



MARYLAND ASSOCIATION of COUNTIES
Summer Conference

**Resilient.
Responsive...**

Ready.

AUGUST 18-21, 2021

Roland Powell Convention Center
Ocean City, MD

www.mdcounties.org/MACoCon

2,500

**INFLUENTIAL
PARTICIPANTS**

250

**INNOVATIVE
EXHIBITORS**

90

**INSPIRATIONAL
SPEAKERS**

REGISTRATION BROCHURE



MACo

Summer Conference

August 18-21, 2021

Learn, Discuss, Explore

MARYLAND'S COUNTIES

Government leaders and stakeholders from every level of the public and private sectors will gather to discuss how government service is changing in Maryland. Join over 2,500 individuals for the biggest and best gathering of Maryland local government officials.

The COVID-19 pandemic has changed the world. All aspects of modern life have been affected – public health, of course, but also how we conduct business, educate our schoolchildren, and govern our communities. Some of these will return to “normal,” but some changes will be with us forever. The socio-economic impacts are still unfolding, but we can be certain – counties stood on the front lines of the pandemic and will lead the recovery. At this conference, MACo and county leaders will explore the local role in pandemic response and recovery – strategic planning, evolving service delivery, emergency communications, advancing technologies, and fiscal obstacles – all of which constitute the fabric of local leadership.

MACo's Summer Conference offers you the opportunity to reevaluate your strategies and renew your focus.

Register Today!

www.mdcounties.org/MACoCon

Resilient. Responsive... Ready.

2,500+ PARTICIPANTS

- County Elected & Appointed Officials
- County Professionals & Decision-makers
- Legislators
- State Secretaries & Officials
- Municipal Officials
- Commercial Representatives

250 EXHIBITS

- Counties, State Departments, Congressmen
- Commercial Companies & Nonprofit Organizations
- Vendors include services like communications, engineering, health and life insurance, information technology, tourism, recreation, corrections & public safety, and MORE!

30+ SESSIONS

- General Sessions on customer service and the digital evolution
- Academy for Excellence in Local Governance Certificate Courses
- Panel discussions focusing on change in all elements of county service: environment, budgeting, IT, cybersecurity, tourism, economic development, emergency services, and MORE!

4 FEATURED EVENTS

- Tech Expo
- Governor's Cabinet Reception
- Crab Feast
- Governor's Closing Address

90+ SPEAKERS

- Local Government Leaders
- Congressmen
- Academics and Advocates
- Industry Experts



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



30+ EDUCATIONAL SESSIONS

Something for everyone.

You will have no trouble finding a MACo session that applies directly to your work—MACo sessions cover all areas of county services. If it's part of county government, you'll find it

250 EXHIBITING COMPANIES

Somewhere for everyone.

New and returning vendors exhibit at MACo to offer you their cost-saving products and services. Vendors range from health insurance to sports lighting and everything in between.



2,500+ PARTICIPANTS

Someone for everyone.

Instantly increase your network. Attendees are county officials, legislators, state and federal officials, and commercial reps. Make connections!



Attend MACo's Summer Conference. Register now at www.mdcounties.org/MACoCon

(Brief) AGENDA (Brief)

TUESDAY, AUGUST 17, 2021

2:00 pm - 4:00 pm Registration Center

WEDNESDAY, AUGUST 18, 2021

7:30 am - 3:00 pm Registration Center
9:00 am - 2:00 pm Golf Tournament
10:00 am - 4:00 pm Tech Expo
10:00 am - 4:00 pm TRADESHOW
11:00 am - Noon DEEP DIVE: Cyberattacks
Noon - 1:15 pm BOXED LUNCH BUFFET (ticket required)
1:15 pm - 2:15 pm DEEP DIVE: Tools for Agility & Effectiveness
2:15 pm - 2:30 pm NETWORKING & COFFEE BREAK
2:30 pm - 3:30 pm DEEP DIVE: Closing the Digital Divide
3:30 pm - 4:00 pm SPECIAL SNACK BREAK WITH EXHIBITORS
Noon - 1:00 pm Working Luncheons (ticket required)
1:45 pm - 3:15 pm Academy Core: County Financial Management
3:00 pm - 3:15 pm Networking & Coffee Break
3:30 pm - 5:00 pm Academy Core: Consensus & Teambuilding
3:45 pm - 4:45 pm Opioid Forum
3:45 pm - 4:45 pm Special Session: MD's Free Open Data Portal
4:00 pm - 4:30 pm Conduit Street Podcast LIVE!

MACo Tech Expo

Join MACo from 10:00 am - 4:00 pm on Wednesday to experience our deep-dive intensive technology sessions, complete with demonstrations of the latest technology for county governments.

Discover MD tech and cyber vendors at our special Wednesday-only tradeshow.

**WEDNESDAY =
60+ Tech Exhibits
3 Tech Deep Dives
MUST ATTEND!**

THURSDAY, AUGUST 19, 2021

7:30 am - 4:00 pm Registration Center
8:00 am - 9:30 am Continental Breakfast
8:00 am - 9:00 am Large County Coalition Breakfast
8:00 am - 9:00 am Rural County Coalition Breakfast
9:00 am - 10:00 am Welcoming Session & Keynote Address
10:00 am - 10:15 am Networking & Coffee Break
10:00 am - 4:30 pm Exhibit Hall A/B Open
10:15 am - 11:15 am MACo Good Government Book Club
11:30 am - 1:30 pm Buffet Lunch (ticket required)
11:30 am - 12:30 pm Working Luncheons (ticket required)
12:45 pm - 1:45 pm General Session: Dollars & Sense
1:45 pm - 2:00 pm Networking & Coffee Break
2:00 pm - 3:00 pm Affiliate Sessions
2:30 pm - 3:30 pm Ice Cream & Fruit Break (ticket required)
3:30 pm - 4:30 pm Affiliate Sessions

FRIDAY, AUGUST 20, 2021

7:30 am - 2:30 pm Registration Center
7:30 am - 8:45 am County Elected Officials' Forum (ticket required)
8:00 am - 9:30 am Continental Breakfast
9:00 am - 2:00 pm Exhibit Hall A/B Open
9:00 am - 10:00 am General Session: Planning for Growth
10:00 am - 10:30 am Networking & Coffee Break
10:30 am - 11:30 am Town Hall Forum, US Senator Cardin
11:30 am - 1:00 pm Buffet Lunch (ticket required)
Noon - 1:00 pm Working Luncheons (ticket required)
1:00 pm - 2:00 pm Affiliate Sessions
2:00 pm - 2:15 pm Networking & Coffee Break
2:15 pm - 3:15 pm Affiliate Sessions
3:15 pm - 4:15 pm Governor's Cabinet Reception
5:00 pm - 8:00 pm Crab Feast (ticket required)



Listed above is a condensed version of the full schedule. More details—including special sessions and Solutions Showcase Sessions—are included on the following pages.

The entire schedule is subject to change. Please check www.mdcounties.org/MACoCon for updates.

SATURDAY, AUGUST 21, 2021

8:00 am - 10:30 am Registration Center
8:00 am - 9:30 am Continental Breakfast
9:00 am - 10:00 am Forum: ARPA Put to Action
10:00 am - 10:15 am Networking & Coffee Break
10:15 am - 11:15 am General Sessions: Lessons Learned/Virtual Learning or Pandemic After-Action
11:15 am - 11:30 am Networking & Coffee Break
11:30 am - Noon Governor's Closing Address
Noon Adjournment

WEDNESDAY... August 18, 2021

MACo Tech Expo *Can't miss!*

10:00 AM - 4:00 PM | **TECH EXPO TRADESHOW**

Lead Sponsor: ITPartners+

Supporting Sponsors: three+one®, Carousel Industries, NGEN

Don't miss this chance to chat with technology vendors! See live demonstrations of tech that can save you time and money. We're talking everything from GIS to 3-D printing, body cameras and speed cameras, virtual reality, and MORE! This is a ONE-DAY ONLY tradeshow - so be sure you get here Wednesday to check it out!

11:00 AM - Noon | **DEEP DIVE SESSION**

Strengthening Security: Protecting Your Network from Cyberattacks

In recent years, cyberattacks have threatened local governments' ability to maintain operations and critical services. With the passage of the American Rescue Plan Act, federal dollars can now support local governments' efforts to strengthen their information technology systems and improve cybersecurity protocols. As counties continue to transition many services online, cybersecurity and protecting online data has never been more important. This panel of experts will discuss how to leverage federal funding to secure IT systems and digital services.

11:45 AM - 1:15 PM | **BUFFET LUNCH (ticket required)**

1:15 PM - 2:15 PM | **DEEP DIVE SESSION**

Think Fast: Public Sector Tools for Agility and Effectiveness

One of the key pandemic challenges for government entities nationwide was the need to adapt traditionally in-person services to an online format with very little notice. Those who did so quickly and successfully leveraged nimble and powerful technology to help anticipate, plan for, and communicate the changing availability of resources and the impact on necessary services. Both the necessity enforced by the pandemic and an overall evolving "big data" mindset have accelerated the use of technology tools and their absorption into public services. In this session, speakers will discuss ways a government of any size can adapt to fast-changing times and align with complex user needs to deliver results for county residents.

2:15 PM - 2:30 PM | **NETWORKING & COFFEE BREAK**

Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

Work with a tech company?

Register today to be in our Tech Expo exhibit show!
www.mdcounties.org/MACoCon for more info!

2:30 PM - 3:30 PM | **DEEP DIVE SESSION**

Closing the Digital Divide: Maryland Takes the Lead
Hosted by MACo's Information Technology Affiliate

As Maryland launches its historic investment to boost broadband infrastructure and connectivity, county governments will be integral partners for ensuring access to reliable and affordable high-speed internet – an essential component of a county's economic development and the socio-economic advancement of its residents. Through careful collaboration and strategic partnerships, this funding can help end the digital divide. In this session, an expert panel will highlight current state and federal funding opportunities to expand broadband access, along with next steps needed to deliver high speed internet to all Marylanders.

3:30 PM - 4:00 PM | **SPECIAL SNACK BREAK!**

Sponsored by IP DataSystems



WEDNESDAY... August 18, 2021

7:30 AM - 3:00 PM | REGISTRATION CENTER

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

9:00 AM - 11:00 AM | AFFILIATE MEETING (private)

MACo County Information Technology Directors Affiliate

Sponsored by IP DataSystems and Lewis Strategic

Private = only county professionals working in these fields may attend

9:00 AM - 2:00 PM | GOLF TOURNAMENT

Lead Sponsor: Choose Who You Use Maryland

Co-Sponsored by MACo's Platinum & Gold Corporate Partners and Wellpath

Breakfast Sponsored by Nationwide Retirement Solutions

Off-site, separate registration required. Join fellow attendees along with exhibitors and sponsors in a friendly 18-hole, scramble format tournament.

10:00 AM - 11:00 AM | AFFILIATE MEETING (private)

MACo Emergency Managers Affiliate Meeting

Private = only county professionals working in these fields may attend

10:00 AM - 4:00 PM | TECH EXPO TRADESHOW

10:00 am - 4:00 pm TRADESHOW

11:00 am - Noon DEEP DIVE: Cyberattacks

Noon - 1:15 pm BOXED LUNCH BUFFET (ticket required)

1:15 pm - 2:15 pm DEEP DIVE: Tools for Agility & Effectiveness

2:15 pm - 2:30 pm NETWORKING & COFFEE BREAK

2:30 pm - 3:30 pm DEEP DIVE: Closing the Digital Divide

3:30 pm - 4:00 pm SPECIAL SNACK BREAK WITH EXHIBITORS

See descriptions on page 6.

11:00 AM - 4:00 PM | ATTENDEE LOUNGE

11:45 AM - 12:15 PM | SOLUTIONS SHOWCASE SESSION

Mutual Aid: How FirstNet is Transforming Maryland Public Safety

Hosted by AT&T/FirstNet

FirstNet is the only nationwide, high-speed broadband communications platform dedicated to and purpose-built for America's first responders and the extended public safety community. It's the most important wireless network in the country because it's serving our first responders. This informative session will highlight case studies on how public safety entities are using FirstNet to provide innovative mission-ready communications tools to keep first responders and communities safe.

Noon - 1:15 PM | BOXED LUNCH BUFFET (ticket required)

Noon - 4:00 PM | ACADEMY INFORMATION CENTER

Curious about the Academy for Excellence in Local Governance Certificate Program through the University of MD? Stop by!

Noon - 4:00 PM | AFFILIATE MEETING

MACo Health Officers/MACHO Affiliate Meeting (private)

Private = only county professionals working in these fields may attend

12:30 PM - 1:00 PM | SOLUTIONS SHOWCASE SESSIONS

The Evolving Face of Ransomware: Security Planning for Today's Threats

Hosted by ITPartners+

Local governments are falling victim to ransomware at alarming rates. In this educational session, the speaker will share what threat actors are searching for in the average 120 days ransomware is dormant on a network and suggest simple security planning steps to avoid the most common mistakes. This knowledge, along with practical disaster recovery plan tips that anyone can implement, will make any IT professional more ready for a ransomware attack. Don't miss this lively and educational session, where you'll see a system be injected with ransomware live...and then recovered in five minutes.

How the Development of Offshore Wind Can Support Maryland's Growing Green Economy

Hosted by Ørsted

President Biden has set a goal to deploy 30GW of offshore wind energy by 2030. What does this mean for Maryland? Ørsted, the global leader in offshore wind, is already working to provide the state with renewable energy through the development of Skipjack Wind 1. They've also proposed a second project--Skipjack Wind 2--that could power over 250,000 homes. Join Ørsted as they discuss how their projects will generate positive economic impact, expand job creation, and support the state's goal of achieving its full and long-term potential in this incredible new American industry.

1:30 PM - 2:00 PM | NETWORKING & COFFEE BREAK

Sponsored by Maryland Environmental Service (MES), Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

1:45 PM - 3:15 PM | ACADEMY FOR EXCELLENCE

Academy Core: County Financial Management

A challenge faced by new and veteran county officials is understanding and using the government budget process, the Comprehensive Annual Financial Report, and other financial documents effectively as tools for setting priorities and managing the government while maintaining the fiscal integrity of the jurisdiction. Fiscal management can be infused with economic assumptions, technical jargon, and a process that seems foreign to the uninitiated. In this class, veteran public administrators will discuss the budget process and financial reporting, as well as give practical tips for county officials.

3:30 PM - 4:00 PM | SOLUTIONS SHOWCASE SESSION

Key Ways COVID-19 is Reshaping the Emergency Communications Center Landscape

Hosted by Zetron

Necessary changes have occurred due to COVID that will forever reshape our Emergency Communications Center Landscape. The evolving health and safety standards of personnel have led to significant changes in the way centers look and feel. Many agencies have activated their backup centers or at-home teams. Renewed

WEDNESDAY... August 18, 2021

calls for alternative funding due to the push for Next Generation capabilities are gaining momentum at a far greater pace than anticipated. In this session, the experts at Zetron will offer some guidance in this new landscape and share ways to enable essential personnel to work remotely.

Simplify Rooftop Solar Permitting with SolarAPP+ **Hosted by Sunrun**

Montgomery County recently announced that it will pilot SolarAPP+, a new online permitting tool from the National Renewable Energy Lab that enables authorities having jurisdiction (AHJs) to deliver instant permits for code compliant residential rooftop solar systems. This panel will explain how SolarAPP+ is designed and how it has already expedited solar permitting for customers in adopting communities, saving valuable staff time for AHJs.

3:30 PM - 5:00 PM | ACADEMY FOR EXCELLENCE

Academy Core: Consensus & Teambuilding

This class introduces local government leaders to the basic skills needed to successfully resolve conflict and build consensus within a local government setting. Particular emphasis is placed on developing ways to improve the design of public processes to enhance community involvement and satisfaction. This class is highly interactive and involves analysis of real-world examples as well as small group work built around hypothetical situations familiar to anyone who has served as a local government official.

3:45 PM - 4:45 PM | SPECIAL SESSIONS

America's Opioid Crisis: A Dialog on Maryland's Efforts and Your County's Role

COVID-19 may have stolen the headlines recently, but the country and state continue to face a serious opioid crisis. Leaders on the

front lines of the opioid fight will discuss the latest developments in this effort; the most productive steps being taken in our state and elsewhere; and the partnerships that lie ahead for Maryland's counties, providers, and everyone else enlisted in this critical fight. Bring your community's success stories, your critical thinking skills, and your notebook for a practical discussion about this vexing problem.

Connecting Your Community: Maryland's Free Open Data Portal
Maryland's Open Data Portal and MD iMAP, Maryland's Mapping Portal, are centralized locations where Maryland agency data and local government data can be stored for free and made available to the public. Maryland Open Data Portal allows all levels of government and the public to have access to the most up-to-date information; reduces or eliminates overlapping data requests and redundant data maintenance; ensures metadata is consistently created; and ensures that data services can be displayed by the consumer with the output of its choice. Come learn about this free resource and how your County can engage in data modernization!

4:00 PM - 4:30 PM | SPECIAL SESSION

Conduit Street Podcast LIVE!

MACo's podcast, the *Conduit Street Podcast*, airs weekly and covers Maryland policy and politics, focusing on state and county issues. Join this live session to see hosts Michael Sanderson and Kevin Kinnally interview a guest and record a podcast episode. Thinking of starting a podcast in your county? The hosts will give an overview of and tips on getting started.



Listen Online at
www.mdcounties.org/Podcast

THURSDAY... August 19, 2021

7:30 AM - 4:00 PM | REGISTRATION CENTER

Sponsored by DHCD

7:30 AM - 4:00 PM | ATTENDEE LOUNGE

8:00 AM - 9:00 AM | CHAPTER ORGANIZATION MEETINGS

- **Large County Coalition Meeting and Breakfast**
- **Rural County Coalition Meeting and Breakfast**

8:00 AM - 9:30 AM | CONTINENTAL BREAKFAST

9:00 AM - 4:00 PM | ACADEMY INFORMATION CENTER

Stop by to learn more about the Academy for Excellence in Local Governance Certificate Program.

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

Welcoming Session & Keynote Speaker: Leadership: Innovation and Resilience in Action

Keynote Sponsor: Local Government Insurance Trust (LGIT)

Welcoming Session Sponsor: OpenGov

Counties have been on the frontlines of the COVID-19 pandemic from the very beginning—carefully and thoughtfully guiding their communities through the worst public health emergency in recent history. Join this session for an inspirational presentation reflecting on the past 18 months and highlighting county programs and individuals who showed innovation, determination, resilience, and leadership on the local level.

10:00 AM - 10:15 AM | NETWORKING & COFFEE BREAK

**Sponsored by MES, Presidio, Northeast Maglev,
Zelenkofske Axelrod LLC**

THURSDAY... August 19, 2021

10:00 AM - 4:30 PM | **EXHIBIT HALL A/B OPEN**

Sponsored by US Wind

Visit with county, state, federal, commercial, and non-profit exhibitors to discover potential partnerships!

10:00 AM - 10:30 AM | **SOLUTIONS SHOWCASE SESSIONS**

LGIT Health - Health Insurance Experts for Local Government

Hosted by Local Government Insurance Trust (LGIT)

The Local Government Insurance Trust (LGIT) started LGIT Health in July of 2010. Since that time, LGIT Health has returned over \$15 million to its 24 local government members through its partnership with PSA Financial, Benecon, Cigna, and Kaiser Permanente. Speakers will review the LGIT Health Post 65 Retiree Health Plan – a one-stop way to access Medicare and related plans as a partnership through AmWins – along with the various and multi-faceted products and services provided by LGIT Health that separate its health program from others in the marketplace. Attend this session to find out why a growing number of local governments have selected LGIT Health as the best option for their health insurance needs!

The Critical Role of Nuclear Power

Hosted by Nuclear Powers Maryland

Nuclear Powers Maryland will hold a discussion about nuclear energy's critical role in accelerating clean energy progress and economic growth in Maryland.

10:00 AM - 11:00 AM | **MEETING**

Clean Chesapeake Coalition

The Clean Chesapeake Coalition's 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. Attend this meeting for an overview of the Coalition's FY22 priorities, including upper Bay sediment management, draft Conowingo WIP, oyster fishery as a BMP in Chesapeake Bay, and assorted other issues related to improving the health of the nation's largest estuary.

10:00 AM - Noon | **WGL ENERGY'S SPLASH BREAK!**

Sponsored by WGL Energy

Create your own fruit-infused water and enjoy a special reusable water bottle, thanks to WGL Energy!

10:15 AM - 11:15 AM | **SPECIAL SESSION**

MACo Book Club: "Digital Body Language"

Sponsored by J.P. Morgan

MACo's "Good Government Book Club" will take on a timely topic – communication and body language in the increasingly remote workplace. The book selection, *Digital Body Language: How to Build Trust and Connection, No Matter the Distance* by Erica Dhawan, raises points relevant to our pandemic and post-pandemic ways of doing business. Dress, speaking style, conduct, and eye contact all contribute to being clear and effective in the digital realm, but there is more to it than just that. Even if you have not read the book, join our intrepid band of loyal readers for a lively discussion on this timely topic. The

first 25 people to contact vmaas@mdcounties.org by July 19 will receive a free copy of the book!

10:45 AM - 11:15 AM | **SOLUTIONS SHOWCASE SESSIONS**

From Vendor Management to Strategic Partnership: Finding Private Sector Partners to Drive Public Value

Hosted by OpenGov

While much has been said about the value of public-private partnerships over the past decade and a half, little has advanced consciousness of their value as much as the COVID-19 pandemic. As Executive Orders took root in cities, counties, and states across the country, rigid bureaucracies built to combat the excesses of the early 20th century gave way to deliberate, thoughtful, and quick actions to select the right partners for the moment. As the recovery continues, governments have a unique opportunity to redefine the playing field. In this session, Micah Intermill - former Budget Director for the City of Minneapolis, MN and current Solutions Engineer for OpenGov - will provide thoughts from both sides of the table and advice for counties looking to modernize approaches to sourcing and finding private sector partners for the future.

Is Your County Prepared for Cyber Attacks?

Hosted by Motorola Solutions

Cyberattacks on public safety are increasing in number and sophistication with attackers demanding more. Advancements in cyber-attack techniques, lack of security expertise, outdated systems, need for remote operations and cloud-based solutions are putting relentless pressure on cyber resilience. Motorola Solutions' cybersecurity team will discuss incident response themes, as well as best practices in preventing and preparing for a cyber attack.

11:30 AM - 1:30 PM | **BUFFET LUNCH** (ticket required)

Sponsored by Crowne Castle

11:30 AM - 12:30 PM | **AFFILIATE & INTEREST GROUP LUNCHES**

(Thursday lunch ticket required)

- **County Administrators Affiliate Meeting (private)**
- **County Human Services Affiliate Lunch (private)**
- **County PIOs & Communications Professionals Lunch (private)**
- **Maryland County Officials Diversity Caucus & Women of MACo Lunch**

Private = only county professionals working in these fields may attend

11:30 AM - Noon | **SOLUTIONS SHOWCASE SESSION**

Is Your County Ready to Deliver Nonstop IT Services in a Post-COVID World?

Hosted by IP DataSystems

The COVID-19 pandemic caught many organizations by surprise, changing the way services get delivered. IPDS, experts in IT infrastructure services, will help you understand how to leverage modern solutions to accommodate the rapidly changing landscape for your customers and your employees.

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

Dollars and Sense: Budgeting in a Post-COVID World

As the focus shifts to restoring our state and local economies in a manner that is safe and equitable for everyone, widespread uncertainty remains. As counties begin to receive a new round of federal aid, they are leveraging lessons learned to take a thoughtful approach to applying for and using these complex funding streams. Hear how counties are implementing prudent fiscal strategies and using innovative financial planning to manage substantial revenue shortfalls and unanticipated expenditures and to build resiliency toward similar events in the future.

1:00 PM - 1:30 PM | SOLUTIONS SHOWCASE SESSIONS

Your One Stop Platform for Citizen Engagement

Hosted by GCOM

Federal funding programs are coming in and local governments need to be ready to deliver digital services that improve outcomes for their constituents! Unleashing the power of the Salesforce platform, GCOM leverages our experience with grants management, licensing, permitting, and inspections to deliver digital services to engage citizens virtually and more cost effectively.

Retiree Medical Strategies and Opportunities to Reduce Healthcare Liabilities

Hosted by Aetna

Recent changes in accounting standards have increased the OPEB liability of local government health plans. Aetna is a leader in helping local governments reduce their short-term costs and long-term retiree healthcare liabilities. Join us to discuss how we can help your county better manage its retiree costs.

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

Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

2:00 PM - 2:30 PM | EXHIBITOR COSTUME CONTEST JUDGING

Exhibitors participating in our Great Outdoors costume contest should gather at the entrance to Bayfront Hall to meet the judges.

2019's Superheroes Contest!



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

Are Some Pandemic Quick Fixes Here to Stay? A Longer-Term Look at Short-Term Solutions

Hosted by MACo's Administrators Affiliate

Without a doubt, some adaptations arising from the pandemic will "stick" and become part of a new normal. What started as a band-aid now feels...essential? Where can we be smarter—and more efficient—than before? Panelists will walk through changes for the better that may stay in Maryland, and elsewhere, as we head toward

a new normal. Plus...bring your own ideas and suggestions to discuss as part of a post-panel discussion.

Staffing Up Your Corrections Capacity

Hosted by MACo's Corrections Affiliate

Finding strong recruits for county jobs is a perpetual challenge, and the demographics of your corrections workforce compounds this even further. In the 2020s, local detention centers will need to bring aboard a whole wave of new faces with the background, training, and skillsets needed for success in their critical role. Panelists will discuss how to find recruits to start off in corrections, what tools they will need to land on their feet at your center, and what outside-the-box approaches have worked for others already in the midst of this wave of new hiring.

Reaching Troubled Kids, 2 Generations at a Time

Hosted by MACo's Human Services Affiliate

Maryland has developed a series of structures designed to serve children – the latest expanding that view to think about two generations at a time, aka "2 GEN." Legislation creates a framework, but the real effect must happen locally in order to break down silos of agency focus and address the holistic needs of the entire household. Legislative and implementation perspectives will join together on this panel to talk through a new look at children's services and how we can target better and more lasting results from our investments, two generations at a time.

Investing in the Outdoors: How Parks Promote Public Health

Hosted by MACo's Parks and Recreation Affiliate

Where did Maryland residents go to safely escape from hibernation during the pandemic? Public parks and open spaces! Join local government and conservation leaders to reflect on the challenges faced during the COVID-19 pandemic, the positive use trends, and the evolution of the role of parks and recreation. Learn about traditional and new funding for land conservation, parks, and recreational infrastructure, including action taken at the 2021 Maryland General Assembly to restore and expand investment in Program Open Space and its companion conservation programs.

2:30 PM - 3:30 PM | ICE CREAM & FRUIT BREAK (ticket required)

Join us in for a fun and refreshing break!

3:00 PM - 3:30 PM | SOLUTIONS SHOWCASE SESSION

Lifting Communities Out of a Pandemic, Lessons Learned:

How CareFirst Can Help

Hosted by CareFirst BlueCross BlueShield

CareFirst BlueCross BlueShield (CareFirst) is committed to marshalling its collective resources to foster improvements in your county's economic and health outcomes. During this fast-paced and energetic session, CareFirst will share successes and lessons learned from its statewide COVID-19 response including call centers and communications, resource dashboards and hotspotting, data integration, testing and vaccination capabilities, support of special populations, care coordination, and community

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giving. Join us to learn more about what your county can do to improve readiness for future pandemic threats.

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

Building a Vertical Vision in Times of Crisis: Leveraging Federal and State Emergency Resources

Hosted by MACo's Emergency Managers Affiliate

COVID-19 has underscored the importance of a strong, well-defined, and seamless intergovernmental emergency management system. As MEMA transitions to a forward-facing, Cabinet-level entity, counties will be in a strong position to work with the State to develop scalable and adaptable concepts and to better align key roles and responsibilities when disasters strike. In this session, hear from experts about best practices to strengthen and streamline collaboration in planning, response, and recovery efforts and on why leveraging state/local partnerships is key for ensuring a more effective bridge to FEMA, especially for long-term incidents.

Health Equity - What's at Stake for Your County

Promoting public health means reaching every part of your community – admirable goals that require overcoming equity concerns. Some may have preconceived ideas about health equity and the impacts of social determinants on the health of their employees and citizens. They may think that social determinants are solely the domain of the Health Departments and can only marginally be influenced by policy. Health care in the age of COVID-19 has shed a new light on the importance of health equity in the form of vaccination distribution and access, behavioral health, and general wellbeing. This session will explore new ways for Counties to approach these challenges and adapt as we aim to keep all of our citizens safe and healthy.

Crisis Communications: Ensuring Residents Are Ready

Hosted by MACo's Administrators Affiliate

Effective communication becomes even more important in a crisis when the health and safety of residents is on the line. Email, Facebook, Twitter, Instagram, websites—in the age of technology, these methods serve as an excellent source to provide widespread information in a quick and effective manner to local citizens. However, reaching residents who do not have access to reliable internet remains a challenge. COVID-19 exposed a significant gap in communications and the way in which citizens receive their information. With an urgency to be the trusted and leading source for information, learn how local governments can close this gap with creative communication methods.

New Food Future: Building a Crisis-Ready Food System

At the beginning of the pandemic, many of our region's food banks struggled to meet sudden high demand while consumers found grocery store shelves empty and staples scarce. Many local farmers, distributors, and aggregators quickly pivoted their operations and kept produce and other food flowing through the region, especially to those in need. But producers are still working with ill-suited infrastructure, skilled labor shortages, erratic weather, and the uncertainty of what the "new normal" poses for their businesses. This session will examine what changes need to be made to build a more resilient, crisis-ready food system.



FRIDAY... August 20, 2021

7:30 AM - 2:30 PM | REGISTRATION CENTER

Sponsored by DHCD

7:30 AM - 4:30 PM | ATTENDEE LOUNGE

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

County Elected Officials (County Executives, Council Members, and 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 - 9:30 AM | CONTINENTAL BREAKFAST

9:00 AM - 2:00 PM | EXHIBIT HALL A/B OPEN

Sponsored by US Wind

Visit with county, state, federal, commercial, and non-profit exhibitors to discover potential partnerships!

9:00 AM - 4:00 PM | ACADEMY INFORMATION CENTER

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

Taking Next Steps – Planning for Growth and Change

The effects of climate change and the need to responsibly plan for growth remain ongoing challenges for county governments. From protecting sensitive areas and combatting nuisance flooding to promoting affordable housing and clean energy,

FRIDAY... August 20, 2021

counties have their hands full. This session will delve into strategies counties can use to establish land use priorities for the future that promote the health, well-being, and quality of life of their residents.

9:00 AM - 9:30 AM | SOLUTIONS SHOWCASE SESSION

Maryland Environmental Service (MES):

Who We Are and How We Can Help

Hosted by MES

Maryland Environmental Service (MES) is a self-supporting, independent State agency, combining the public sector's commitment to environmental protection with the private sector's flexibility and responsiveness. MES provides services at competitive rates to government and private sector clients and works on projects including water and wastewater treatment, solid waste management, composting, recycling, dredged material management, hazardous materials cleanup, storm water services and renewable energy. MES has been assisting our partners with environmental and sustainability solutions for over 50 years. Join us as we discuss how MES can provide multi-disciplinary environmental services and find innovative solutions to our region's most complex environmental challenges.

10:00 AM - 10:30 AM | SOLUTIONS SHOWCASE SESSIONS

Tips & Best Practices for Maximizing the Value of Taxpayer Dollars

Hosted by three+one®

Your organization's cash/liquidity position is likely to change due to the recent passage of the American Rescue Plan Act. New liquidity data opportunities will allow your public entity to maximize value on all taxpayer dollars. This webinar will focus on how to get a clear picture of your liquidity needs, how to use data to communicate those needs to internal & external stakeholders, and how to meld cash flow management into liquidity management.

5 Quick Steps To Build a More Resilient Government

Hosted by Amazon Web Services

Maryland counties not only faced significant economic impacts from the COVID-19 pandemic, but are likely forever changed in the way they operate, engage, and deliver constituent services. Government leaders, now more than ever, need to address their real time challenges while also building organizational and operational resiliency for the future. Learn how the business resiliency framework (BRF) can help you implement and monitor resiliency over time and across multiple departments.

10:00 AM - 10:30 AM | NETWORKING & COFFEE BREAK

Sponsored by MES, Presidio, Northeast Maglev,

Zelenkofske Axelrod LLC

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

Town Hall Forum with U.S. Senator Cardin

Sponsored by US Wind

In a town hall setting, Senator Cardin will give an update on legislation in the 117th Congress and speak with county elected

officials about their top priorities. A third-generation Marylander, Ben Cardin has been a national leader on health care, retirement security, the environment and fiscal issues while representing the people of Maryland in the U.S. Senate, and before that in the House of Representatives. He has worked across party lines to further U.S. national security and to ensure that good governance, transparency and respect for human rights are integrated into American foreign policy efforts. Join this session for an informative and interactive discussion.

10:45 AM - 11:15 AM | SOLUTIONS SHOWCASE SESSIONS

Leveraging Public Private Partnerships (P3) to Advance Your County's Big Ambitions

Hosted by Schneider Electric

Are you sitting on an untapped asset? It's time to stop looking at your utility and operational spend as a sunk cost. The business case for public-private partnerships (P3) is strong – and can enable your vision for a safer, more secure and resilient County! From Energy Savings Performance Contracts (ESPC) and Energy as a Service (EaaS) to Charging as a Service (CaaS) to fully electrify County fleets and infrastructure, emerging trends suggest more communities will use these proven alternative financing vehicles in 2021 and beyond. Get the information you need to maximize your next big ambition! Attend this session to find out how Counties across Maryland have leveraged Public-Private Partnerships (P3) to create more efficient infrastructure, drive revenue and new growth opportunities to boost economic development, and build a more sustainable and resilient community to attract new businesses and residents.

Medicare: Start the Conversation, Learn About Your Options

Hosted by Nationwide Retirement Solutions

Nationwide® recognizes that Medicare is an important component of your retirement income plan. Because Nationwide is not a provider of Medicare plans, we've teamed up with the National Council on Aging (NCOA), the country's longest-serving national organization focused on aging, to bring you access to an unbiased tool to help individuals sort through their Medicare options. Please join us as we introduce you to this easy to use tool to help you sort through your specific Medicare enrollment options.

11:30 AM - NOON | SOLUTIONS SHOWCASE SESSION

Expanding Broadband Access Statewide

Hosted by Dept. of Housing and Community Development (DHCD)

The Office of Statewide Broadband will provide an overview of new initiatives including device and service subsidies for customers statewide and infrastructure buildout plans for areas of the state that lack access to high-speed internet. Counties will learn about grant and partnership opportunities.

11:30 AM - 1:00 PM | BUFFET LUNCH (ticket required)

Sponsored by Motorola Solutions

FRIDAY... August 20, 2021

11:45 AM - 12:45 PM | **AFFILIATE & INTEREST GROUP LUNCHES** (Friday lunch ticket required)

- **MACo Budget and Finance Officers Affiliate Lunch (private)**
Sponsored by Davenport & Company
- **MACo County Attorneys Affiliate Lunch (private)**
- **MACo Human Resources Affiliate Lunch (private)**
- **Upper, Mid, and Lower Shore Regional Council Lunch (private)**

Private = only county professionals working in these fields may attend

12:15 PM - 12:45 PM | **SOLUTIONS SHOWCASE SESSIONS**

How Will Maryland's First Offshore Wind Project Impact Your County?

Hosted by US Wind

As Maryland's leader in offshore wind development, US Wind is in a prime position to deliver clean energy and good jobs to Marylanders. Join this session to hear all about US Wind's plans for Maryland: what's the status of their projects? How are they working with communities in the state to be good neighbors? How will their vision support thousands of good-paying jobs, revitalize Baltimore's industrial waterfront, and result in significant reductions in greenhouse gas emissions? How can your county collaborate with US Wind for a brighter future?

From Pandemic to Progress: A Look at the Changing Workplace Through the Lens of Maryland's County Employers and Employees

Hosted by Chesapeake Employers Insurance Company

Join Chesapeake Employers in a discussion of the strengths and opportunities of working remotely through COVID-19. Experts will also discuss the changing landscape of the workplace in a post-COVID world.

1:00 PM - 2:00 PM | **AFFILIATE SESSIONS**

Eyes on the Road: Vehicles and Vision Zero

Hosted by MACo's Engineers Affiliate

Distracted driving is a deadly problem. And, despite robust state and local public awareness campaigns, the reality is that distracted driving is nearly impossible to enforce. Phone use from a distance is hard to spot. And, by the time an offender is pulled over, there is often no evidence of the violation, as they've put down their phone. On average, more than 180 people die every year in Maryland from distracted driving crashes, and more than 27,000 more are injured. The Maryland Highway Safety Office recently won an award for their public education campaign to prevent distracted driving, but what are the other tools your county can employ?

Shifting Strategies: Tailoring Tech Tools to Improve Public Health Outcomes

Hosted by MACo's Environmental Health Officers Affiliate

Faced with a novel virus that spurred a public health crisis, environmental health officials were forced to take drastic measures to ensure the health of residents. While the beginning

of that fight revolved around containment, mitigation, and enforcement, it quickly shifted to managing telework, conducting virtual inspections, and maintaining community relationships. Learn how many were able to pivot and begin using new strategies which incorporated technology such as virtual inspections and telework to remain in contact with those seeking answers and maintain a productive workforce.

The Why Behind DEI: The Power of Diversity, Equity, and Inclusion in the Workplace

Hosted by MACo's Human Resources Affiliate

Employers of all types benefit from smart strategies to develop a workforce that is both effective for—and reflective of—its community. A public employer, perhaps, should rely on these approaches the most to deliver essential front-line services. Panelists will discuss proven strategies to hire, train, maintain, and promote the right workplace environment needed to relate to residents, benefit from diverse worker experiences, and serve all members of our communities.

Economic Development - Taking Care of Business Post Pandemic *Hosted by the Maryland Economic Development Association*

As the focus shifts to restoring our state and local economies in a manner that is safe equitable, and prosperous for everyone, economic development and tourism agencies are working to implement innovative, adaptable, and sustainable approaches to confront the new realities facing Maryland businesses. What is the county role in helping businesses to restart, restructure, and reignite? Join this session to hear about new opportunities and best practices for fostering a swift, sustainable economic turnaround.

2:00 PM - 2:15 PM | **NETWORKING & COFFEE BREAK**

Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

2:15 PM - 2:45 PM | **SOLUTIONS SHOWCASE SESSION**

Green Energy, Better Service, Competitive Prices – Find Out Why YOU Should Choose Who You Use

Hosted by Choose Who You Use Maryland

Choose Who You Use Maryland is a growing, bipartisan coalition of elected leaders, Maryland employers, and consumer advocates working in support of legislation that will, finally, achieve the promise of what started more than 20 years ago. Maryland consumers deserve the freedom to choose their electricity supplier with improved consumer protections, additional transparency in billing, and access to cleaner energy options. Choose Who You Use will present on its growing movement toward market modernization and the push to allow public utilities to focus on infrastructure, while reputable retail electricity providers both compete to provide the widest and most affordable range of options to Marylanders AND invest in clean energy.

FRIDAY... August 20, 2021

2:15 PM - 3:15 PM | **AFFILIATE SESSIONS**

Police Reforms: Putting Policies into Practice

Hosted by MACo's Attorneys Affiliate

Passage of a suite of police reform bills will shake the nature of police oversight and accountability, training, transparency, and liability. Where will we land with officer discipline records and procedures? What new training will become essential? What new structures will your county need to create and maintain? Panelists will walk through all of these questions as we work through the space between the bills' passage and their taking effect next year.

Hindsight is 2020...Preparing for Improved Public Health Response

Hosted by MACo's Health Officers Affiliate

The COVID crisis has challenged our public health infrastructure like nothing before. In some ways, our leaders and their multi-faceted response deserve high marks. But inevitably, there is much to learn from such a jarring experience. Public health experts will discuss how well our systems are prepared for the next pandemic by examining lessons learned from the current COVID-19 pandemic and outline actions that need to be taken to ensure resiliency and improved health outcomes for all Marylanders.

Financing Resilience: New Tools in the Toolbox

Hosted by MACo's Planners Affiliate

Financing climate resilience efforts can be daunting, but thankfully there are several new tools for counties looking to mitigate the impacts of increased precipitation, sea-level rise, flooding, and more. Explore how resilience authorities, hazard mitigation, and multi-county collaborations can reduce costs and increase revenue streams. Hear from several local governments that are implementing these strategies, as well as from finance experts who can answer questions about how these approaches can work in your community.

Public Sector Apprenticeships: A New Twist on an Old Model

Hosted by MACo's Human Resources Affiliate

County leaders and their C-suite counterparts have more in common than might be apparent at first blush. Both face expansive and diverse talent needs, and both strive to reduce

costly turnover. While the private sector has long relied on cutting-edge partnerships to shape the next generation of practitioners, public sector apprenticeships—while increasingly popular—lag behind. In this session, an expert panel will unveil new opportunities, discuss best practices, and highlight successful public sector apprenticeship programs.

3:15 PM - 4:15 PM | **GOVERNOR'S CABINET RECEPTION**

Sponsored by US Wind, Robbins Geller Rudman & Dowd LLP, Sunrun

Join Members of the Governor's Cabinet, fellow attendees, 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)

Crab Feast Sponsors: BGE, CareFirst BlueCross BlueShield, Chesapeake Employers Insurance Company, MD-DE-DC Beverage Association, Nationwide Retirement Solutions

Crab Feast Knives: US Wind

Crab Mallet Sponsor: Skipjack Windfarm

Crab Bibs: Choose Who You Use Maryland

Beverage Carts Sponsor: Rifkin Weiner Livingston, LLC

Lemonade & Water Stands Sponsor: Zetron

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!

**1,200+ people attend
MACo's Crab Feast!**



SATURDAY... August 21, 2021

8:00 AM - 10:30 AM | **REGISTRATION CENTER**
Sponsored by the MD Dept. of Housing & Community Development (DHCD)

8:00 AM - 10:30 AM | **ATTENDEE LOUNGE**

8:00 AM - 9:30 AM | **CONTINENTAL BREAKFAST**

9:00 AM - 11:00 AM | **ACADEMY INFORMATION CENTER**

9:00 AM - 10:00 AM | **FORUM**
American Rescue Plan Put to Action
Hosted by NORESKO

The American Rescue Plan Act includes unprecedented direct and flexible aid for states and local governments to mitigate the fiscal impact of the COVID-19 pandemic. In addition to ensuring a robust and equitable recovery, this one-time infusion of resources provides an opportunity to invest in economic development, infrastructure, housing, transportation, human capital, and other critical areas. While program deadlines place some emphasis on speed, careful planning is essential to optimize the value of recovery dollars while complementing broader county planning. In this session, an expert panel will discuss funding opportunities and challenges, rules and regulations, and best practices to ensure this funding will enable communities to recover, rebuild, and thrive.

10:00 AM - 10:15 AM | **NETWORKING & COFFEE BREAK**
Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

10:15 AM - 11:15 AM | **GENERAL SESSIONS**
Lessons Learned and Ways Forward with Virtual Learning
Sponsored by Comcast

The COVID crisis reshaped our image of schooling in the short term – but what about in the long term? Will remote learning remain a major part of ongoing education programs, even in “normal” times? Can we leverage scarce teaching resources through remote learning to expand the reach of specialized instruction? How can we overcome concerns with motivation and participation in remote learning environments? What tools can help us promote equitable access and outcomes for our students? And, as Maryland launches its own ambitious vision for educational expectations through the Blueprint for Maryland’s Future, how can we incorporate these lessons learned? Join this discussion of educators and leaders to contemplate next steps ahead.

Pandemic Partnership After-Action: Looking Back and Planning Forward

Military and public safety leaders frequently conduct an “after action” de-brief discussion following a major event – a structured opportunity to review and assess the elements of the completed event. We’ll start that conversation here at the conference, where State health, public safety, and communications leaders will plug in with county-level counterparts to review pandemic response in Maryland. How has the State/local partnership served our needs during the pandemic? What worked well? What needs work? Where do we need more resources, better plans, and crisper communications? Join us for this hour-long kickoff to an ongoing collaborative conversation.

11:15 AM - 11:30 AM | **NETWORKING & COFFEE BREAK**
Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

11:30 AM - 12:00 Noon | **GENERAL SESSION**
Governor's Closing Address
Sponsored by US Wind

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



WEDNESDAY GOLF TOURNAMENT

Bring clients to fill your foursome or let us match you with county golfers—a great networking opportunity!

Wednesday, August 18 - Ocean City Golf Club

11401 Country Club Drive, Berlin, MD 21811

Check In 7:30 am - Shotgun Start 9:00 am - SCRAMBLE

(must be a registered conference attendee, exhibitor, or sponsor to participate)

\$75 - MACo Member or Corporate Partner

(County officials and staff, and MACo Partners)

\$90 - Non-Member

(Other Government and Commercial/Nonprofit)

\$285 Member Foursome/\$345 Non-Member Foursome

(1 golfer of the foursome must be a Conference Registrant, Exhibitor, or Sponsor)

Choose your own foursome or we can do it for you!

Directions and teams will be emailed to you a week prior to the Golf Tournament.

REGISTER ONLINE: www.mdcountries.org/SC21GolfRegistration

Need even more exposure to MACo's Summer Conference Attendees?

Our members and attendees are always looking for cost-saving products and services and they know there's no better way to do that than at the MACo Summer Conference. Booth spaces are limited and sell out quickly— sign up today to interact face-to-face with our attendees and make long-lasting partnerships.

Learn more by contacting
lvelasco@mdcountries.org

Become an Exhibitor!



Benefits of being a MACo Summer Conference Exhibitor:

- Exhibitor displayed in MACo's printed program, the conference mobile app, and our website!
- Exhibitors may participate in all MACo conference sessions at no additional charge
- Table draping for your booth is included!
- Each booth receives 2 tickets for Thursday and Friday lunches
- Additional tickets for the social events are available to exhibitors at the County Member rate (our lowest rate!)
- Exhibitors may sign up for the Golf Tournament (additional fee and registration required)

LEARN MORE: www.mdcountries.org/SC21ExhibitorBrochure

HOTELS MACo Summer Conference | August 18-21, 2021 | Ocean City, MD

There is no headquarters hotel for the MACo Summer Conference. Listed below are discounted rates for MACo conference participants. Taxes additional.

You must ask for the Maryland Association of Counties or MACo rate when making your reservation!

Conference sessions, meetings, and events are held at the Roland Powell Convention Center: 4001 Coastal Hwy (40th Street), Ocean City, MD 21842
Weekday = Sunday night—Thursday night, Weekend = Friday and Saturday nights (in parentheses below). Check with hotels for check-in/check-out times.

Make your hotel reservations early—blocks listed below may fill up before the expiration date.

SCAM ALERT: The only conference hotel room rates negotiated by MACo appear on this page and you must call the hotels directly. Anyone claiming to be a housing bureau or other organization offering deeper discounts or reservation services for the MACo Summer Conference is a scammer and should be reported to the local authorities.

[ALOFT OCEAN CITY](#)

45th Street & Coastal Hwy | 888.236.2427

Rates: Standard King or Q/Q - \$349

(2-night minimum)

Rate Deadline: 7/16/21

[ONLINE RESERVATIONS](#)

[DUNES MANOR HOTEL](#)

2800 Baltimore Ave | 800.523.2888

Rates: Oceanfront Standard - \$325

Rate Deadline: 7/19/21

[ONLINE RESERVATIONS](#)

[FAIRFIELD INN & SUITES MARRIOTT](#)

2501 Philadelphia Ave | 800.228.2800

Rates: King-\$329; Q/Q-\$309

(2-day minimum stay)

Rate Deadline: 7/17/21

[ONLINE RESERVATIONS](#)

[ATLANTIC OCEANFRONT INN](#)

4501 Atlantic Ave | 800.641.0011

Rates: Oceanview Q/Q - \$315 (\$365);

Direct Oceanfront Q/Q - \$375 (\$415)

(2-night minimum stay)

Rate Deadline: 7/04/21

[BEST WESTERN PLUS](#)

61st Street & Coastal Hwy | 410.524.6100

Rates: Q/Q - \$169.95 (\$239.95);

King - \$179.95 (\$249.95)

Must mention Group #1516

Rate Deadline: 7/18/21

[BONITA BEACH HOTEL](#)

81st Street & Coastal Hwy | 800.641.0011

Rates: Standard Q/Q - \$185-\$235 (\$285);

Premium View Q/Q - \$195-\$245 (\$295)

(2-night minimum stay)

Rate Deadline: 7/03/21

[CAROUSEL](#)

117th Street & Coastal Hwy | 800.641.0011

Rates: Deluxe Standard Q/Q - \$225-\$255 (\$325);

West View Q/Q - \$245-\$275 (\$345);

Direct Oceanfront Q/Q - \$245-\$275 (\$345)

(2-night minimum stay)

Rate Deadline: 7/03/21

[CASTLE IN THE SAND](#)

37th Street & Atlantic Ave | 410.289.6846

Rates: Cityview Standard - \$269 (\$304);

Oceanview Standard - \$285 (\$320);

Oceanfront Efficiency - \$329 (\$364);

Oceanfront Ste - \$369 (\$404)

Rate Deadline: 7/28/21

PREFERRED PARTNER HOTELS

Online reservation links are live at
www.mdcounties.org/SC21Hotels

[GRAND HOTEL](#)

21st Street & Boardwalk | 800.447.6779

Rates: City View - \$299 (\$339); Partial View - \$313

(\$359); Direct Oceanfront - \$335 (\$429)

Rate Deadline: 7/16/21

[HOLIDAY INN OCEANFRONT](#)

67th Street & Coastal Hwy | 800.837.3588

Rates: Eastern Oceanfront - \$339;

South Oceanview - \$329; Gardenview - \$309

Rate Deadline: 7/15/21

[PRINCESS BAYSIDE BEACH HOTEL](#)

48th Street & Coastal Hwy | 888.622.9743

Rates: Standard - \$184 (\$274); Deluxe Efficiency -

\$204 (\$314), Bayfront Efficiency - \$244 (\$334)

(2-night minimum for Saturday stays)

Rate Deadline: 7/16/21

[RESIDENCE INN MARRIOTT](#)

300 Seabay Lane (61st St) | 410.723.2222

Rates: Partial View King - \$449;

Partial View Q/Q - \$469; Panoramic View King -

\$599; Bayview Q/Q Studio - \$449; Bayview King

Studio - \$479

Rate Deadline: 7/18/21

[ONLINE RESERVATIONS](#)

[CLARION FONTAINEBLEU HOTEL](#)

101st Street & Oceanfront | 800.638.2100

Rates: Q/Q - \$259 (\$319); Executive King - \$259

(\$319); Studio King - \$289 (\$349); 1-Bedrm Condo

Ste - \$349; 2-Bedrm Condo Ste - \$449;

3-Bedrm Condo Ste - \$549

Rate Deadline: 7/18/21

[COASTAL PALMS](#)

120th St & Coastal Hwy | 800.641.0011

Rates: Standard Q/Q - \$175 (\$275);

2-Room Ste (1st room-sleeper sofa;

2nd room Q/Q) - \$175 (\$275);

Oceanview Q/Q - \$185 (\$285)

(2-night minimum stay)

Rate Deadline: 7/03/21

[COMFORT INN](#)

112 Street, Bayside | 410.524.3000

Rates: Standard - \$149 (\$239)

(2-night minimum stay for Fri/Sat)

Rate Deadline: 7/18/21

[COUNTRY INN & SUITES BY RADISSON](#)

123rd St & Coastal Hwy | 410.250.1900

Rates: Standard Q/Q or 1 King - \$249 (\$369)

Rate Deadline: none

[CRYSTAL BEACH](#)

2500 N. Baltimore Ave | 800.641.0011

Rates: Side Oceanview Q/Q - \$235-285 (\$375);

Oceanfront/Boardwalk Q/Q - \$295-325 (\$435)

(2-night minimum stay)

Rate Deadline: 7/03/21

[DAYS INN OCEANFRONT](#)

23rd Street & Boardwalk | 800.926.1122

Rates: Poolside King - \$179 (\$229); Side

Oceanview - \$189 (\$239); Poolside Deluxe

Efficiency - \$269 (\$339) **No Saturday departures.**

Rate Deadline: none

[DOUBLETREE BY HILTON](#)

33rd Street & Oceanfront | 410.283.1234

Rates: \$329

Rate Deadline: 7/15/21

[HAMPTON INN & SUITES](#)

43rd Street & Coastal Hwy | 410.524.6263

Rates: Standard Q/Q - \$289 (\$349);

Bayfront Q/Q - \$299 (\$359);

Standard King Studio Ste - \$299 (\$359);

Bayfront King Studio Ste - \$309 (\$369)

Rate Deadline: 7/17/21

[HAMPTON INN WEST OCEAN CITY](#)

12708 Ocean Gateway Hwy | 410.213.2500

Rates: Standard Q/Q or 1 King - \$269 (\$379)

Rate Deadline: none

[HILTON SUITES OCEANFRONT](#)

32nd Street & Oceanfront | 410.289.6444

Rate: \$539

Rate Deadline: 7/16/21

[HOLIDAY INN HOTEL & SUITES](#)

17th Street & Boardwalk | 866.627.8483

Rate: \$454

Rate Deadline: 7/16/21

[PRINCESS ROYALE HOTEL](#)

91st Street & Coastal Hwy | 1.800.476.9253

Rates: Ocean/Poolview Suite - \$309 (\$329)

Rate Deadline: 7/17/21

[QUALITY INN OCEANFRONT](#)

54th Street & Coastal Hwy | 1.800.837.3586

Rates: \$279-319

Rate Deadline: 7/15/21

POLICIES and PROCEDURES

MACo Summer Conference | August 18-21, 2021 | Ocean City, MD

ANTI-HARASSMENT POLICY

MACo is committed to ensuring a safe and welcoming environment for all participants at MACo's Summer Conference. Please read the full anti-harassment policy, available at www.mdcountries.org/AntiHarassmentPolicy.

MACo expects all participants at MACo's Summer 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. MACo provides a list of discounted hotel room rates for Summer Conference registrants (www.mdcountries.org/SC21Hotels).
- Registration fees include meal tickets as listed on the registration form. Meal tickets are not included for one-day registrations; meal tickets may be purchased with a daily registration, but only for meals occurring on that day.
- 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—NO EXCEPTIONS.
- By registering for the conference, participants agree that MACo may share their contact information with exhibitors, sponsors, and partners. To opt-out of this contact list, email avalliant@mdcountries.org, with "OPT OUT" in subject line.

Cancellations/Changes and Refunds

- If a written request for cancellation or change resulting in a refund is received by July 16, 2021 fees will be refunded, less a \$75.00 processing fee. After that date, fees are non-refundable.
- Substitutions are accepted at no charge.
- On-site transfers of registration, except in cases of extreme emergencies, will result in a \$150 charge.
- **If the conference is canceled due to the COVID-19 public health crisis, all registration fees will be refunded in full.**

HOLD HARMLESS WAIVER

Participation in MACo's Summer Conference indicates acceptance of [MACo's Hold Harmless Waiver](#).

CONFERENCE SPECIAL EVENTS

- Elected Officials Breakfast – Only County Elected Officials (County Executives, County Council Members, and County Commissioners) registered to attend the Conference are given tickets to this event.
- Lunches and Crab Feast – These are ticketed events. Tickets are included in full registrations, but extra tickets may be purchased in addition to full registrations or one-day registrations for the same day. Tickets may not be purchased without a registration for that same day.
- Daily registrations must be purchased consecutively (ie, purchasing Wednesday and Friday Session-only registrations is not allowed, but Wednesday/Thursday or Thursday/Friday is allowed).

PRESS

Registration

- Members of the press are welcome to attend the MACo Summer Conference, but must register to do so.
- Press registrations are complimentary, however meal tickets are not included. Meal tickets may be purchased separately.
- Please register online (www.mdcountries.org/SC21OnlineRegistration) and select "press" as your registration category)

Videotaping

- Videotaping is not permitted in any of MACo's private meetings or ticketed meal events. Videotaping is permitted in all of the common areas inside the Roland Powell Convention Center; this does not include educational sessions, meeting rooms, or ticketed meal events. Interested parties must coordinate with MACo to videotape in any of the common areas in order to avoid congestion in hallways.
- If members of the press wish to videotape an educational session, they must send a request to Virginia White at vwhite@mdcountries.org by July 23, 2021. **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 must send a scheduling request to Virginia White at vwhite@mdcountries.org by July 23, 2021.

DIGITAL RECORDING & PHOTOGRAPHY POLICY

- By registering for the conference, MACo conference attendees 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, sessions, and activities, conference registrants agree that their photograph may be used in MACo communications, social media, and promotional materials.

Please contact Virginia White at vwhite@mdcountries.org or at 410.269.0043 if you have questions about these policies and procedures.

Register online! www.mdcounties.org/SC21OnlineRegistration

MACo is planning an in-person Summer Conference with stringent safety protocols and a limit on the number of participants. The MACo Conference Planning Committee will re-evaluate this plan as needed. [More details are available on MACo's website](#), including registration cancellation policies.

ATTENDEE REGISTRATION RATES

	Through 8/6/21	After 8/6/21
COUNTY MEMBERS (Elected, Appointed or Hired)		
Full Registration (<i>Includes all conference sessions and meal functions</i>)	\$395	\$475
Wednesday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$185	\$225
Thursday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$185	\$225
Friday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$185	\$225
Saturday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$145	\$165
OTHER GOVERNMENT (Municipal, State, Federal employees)		
Full Registration (<i>Includes all conference sessions and meal functions</i>)	\$510	\$610
Wednesday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$220	\$270
Thursday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$220	\$270
Friday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$220	\$270
Saturday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$170	\$190
COMMERCIAL (Profit & Non-Profit)		
Full Registration (<i>Includes all conference sessions and meal functions</i>)	\$635	\$770
Wednesday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$235	\$285
Thursday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$235	\$285
Friday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$235	\$285
Saturday Sessions & Breaks only (<i>Order meal tickets separately</i>)	\$185	\$215
MEAL TICKETS (meal tickets are included in a full registration)		
Wednesday Boxed Lunch	\$25	\$30
Thursday Boxed Lunch	\$25	\$30
Thursday Ice Cream & Fruit Break	\$10	\$10
Friday Boxed Lunch	\$25	\$30
Friday Crab Feast - Adult	\$60	\$70
Friday Crab Feast - 11 - 17 years old	\$20	\$20
Friday Crab Feast - 10 & Under	FREE	FREE

General Registration Policies

Full Registration for 1 person includes:

- Access to all conference sessions and the exhibit hall
- All conference meals and breaks

Sessions Only/One-Day Registration for Wednesday, Thursday, Friday, or Saturday for 1 person includes:

- All conference sessions and exhibit hall
- Coffee Breaks
- NO MEAL TICKETS ARE INCLUDED
- Lunch and Crab Feast tickets may be purchased separately - **but only with a daily registration for the day of that event;**
- Multiple daily registrations must be purchased consecutively. Example: Wednesday/Thursday Sessions Only registrations are allowed, but Wednesday/Friday Sessions Only registrations are NOT allowed.

REGISTER ONLINE:

www.mdcounties.org/SC21OnlineRegistration

Registration will be completely online this year (no PDF or postal mail registration options).

Check payment will be accepted, if needed—email avalliant@mdcounties.org to arrange check payment.

Please contact Allison Valliant with any questions regarding registration at 410.269.0043 or email avalliant@mdcounties.org.

Members of the Maryland General Assembly, Members of the Press, and MACo Corporate Partners can [register online](#) or email avalliant@mdcounties.org to register.

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

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**Are you interested in lessons learned from
the COVID-19 pandemic?**

**Do you want to learn about policy issues
like the environment, public health, and
infrastructure?**

**Could you benefit from face-to-face
interactions with Maryland's government
leadership on the local, state, and
federal levels?**

Maryland Association of Counties

SUMMER CONFERENCE

August 18-21, 2021

*Roland Powell Convention Center
Ocean City, Maryland*

REGISTER TODAY!

www.mdcounties.org/MACoCon