “Waste Reduction and Resource Recovery Plan for Maryland,” including valuable input on the initiative’s goals and measures, public and private sector partnerships for sustainable materials management, and outreach opportunities.
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To learn more, stop by booth 607 or join us on Thursday, August 17, from 1 to 1:30 p.m. in room 210.

kp.org/choosebetter

*During a video visit, you must be present in Maryland, Virginia, Washington, DC, Florida, North Carolina, West Virginia, or Pennsylvania. For members 18 and older. For certain medical conditions.
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<th>Time</th>
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<tr>
<td>1:00 PM - 1:45 PM</td>
<td><strong>GENERAL SESSION</strong></td>
<td>Performing Arts Center</td>
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<td><strong>Town Hall Forum with U.S. Senator Ben Cardin</strong></td>
<td>In a town hall setting, Senator Cardin will give an update on legislation in the 115th Congress and speak with county elected officials about their top priorities. Senator Cardin has been a national leader on health care, retirement security, and fiscal issues as a member of the U.S. Senate and House of Representatives. He is also a leading advocate for the Chesapeake Bay - the economic, historical, and cultural heart of Maryland. Senator Cardin was first elected to the U.S. Senate in 2006. He is a senior member of the Environment &amp; Public Works Committee (EPW) and Small Business &amp; Entrepreneurship Committee and serves on the Senate Finance Committee (SFC). <strong>Speaker:</strong> The Honorable Ben Cardin, United States Senate</td>
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| 1:00 PM - 1:30 PM | **SPONSOR SHOWCASE SESSION**                | Room 210                    |
| **Telemedicine and Your Workforce** | Hosted by Kaiser Permanente Health Foundation of Mid-Atlantic States | |
|                 | At Kaiser Permanente we believe in providing our members the "Right Care, at the Right Time, in the Right Setting." In today's fast paced environment where time is at a premium, many employees struggle to carve out time to care for their personal health and well-being –so Kaiser is bringing health care services to our members, wherever they are. Attend this session to learn more about the cost-saving, time-saving tools and resources Kaiser can provide your employees. Employees will be more engaged in their healthcare, so employers will see improvement in absenteeism, presenteeism, employee turnover, and worker’s compensation claims. Find out more about how Kaiser Permanente continues to change the face of healthcare and what that could mean for your organization or county government. **Speaker:** Dennis Truong, Regional Director of Telemedicine and Mobility, Assistant Physician-In-Chief of Northern Virginia, Kaiser Permanente | |

| 1:45 PM - 2:00 PM | **NETWORKING COFFEE BREAK**                 | Room 203/204 Foyer           |

| 2:00 PM - 3:00 PM | **AFFILIATE SESSIONS**                      | Room 203                    |
| **Parks & Recreation: A Healthy (and Wealthy) Investment** | Hosted by MACo's Park & Recreation Affiliate | |
|                 | Most local officials know about the positive physical and mental health benefits parks and recreational facilities provide. But you may not be aware of how properly developed and advertised facilities can support jobs and bring in revenue. Speakers will highlight how parklands and rec facilities can directly and indirectly create jobs, generate tourism opportunities, and offer ways to collect recreational revenue. **Speakers:**  
  - Daraius Irani PhD, Vice President, Towson University  
  - Steven Miller, Director, Dept. of Recreation, Parks, & Tourism, Wicomico County  
  **Moderator:** The Honorable Dana Stein, Maryland House of Delegates | |
Building a Healthier Community

Maryland Association of Counties

CareFirst is proud to partner with nonprofit organizations throughout our community to improve access to quality and affordable health care.
Environmental Justice and County Land Use: Finding the Win-Win Scenario

Hosted by MACo’s Planners Affiliate

Join members of the Environmental Justice and Sustainable Communities Commission for an open and candid discussion on how local land use planning and environmental justice concerns do not have to be mutually exclusive. Explore how it is possible to generate a "win-win" scenario that addresses long-range growth and development needs as well as the health and welfare needs of vulnerable and at-risk populations. Commission members are seeking county input for the development of practical and effective environmental justice policies that will make a positive difference for local governments and their residents.

Speakers:
- Rebecca Rehr, Commissioner, CEJSC
- Dick Fairbanks, VP, Friends of Gwynns Falls/Leakin, Commissioner, Commission on Environmental Justice & Sustainable Communities

Moderator: Philip Hager, Planning and Zoning Officer, Anne Arundel County

The Green Rush? Cannabusiness in Maryland Counties

Hosted by MACo’s Administrators Affiliate

It has been said that the people who profited from the Gold Rush were not the ones mining for gold, but the people who sold them the picks and shovels. As the medical cannabis industry continues to advance and legitimize, mainstream professionals are increasingly interested in economizing on this opportunity. Being a new - and unique - enterprise, many entrepreneurs struggle with how to best leverage this emerging industry...and counties struggle with how to fit these "cannabis-adjacent" businesses into their communities, economies, and local policies. In this session, learn about the growing "cannabusiness" industry, the challenges and opportunities it presents, and what you need to know as a county government official moving forward.

Speakers:
- Shad Brian Ewart, Professor, Entrepreneurial Opportunities in Emerging Markets: Marijuana Legalization, Anne Arundel Community College
- Jason D. Klein, , Offit Kurman, P.A.
- Gail Rand, CFO & Patient Advocate, ForwardGro

Moderator: The Honorable Brian Feldman, Maryland State Senate

Will Your Next County Employee be...a Robot?

Hosted by MACo’s Administrators Affiliate

Although it may sound like science fiction, it's time to realize that the future brings automation to a number of government activities –and it's coming sooner than we think. From driverless garbage trucks to robot cleaning staff, emerging technology will offer taxpayers innovative methods of service, while offering job seekers new and different-looking opportunities. This session will explore ways to welcome the future of automation to your county.

Speakers:
- Brent Klavon, Director Commercial Drones, ASEC, Inc.
- Alan Shark, Executive Director and CEO, Public Technology Institute
- Steve Kuciemba, Vice President, WSP USA
- Jason Michael Perry, Vice President of Engineering, Mindgrub

Moderator: The Honorable Jefferson Ghrist, Maryland House of Delegates
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This program supports the EmPOWER MARYLAND Energy Efficiency Act.
Second Chance for Workplace Success - A Good Program is Good for Your County

Hosted by MACo's Human Services Affiliate

Programs to provide workforce development are the foundation of a healthy economy. County social services agencies are championing workforce development by assisting low wage workers and job seekers with their employment-related challenges; from job coaching, trainings, and apprenticeships to family counseling, case management, expungements, and personal presentation. By preparing these individuals to succeed in the workforce, public and private programs are working together to develop a community built on self-reliant individuals. Results from these programs often include decreased costs for county governments, and - more importantly - a diversified and healthy community thriving in a more economically stable environment. This session will showcase innovative practices counties and communities are using to incentivize, train, and support many of Maryland's vulnerable and overlooked residents.

Speakers:
- David Michael Piercy, Jr, Director, Dept. of Social Services, Washington County
- Melissa Jones-Harris, Child Support Lead Supervisor, MD Dept. of Human Resources
- Carnitra White, Director, Dept. of Social Services, Anne Arundel County
- Ernestine Chambers, Director of JWA/SNAP, Anne Arundel Workforce Development
- Caryn York, Executive Director, Job Opportunities Task Force

Moderator: The Honorable Cory McCray, Maryland House of Delegates

Superconducting Maglev in the Baltimore-Washington Corridor: Transforming the Region

Hosted by The NorthEast Maglev

The Northeast Maglev (TNEM) is a US private company committed to the deployment of a superconducting magnetic levitation train (SCMAGLEV) to run from Washington DC to Baltimore City in just 15 minutes. The SCMAGLEV is the fastest train in the world, offering the most technologically advanced, environmentally friendly, reliable, and efficient high-speed rail system. TNEM’s ultimate vision is to link DC, Baltimore, Wilmington, Philadelphia, and New York City. Starting with the Baltimore—Washington corridor, SCMAGLEV will transform mobility and economic growth in our region and throughout the Northeast Corridor.

Speaker: David Henley, Project Director, The NorthEast Maglev
LGIT Online Campus

New/Updated Courses

- High Blood Pressure - Reducing your Risk
- Stress and Your Health
- Developing Leadership
- Ethical Behavior for Local Government
- Science of Employee Engagement
- Shaping an Ethical Workplace Culture
- Safe and Effective Work Zone Inspections
- Trenching and Excavation Safety
- Work Zone Exposure Control Measures
- Transit Operations Supervisor Training
- Water Quality Standards

About the LGIT Online Campus

Local Government Insurance Trust is committed to excellence in local government. We strive to be an essential local government resource for employee safety education and risk management services. Without a doubt, training is essential to loss control, employee development, and risk management. As such, LGIT is very pleased to offer online training through the LGIT's Online Campus. This program offers a number of online courses, many of which are written specifically for local governments and governmental agencies. This training program is designed to provide LGIT members increased training flexibility. Therefore, online courses are available 24/7 from any computer with internet access. Equally important, this online training is offered at no added cost to members.

Visit our website at www.lgit.org.
Contact Michele Keplinger, MicheleK@lgit.org.

How do I get started?

Training your staff has never been easier with the LGIT Online Campus! As a LGIT Online Campus Administrator you have around the clock access to strategic completion reports and user progress with the click of a mouse. Additionally, through complimentary notification tools, getting your staff on board is a breeze. Users can be notified once they have been added to your account, and even when new courses have been assigned for them to take to strategic completion reports and user progress with the click of a mouse.
THURSDAY, AUGUST 17, 2017

3:30 PM - 4:30 PM  AFFILIATE SESSIONS

| Room 203 | ABCs of the ACA, AHCA, BCRA and Health Care in Maryland  
Hosted by MACo's Health Officers Affiliate |
--- | --- |
Amid sweeping changes in recent years and with more changes pending, it can be hard to keep up on the state of the health care system in America. In this session, hear from national and local experts about the state of public health and the health care system, where things may end up, and what it means to Maryland counties.  

**Speakers:**  
- Brian Bowden, Associate Legislative Director, National Association of Counties  
- Kelly M. Knight, Esq, Vice President, Compliance Services, The Benecon Group, Inc.  
- Georges C. Benjamin MD, FACP, FACEP, Executive Director, American Public Health Association  
- Uma S. Ahluwalia, Acting Health Officer and Director, Health and Human Services, Montgomery County  

**Moderator:** The Honorable Eric Bromwell, Maryland House of Delegates  

| Room 202 | I'll Drink To That: Crafting Jobs with Breweries, Distilleries and Wineries  
Hosted by Maryland's Tourism Directors |
--- | --- |
Counties are cultivating new jobs and economic benefits from craft breweries, distilleries and wineries throughout the state. These unique manufacturers flourish in business-friendly environments with local codes and regulations which strike the right balance between promoting industry and maintaining community character and residents' quality of life. During this session, participants will learn how to encourage growth in this booming industry and all the benefits it has to offer.  

**Speakers:**  
- Kevin Atticks, Founder/CEO, Grow & Fortify  
- Shelby Watson-Hampton, Director, SoMD Ag Development Commission (SMADC)  
- Kelly Slagle, Director of Economic Development, Calvert County Government  
- Hank Abromson, Attorney, Miles & Stockbridge  

**Moderator:** The Honorable Adelaide Eckardt, Maryland State Senate  

| Room 205 | NO VACANCY: Revitalizing Vacant and Blighted Properties  
Hosted by MACo's Planners Affiliate |
--- | --- |
Abandoned and vacant properties are often a source of blight, nuisance, and - in severe cases - danger for the communities surrounding them. Fortunately, new tools are on the horizon for county officials to get a handle on these problem properties. This session will begin with an overview of a 2016 summer study conducted by MACo, the Maryland Municipal League (MML), and the Community Development Network of Maryland outlining the specific challenges local governments face related to blighted, vacant, and abandoned properties. Attendees will learn about legislation recently passed by the General Assembly to help counties, as well as how to deploy those resources.  

**Speakers:**  
- Odette Ramos, Executive Director, Community Development Network of Maryland  
- Cynthia Smith, Grants Monitor, Dorchester County Government  
- Daniel S Ehrenberg, Partner - Attorney, Klein Hornig LLP  
- Meredith Mishaga, Director of Foreclosure Administration, DLLR, Ofc. of Commissioner of Financial Regulation  

**Moderator:** The Honorable Marvin Holmes, Maryland House of Delegates
Thanks to MACo’s Silver Corporate Partners for Sponsoring the Taste of Maryland Reception!

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CareFirst BlueCross BlueShield
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WGL Energy, Inc.

Help one lucky local charity win $5,000!

Who? County booths will be competing for the chance to select a charity in their jurisdiction to win the $5,000 CASH PRIZE!! You’ll vote!

What? Sponsored by the MD-DE-DC Beverage Association, this fun “Best County Booth” competition gives you a chance to vote for your favorite booth: based on their charity, the tasting samples they bring, their booth décor, their friendly staff—whatever makes them the “Best” in your eyes!

When? Thursday, August 17, 4:30 pm—6:30 pm

Where? Bayfront Hall

Why? Let’s celebrate the economic development, tourism, and charity initiatives and priorities from across our state!

How? Attend the Taste of Maryland Reception, trade your ticket for a voting token—and drop it in the container for your favorite booth, after you’ve done a few laps to see your options!

The $5,000 grand prize will be awarded to the winning county’s charity on Saturday at the Governor’s Closing Address.
### 3:30 PM - 4:30 PM  
**AFFILIATE SESSIONS (continued)**

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>Round Up the (Un) Usual Suspects -</strong></td>
<td>Room 204</td>
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<tr>
<td><strong>There's a Broader Pool of People for Your Tech Hiring Needs</strong></td>
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<tr>
<td><em>Hosted by MACo's Information Technology Officers Affiliate</em></td>
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<tr>
<td>TechHire, an initiative powered by Opportunity@Work in partnership with the U.S. Department of Education, is a nationwide, community-based movement that helps underrepresented and overlooked job seekers start technology careers. TechHire works with community partners and education providers that teach in-demand skills to people who want to take part in the modern economy—from overlooked youth, to veterans, to the long-term unemployed. Then, TechHire helps them find jobs by connecting them to a network of employers looking for tech talent. In this session, attendees will learn how to implement TechHire in their communities.</td>
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<tr>
<td><strong>Speakers:</strong></td>
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<tr>
<td>- Keyon Smith, Community Engagement Manager, Opportunity@Work</td>
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<tr>
<td>- Tracy Lee Turner, Executive Director of Howard Tech Council, Howard County</td>
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<tr>
<td>- Kati Townsley, Executive Director, Carroll Technology Council, Inc.</td>
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<tr>
<td>- Denise L. Beaver CEcD, Deputy Director, Dept. of Economic Development, Carroll County</td>
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<tr>
<td><strong>Moderator:</strong></td>
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<tr>
<td>The Honorable Eric Luedtke, Maryland House of Delegates (invited)</td>
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<tr>
<td><strong>The Clean Energy Economy - Generating Jobs, Producing Power</strong></td>
<td>Room 206</td>
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<td><em>Hosted by MACo's Administrators Affiliate</em></td>
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<tr>
<td>Recent reports indicate Maryland residents and local economies benefit directly from over 147,000 jobs in the energy sector, which continues to see job and wage growth. Can the state expect continued job growth and wage increases? How could forecasted advancements in energy technologies and plans for the Grid of the Future impact employment opportunities? And what investments are we making in training to prepare a skilled workforce to fill those jobs? Speakers will discuss the potential economic impact and how the projected deployment of renewable energy, energy management, and storage technologies will make the power grid more resilient while creating future jobs.</td>
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<tr>
<td><strong>Speakers:</strong></td>
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<tr>
<td>- Michael T Richard, Commissioner, MD Public Service Commission</td>
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<td>- Kelly Schulz, Secretary, Maryland Department of Labor, Licensing &amp; Regs.</td>
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<tr>
<td>- Mary Beth Tung Esq, PhD, Director, MD Energy Administration</td>
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<tr>
<td>- Irene K. Magruder, Executive Director, Maryland Clean Energy Center</td>
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<tr>
<td>- David W. Murray, Executive Director, MDV Solar Energy Industries Association</td>
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<tr>
<td><strong>Moderator:</strong></td>
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<tr>
<td>The Honorable Dereck Davis, Maryland House of Delegates</td>
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| 4:30 PM - 6:30 PM  
**MACo KIDS’ PARTY**  
(pre-registration required) | Room 208    |

*Sponsored by Musco Sports Lighting*

Childcare and snacks will be provided by Ocean City Parks & Recreation for children of our conference participants. Contact vwhite@mdcounties.org for more information.

| 4:30 PM - 6:30 PM  
**TASTE OF MARYLAND RECEPTION**  
(ticket required) | Bayfront Hall |

*Lead Sponsor: MD-DE-DC Beverage Association*

*Hosted by the University of Maryland Eastern Shore (UMES)*

*Co-Sponsored by MACo’s Silver Corporate Partners & Delta Dental*

Don’t miss this reception! Our counties will bring samples of food and beverages produced in their jurisdictions. You’ll get to taste local cheese, wine, beer, chocolate, oysters, meats, breads, nuts, coffee, and so much more! This event is for adults 21+. |
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FRIDAY, AUGUST 18, 2017

7:30 AM - 2:30 PM  REGISTRATION CENTER  Lower Level Foyer
Sponsored by the Maryland Department of Housing & Community Development (DHCD)

7:30 AM - 4:30 PM  POWER ZONE LOUNGE  Room 210
& CYBER CAFÉ
Cyber Café Sponsored by KCI Technologies, Inc.

7:30 AM - 8:45 AM  COUNTY ELECTED OFFICIALS’ FORUM,  Room 217
BUSINESS MEETING, & BREAKFAST
(ticket required)
County Elected Officials (County Executives, County Council Members, and County Commissioners) are invited to attend this breakfast and business meeting to conduct the Association's official business and share best practices with their peers.

8:00 AM - 2:00 PM  BAYFRONT HALL OPEN

8:00 AM - 9:30 AM  CONTINENTAL BREAKFAST  Bayfront Hall
WITH THE COUNTIES
Sponsored by the Washington Suburban Sanitary Commission (WSSC)
Visit the county booths to learn more about their economic development initiatives!

9:00 AM - 2:00 PM  EXHIBIT HALL A/B OPEN
Exhibit Hall A/B Sponsored by BGE

9:00 AM - 10:45 AM  GENERAL SESSION  Bayfront Ballroom
The Voice of Entrepreneurship: Who Has the Perfect Pitch for Maryland?
Startup Maryland and the SRT1UP Roadshow tour Maryland to celebrate, coach, curate, and capitalize high-potential entrepreneurs. Over the course of the year, the Roadshow has focused on five high-growth trajectories: cyber/IT; manufacturing 4.0; health, wellness, and life sciences; rural innovations; and social innovations. In this untraditional session, tune in to these economic drivers, hear actual pitches from the best-of-the best of the Roadshow tour, and learn how to assess investment opportunities. Judges on stage, including an active institutional venture capitalist and a recognizable serial entrepreneur, will grill the pitchers as the audience responds. Do you know what your county should listen for as startups like these join the chorus of Maryland industries? See if your vote for perfect pitch is in harmony with the experts.

Speakers:
- Stacey Smith, Executive Director, Cybersecurity Association of Maryland, Inc.
- Michael Galiazzo PhD, President, Regional Manufacturing Institute of Maryland
- Charlotte L. Davis, Executive Director, Rural Maryland Council
- Tami Howie, CEO, MD Tech Council
- Richard May, Founder and President, Innovation Village

Judges:
- Julia Lenzer, Associate Vice President of Innovation and Economic Development and Co-Director of UM Ventures, University of Maryland
- Bruce McIndoe, President, iJET
- The Honorable C.A. Dutch Ruppersberger III, United States House of Representatives

Host: Michael Binko, Founder and CEO, Startup Maryland
Moderator: The Honorable Jerry Walker, First Vice President, MACo; Council Vice Chair, Anne Arundel County
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NRM-1317915 (06/15)
**FRIDAY, AUGUST 18, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
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<tbody>
<tr>
<td>10:00 AM - 10:30 AM</td>
<td>SPONSOR SHOWCASE SESSION</td>
<td>210</td>
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<tr>
<td><strong>Everybody Wins: Getting Maryland Customers to Take Action to Reduce Energy Use</strong></td>
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<td>Hosted by Pepco &amp; Delmarva Power C&amp;I Energy</td>
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<td>Today's utility customers expect personalized choice and control—Pepco and Delmarva Power's energy efficiency programs offer just that. Supporting the EmPOWER Maryland Act, these programs educate customers about energy use and offer cash incentives for taking action. Grounded in data-driven research, Pepco and Delmarva Power get the right message to the right customer at the right time and place. Come learn about ways these utilities help customers save energy and money for years to come.</td>
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<td>Speakers:</td>
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<td>• Edward Musz, Manager, Pepco Holdings</td>
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<td>• Corey Wheat, Program Manager, ICF</td>
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<tr>
<td>10:45 AM - 11:15 AM</td>
<td>SPONSOR SHOWCASE SESSION</td>
<td>210</td>
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<td><strong>Women in Retirement: INVEST in YOURSELF - Empower Your Future</strong></td>
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<td>Hosted by Nationwide Retirement Solutions</td>
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<td>Today's Women are more successful than ever before. Yet many women remain unaware of issues that may be critical to their long-term welfare and shy away from taking an active role in investment planning. What's your future worth? Empower your future by learning more about the financial components of investing, key issues impacting modern women, and ways to potentially increase your retirement income.</td>
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<tr>
<td>Speaker: Deborah K. Turner, Program Director, Nationwide Retirement Solutions</td>
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<tr>
<td>10:45 AM - 11:00 AM</td>
<td>NETWORKING COFFEE BREAK</td>
<td>208/209 Foyer, Exhibit Hall A/B</td>
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<tr>
<td>11:00 AM - Noon</td>
<td>AFFILIATE MEETING</td>
<td>201</td>
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<td>(private)</td>
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<tr>
<td>County Emergency Managers Affiliate</td>
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<tr>
<td>11:00 AM - Noon</td>
<td>GENERAL SESSION</td>
<td>Bayfront Ballroom</td>
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<tr>
<td>Markets, He Wrote: Looking for Clues into the Economy's Direction</td>
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<tr>
<td>Wondering what's in store for the local and global economy? Searching for key indicators? Look no further, economist Anirban Basu is on the case! This presentation provides detailed discussions of global, national, and regional economies using the most up-to-date data available. Special attention is invested in critical elements of economic life, including the performance of financial, labor, and real estate markets.</td>
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<tr>
<td>Speaker: Anirban Basu, Chairman And Chief Executive Officer, Sage Policy Group, Inc.</td>
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<tr>
<td>Moderator: The Honorable Thomas “Mac” Middleton, Maryland State Senate</td>
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**SAVE THE DATE**

Summer Conference: August 15-18, 2018
Roland Powell Convention Center, Ocean City, Maryland
Get to know
Chesapeake Employers’ Strategic Business Unit (SBU) team is focused on providing a “high touch professional level” of customer service to Maryland’s municipalities and counties. It is our local and expert SBU workers’ comp insurance professionals like Jackie Baroody, SBU Claims Supervisor, and Mary Schmidt, SBU Claims Adjuster, who truly make the difference for our customers.

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Jackie Baroody
SBU Claims Supervisor

Mary Schmidt
SBU Claims Adjuster
The Impact of Your Hiring Practices on Your Bottom Line

*Hosted by Chesapeake Employers’ Insurance Company*

During this time of economic expansion, it is important for employers to remember the impact of their hiring practices on their workers' compensation program. Successful workers' compensation programs focus on accident prevention and begins with the hiring process. An employer's first step toward injury prevention is to ensure candidates are an appropriate match for the responsibilities of the open position. Inexperienced or ill-equipped employees can have profound impact on an employer's bottom line.

Chesapeake Employers Insurance Company will discuss several points during the hiring process where employers have the opportunity to promote and maintain their commitment to a safe workplace environment.

**Speaker:** Darryl G. McCallum, Esq, Partner, Shawe & Rosenthal, LLP

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:30 AM - Noon</td>
<td>SPONSOR SHOWCASE SESSION</td>
<td>Room 210</td>
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<tr>
<td>Noon - 1:00 PM</td>
<td>LUNCH MEETINGS</td>
<td>Room 208, 214, 207, 213, 209, 217</td>
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<tr>
<td>Noon - 2:00 PM</td>
<td>KIDS IN THE HALL</td>
<td>Exhibit Hall AB</td>
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</tbody>
</table>

Join this luncheon to hear about how to engage your constituencies in a way that meaningfully includes those who have been left out of the conversations of planned progress.

**Speaker:** Shalita O'Neale, Founder & Senior Consultant, Fostering Change Network, LLC

**Host:** The Honorable Vicki Almond, President, Women of MACo; Council Member, Baltimore County

Children of conference participants may visit our exhibit halls on Friday only from noon until 2:00 pm - stop by the registration center to get your pass!
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Leveraging State Tools to Achieve Community Benefits

Hosted by Maryland Department of Housing & Community Development

Learn about tools available through the Maryland Department of Housing and Community Development to help small businesses and residents thrive. This session will focus on programs that your county can leverage to benefit your constituents, including energy and weatherization, small business lending, and blight removal initiatives.

Speakers:
- Michael J Haloskey III, Director, Business Lending Programs, MD Department of Housing & Community Development
- John Maneval CDA, Deputy Director, Multifamily, Single Family, Energy and Business Lending, MD Department of Housing & Community Development

Attacking the Opioid Epidemic: A Collaborative Approach

Hosted by MACo's Emergency Managers Affiliate

The heroin and opioid epidemic has evolved into a major public health crisis in Maryland. From the Baltimore-Washington metro area to the rural Eastern Shore and Western Maryland, the epidemic is having an extensive impact on large and small counties alike. The crisis touches a plethora of government programs, impacting children and families, public safety professionals, educators, and health care providers. In this session, panelists will discuss how a collaborative approach inspires all stakeholders—across the boundaries of criminal justice, public health, and human services—to act as a single, integrated community and point the way toward powerful new solutions.

Speakers:
- Clay Stamp, Director, MD Emergency Management Agency
- J. Kevin Aftung, Director of Emergency Management, Anne Arundel County
- Nancy Schrum, Director, Office of Constituent Services, Anne Arundel County
- Jeff Amoros, Legislative Director, Baltimore City

Perfecting the Potential of Public Private Partnerships

Hosted by MACo's Engineers Affiliate

When implemented correctly, Public-private partnerships, or "P3s," offer government agencies the opportunity to provide the public with necessary infrastructure while benefitting from the expertise and efficiency of private enterprise. The ideal P3 is the best of both worlds, with public benefit and private sector efficiency- but complications of structuring any new arrangement always present risks. Learn about how jurisdictions have crafted successful partnerships to build and maintain infrastructure at this session.

Speakers:
- Adam Ortiz, Director, Dept. of the Environment, Prince George's County
- Ken Ulman, President, Margrave Strategies
- Sallye Elisabeth Perrin, Sr. V.P., WSP
- James Donald McCormick, Jr, Chief Information Officer, Caroline County

Moderator: The Honorable Stephen Hershey, Maryland State Senate
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Flush Your Troubles Down the Drain, the South Kent Island Solution

Room 206

Hosted by MACo's Environmental Health Officers Affiliate

When septic systems fail, they allow noxious odors and dangerous pathogens to rise to the surface. They can also endanger the Chesapeake Bay by allowing pollutants such as nitrogen to flow into its waters. For many years, community leaders on South Kent Island (SKI) in Queen Anne’s County had serious concerns about public health and the environment due to this very issue. Faced with an alarming septic system failure rate on SKI (70-90%), limited funding, Smart Growth requirements, and anti-growth concerns – among many other concerns and challenges – it was necessary to create a unique solution. Attendees will learn how the county and the State were able to solve this dangerous issue to connect 1,518 existing homes and eight commercial properties to a safe and effective public sewer system.

Speakers:
- Jim J. Moran, Commissioner, At-Large, Queen Anne’s County
- Todd R. Mohn PE, Director, Public Works, Queen Anne’s County
- Julie Barown PE, Northeast Regional Municipal Systems Engineer, Orenco Systems, Inc.

Moderator: The Honorable Shane Robinson, Maryland House of Delegates

Smoothing the Rough Road: Addressing Dementia Challenges

Room 215

Hosted by MACo’s Aging Affiliate

Local governments play a key role in ensuring communities are vibrant, inclusive, and supportive of all citizens. As we begin to see a rise in the number of dementia cases due to our aging population, it is crucial for local governments to work in collaboration with stakeholders to mitigate pressure on services and develop new and innovative service systems. In this session, panelists will discuss the impacts of dementia, the challenges facing family caregivers and those with a dementia diagnosis, and the practical actions government, individuals, businesses, and community stakeholders can take to improve the day-to-day well-being of residents.

Speakers:
- Jay Kenney, Chief, Aging And Disability Services, Montgomery County
- Gloria Gary Lawlah, Program Administrator, Prince George's County
- Meredith Eisenhart Hanley, , National Association of Area Agencies on Aging
- Celene E. Steckel, Bureau Chief, Aging & Disabilities, Carroll County Government
- Michael Buckley, Vice President, Public Affairs, BrightFocus Foundation

Moderator: The Honorable Rushern Baker, County Executive, Prince George’s County

The Key to Public Safety: Locking Down Your Hiring Process

Room 203

Hosted by MACo’s Attorneys & Corrections Affiliate

Law enforcement and correctional officers form the backbone of our public safety system. These jobs are both challenging and demanding, and properly vetting potential candidates during the interview process is critical. Carefully chosen candidates not only protect citizens but also reduce the risk of liability and human resource issues in the future. Speakers will discuss how to structure the interview and candidate search process, the best way to interview for a public safety position, and lessons learned from a human resources perspective.

Speakers:
- Lisa Myers, Human Resources Bureau, Howard County Police Department
- Timothy K. Cameron, Sheriff, St. Mary's County
- Anna Sierra, Director, Emergency Services, Dorchester County

Moderator: The Honorable Cheryl Kagan, Maryland State Senate
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**Affiliate Sessions**

**Room 204**

**“Dude, What’s My Job?” - Understanding, Attracting, and Retaining Your Millennial Workforce**

*Hosted by MACo’s Human Resources Affiliate*

Today’s workforce continues to grow more multi-generational and competitive. "Millennials" are creating a major shift in the way business is conducted and what employers must provide to attract top talent. Local governments looking to remain competitive as this generation permeates the workforce will need to change how they operate in order to attract, develop, and retain the best of the bright-eyed millennials. In this session, panelists will discuss these important dynamics and offer insight into the impact they are already having in the workplace today. Participants will learn strategies to understand, attract, and retain millennials.

**Speakers:**
- Jennifer Marson, Executive Director, Arizona Association of Counties
- Elliot D. Lasson PhD, SPHR, SHRM-SCP, Professor of the Practice & I/O Psychology Graduate Program Director, UMBC at Shady Grove
- Ryan McShane, VP/COO, Marc3 Leadership Solutions

**Moderator:** The Honorable Angela Angel, Maryland House of Delegates

**Room 203**

**Serving Those Who Served Our Country**

*Hosted by MACo’s Administrators Affiliate*

Veterans returning from deployment face unique challenges for reintegration. Even those serving in noncombat positions are often deeply affected by the violence, stress, and dangers experienced by those on the frontlines. Challenges may range from the memories and trauma of war, to readjustment issues concerning employment, housing, family, and even simply returning to a daily routine post-deployment. These veterans may also suffer from PTSD, substance abuse, depression, and other health issues. In this session, attendees will learn best practices for providing support services and assistance for returning veterans.

**Speakers:**
- The Honorable Stephen Waugh, Maryland State Senate
- The Honorable Pat Young, Delegate, Maryland House of Delegates
- Robert Brown, Chairman, Harford County Commission on Veteran Affairs
- Dana Hendrickson, Director, Outreach & Advocacy, MD Dept. of Veteran Affairs

**Moderator:** The Honorable James McMahan, Council Vice President, Harford County

**Room 202**

**The New Look Vacation: Opportunities & Responsibilities in the Sharing Economy**

*Hosted by MACo’s Budget & Finance Affiliate*

The sharing economy is revolutionizing the tourism industry—and also disrupting how counties regulate and tax it. With a multitude of services from accommodations to transportation now booked online with everyday providers just trying to earn an extra buck, the way we tax and regulate the tourism industry must treat all providers equitably while also ensuring the safety of our residents. Join this session to learn more about the challenges, potential solutions, and county responsibilities in the sharing economy.

**Speakers:**
- Mike Coveyou, Chief, Division of Treasury, Montgomery County
- Amy Rohrer, President & CEO, Maryland Hotel & Lodging Association
- Brandon K. Hatton, Public Policy, Airbnb

**Moderator:** The Honorable Jason Buckel, Maryland State Senate
Energy Efficiency
& Sustainability Services

Stephanie D. Bridgeforth, JD
SENIOR ACCOUNT EXECUTIVE
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What Will We See in Phase III? A Bay TMDL Update

Hosted by MACo’s Planners Affiliate

As the Chesapeake Bay Total Maximum Daily Load (TMDL) effort enters its third and final phase, counties could see significant changes to Bay restoration efforts. At the conclusion of a "mid-point assessment" that is currently underway, counties could receive new nutrient and sediment reduction targets, see changes to the effectiveness of best management practices, and have to draft a new Watershed Implementation Plan (WIP). Speakers will discuss the mid-point assessment, the timeline for the Phase III WIPs, and potential changes to the Bay TMDL and local restoration efforts.

Speakers:
- Nicholas DiPasquale, Director, Chesapeake Bay Program Office, US Environmental Protection Agency
- Ben Grumbles, Secretary, MD Department of the Environment
- Adam Ortiz, Director, Dept. of the Environment, Prince George’s County

Moderator: Bruce Williams, Chair, Chesapeake Local Government Advisory Committee

Walking the Tightrope: Protecting the Public and Energizing the Economy

Hosted by MACo’s Environmental Health Officers Affiliate

Environmental health officials work to protect the health and safety of county residents. They also play an important role by increasing confidence in our growing and changing economy. From familiar needs like restaurant cleanliness to the challenges and opportunities presented by the up-and-coming food truck industry, these dedicated officials always have health and safety—and the economy—in mind. For example, by ensuring the safety of our food, environmental health officials increase consumer confidence to eat at restaurants. By ensuring proper sanitation in our homes, they increase lender confidence when providing mortgages or developer loans. Speakers will discuss the roles environmental health officials play in both protecting the public and energizing the economy, and highlight how those roles work with respect to home lending and the emergent food truck industry.

Speakers:
- Don E. Wilson, Environmental Health Director, Caroline County Health Department
- William Alton Castelli, SVP Of Government Affairs, Maryland REALTORS
- Willy Dely, Founder, Au Jus Solutions

Moderator: The Honorable Sharon Green Middleton, Council Member, Baltimore City

The Two-Generation Family Economic Security Commission is an interagency, multidisciplinary commission established by the Hogan-Rutherford Administration. It will study the Two-Generation Approach, a public policy initiative seeking to break the cycle of multigenerational poverty through a family-centered approach to service delivery. Committed to breaking the cycle of poverty by finding solutions that address the needs of an entire family, the Hogan-Rutherford Administration invites you to attend this meeting to engage with the Commission and discuss these important issues.
Thanks to MACo’s Gold Corporate Partners for Sponsoring the Crab Feast!

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FRIDAY, AUGUST 18, 2017

3:15 PM - 4:15 PM  GOVERNOR’S CABINET RECEPTION  Dockside Hall
Sponsored by: Conduent; Cybersecurity Association of Maryland; Global Automakers Association; and Maryland Building Industry Association
Join members of the Governor's Cabinet, fellow attendees, and exhibitors and sponsors for this casual reception. Network with all stakeholders in local government and meet the leaders of the State departments.

5:00 PM - 8:00 PM  CRAB FEAST (ticket required)  South Parking Lot
Crab Feast Sponsored by MACo’s Gold Corporate Partners & Kaiser Foundation Health Plan of the Mid Atlantic States, Inc.
Beverage Carts Sponsored by Rifkin, Weiner, Livingston, LLC
Crab Mallets Sponsored by NACo Financial Services Center
Band Sponsored by Supply Solutions
A highlight of MACo's conference, this all-you-can-eat steamed Maryland blue crab buffet is a "can't miss" event! Picnic fare will be served in addition to the all-Maryland crabs! The Klassix will be on the stage for your listening pleasure and Lollipop the Clown will entertain the young and the young-at-heart with face-painting, crafts, games, and balloon animals!

SATURDAY, AUGUST 19, 2017

8:00 AM - 10:30 AM  REGISTRATION CENTER  Lower Level Foyer
Sponsored by the Maryland Department of Housing & Community Development (DHCD)

8:00 AM - 10:30 AM  POWER ZONE LOUNGE & CYBER CAFÉ  Room 210
Cyber Café Sponsored by KCI Technologies, Inc.

8:00 AM - 9:30 AM  CONTINENTAL BREAKFAST  Room 203/204 Foyer
Sponsored by the Washington Suburban Sanitary Commission (WSSC)

8:00 AM - 9:00 AM  FULL BUFFET BREAKFAST  Room 209
Start Your Saturday with Startup Maryland!
Sponsored by Startup Maryland
Enjoy a full breakfast buffet while you learn more about the successes of Maryland's ecosystem model for economic development, and how Startup Maryland is working with local governments and the state to garner attention for those successes on the national stage.
Speaker: Michael Binko, Founder & CEO, Startup Maryland

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51
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SATURDAY, AUGUST 19, 2017

9:00 AM - 10:00 AM  GENERAL SESSION  Room 202
Where We're Going, We Don't Need Roads:
Let Career Training Transport Maryland Students

It's back to the future for Maryland's students. Not all need a college degree to succeed, but training will be key. Schools are changing course to prepare student for a new economy. And even for those who pursue higher education, technical skills are an asset. Hear how high schools are incorporating careers into the classroom through partnership with industry experts, and programs that provide job training and certification.

Speakers:
- Stephan D. Cox, Cadet Program Coordinator, Harford County
- Lynne Gilli, Assistant State Superintendent, Career & College Readiness, Maryland Department of Education
- Michael D. Thomas, Director, CTE, Baltimore City
- Kristine Pearl, Supervisor of Career and Technology Education, Frederick County Public Schools

Moderator: The Honorable James Rosapepe, Maryland State Senate

9:00 AM - 10:00 AM  SPECIAL SESSION  Room 208
Chasing the Dragon: The Life of an Opiate Addict

Join us for a screening of this documentary released by the FBI and the DEA. The 45-minute film, whose title refers to the never-ending pursuit of the original or ultimate high, features stark first-person accounts told by individuals who have abused opioids or whose children have abused opioids, with tragic consequences.

Speakers:
- Charles Doughty, Special Agent, Federal Bureau of Investigation
- Michael Kulstad, Public Affairs Advisor,
- Shane Dana, Special Agent, Washington Field Office, FBI

Moderator: The Honorable James Mathias, Maryland State Senate

10:00 AM - 10:15 AM  NETWORKING COFFEE BREAK  Performing Arts Center Foyer

10:15 AM - 11:15 AM  OPPIOID FORUM: COMBATING THE CRISIS  Performing Arts Center

Earlier this year, Governor Hogan declared a state of emergency in response to the intensification of Maryland’s heroin and opioid crisis – a move that helps provide state and county response agencies greater flexibility to collaborate on and launch prevention, treatment, and enforcement efforts. This forum provides an avenue for discussion on best practices and how we can partner together to move forward. Attendees are encouraged to attend and voice concerns, discuss what is needed, and to provide examples of what they are doing to stem the epidemic.

Speakers:
- Clay Stamp, Director, MD Emergency Management Agency
- Katie Kuehn, Communications Director, Opioid Operational Command Center (OCCC)
- Birch Barron, Deputy Director, Opioid Operational Command Center (OCCC)
SATURDAY, AUGUST 19, 2017

11:15 AM - 11:30 AM NETWORKING COFFEE BREAK Performing Arts Center Foyer

11:30 AM - 12:30 PM GOVERNOR'S CLOSING ADDRESS Performing Arts Center

Governor's Closing Address
The capstone event of our conference, the Closing Address, is traditionally delivered by the Governor of Maryland. Issues facing local government will be discussed along with the State's response to some of Maryland's pressing challenges and important opportunities. Governor Larry Hogan has been invited to deliver the Closing Address.

Speaker: The Honorable Larry J. Hogan, Jr, Governor of Maryland

12:30 PM ADJOURNMENT

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See pages 67 & 68 for exhibit booth maps!
More info in our mobile app or at www.mdcounties.org/SC17Exhibitors

Thank you, Exhibitors!

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acclaimed Promotions</td>
<td>#435</td>
</tr>
<tr>
<td>Advanced Rehabilitation Technology</td>
<td>#615</td>
</tr>
<tr>
<td>AECOM Technical Services, Inc.</td>
<td>#408</td>
</tr>
<tr>
<td>Aetna</td>
<td>#307</td>
</tr>
<tr>
<td>Alban CAT Power Systems</td>
<td>#137</td>
</tr>
<tr>
<td>American Tennis Courts Inc.</td>
<td>#304</td>
</tr>
<tr>
<td>Anne Arundel Economic Dev. Corp</td>
<td>#917</td>
</tr>
<tr>
<td>AVI-SPL, Inc.</td>
<td>#233</td>
</tr>
<tr>
<td>B&amp;P Environmental LLC</td>
<td>#426</td>
</tr>
<tr>
<td>Baltimore City</td>
<td>#802</td>
</tr>
<tr>
<td>Baltimore Convention Center</td>
<td>#515</td>
</tr>
<tr>
<td>Baltimore County</td>
<td>#809/914</td>
</tr>
<tr>
<td>Baltimore Gas &amp; Electric</td>
<td>#301</td>
</tr>
<tr>
<td>Bates Trucking Trash Removal, Inc</td>
<td>#628</td>
</tr>
<tr>
<td>BEST Access Solutions</td>
<td>#622</td>
</tr>
<tr>
<td>BGE Outdoor Lighting</td>
<td>#302</td>
</tr>
<tr>
<td>Bill2Pay</td>
<td>#308</td>
</tr>
<tr>
<td>BIS Digital, Inc.</td>
<td>#530</td>
</tr>
<tr>
<td>Blackwater Environmental Group, LLC</td>
<td>#425</td>
</tr>
<tr>
<td>Blue Water Environmental, LLC</td>
<td>#432/433/434</td>
</tr>
<tr>
<td>Bolton Partners, Inc.</td>
<td>#601</td>
</tr>
<tr>
<td>Burdette, Koehler, Murphy &amp; Associs, Inc.</td>
<td>#320</td>
</tr>
<tr>
<td>Calvert County</td>
<td>#803</td>
</tr>
<tr>
<td>Carefirst BCBS</td>
<td>#429</td>
</tr>
<tr>
<td>CareFirst BlueCross BlueShield</td>
<td>#428</td>
</tr>
<tr>
<td>Caroline County</td>
<td>#801</td>
</tr>
<tr>
<td>Carousel Industries</td>
<td>#104</td>
</tr>
<tr>
<td>Carroll County</td>
<td>#918</td>
</tr>
<tr>
<td>Carroll Independent Fuel Co.</td>
<td>#324</td>
</tr>
<tr>
<td>CDW-G</td>
<td>#310/311</td>
</tr>
<tr>
<td>Cecil County</td>
<td>#807</td>
</tr>
<tr>
<td>Charles County</td>
<td>#812</td>
</tr>
<tr>
<td>Charles P. Johnson &amp; Associates</td>
<td>#617</td>
</tr>
<tr>
<td>Chesapeake Employers Insurance</td>
<td>#528/529</td>
</tr>
<tr>
<td>Cigna</td>
<td>#327</td>
</tr>
<tr>
<td>Comcast</td>
<td>#300</td>
</tr>
<tr>
<td>Commvault</td>
<td>#514</td>
</tr>
<tr>
<td>Concentra Medical Centers</td>
<td>#604</td>
</tr>
<tr>
<td>Congressman C.A. Dutch Ruppersberger</td>
<td>#702</td>
</tr>
<tr>
<td>Constellation</td>
<td>#503</td>
</tr>
<tr>
<td>Correct Care Solutions</td>
<td>#317</td>
</tr>
<tr>
<td>Cunningham Recreation / GameTime</td>
<td>#609</td>
</tr>
<tr>
<td>Cybersecurity Association of MD, Inc.</td>
<td>#513</td>
</tr>
<tr>
<td>Daly Computers, Inc.</td>
<td>#509</td>
</tr>
<tr>
<td>Data Networks of America</td>
<td>#134</td>
</tr>
<tr>
<td>Delmock Technologies Corporation</td>
<td>#229</td>
</tr>
<tr>
<td>Delta Dental</td>
<td>#407</td>
</tr>
<tr>
<td>Direct Energy</td>
<td>#322</td>
</tr>
<tr>
<td>Dorchester County</td>
<td>#813</td>
</tr>
<tr>
<td>EA Engineering, Science, and Technology, Inc.</td>
<td>#201</td>
</tr>
<tr>
<td>EAW Security</td>
<td>#204-2</td>
</tr>
<tr>
<td>Election Systems &amp; Software</td>
<td>#605</td>
</tr>
<tr>
<td>Emerge MD</td>
<td>#424</td>
</tr>
<tr>
<td>Emergency Numbers Systems Board</td>
<td>#113</td>
</tr>
<tr>
<td>Energy Systems Group, LLC</td>
<td>#325</td>
</tr>
<tr>
<td>Energy3, LLC</td>
<td>#402</td>
</tr>
<tr>
<td>En-Net Services</td>
<td>#602/603</td>
</tr>
<tr>
<td>Enterprise Holdings</td>
<td>#304-2</td>
</tr>
<tr>
<td>ePlus Technology Inc.</td>
<td>#522</td>
</tr>
<tr>
<td>ESRGC @ Salisbury University</td>
<td>#534</td>
</tr>
<tr>
<td>Esri</td>
<td>#502</td>
</tr>
<tr>
<td>Frederick County</td>
<td>#909</td>
</tr>
<tr>
<td>Freedom Broadband</td>
<td>#512</td>
</tr>
<tr>
<td>FTS Fiber</td>
<td>#903</td>
</tr>
<tr>
<td>Fujitsu America Inc.</td>
<td>#331</td>
</tr>
<tr>
<td>Garrett County</td>
<td>#910</td>
</tr>
<tr>
<td>GEO Care</td>
<td>#404</td>
</tr>
<tr>
<td>Gordian</td>
<td>#619</td>
</tr>
<tr>
<td>GovDeals, Inc.</td>
<td>#135</td>
</tr>
<tr>
<td>Governor’s Coordinating Offices</td>
<td>#208</td>
</tr>
<tr>
<td>Grainger</td>
<td>#531-2</td>
</tr>
<tr>
<td>Harford County</td>
<td>#808</td>
</tr>
<tr>
<td>Holiday Inn Solomons Conference Center &amp; Marina</td>
<td>#312</td>
</tr>
<tr>
<td>Home Paramount Pest Control, Inc.</td>
<td>#417</td>
</tr>
<tr>
<td>Howard County</td>
<td>#907</td>
</tr>
<tr>
<td>Hyatt Regency Chesapeake Bay Golf Resort, Spa &amp; Marina</td>
<td>#430</td>
</tr>
</tbody>
</table>
Thank you, Exhibitors!

- ICAHN Automotive (#418)
- Institute for Governmental Service and Research (#133)
- J&J Truck Bodies & Trailers (#331-2)
- Johnson Controls, Inc. (#330)
- Juniper Networks (#618)
- Kaiser Foundation Health Plan of the Mid Atlantic States Inc. (#607)
- KCI Technologies, Inc. (#500/501)
- Kennedy Krieger Institute (#129)
- Kent County Information Technology (#904)
- Keystone Purchasing Network (#422)
- Kronos (#305)
- LB Water (#419)
- Lenovo (#616)
- LGIT Health/Benecon (#506)
- Local Government Insurance Trust (#507)
- Manns Woodward Studios (#611)
- Marquette Associates (#231-2)
- MD Ag Dept/Conservation Partnership (#218)
- MD Agricultural & Resource-Based Industry Development Corp. (#614)
- MD Ag Education Foundation, Inc. (#319)
- MD American Water (#516)
- MD Association of Community Colleges - MACC (#421)
- MD Association of Counties (#905)
- MD Association of County Health Officers (#315)
- MD Association of Nonpublic Special Ed Facilities (#416)
- MD Correctional Administrators Assn. (#123)
- MD Correctional Enterprises (#115/116)
- MD Dept. of Assessments and Taxation (#227)
- MD Dept. of Commerce (#209)
- MD Dept. of General Services (#122)
- MD Dept. of Human Services (#224)
- MD Dept. of Information Technology (#706)
- MD Dept. of Juvenile Services (#117)
- MD Dept. of Labor, Licensing & Regulation (#222/223)
- MD Dept. of Legislative Services (#313)
- MD Dept. of Natural Resources (#219)
- MD Dept. of Planning (#225)
- MD Dept. of Public Safety & Corr. Srvcs. (#114)
- MD Dept. of the Environment (#127)
- MD Dept. of Transportation (#108-112)
- MD Emergency Management Agency (#221)
- MD Energy Administration (#215)
- MD Environmental Service (#228)
- MD Fire Chiefs' Association (#708)
- MD Health Connection (#214)
- MD Heritage Areas (#103)
- MD Institute for Emergency Medical Services Systems (#226)
- MD Insurance Administration (#124)
- MD Libraries (#118/119/216/217)
- MD Lottery and Gaming (#106/107)
- MD Office of the Comptroller (#212)
- MD Office of the Secretary of State (#707)
- MD Onsite Wastewater Professionals Association (#626)
- MD Ready Mix Concrete Association (#511)
- MD Register of Wills Association (#213)
- MD Relay (#125)
- MD Small Business & Tech Dev. Center (#132)
- MD Stadium Authority - Capital Projects (#230)
- MD Stadium Authority - Sports Marketing Group (#231)
- MD State Department of Education (#210)
- MD State Firemen's Association (#519)
- MD State Geographic Committee (MSGIC) (#533)
- MD Tech Council & We Work for Health - MD (#524)
- MD Tourism Coalition (#901)
- MD Underground Facilities Damage Prevention Authority (#613)
- MD Department of Housing & Community Development (#120/121)
- MD Higher Education Commission (#211)
- MDT2 Center/ MD LTAP (#518)
- MEDI (#423)
- Mediation & Conflict Resolution Office (#314)
- Miss Utility (#612)
- Montgomery County (#805)
- Motorola Solutions, Inc. (#600)
- Musco Sports Lighting (#235)
- National Association of Counties (#525)
- National IPA (#318)
Thank you, Exhibitors!

- National Security Agency (#206/207)
- National Vision Administrators, LLC (#505)
- Nationwide Retirement Solutions (#526/527)
- Navarro & Wright Consulting Engineers (#303)
- NIC MD (#136)
- No Kid Hungry MD (#621)
- NORESCO, L.L.C. (#334)
- Office MD Attorney General, Consumer Protection Div. (#126)
- Office of Administrative Hearings (#220)
- Office of the Honorable Andrew P. Harris (#705)
- Office of the Honorable Ben Cardin (#704)
- Office of the Honorable Christopher Van Hollen (#703)
- Operational Performance Solutions, Inc. (#409)
- Optotraffic, LLC (#625)
- Orenco Systems/Kershner Env. Tech. (#234)
- Panasonic (#306)
- Pepco and Delmarva Power Commercial and Industrial (C&I) Energy Savings Programs (#328)
- PHI Air Medical, LLC (#332/333)
- Phillips Office Solutions (#521)
- Pleasants Construction (#620)
- Potomac Edison, A FirstEnergy Company (#309)
- Presidio (#508)
- PrimeCare Medical, Inc. (#329)
- Prince George’s County & M-NCPDC (#912/913)
- PRM Consulting Group, Inc. (#523)
- Protank - Propane Tank Recyclers (#627)
- Queen Anne’s County (#911)
- Redflex Traffic Systems (#604-2)
- Republic Services (#405/406)
- Research 2 Rescue (#128)
- Rimkus Consulting Group, Inc. (#323)
- Rudolph’s Office & Computer Supply (#403)
- Rural MD Council (#203)
- SAVERS- Donation Drop Spot (#610)
- Schaefer Center for Public Policy (#205)
- Segal Consulting (#606)
- Servpro of MD (#431)
- ShoreScan Solutions (#200)
- Siemens Industry, Inc. (#517)
- Skyline Technology Solutions (#415)
- Soltesz, Inc. (#202)
- Somerset County (#916)
- Splunk (#410)
- Sprint (#404-2)
- St. Mary’s County (#806)
- Standard Solar (#335)
- Startup MD - STRT1UP Roadshow Bus (Front Terrace)
- Supply Solutions, LLC (#400)
- Sustainable Generation (#623)
- Talbot County (#908)
- Target Marketing Group (#420)
- TierPoint (#413)
- TMDG LLC - Certified Public Accountants & Healthcare Consultants (#316)
- T-Mobile (#504-2)
- Towson University, Innovation & Applied Research (#105)
- U.S. Bridge (#427)
- U.S. Census Bureau (#131)
- U.S. Communities (#510)
- U.S. Small Business Administration (#130)
- U.S. Wind, Inc. (#532)
- UMBC MD Inst. For Policy Analysis & Research (#102)
- Univ. of Baltimore/Gov. & Public Affairs (#204)
- University of MD Extension (#414)
- USDA Rural Development (#624)
- Verizon Fios (#411)
- Verizon Wireless (#412)
- Washington County (#810/811)
- Waste Management of MD, Inc. (#520)
- Wexford Health Sources, Inc. (#401)
- WGL Energy, Inc. (#700/701)
- WhiteMarsh Environmental Services, Inc. (#504)
- WhitneyBaileyCox & Magnani, LLC (WBCM) (#535)
- Wicomico County (#804)
- Wisp Resort (#326)
- Worcester County (#915)
- Workday (#232)
- WSSC (#709/710)
- Wye River Group (#321)
- Zelenkofske Axelrod, LLC (#608)
### Advertisement Index

<table>
<thead>
<tr>
<th>Organization</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aetna</td>
<td>24</td>
</tr>
<tr>
<td>American Traffic Solutions</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>BGE</td>
<td>30</td>
</tr>
<tr>
<td>Bill2Pay</td>
<td>36</td>
</tr>
<tr>
<td>CareFirst BlueCross BlueShield</td>
<td>28</td>
</tr>
<tr>
<td>Chesapeake Employers Insurance Company</td>
<td>40</td>
</tr>
<tr>
<td>Cigna</td>
<td>16</td>
</tr>
<tr>
<td>Comcast</td>
<td>18</td>
</tr>
<tr>
<td>Constellation</td>
<td>50</td>
</tr>
<tr>
<td>Cornerstone</td>
<td>54</td>
</tr>
<tr>
<td>Kaiser Foundation Health Plan of the Mid Atlantic States Inc.</td>
<td>26</td>
</tr>
<tr>
<td>Law Office of Thomas N. Yeager</td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>LGIT Health</td>
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<td>Ingrid M. Turner, Esq. - Prince George’s County</td>
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<td>Isiah “Ike” Leggett - Montgomery County</td>
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<td>John F. Barr - Washington County</td>
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