



MARYLAND
Association of
COUNTIES

CHARTING THE COURSE

★ **MACO WINTER CONFERENCE**

www.mdcounties.org/MACoCon

★ **JANUARY 2-4, 2019** ★

HYATT REGENCY CHESAPEAKE BAY HOTEL | CAMBRIDGE, MARYLAND

26

INFORMATIVE
 EDUCATIONAL
 SESSIONS

60

INNOVATIVE
 EXHIBITORS

70

INSPIRATIONAL
 FEATURED
 SPEAKERS

600

INFLUENTIAL
 ATTENDEES



REGISTRATION BROCHURE ★



CHARTING THE COURSE

MACo WINTER CONFERENCE

★ JANUARY 2-4, 2019

HYATT REGENCY, CAMBRIDGE, MD

What's next for **MARYLAND's COUNTIES?**

MACo's Winter Conference leads into Maryland's General Assembly Session—the intensive 90 days of law-making that affect all residents of our state. More than 600 government leaders and legislators will gather at MACo's Winter Conference to discuss what's next for Maryland.

We'll take a look at where we are, where we need to be, and how to get there. Attendees will explore how county government works and dive into the policy issues facing Maryland as we begin a new legislative session.

With an election comes new faces and new relationships to build - there will be a heavy focus on helping newly elected officials at the county, state, and legislative levels get up to speed with local needs and common goals.

If you're involved in local government in any way, you should attend—don't miss your chance to shape the next four years in Maryland!

Register today!



www.mdcounties.org/MACoCon



MACo's Winter Conference will empower you to:

LEARN

Gain knowledge and understanding of the issues facing local governments today.

ENGAGE

Find solutions to important challenges through face-to-face exchanges with county officials, county professionals, and legislators.

COLLABORATE

Save money and increase efficiency through partnerships with stakeholders and vendors.

About MACo:

The Maryland Association of Counties (MACo) is a non-profit and non-partisan organization that serves Maryland's counties by articulating the needs of local government to the Maryland General Assembly. The Association's membership consists of county elected officials and representatives from Maryland's 23 counties and Baltimore City.

MACo is the only organization serving the needs of county elected officials and governments across the state of Maryland.

OVERVIEW

Please note that the schedule is tentative and subject to change. **Additional events and details are listed on the following pages.** Check www.mdcounties.org for updates.

Wednesday, January 2, 2019

7:30 am - 4:30 pm	Registration
7:30 am - 10:00 am	Continental Breakfast
7:30 am - 11:30 am	Exhibitor Registration
8:00 am - 2:45 pm	Newly Elected Officials Orientation
8:00 am - 8:30 am	Welcome & Introductions
8:30 am - 9:00 am	Local Government Structure
9:00 am - 9:45 am	The County Elected Official's Role in the Legislature
9:45 am - 10:00 am	Networking Coffee Break
10:00 am - 11:00 am	Mentoring Roundtable—What to Expect As an Elected Official
11:00 am - 11:15 am	Networking Coffee Break
11:15 am - Noon	Local Government Budgeting
Noon - 1:00 pm	Lunch Session—Foundations of Local Leadership*
1:00 pm - 1:15 pm	Networking Coffee Break
1:15 pm - 2:45 pm	Ethics for Local Government Officials
10:00 am - 11:00 am	Returning County Officials Roundtable: Smart Growth
11:00 am - 4:30 pm	"Life is ON" Attendee Lounge
11:00 am - 6:30 pm	Exhibit Halls Open
Noon - 1:00 pm	Lunch Buffet & Working Lunches*
1:15 pm - 2:45 pm	Returning County Officials Roundtable: School Funding
1:15 pm - 2:45 pm	Returning County Officials Roundtable: Stormwater Permits
2:45 pm - 3:15 pm	Sponsored Snack Break
3:15 pm - 4:15 pm	Affiliate Sessions
4:15 pm - 4:30 pm	Networking Coffee Break
4:30 pm - 5:30 pm	Naloxone/CPR Training
5:00 pm - 6:00 pm	Women of MACo Reception
5:30 pm - 6:30 pm	Welcoming Reception
6:30 pm - 8:30 pm	Welcoming Banquet & Awards Ceremony*
8:30 pm - 9:30 pm	Corporate Partners Reception
9:30 pm - 11:30 pm	WGL Dueling Pianos Reception

Thursday, January 3, 2019

7:30 am - 3:30 pm	Registration
7:30 am - 3:30 pm	Exhibit Halls Open
7:30 am - 8:45 am	County Elected Officials Forum, Breakfast & Business Meeting*
7:30 am - 8:45 am	Continental Breakfast
7:30 am - 3:30 pm	"Life is ON" Attendee Lounge
9:00 am - 10:15 am	General Session: Public Safety
9:30 am - 4:00 pm	Spouse/Guest Tour
10:15 am - 10:30 am	Networking Coffee Break
10:30 am - 11:30 am	General Session: Economic Forecast
11:30 am - 12:30 pm	Lunch Buffet & Working Lunches*
12:45 pm - 1:45 pm	MACo Book Club
12:45 pm - 1:45 pm	Naloxone/CPR Training
1:45 pm - 2:00 pm	Networking Coffee Break
2:00 pm - 3:00 pm	Affiliate Sessions
3:00 pm - 3:30 pm	Sponsored Snack Break
3:30 pm - 4:30 pm	Affiliate Sessions
5:00 pm - 6:00 pm	Diversity Caucus Reception
6:00 pm - 7:00 pm	Inaugural Banquet Reception
7:00 pm - 8:30 pm	Inaugural Banquet*
8:30 pm - 9:30 pm	President's Reception
9:30 pm - 11:30 pm	Kaiser Karaoke Reception

Friday, January 4, 2019

7:30 am - 10:30 am	Registration
7:30 am - 9:30 am	Continental Breakfast
7:30 am - 10:30 am	"Life is ON" Attendee Lounge
8:00 am - 9:30 am	Academy Core: Open Meetings Act
9:30 am - 10:45 am	General Assembly Forecast
10:15 am - 11:00 am	Networking Coffee Break
11:00 am - Noon	General Session: Lobbying
12:15 pm - 1:30 pm	Lunch* & Closing Session: Opioid Roundtable

MACo's Newly Elected Officials Orientation*

By invitation only, this training is an opportunity for all newly elected Maryland county officials to build a foundation for effective local governance. Held on Wednesday morning, this orientation is included in a full registration or a Wednesday daily registration.

*= ticket required

SCHEDULE

MACo's Newly Elected Officials Orientation

Wednesday, January 2, 2019 | 8:00 am - 2:45 pm

County government is often characterized as "where the rubber meets the road" in providing vital core services to its citizens. Whether it is repairing potholes, keeping the public safe, setting local land use policies, or providing the first response in a crisis, counties have a direct and tangible impact on their residents. Consequently, they are also the level of government closest to the people and most directly answerable to them. During this orientation, newly elected county officials will learn about local government budgeting and structure, along with their role in working with the Maryland General Assembly. A roundtable mentoring session will give new officials the chance to learn directly from seasoned elected officials about the duties, responsibilities, and challenges they will face over the next four years. **NOTE: This orientation is for NEWLY ELECTED COUNTY OFFICIALS ONLY — staff and other elected officials are not invited to attend the orientation (exception: all conference registrants may attend Ethics).**

8:00 AM - 8:30 AM

Welcome and Introductions

In this session, new members will be introduced to MACo and will hear briefly from the National Association of Counties, the Local Government Insurance Trust, Nationwide Retirement Solutions, and the Academy for Excellence in Local Governance about resources available to public officials as part of MACo membership.

8:30 AM - 9:00 AM

Local Government Structure

Hear the inside scoop on how things work in Maryland counties. In this session, speakers will outline county government types, including Commission, Code Home Rule, and Charter structures, and discuss how the structure of a local government influences your governance as elected officials. Speakers will share personal insights and experiences stemming from the intricacies and peculiarities of the relationships between county government and other entities, including: Local Election Boards, Local Health Departments, Local Boards of Education, Community Colleges, Libraries, Circuit Courts, and Sheriffs.

9:00 AM - 9:45 AM

The County Elected Official's Role in the Legislature

State elected officials want to hear from you regarding legislation that will affect local revenues, operations, and services. After all, you work for the same constituencies. During this session, you will hear from a state Senator and Delegate offering tips for working most effectively with your county's delegation in the General Assembly. You will also learn about MACo's role in the legislative process and how you can participate in our advocacy efforts.

10:00 AM - 11:00 AM

Mentoring Roundtable:

What to Expect as a Newly Elected Official

Peer-to-peer mentoring is the focus of this roundtable discussion. Newly elected county officials will have the opportunity to ask questions of veteran and current elected officials and learn from their knowledge and expertise.

11:15 AM - Noon

Local Government Budgeting

A county budget is the most important managerial tool available to local government. It serves as an operations guide, a financial plan, a communications plan, and a policy document. During this session, speakers will discuss the importance of the budget, how to account for revenues and expenditures, and fiscal pressures that affect the bottom line.

Noon - 1:00 PM

Lunch Session: Foundations for Local Leadership (ticket required)

A strong foundation of knowledge and skills is needed to successfully navigate the many different facets of being a local government leader. In this session, speakers will briefly touch on the basic skills and information every county government practitioner needs to know: risk management, conducting meetings, reaching consensus, financial management, ethics, employment issues, and the Open Meetings and Public Information Acts. All of these topics are covered more fully in the Academy for Excellence in Local Governance certificate program through the University of Maryland's School of Public Policy, but this introductory overview will get participants started on the path toward becoming an accredited county leader!

1:15 PM - 2:45 PM

Ethics for Local Government Officials

Academy for Excellence in Local Governance Course

Officials should be knowledgeable of their public ethics ordinance, as generally required by state law. Many officials fill out the necessary forms and assume that they have complied with the law. But are their day-to-day actions living up to the intent of the law? There is often a fine line between legal and ethical behavior, and this class illustrates the differences through real-life scenarios and small group discussions.

This Ethics course is open to newly elected officials AND other conference registrants. Other orientation courses are only open to newly elected county officials.

SCHEDULE

WEDNESDAY, JANUARY 2, 2019

7:30 AM - 10:00 AM | CONTINENTAL BREAKFAST

7:30 AM - 4:30 PM | REGISTRATION

8:00 AM - 2:45 PM | NEWLY ELECTION OFFICIALS ORIENTATION (NEOO)

See previous page for more details!

9:45 AM - 10:00 AM | NETWORKING COFFEE BREAK
Sponsored by Davenport & Company, LLC

10:00 AM - 11:00 AM | ROUNDTABLE DISCUSSION
Returning Officials & Professionals Series

A Chat with the Smart Growth Subcabinet

The Smart Growth Subcabinet oversees and advises on Maryland's growth policies and laws. Its members (mostly Cabinet secretaries) will provide updates on land use, environmental, housing, economic development, and transportation issues chosen by county elected officials and staff. Open audience discussion will round out the session. Don't miss your chance to connect directly with agency heads on critical Smart Growth and land use issues.

11:00 AM - 11:15 AM | NETWORKING COFFEE BREAK
Sponsored by Davenport & Company, LLC

11:00 AM - 4:30 PM | "LIFE IS ON" ATTENDEE LOUNGE
Sponsored by Schneider Electric

Need a quiet space to take a phone call, respond to email, or have a quick meeting? This is the place!

11:00 AM - 6:30 PM | EXHIBITS & CYBER CAFÉ

Visit the exhibits in the main foyer and Choptank Ballroom to meet potential partners and learn more about their cost-saving products and services.

Noon - 1:00 PM | BUFFET LUNCH (ticket required)

Noon - 1:00 PM | WORKING LUNCHESES (ticket required)

Private meetings: Only county professionals working in these categories are invited to participate.

- Emergency Management Directors
- Engineers Affiliate
- Human Services Affiliate
- Information Technology Affiliate

Noon - 4:30 PM | AFFILIATE MEETING (ticket required)

- Maryland Association of County Health Officers (private)

1:00 PM - 1:15 PM | NETWORKING COFFEE BREAK
Sponsored by Davenport & Company, LLC

1:15 PM - 2:45 PM | ROUNDTABLE DISCUSSIONS
Returning Officials & Professionals Series

Attend either of these sessions for an in-depth discussion on current policy issues.

Keeping Up with Kirwan — What's New and What's Next for School Funding?

The [Kirwan] Commission on Innovation and Excellence in Education was formed in 2016 to answer two questions: Should the state revise current education funding formulas? And, what major new education policies must be enacted to put Maryland public schools on par with the best in the world? The Commission released its final report in December, and now the focus shifts to the pattern and role of county funding. Spending formulas, systematic accountability, and resource equity are all hot topics. How will the Kirwan Commission's recommendations affect county governments? This session focuses on education funding and accountability, and how to best ensure that Maryland students receive a fair, equitable, and high-quality education.

We're Here to Help: Technical Assistance for the Bay TMDL and MS4 Permits

The Local Government Advisory Committee provides the local government viewpoint in the Chesapeake Bay Total Maximum Daily Load (TMDL) efforts, including Municipal Separate Storm Sewer System (MS4) permits. One of the Committee's longstanding recommendations has been to provide greater technical assistance to county and municipal governments, especially those with limited capacity to initiate projects or programs on their own. Recently, the Committee has formulated a realistic and flexible approach to make this recommendation a reality. Join Committee members and staff in a discussion of this proposal and provide your input on how this recommendation can best be realized in Maryland.



SCHEDULE

WEDNESDAY, JANUARY 2, 2019

2:45 PM - 3:15 PM | POPCORN BREAK

3:15 PM - 4:15 PM | AFFILIATE SESSIONS

Are We There Yet? How New Technology Is Driving Government Policy

Hosted by MACo's Information Technology Directors Affiliate

From wireless use to cloud-based computing, technology is not only driving cultural change, but also propelling government policy. As broadband, small cells, and 5G service raise standards for constituents and define economic development resources, cloud-computing expands possibilities for government, including information-sharing services, data-sourcing techniques, and telecommuting. However, these new technologies also expose governments to a new level of cyber-threat. Learn the basics, and hear more about the push for policy shifts in this survey of contemporary issues in county technology.

Constituents in Crisis? Human Services to the Rescue!

Hosted by MACo's Human Services Affiliate

For families in need, navigating the world of government services can be a daunting experience. There is a wealth of county agencies under the broad umbrella of "human services" — Local Management Boards, Social Services Departments, Area Agencies on Aging, and more. They are all working to help target resources and provide aid to your community's most vulnerable populations. Attend this session to learn how county human services professionals coordinate and collaborate to provide care to your communities.

Trash Backlash: Will Going Green Put Us in the Red?

Hosted by MACo's Engineers Affiliate

Maryland has a strong recycling program that is primarily driven by the counties. However, that program is now in jeopardy. China, the largest recycling processor in the world, enacted strict prohibitions in 2018 against the import of certain types of foreign recycled materials. This is creating problems for states and local governments throughout the United States as there is a diminished market for recycled materials and we lack the capacity to process these materials domestically. Panelists will discuss the policy implications of China's decision, the looming impacts on county governments, and what needs to happen nationally to address the issue.

4:15 PM - 4:30 PM | NETWORKING COFFEE BREAK

Sponsored by Davenport & Company, LLC

4:30 PM - 5:30 PM | SPECIAL SESSION

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

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 overdose. 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. This session is also offered on Thursday from 12:45 pm — 1:45 pm in case that date and time work better for your schedule!

4:30 PM - 5:30 PM | SPECIAL MEETING

Clean Chesapeake Coalition Meeting

The Clean Chesapeake Coalition (CCC) currently comprises government officials from six Maryland counties: Caroline, Carroll, Cecil, Dorchester, Kent, and Queen Anne's. The Coalition's objective is to pursue improvement to the water quality of the Chesapeake Bay in the most prudent and fiscally responsible manner — through research, coordination and advocacy. CCC welcomes elected officials and other interested parties from non-member counties to attend this meeting.

5:00 PM - 6:00 PM | WOMEN OF MACo RECEPTION

5:30 PM - 6:30 PM | WELCOMING RECEPTION

Sponsored by the Hyatt

6:30 PM - 8:30 PM | WELCOMING BANQUET

& AWARDS CEREMONY (ticket required)

Sponsored by MACo's Silver Corporate Partners

Join us to celebrate MACo's County Champion Award Winners as we recognize outstanding individuals and programs in the fields of public service, best practices, and public policy. Connect with old friends, meet new ones, and prepare for the week ahead!

8:30 PM - 9:30 PM | DESSERT RECEPTION

Hosted by MACo's Corporate Partners

9:30 PM - 11:30 PM | WGL ENERGY SERVICES

DUELING PIANOS RECEPTION

Sponsored by WGL Energy Services

Back by popular demand, this fun networking event features dueling pianos to help you relax and have some fun - so you can be energized to start the next day's sessions!

SCHEDULE

THURSDAY, JANUARY 3, 2019

7:30 AM - 3:30 PM | REGISTRATION

**7:30 AM - 8:45 AM | COUNTY ELECTED OFFICIALS' FORUM,
BREAKFAST & BUSINESS MEETING
(ticket required)**

County Elected Officials are invited to attend this breakfast and business meeting to conduct the Association's official business and share best practices with their peers.

7:30 AM - 8:45 AM | CONTINENTAL BREAKFAST

7:30 AM - 3:30 PM | EXHIBITS & CYBER CAFÉ

7:30 AM - 3:30 PM | "LIFE IS ON" ATTENDEE LOUNGE
Sponsored by Schneider Electric

Need a quiet space to take a phone call, respond to email, or have a quick meeting? This is the place!

9:00 AM - 10:15 AM | GENERAL SESSION

The Lifesaving Power of Public Safety Partnerships

In today's world of complex threats to the public, local public safety agencies must present a coordinated response in any number of situations to protect the lives and well-being of Maryland residents. County police officers, correctional officers, firefighters, EMTs, and emergency managers play a part in all sorts of dangerous situations - from active shooter encounters to weather disaster response and recovery. The lives of those in your community depend on the strength and unity of these teams. In this session, learn how county professionals in the public safety field are forming partnerships and working together to save lives.

9:30 AM - 4:00 PM | GUEST LUNCH AND TOUR

Guests of registered conference participants (attendees, exhibitors, and sponsors) are invited to attend this informational and fun tour of Caroline County! Enjoy the County's local nature reserve, the Adkins Arboretum, then lunch at the Chesapeake Culinary Center, followed by a trip to the Fiber Arts Center of the Eastern Shore. Take a break with coffee and dessert by a Food Network contest winning chef and then head to the Faulkner Branch Cidery and Orchard for a tour and tasting before returning to the Hyatt. Registration required! Contact Allison Valliant at avalliant@mdcounties.org with questions.

10:15 AM - 10:30 AM | NETWORKING COFFEE BREAK
Sponsored by Davenport & Company, LLC

10:30 AM - 11:30 AM | GENERAL SESSION

2019 Economic Forecast

Economic activity reflects a balance between what people, businesses, and governments want to buy and what they want to sell. Recent actions in Congress and the United States Supreme Court led to short-term revenue write-ups and budget surpluses, but will the good times last? This session provides a detailed outlook for global, national, and regional economies using the most up-to-date information available. Special attention is invested in critical elements of economic life, including the performance of financial, labor, and real estate markets in Maryland.

11:30 AM - 12:30 PM | BUFFET LUNCH (ticket required)

**11:30 AM - 12:30 PM | WORKING LUNCHES
(ticket required)**

Private meetings: Only county officials and professionals working in these categories are invited to participate.

- Attorneys Affiliate
- County PIOs & Communications Professionals
- Human Resources Affiliate
- Large County Coalition
- Parks and Recreation Affiliate
- Regional Councils
- Rural County Coalition

12:45 PM - 1:45 PM | SPECIAL SESSION

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

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 overdose. 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. This session is also offered on Wednesday from 4:30 pm — 5:30 pm in case that date and time work better for your schedule!

SCHEDULE

THURSDAY, JANUARY 3, 2019

12:45 PM - 1:45 PM | MACo BOOK CLUB

City on the Line: How Baltimore Transformed Its Budget to Beat the Great Recession and Deliver Outcomes

MACo's "good government" Book Club continues, this time with a twist. Andrew Kleine, who helped bring this idea to MACo conferences, will now play the role of author, as his own recently released book is the featured reading. The session will start with a one-on-one interview with the author, and then into discussion of the book and its ideas, and what our conference participants can take from it and use back home in their counties or elsewhere.

1:45 PM - 2:00 PM | NETWORKING COFFEE BREAK

Sponsored by Davenport & Company, LLC

2:00 PM - 3:00 PM | AFFILIATE SESSIONS

More Than a TV Show:

The Real Issues of "Parks and Recreation"

Hosted by MACo's Parks & Recreation Affiliate

The hit television show "Parks and Recreation" highlighted the challenges facing county parks and rec departments. From funding uncertainties, land use and environmental concerns, and of course, recreation issues, running a successful parks and rec program takes a multi-faceted approach. Panelists will give an overview of the role and benefits of public recreation and dive into some of the Maryland hot topics you might not have seen on screen...like the importance of Program Open Space funding and the heated debate over synthetic turf fields.

Who's Falling Through the Cracks?

Addressing Gaps in Behavioral Health Services

Hosted by MACo's Corrections & Health Officers Affiliates

Ensuring residents have access to mental health and substance use disorder treatment remains a pressing issue for local governments. County jails house people with some of the most acute mental health treatment needs as well as those at highest risk for drug overdoses once they are released. Drug overdose rates continue to skyrocket across the state as more lethal drugs flood the market. Accessible treatment beds within local communities remain few and far between. Counties struggle to find solutions that can meet their growing needs and reach those who are hardest to reach. In this session, learn about the challenges local governments face providing behavioral services to their most vulnerable community members and what pioneering approaches could help.

MACo's Book Club

Offering an opportunity for professional development and exploration of specific government theories and best practices with peers, MACo's Book Club has proven to be a beneficial and high-demand offering.

Contact nquerry@mdcounties.org to reserve your seat today—the first 20 participants will receive a FREE copy of the book to read before the conference!

Too Big To Fail: Pulling Together for Emergency Response

Hosted by MACo's Emergency Managers Affiliate

A major disaster can quickly overwhelm your county's local response capabilities — triggering the need to ask for help from neighboring counties and the State. If that happens, the stakes will be high and lives may be on the line, so it is crucial to have a mutual aid plan in place before disaster strikes. In this session, learn how your county can get help and deliver help when it's needed. Speakers will discuss the pre-planning you can do now to ensure an effective and efficient disaster response and will share information about the State's network of mutual aid agreements designed to protect in times of regional and statewide emergencies.

When Green Fades to Gray:

Workplace Standards in the Cannabis Era

Hosted by MACo's Human Resources Affiliate

The use of medical cannabis, now legal under State law, may create a gray area within county government personnel policies. Traditional health and safety policies—especially important for county government roles that involve operating utility equipment, supervising children, and protecting public safety—are not as clear with medical cannabis use. In addition, ADA compliance, requests for accommodation, and wrongful termination challenges are anticipated. In this session, speakers will share how workplace policies may need to be clarified or adapted now that medical cannabis is legal in Maryland and what may be in store—from a Human Resources perspective—if recreational marijuana is legalized in Maryland.

3:00 PM - 3:30 PM | CHOCOLATE BREAK

SCHEDULE

THURSDAY, JANUARY 3, 2019

3:30 PM - 4:30 PM | AFFILIATE SESSIONS

Dollars & Sense: Building a Capital Budget

Hosted by MACo's Budget & Finance Affiliate

Budgeting to maintain a county's infrastructure can be a complicated process. You must understand your infrastructure needs and maintenance schedule, establish project priorities, and develop sustainable funding mechanisms. This session provides an overview of the Capital Improvement Program (CIP) process from the beginning stages of assessing the capital needs and requests, developing the capital plan and budget during the budget process, determining the appropriate funding sources, and managing capital projects after budget adoption.

Hold That Tweet! Mastering the Art of 21st Century Communication

Hosted by MACo's Administrators Affiliate

The right communication strategies can build a bridge between government officials and the public they serve. The wrong strategies can find you treading in dangerous waters. Officials must find the right methods for engaging with constituents to foster trust, support, and understanding. In this digital age, social media is just one increasingly powerful tool that—when done correctly—can be a fast and effective way to deliver messages and learn about your community's needs. Attend this session to learn how to effectively navigate modern communication channels and steer clear of perilous pitfalls.

Legislation, Litigation & Legitimacy: Key Legal Issues For the 2019 Session

Hosted by MACo's Attorneys Affiliate

Several critical county legal issues will be considered during the 2019 legislative session, including local preemption (which is a MACo Legislative Initiative), comparative fault, and access to justice. It is important that both county elected officials and staff understand these issues, as they can affect a county's authority, liability, and budget. Panelists will provide an overview of each of these legal issues, including their current status before both the General Assembly and the courts.

Protecting the Public's Health: Weeds to Wells to Wellness

Hosted by MACo's Health Officers Affiliate

Local Health Departments are the backbone of public health, with professionals working to promote, protect, and improve the well-being of local communities. The range of services is truly amazing and includes assistance against epidemic threats and infectious diseases, treatment for addiction and mental illness, protection of home water quality, providing school-based health, preventative health care, access to clinical services, and food safety and inspections...just to name a few. In this session, learn about the structure of local health departments, the unique and innovative programs they offer, and the economic value they provide to their local communities.

5:00 PM - 6:00 PM | AFFILIATE MEETING

- County Administrators Affiliate (private)

5:00 PM - 6:00 PM | MARYLAND COUNTY OFFICIALS DIVERSITY CAUCUS RECEPTION

6:00 PM - 7:00 PM | INAUGURAL BANQUET RECEPTION
Sponsored by MACo's Silver Corporate Partners

7:00 PM - 8:30 PM | INAUGURAL BANQUET
(ticket required)

Sponsored by MACo's Gold Corporate Partners

Attend this gala event to celebrate the installation of MACo's 2019 Board of Directors. The Governor traditionally keynotes the evening, sharing his thoughts for the upcoming legislative session, and then installs MACo's Board of Directors.

NEW: Semi-formal to formal attire encouraged!

8:30 PM - 9:30 PM | PRESIDENT'S RECEPTION

9:30 PM - 11:30 PM | KAISER PERMANENTE KARAOKE RECEPTION

Sponsored by Kaiser Permanente

New this year, join us for a fun evening of enjoying the musical talents of your fellow attendees!

FUTURE CONFERENCES

Summer Conference: August 14-17, 2019
Roland Powell Convention Center
Ocean City, MD

SCHEDULE

FRIDAY, JANUARY 4, 2019

7:30 AM - 9:30 AM | CONTINENTAL BREAKFAST

7:30 AM - 10:30 AM | REGISTRATION

7:30 AM - 10:30 AM | "LIFE IS ON" ATTENDEE LOUNGE

Sponsored by Schneider Electric

Need a quiet space to take a phone call, respond to email, or have a quick meeting? This is the place!

8:00 AM - 9:30 AM | ACADEMY FOR EXCELLENCE IN LOCAL GOVERNANCE CORE COURSE

Open Meetings Act

This class provides an overview of Maryland's Open Meetings Act (OMA) law. The OMA 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. ***This course fulfills the State of Maryland's Open Meetings Act training requirement.***

9:30 AM - 10:45 AM | 2019 GENERAL ASSEMBLY FORECAST

The 2019 legislative session kicks off a new term — with many new faces in new places, as always. Early attention will fall on education, and the many-faceted call for a new wave of school commitments. But what happens to the rest of the budget and other fiscal priorities? What are the next steps in fighting opioids, improving criminal justice, defending the environment, and planning for Maryland's future? Hear from the top players in and around the legislature in this "must see" session to lay out the 90 days ahead.

10:45 AM - 11:00 AM | NETWORKING COFFEE BREAK

Sponsored by Davenport & Company, LLC

11:00 AM - Noon | GENERAL SESSION

The County Official's Guide to Lobbying in Annapolis

Each year, the Maryland General Assembly faces countless issues that affect Maryland's counties. How can you, as a county official, best influence this process? Attend this candid and participatory session to learn some insider tips and sharpen your own skills.

12:15 PM - 1:30 PM | CLOSING LUNCH SESSION
(ticket required)

Opioid Roundtable:

What's Working? What's Not? And What's Next?

Fighting the opioid epidemic is a major priority for all Maryland counties and for the nation itself. While some programs are finding slow-but-steady success, others are still struggling to gain ground. All conference participants are invited to attend this session to discuss what's working, what's not, and how counties can learn from each other to help Marylanders fight substance use challenges.

**There's still time
to sponsor or exhibit!**

SPONSOR

Sponsor opportunities are being reserved quickly, but we still have several high-visibility options left—claim yours today:
nquerry@mdcounties.org

EXHIBIT

We have a few booths still available, but the best booths are reserved for MACo's Corporate Partners! Corporate Partners enjoy free or discounted exhibit booths, sponsorships, and registrations in exchange for their support of Maryland's counties. Learn more:
www.mdcounties.org/CorporatePartners

Winter Conference: December 4-6, 2019
Hyatt Regency Chesapeake Bay Hotel
Cambridge, MD

Don't Miss MACo's Exhibit Show!

Wednesday, January 2, 2019.....11:00 am—6:30 pm

Thursday, January 3, 2019.....7:30 am—3:30 pm

Approximately 65 vendors will be present to showcase their cost-saving products and services.

Interested in exhibiting? More info here: www.mdcounties.org/WCJ19ExhibitorBrochure

Exhibitor registration for this event is still open, but to give you an idea of who participates, here's our list of exhibitors from our last Winter Conference: (★ = MACo Corporate Partner)

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ★ Aetna <ul style="list-style-type: none"> • American Recycling Resources ★ AT&T Maryland <ul style="list-style-type: none"> • Atlantech Online, Inc. • Avesis, Inc. • Black & Veatch • Bolton • Brief Relief • Carefirst BCBS ★ CareFirst BlueCross BlueShield <ul style="list-style-type: none"> • Center for Internet Security • Charles P. Johnson & Associates ★ Chesapeake Employers' Insurance Company <ul style="list-style-type: none"> • Cigna ★ Comcast - Beltway Region <ul style="list-style-type: none"> • Correct Care Solutions • Delta Dental • EA Engineering, Science, and Technology, Inc. • Enovative Technologies • ForeFront Power • Fortinet, Inc. | <ul style="list-style-type: none"> • Gallagher Asphalt Hot-in-Place Recycling • IEH Auto Parts, LLC ★ Kaiser Permanente ★ LGIT Health/Benecon ★ Local Government Insurance Trust (LGIT) <ul style="list-style-type: none"> • Maryland Department of Transportation • Maryland Employer Support of the Guard & Reserve ★ Maryland Environmental Service <ul style="list-style-type: none"> • Maryland Relay • Maryland State Firemen's Association • Mavenspire • McEnroe Voice & Data • Mitel ★ Motorola Solutions, Inc. <ul style="list-style-type: none"> • Musco Sports Lighting • National Association of Counties | <ul style="list-style-type: none"> • National Vision Administrators (NVA) ★ Nationwide Retirement Solutions ★ NORESKO, L.L.C. <ul style="list-style-type: none"> • OSRAM SYLVANIA Lighting Solutions ★ Panasonic <ul style="list-style-type: none"> • Pepco and Delmarva Power Energy Savings for Business Program ★ Presidio ★ PrimeCare Medical, Inc. <ul style="list-style-type: none"> • Republic Services • SAVERS-Donation Drop Spot • SLAIT / NUTANIX • U.S. Communities • U.S. Small Business Administration • Verizon Wireless • Voya Financial • Wexford Health Sources, Inc. ★ WGL Energy Services, Inc. ★ Zelenkofske Axelrod, LLC |
|---|---|---|



MACo Winter Conference Registration Form

(online registration available: www.mdcountries.org/WCJ19OnlineRegistration)

MACo Winter Conference | January 2-4, 2019 | Hyatt Regency Chesapeake Bay Hotel | [Hotel Reservations](#): 888.421.1442

Name: _____ Name on Badge: _____
First MI Last

Employer: _____

Job Title: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____ Tele: _____ Fax: _____

Email: _____ Twitter Handle: _____

Only if purchasing a Spouse Registration: Spouse Name: _____ Name on Badge: _____
First MI Last

Check here to reserve a seat for the Thursday Guest Activities: Spouse Telephone Number: _____

Please check appropriate registration fee:

COUNTY MEMBERS (ELECTED, APPOINTED, OR HIRED)

	Through 11/30/2018	Through 12/21/2018	After 12/21/2018
Full Registration <i>(includes all conference sessions, meals, and breaks for 1 person)</i>	<input type="checkbox"/> \$290	<input type="checkbox"/> \$315	<input type="checkbox"/> \$370
Spouse Registration <i>(includes Wednesday & Thursday Banquets and Thursday Lunch & Tour)</i>	<input type="checkbox"/> \$195	<input type="checkbox"/> \$205	<input type="checkbox"/> \$225
Wednesday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$185	<input type="checkbox"/> \$210	<input type="checkbox"/> \$240
Thursday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$185	<input type="checkbox"/> \$210	<input type="checkbox"/> \$240
Friday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$185	<input type="checkbox"/> \$210	<input type="checkbox"/> \$240

OTHER GOVERNMENT (MUNICIPAL, STATE, FEDERAL EMPLOYEES)

Full Registration <i>(includes all conference sessions, meals, and breaks for 1 person)</i>	<input type="checkbox"/> \$330	<input type="checkbox"/> \$355	<input type="checkbox"/> \$405
Spouse Registration <i>(includes Wednesday & Thursday Banquets and Thursday Lunch & Tour)</i>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$210	<input type="checkbox"/> \$230
Wednesday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$210	<input type="checkbox"/> \$235	<input type="checkbox"/> \$265
Thursday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$210	<input type="checkbox"/> \$235	<input type="checkbox"/> \$265
Friday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$210	<input type="checkbox"/> \$235	<input type="checkbox"/> \$265

COMMERCIAL (PROFIT & NON-PROFIT)

Full Registration <i>(includes all conference sessions, meals, and breaks for 1 person)</i>	<input type="checkbox"/> \$370	<input type="checkbox"/> \$395	<input type="checkbox"/> \$445
Spouse Registration <i>(includes Wednesday & Thursday Banquets and Thursday Lunch & Tour)</i>	<input type="checkbox"/> \$220	<input type="checkbox"/> \$230	<input type="checkbox"/> \$250
Wednesday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$255	<input type="checkbox"/> \$280	<input type="checkbox"/> \$330
Thursday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$255	<input type="checkbox"/> \$280	<input type="checkbox"/> \$330
Friday Sessions & Breaks only <i>(order meal tickets separately)</i>	<input type="checkbox"/> \$255	<input type="checkbox"/> \$280	<input type="checkbox"/> \$330

MEAL TICKETS

Wednesday Lunch	__ \$25	__ \$30	__ \$35
Wednesday Welcoming Banquet	__ \$70	__ \$75	__ \$80
Thursday Lunch	__ \$35	__ \$40	__ \$45
Thursday Inaugural Banquet	__ \$85	__ \$90	__ \$95
Friday Boxed Lunch	__ \$15	__ \$20	__ \$30

TOTAL DUE: \$ _____ \$ _____ \$ _____

DIETARY PREFERENCES: Vegan Vegetarian Gluten-free Other/Allergy: _____

How did you hear about this conference?

Blog Email Friend Online Brochure Previous Attendee Mail Brochure Social Media Website
 Other _____

Is this your first MACo Conference? Yes No

MACo will host our Newly Elected Officials (NEO) Orientation on January 2 from 8:00 am - 3:00 pm. It is included with a Full or Wednesday registration, but is only open to newly elected county officials.

If you are an NEO, please let us know if you plan to attend: Yes No Undecided N/A

REGISTRATION POLICIES

ANTI-HARASSMENT POLICY

MACo is committed to ensuring a safe and welcoming environment for all conference participants.

Please read the full anti-harassment policy, available at www.mdcounties.org/AntiHarassmentPolicy.

MACo expects all participants at MACo's Winter Conference to abide by this Anti-Harassment Policy in all venues, including ancillary events and official and unofficial social gatherings: Exercise consideration and integrity in your speech and actions; Do not use demeaning, discriminatory, or harassing behavior and speech; Be respectful of your surroundings and of your fellow participants; Alert MACo staff if you notice harassment; IF YOU ARE BEING HARASSED, NOTICE THAT SOMEONE ELSE IS BEING HARASSED, OR HAVE ANY OTHER CONCERNS, CONTACT VIRGINIA WHITE AT 301-659-0311. All reports are confidential.

REGISTRATION

General Policies

- Registration DOES NOT include hotel reservations. Registrants must make their own hotel reservations. Discounted rates at the Hyatt have been arranged.—please see hotel page for more details.
- Full registrations include meal tickets; one-day registrations do not. Meal tickets may be purchased only if the meal event is on the same day as the purchased one-day registration.
- One-day registrations may be purchased separately, but must be consecutive.
- Payment MUST accompany registration. Registrations received prior to payment will not be processed until payment is received. Amount due will be determined by postmark date on payment.

Spouse or Family Guest Registration

- Spouse or Family Guest registrations are intended for significant others, family, and friends of registered attendees. Participants must be at least 18 years old—for activities involving alcohol, guests must be at least 21 years old.
- Business partners, coworkers, associates, clients, etc., do not qualify for this registration and must register separately.
- MACo reserves the right to refuse the spouse/family guest registration rate if it is not being used correctly.
- Spouse/Family Guest registrations include Wednesday and Thursday Banquets and Thursday guest lunch – the Friday lunch session is not included with the guest registration.

Cancellations/Changes and Refunds

- If a written request for cancellation or change resulting in a refund is received by November 30, fees will be refunded, less a \$75.00 processing fee. After that date, fees are non-refundable.
- Substitutions are accepted at no charge until December 21, 2018.
- On-site substitutions and registration transfers after December 21, 2018, except in cases of extreme emergencies, will result in an additional \$150 charge.

SPECIAL EVENTS AT THE CONFERENCE

- Elected Officials Breakfast – Only Maryland County Elected Officials (County Executives, County Council Members, County Commissioners) registered to attend the conference are given tickets to this event.
- Welcoming/Awards Banquet, Lunches, and Inaugural Banquet – these are ticketed events. **Tickets are included in full registrations.**
- Meal tickets may be purchased in addition to full registrations.
- Meal tickets may be purchased in addition to a daily registration IF the meal event occurs on the same day as the registration—eg, a Wednesday banquet ticket may be purchased in addition to a Wednesday registration, but may not be added to a Friday registration.
- Meal tickets may not be purchased without a registration.

PRESS

Registration

- Members of the press are welcome to attend the MACo Winter Conference. Press registrations are complimentary, however meal tickets are not included and registration is required. Meal tickets may be purchased separately, if desired. Please fill out the press registration form available at www.mdcounties.org.
- Press credentials entitle the bearer to attend and cover sessions, workshops, and other open meetings during the conference. Those holding press credentials are not entitled to participate in the discussions, including Q&A sessions reserved for conference attendees – MACo asks that any individuals seeking to actively participate in the substance of the conference purchase an appropriate event registration to do so.
- Press seeking to participate in the meal events must purchase tickets through MACo to join those events.

Videotaping

- Videotaping is permitted in all of the common areas of the Hyatt if requested in advance. Videotaping is not permitted in any of our private meetings or ticketed meal events. Send videotaping requests to Virginia White at vwhite@mdcounties.org.
- **Permission is needed to videotape an educational session.** Please send a request to Virginia White at vwhite@mdcounties.org at least one week prior to the start of the conference. MACo must obtain waivers from all speakers involved before a session may be taped.

Requests for Interviews

- Members of the press desiring to interview MACo's leadership should send a scheduling request to Virginia White at vwhite@mdcounties.org.

DIGITAL RECORDING & PHOTOGRAPHY POLICY

- By registering for the conference, registrants agree that their attendance at and participation in any program may be recorded. No individual or entity may electronically record any portion of any MACo conference without prior written consent from MACo.
- By attending the events and activities, conference registrants agree that their photograph may be used in MACo communications, social media, and promotional materials.

I have read and understood the policies and procedures as listed above.

CANCELLATIONS/CHANGES/REFUNDS: Please view policies above. Refund requests must be received by 11/30/2018

PAYMENT METHOD: Check or Money Order payable to MACo. Your confirmation/receipt will be emailed to the email address on this form.

Please check appropriate box: Check VISA MasterCard (sorry no AMEX)

Credit Card Number: _____ Expiration Date: _____

REQUIRED—Billing Address: _____ City _____ State _____ Zip _____

Signature: _____ Print Cardholder Name: _____

MAIL or FAX completed registration form with payment to: MACo - Attn: Allison Valliant, 169 Conduit Street, Annapolis, MD 21401 or FAX: 410.268.1775

Questions? avalliant@mdcounties.org PHONE: 410.269.0043

MACo USE ONLY:

Date Paid _____ Check or PO Number _____ Amount _____ Source BROCHURE



HYATT REGENCY CHESAPEAKE BAY HOTEL

100 Heron Blvd, Cambridge, Maryland 21613

Discounted Group Rates

(per room, per night, plus applicable taxes)

Single or Double Occupancy:	\$141.00
Triple/Quadruple Occupancy:	\$166.00/\$191.00
Water-view:	\$40.00 additional

(additional fees apply for smoking, pet-friendly, and balcony rooms)

Reservations

By Phone: 888.421.1442

(be sure to request the *Maryland Association of Counties Winter Conference* discounted rate)

Online:

Rooms may also be reserved online through the Hyatt's online reservation portal — please visit www.mdcounties.org/WCJ19Hotel.

Policies

Room Block Deadline: December 10, 2018

Please reserve your room before this date. Reservations made after this date will be subject to availability & prevailing rates. MACo Guests **do not pay** the \$20 Daily Resort Fee.

Room block may fill up prior to deadline. RESERVE TODAY!

The MACo Group Rate will be extended to 2 days before and 2 days after the Conference with limited availability. THIS INCLUDES NEW YEAR'S EVE—for details on the Hyatt's New Year's Party, go to www.mdcounties.org/HyattNYE

Hotel Cancellation Policy: Cancellations must be made 72 hours prior to arrival date to receive a full refund. Guests may change date of departure only at check-in to avoid additional fees.



Maryland Association of Counties
169 Conduit Street
Annapolis, Maryland 21401
www.mdcounties.org

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**CHARTING
THE COURSE**
MACo WINTER CONFERENCE
★ JANUARY 2-4, 2019
HYATT REGENCY, CAMBRIDGE, MD

www.mdcounties.org/MACoCon

REGISTER TODAY!