

MACo Winter Conference

Time to Reboot: Tomorrow's Tech Today

December 8-10, 2021 | Hyatt, Cambridge, MD

20

INFORMATIVE
SESSIONS

70

INNOVATIVE
EXHIBITORS

65

INSPIRATIONAL
SPEAKERS

700

INFLUENTIAL
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PROGRAM



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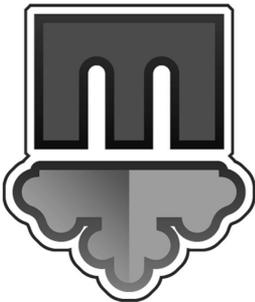
Aviation

Hull



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#MACoCon

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MARYLAND ASSOCIATION of COUNTIES

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The MACo Corporate Partner Program

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Zelenkofske Axelrod LLC

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

For additional information, visit www.mdcounties.org/CorporatePartners.



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Association of
COUNTIES

Learn more about our Sponsors and Exhibitors through our mobile app.

See page 12 for more details!

Thank you, Winter Conference Sponsors!

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- CareFirst BlueCross BlueShield
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- Cigna
- Comcast
- Cornerstone Government Affairs
- Davenport & Company LLC
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- Inmar Intelligence
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- Lewis Strategic
- LGIT – Local Government Insurance Trust
- LGIT Health
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- Royal Plus
- Schneider Electric
- Skyline Technology Solutions
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- Verizon
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- Zetron

Sponsor & Exhibitor descriptions and contact information:

www.mdcounties.org/WC21Sponsors

www.mdcounties.org/WC21Exhibitors

Or, available on the mobile app!

**Don't forget to visit our exhibitors in the foyer and in Choptank to learn more about their cost-saving products and services!
See the exhibitor map on pages 48-50**

Thank you, Winter Conference Exhibitors!

- Academy for Excellence in Local Governance (#24)
- Accenture (#19)
- Aetna (#32)
- American Fidelity (#25)
- AT&T (#10)
- Bolton (#60)
- CareFirst BlueCross BlueShield (#2)
- Chaberton Energy (#27)
- Cigna (#11)
- Cofense (#65)
- CVS Caremark (#39)
- Cyber Lantern (#33)
- Data Networks (#16)
- Dynatrace (#7)
- EA Engineering, Science, and Technology, Inc. (#1)
- Eastern Shore Economic Recovery Project (#26)
- ePlus Technology, Inc. (#49)
- GCOM (#4)
- Hadco Philips Lighting (#48)
- Healthworks LLC (#21)
- Informatica (#20)
- IP DataSystems (IPDS) (#14)
- LeafFilter (#37)
- LGIT Health (#9)
- Local Government Insurance Trust (LGIT) (#8)
- Logitech (#18)
- Mark43 (#36)
- Maryland Department of Information Technology (#64)
- Maryland Environmental Service (#51)
- Maryland Relay (#52)
- MD Department of Health (#46)
- MD-DE-DC Beverage Association (#55)
- MissionSquare Retirement (#62)
- Motorola Solutions, Inc. (#15)
- National Vision Administrators, LLC (#68)
- Nationwide Retirement Solutions (#13)
- OpenGov (#17)
- P3 Cost Analysts (#44)
- Pepco & Delmarva Power (#28)
- PSA Insurance and Financial Services (#23)
- Republic Services (#35)
- Retiree First / Labor First (#31)
- Robbins Geller Rudman & Dowd LLP (#50)
- Royal Plus, Inc. (#5&6)
- Skyline Technology Solutions (#12)
- Southland Industries (#22)
- Standard Solar (#40)
- Sustainable Landscapes ONE (#66)
- T-Mobile (#45)
- Tri-County Council for the Lower Eastern Shore of Maryland (#61)
- Tyler Technologies—NIC Division (#29)
- United States Insurance Services (#34)
- Upward Broadband (#47)
- Verizon (#56)
- WGL Energy Services, Inc. (#3)
- Yorktel (#43)
- Zencity (#67)
- Zetron, Inc. (#53)



The Academy for Excellence in Local Governance

MACo, MML, and LGIT, in partnership with the University of Maryland School of Public Policy are sponsors of the Academy for Excellence in Local Governance (Academy).

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

WHO IS ELIGIBLE?

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

WHAT ARE THE EDUCATION REQUIREMENTS?

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

County Core Classes (all 8 required)

- County Financial Management
- Ethics
- Conducting Effective Meetings
- Consensus & Team Building
- Open Meetings
- Public Information Act
- Employment Issues
- Basics of Risk Management

County Elective Classes (choose any 6 topic areas)

- Land Use Planning
- Communications
- Legal & Liability Issues
- Technology
- HR & Personnel Adm.
- Intergovernmental Relations
- Personal Development
- Finance
- Service Delivery
- Econ. Dev. & Tourism
- Environmental Issues

HOW LONG WILL IT TAKE?

Participants are encouraged to complete the requirements within three years, but may take up to five years.

WHAT IS THE COST?

Academy registration is a one-time fee of \$250. Attending academy courses is included with conference registration. For elected officials only: upon request, MACo will pay a \$150 stipend toward the registration fee. Conference or other seminar fees are additional fees paid by the participant.

WHERE ARE “COUNTY TRACK”

COURSES OFFERED?

Classes are offered at MACo, MML, and LGIT conferences and course trainings.

WHICH COURSES ARE OFFERED AT THIS CONFERENCE?

Look for the Academy symbol that signifies an Academy credit course.



QUESTIONS?

The University of Maryland School of Public Policy is the program administrator, providing registration, transcripts, and general support. Contact the School of Public Policy at 301.405.6227 or ehinson@umd.edu or visit the Academy Information Center on the second floor of the convention center.

WHAT’S NEXT?

There’s an Academy Graduate Program, too. Fellows who have completed the Academy certificate can further enhance their local governance training by becoming a Torchbearer. Stop by the Academy Information Center on the second floor of the Conference Center for more details!

WINTER CONFERENCE ACADEMY SESSIONS:

WEDNESDAY, DECEMBER 8

9:00 am—10:30 am: *Open Meetings* (Core)

1:30 pm—2:30 pm: *Not Your Grandfather’s Farm: Tapping into Agritourism*

3:00 pm—4:00 pm: *Health Behind Bars*

THURSDAY, DECEMBER 9

1:30 pm—2:30 pm: *Subscribed: Budgeting for the Digital Age*

3:00 pm—4:00 pm: *New Tech for Parks and Rec: Rebooting Public Spaces*

FRIDAY, DECEMBER 10

8:00 am—9:30 am: *Employment Issues* (Core)

11:15 am—12:15 pm: *Cannabis Policy Reform: Getting into the Weeds*

MACo Has a Conference Mobile App!

**PLEASE DELETE ANY OTHER MACo APPS ON YOUR DEVICE
AND DOWNLOAD THIS NEW APP!**

FREE Download Instructions:

1. Access the App Store or Google Play on your mobile device and search for “MACoCon” to download the App.
2. Download—FREE!
3. Enjoy!

Available through the App: Conference Schedule; Session Descriptions; Session Locations and Map; Speaker Bios; Exhibitor and Sponsor Information; MACo’s Twitter Feed.

Mobile App Sponsored by:



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Early Birds Get the Worm *(Or in this case - CASH!)*

What are Early Attendance Prizes?

At the beginning of each conference session, participants who have arrived on time will be eligible to win a prize of either \$25 (in an affiliate session) or \$50 (in a general session).

Arrive early—the drawing does not wait!

The speakers and your fellow audience members will appreciate the courtesy of less disruption.

WEDNESDAY, DECEMBER 8, 2021

8:00 AM - 4:30 PM

REGISTRATION

Main Foyer

8:00 AM - 10:00 AM

CONTINENTAL BREAKFAST

Main Foyer

Sponsored by CareFirst BlueCross BlueShield and Chesapeake Employers' Insurance Company

9:00 AM - 10:30 AM

ACADEMY CORE SESSION

Galleon ABC

Open Meetings

This class provides an overview of Maryland's Open Meetings Act law, which guides public officials in the requirements for providing public notice of the meetings that public bodies hold to conduct public business and for closing meetings when appropriate. The presenters focus on steps that local governments can take to comply with the law's application to Maryland local government, discuss some of the cases and complaints that have come before the Open Meetings Compliance Board, and, if time permits, address questions from the audience. All conference participants may attend, but Fellows in the Academy for Excellence in Local Governance will earn Core credit for their participation.

Speakers:

- Frank Johnson, Deputy City Attorney, City of Gaithersburg
- April Ishak, Attorney, AC Ishak Law LLC

Moderator: The Honorable Charles Burkett, Commissioner, Washington County



10:00 AM - 4:30 PM

SCHNEIDER ELECTRIC "LIFE IS ON"

Skipjack AB

ATTENDEE LOUNGE

This is your space to take a phone call, respond to email, or have a quick meeting!

10:30 AM - 10:45 AM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

10:30 AM - 11:00 AM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

State Leaders and Industry Experts Discuss Maryland's Cybersecurity Landscape

Hosted by Motorola Solutions, Inc.

With the continued cyber attacks on State and Local Government, the need to develop a strategy that is more data-centric when it comes to cyber and privacy has never been more paramount. Through the ingestion of Cyber Threats to Public Safety and Government into Motorola Solutions Information Sharing & Analysis Center, organizations are better equipped to combat potential threats. Learn from State Leaders how your organization can build a successful Cyber Program and combat the potential risk along the cyber landscape.

Speaker: Waylon Krush, Chief Technologist (Cyber), Motorola Solutions, Inc.

10:45 AM - 11:45 AM

OPENING ROUNDTABLE

Clipper ABC

Exploring Opportunities for Diversity, Equity, and Inclusion in Local Governance

Sponsored by MD-DE-DC Beverage Association and Cornerstone Government Affairs

As public service providers and public employers, local governments play a unique role in shaping the lived experiences of their community members. Whether employing community members as county staff or delivering front-line services to them, counties have a vested interest in effectively incorporating and reflecting all the community members they serve. Attendees are invited to share and discuss their experiences of success and challenges when trying to incorporate DEI into county work.

Speakers:

- The Honorable Stephanie Smith, MD House of Delegates
- Delora Sanchez Ifekauche, Principal, Cornerstone Government Affairs

Moderator: Carolyn Mozell, CEO, Leaders Who Connect and Inspire LLC



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WEDNESDAY, DECEMBER 8, 2021

11:00 AM - 6:30 PM

EXHIBITS

Foyer & Choptank

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

11:15 AM - 11:45 AM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

Maryland Schools: The Switch to Solar Energy is ON.

Hosted by Standard Solar

Standard Solar is proud to help schools make the transition to clean energy. Working with developers and school administrators, Standard Solar funds, owns and operates 15MW at K-12 schools and colleges across Maryland and hundreds at school systems and universities nationally. Students and teachers love the hands-on learning opportunity solar provides, and districts love the savings on their electricity bills. Discover all the benefits of going solar.

Speaker: John Finnerty, Director of Business Development, Standard Solar

12:00 PM - 12:30 PM

SOLUTIONS SHOWCASE SESSIONS

Nationwide and the National Council on Aging: Everyone Deserves to Age Well Skipjack AB

Hosted by Nationwide Retirement Solutions

Nationwide® knows that Medicare is an important component of your clients' retirement income plans. Because Nationwide is not a provider of Medicare plans, they've teamed up with the National Council on Aging (NCOA) to bring you access to an unbiased tool to help clients sort through their Medicare options—without requiring you to become a Medicare expert. NCOA, the country's longest-serving national organization focused on aging, believes every person deserves to age well. Its mission is to increase the financial well-being of millions of older adults. By offering online tools and collaborating with a network of partners, NCOA is working to improve the lives of 40 million older adults by 2030. Join this session to learn what that means for you and your employees. Nationwide is proud to be more than a business and views this partnership with NCOA as a natural extension of corporate citizenship.

Speaker: Carlo Cordasco, Jr., CRPC, CLTC, Vice President, Nationwide Retirement Solutions

Transforming Your Budget Process

Chesapeake G

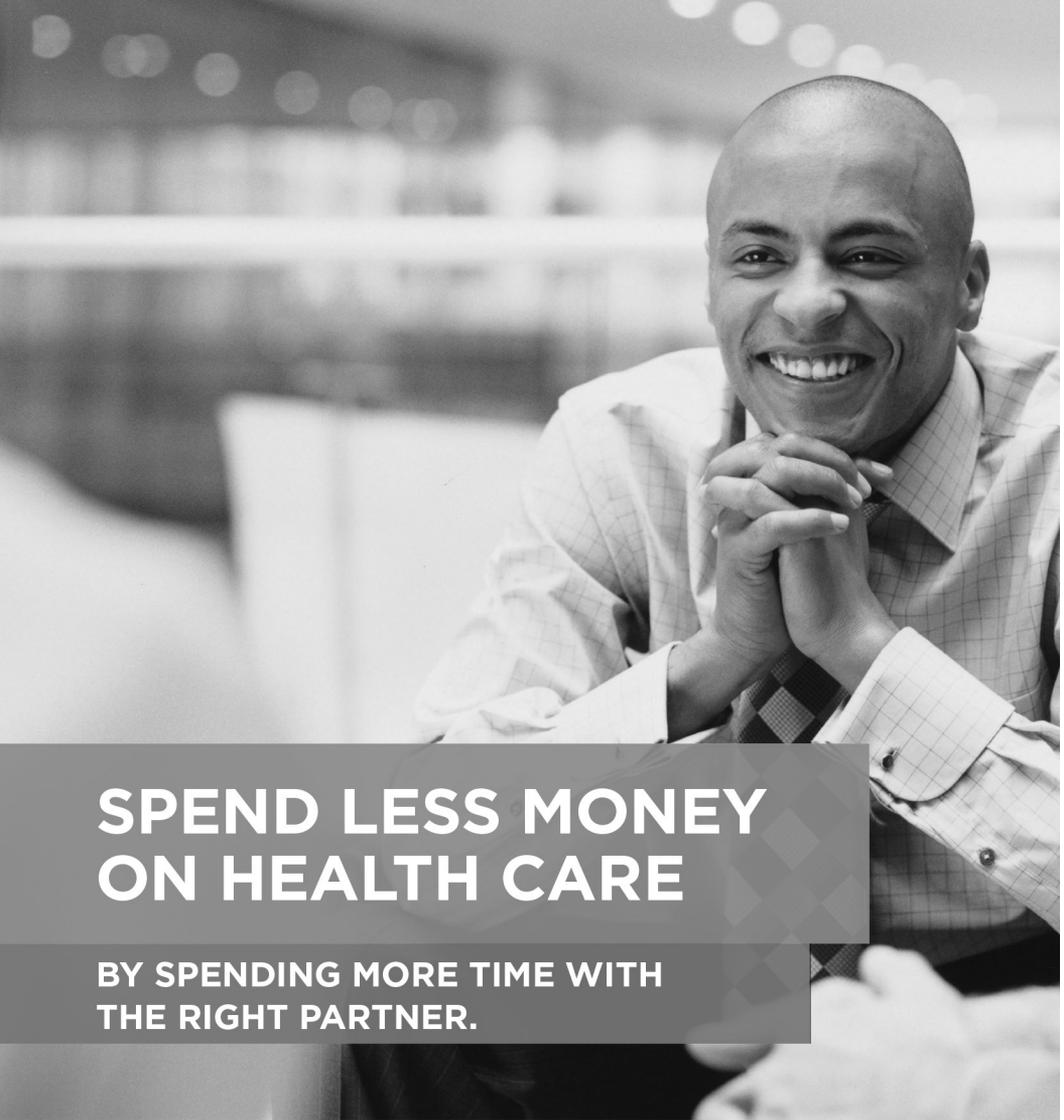
Hosted by OpenGov

The COVID-19 pandemic shone a bright light on the value of and need for high-quality government services and the ability to easily and accurately plan and re-plan budgets. Top governments nationwide were able to quickly pivot and adapt to meeting the public health emergency and the financial fallout by having highly efficient processes and nimble and powerful technology to help anticipate, plan for, and communicate changes to available resources and impacts to services. In this session, Scott Coble, former Budget Manager for Montgomery County MD, will describe how process improvements, organizational change and modern technology can help facilitate agile public administration and foster informed engagement among the residents and businesses our governments serve.

Speaker: Scott Coble, Director, Field Product, OpenGov

Be Courteous!

Please Silence ALL Mobile Devices for Sessions & Meetings!



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WEDNESDAY, DECEMBER 8, 2021

12:00 PM - 1:00 PM

LUNCH BUFFET
(Wed. lunch ticket required)

Chesapeake AB

Sponsored by GCOM and IPDS

12:00 PM - 1:00 PM

WORKING LUNCH MEETINGS
(Wed. lunch ticket required)

Private - only county professionals working in these fields may attend.

Regional Councils Luncheon

Galleon ABC

CEAM/Engineers Affiliate

Lantern Room, 6th Floor

County Communications/PIOs

Brigantine Boardroom

Emergency Management Directors Affiliate

Chesapeake D

Human Services Affiliate Meeting

Schooner AB

Sponsored by Inmar Intelligence

Information Technology Directors Affiliate

Windjammer

Sponsored by Lewis Strategic

MACHO

Cutter AB

12:45 PM - 1:15 PM

SOLUTIONS SHOWCASE SESSIONS

Solutions for a Greener Future

Skipjack AB

Hosted by WGL Energy Services, Inc.

Join WGL Energy Services to learn about emerging options for reducing GHG (Greenhouse gases) and lowering your carbon footprint.

The Advent of Virtual Care - Meeting Patients Where They Are

Chesapeake G

Hosted by CloseKnit

Unfortunately, in every county and community across the nation, the healthcare system doesn't work as it should work for every patient. Longstanding barriers block convenient access to both preventive and urgent care and more and more patients are putting off building a relationship with a primary care provider. There is something providers can do to meet patients where they are. Join this session to hear how virtual solutions are transforming patients' access to care and learn how innovative delivery models can help residents across Maryland connect to convenient, high-quality care.

Speaker: Mary Jane Favazza, CEO, CloseKnit

1:15 PM - 1:45 PM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

1:30 PM - 2:00 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

The Cyber Market, Ransomware & Insurance

Hosted by , Local Government Insurance Trust (LGIT)

LGIT - the Local Government Insurance Trust - will give the latest update of the cyber insurance market, ransomware, and the basics of cyber insurance for those who are not tech-savvy.

Speaker: Scott Soderstrom, Director of Underwriting, LGIT

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For more information, contact:

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Scott Wamboldt
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WEDNESDAY, DECEMBER 8, 2021

1:30 PM - 2:30 PM

AFFILIATE SESSIONS

Bend Don't Break: Roadmap to Resilience

Chesapeake EF

Hosted by MACo's Emergency Managers Affiliate

The risks of malicious cyberattacks are not new, but as incidents become more sophisticated and persistent, counties need to shift from cybersecurity to cyber resilience—the ability to anticipate, withstand, recover from, and adapt to adverse conditions, stresses, attacks, or compromises on cyber resources. In this session, an expert panel will highlight actionable policies, standards, and best practices for counties to prevent and mitigate network intrusions and to maintain critical services even when navigating a cybersecurity incident.

Speakers:

- Jack Markey, Emergency Manager, Frederick County
- Chip Stewart, State Chief Information Security Officer, State of Maryland
- Cyber Expert (TBA), National Security Agency

Moderator: The Honorable Joe Woods, Council Vice President, Harford County (invited)

Staying Home: A Collaborative Approach to Rental Assistance

Clipper ABC

Hosted by MACo's Human Services Affiliate

Sponsored by Inmar Intelligence

Employment instability caused by the COVID-19 pandemic resulted in many Marylanders falling behind on rent. The State's Emergency Rental Assistance Program (ERAP), using both CARES and ARPA dollars, was thought to be the perfect tool to prevent evictions, but many renters and landlords encountered delays in eligibility determinations and payments. Join local human services officials as they discuss difficulties with, and lessons learned from, ERAP implementation.

Speakers:

- Danielle Meister, Senior Policy Officer, MD Department of Housing & Community Development
- Ryan Trout, Housing Program Manager, Frederick County
- Terry Hickey, Director, Housing and Community Development, Baltimore County
- Nancy Shockley, Director, Community Partnerships for Children (LMB), Dorchester County

Moderator: The Honorable Sharon Green Middleton, Council Vice President, Baltimore City

Not Your Grandfather's Farm: Tapping into Agritourism

Chesapeake CD

Hosted by MACo's Planners and Environmental Health Officers Affiliates

Agriculture is evolving, and one of the fastest-growing businesses in this sector is agritourism. Food trucks, wineries and breweries, event venues, and fall festivals are new and exciting elements for a modern farmer's business model, but they all come with challenges related to public health. Local governments must balance a variety of interests by both supporting these economic development efforts and keeping the public safe. Attend this session to learn more about the challenges, opportunities, and best practices in growing agritourism in your region.

Speakers:

- Amy Moredock, CFM, Director, Department of Planning & Zoning, Queen Anne's County
- Colby Ferguson, Director of Government Relations, Maryland Farm Bureau
- Kevin Atticks, DCD, Founder, Grow & Fortify
- Robert Mitchell, Jr, RS, Director of Environmental Programs, Worcester County

Moderator: The Honorable MC Keegan-Ayer, Council President, Frederick County





We Help You Enrich the Lives of Those You Serve



Cybersecurity

Skyline recognizes that technology alone will not protect against cyber threats. Organizations must create a culture of security that harnesses people, process, and technology. At Skyline, we are here to lead the way.



Broadband

We are one of a select few IT services organizations that has built statewide fiber and data communications infrastructure to maximize cost effectiveness and reduce the time required to achieve broadband goals.



Physical Security

We implement and maintain a complete range of physical security solutions, including Video Surveillance, Access Control and Intercom Systems. We collaborate with clients to plan and create solutions that are scalable to meet current and future needs.

MARKETS



WEDNESDAY, DECEMBER 8, 2021

2:30 PM - 3:00 PM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

2:30 PM - 3:00 PM

POPCORN BREAK

Choptank

Sponsored by Northeast Maglev, Presidio, Verizon

Join the exhibitors for a fun and delicious break!

2:30 PM - 3:00 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

GCOM FIRE SIDE CHAT - What Maryland Can Learn from Virginia's Data-Driven Approach to Combating Substance Use Disorder

Hosted by GCOM

Jake Bittner, Chief Growth Officer of GCOM, will interview Carlos Rivero, Chief Data Officer of the Commonwealth of Virginia, to explore insights and lessons learned in using data to fuel prevention and treatment efforts for Substance Use Disorder. Virginia's Framework for Addiction Analysis and Community Transformation (FAACT) is a secure data-sharing platform led by the Department of Criminal Justice Services (DCJS) in collaboration with Virginia's chief data officer (CDO). It combines previously siloed data from different agencies, secretariats, and private healthcare systems and delivers actionable intelligence to community leaders, supporting their timely and effective response. Attend this case-study interview to hear more about the benefits of this approach and the good it can do in Maryland.

3:00 PM - 3:30 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

Connecting the Dots - How FirstNet is Protecting Communities and Improving Public Safety Communications

Hosted by AT&T/FirstNet

FirstNet, built by AT&T, is the only communications platform dedicated to and built for public safety. Built in partnership with the First Responder Network Authority, an independent agency within the US Dept. of Commerce, FirstNet's mission is to provide critical connectivity when and where public safety needs it. Attend this session to learn how FirstNet can work for you and the people you serve.

Speaker:

- Rodger Pulley, FirstNet Solutions Consultant, AT&T FirstNet
- Lori Stone, Senior Public Safety Advisor, First Responder Network Authority

3:00 PM - 4:00 PM

AFFILIATE SESSIONS

Chesapeake EF

Health Behind Bars

Hosted by MACo's Corrections and Health Officers Affiliates

COVID created an unprecedented public health crisis across the state, including behind bars. Learn how local correctional facilities established continuity of care in the most stressful environments, while also implementing continually revised COVID protocols. Also, gain insight into how correctional facilities are tackling the state's other pending public health crisis, opioid overdoses and death, through expanded medication assisted treatment.

Speakers:

- Larry Polsky, Health Officer, Calvert County
- Mary Ann Thompson, Vice President, MD Correctional Administrators Association
- Larry Doll, Senior Vice President for Strategic Development, Wellpath
- Aliya Jones, Deputy Secretary of the Behavioral health Administration, MD Dept. of Health

Moderator: The Honorable Corey Pack, Council Member, Talbot County



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WEDNESDAY, DECEMBER 8, 2021

3:00 PM - 4:00 PM

AFFILIATE SESSIONS (continued)

Go Big: Infrastructure Funding at a Crossroads

Clipper ABC

Hosted by MACo's Engineers Affiliate

The federal government has debated an overdue commitment to large scale infrastructure across many modes of transportation and public works. Meanwhile, Maryland grapples with next steps in its own overdue commitment to the roads and bridges that get people home—and are maintained by local governments. Panelists will lay out the next steps for county leaders—working to secure strong federal and state support to deliver on these essential projects underpinning our economic success.

Speaker:

- Jessica Jennings, Associate Legislative Director - Transportation, National Association of Counties
- Christopher Conklin, Director, Department of Transportation, Montgomery County
- Kerry Dull, Director, Public Works, Calvert County

Moderator: The Honorable Danielle Hornberger, County Executive, Cecil County

Ransomware, Risk, and Recovery: Is Your County Cyber-Secure?

Chesapeake CD

Hosted by MACo's Information Technology Directors Affiliate

The pandemic has pushed state-level legacy system modernization into the spotlight. As technology evolves, once-perfect solutions become obsolete and it is critical for the State and county governments to move away from costly, insecure, and unreliable technology and instead adapt and innovate to keep data secure. In this session, learn why updating outdated technology platforms is key for reducing cybersecurity risks, enhancing service delivery, and boosting government transparency and accountability.

Speakers:

- Stefanos Ghebrehawariat, Assistant Secretary, MD Dept. of Information Technology
- Rob O'Connor, Chief Information Officer, Baltimore County
- Mark Ripper, Chief Information Officer and Director of Technology Services, Carroll County

Moderator: The Honorable Allison Pickard, Council Member, Anne Arundel County

4:15 PM - 4:45 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

Verizon Frontline - The Network and Technology Built for America's First-Responders

Hosted by Verizon

When first-responders are on the front lines and lives are at stake, they need technology they can rely on. That's why Verizon created Verizon Frontline, the advanced network and technology for first-responders. Using an all Hazards Approach during a crisis, Verizon deploys devices and network assets to first-responders to keep Maryland's communities connected. Whether it's hurricanes, wildfires, tornadoes, derechos, pandemics, or large planned events, the Verizon Response Team is always on, and always ready 24/7 to support public sector agencies. Attend this session to learn more about how Verizon Frontline can support your first-responder community.

Speaker: Jason Mitchell, Sr. Manager, Verizon Crisis Response Team



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CareFirst 

WEDNESDAY, DECEMBER 8, 2021

4:15 PM - 5:15 PM

CLEAN CHESAPEAKE COALITION
MEETING

Clipper ABC

The Clean Chesapeake Coalition's mission is to raise awareness of and pursue improvement to the water quality of 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 priorities and efforts related to Bay water quality and local economies dependent on a healthy Bay ecosystem.

4:15 PM - 5:15 PM

BOOK CLUB

Schooner AB

MACo's Good Government Book Club Discussion and Reception

Sponsored by JP Morgan

Conference participants can join a discussion on a book affecting public service and best practices as officials, employees, and colleagues. The selection for December is *Mine!: How the Hidden Rules of Ownership Control Our Lives*, by Michael Heller and James Salzman. Haven't had a chance to read the book? Join the discussion, anyway!

5:00 PM - 6:00 PM

WOMEN OF MACo & DIVERSITY CAUCUS
RECEPTION

Windjammer

Sponsored by Cigna

All conference participants are invited to attend this reception and hear from a special guest speaker on leadership.

Speaker: Carolyn Mozell, CEO, Leaders Who Connect & Inspire LLC

5:30 PM - 6:30 PM

WELCOMING RECEPTION

Regatta Pavilion

Hosted by the Hyatt Regency Chesapeake Bay Hotel

Bring your coat and join us OUTSIDE for a pre-banquet reception.

6:30 PM - 8:30 PM

WELCOMING BANQUET & AWARDS
CEREMONY
(Wed. banquet ticket required)

Chesapeake
Ballroom

Welcoming and Awards Banquet Host: Local Government Insurance Trust (LGIT)

Co-Sponsor: Informatica

This event is a highlight of MACo's Winter Conference. Join us to celebrate MACo's public service, best practices, and legislative award winners.

8:30 PM - 9:00 PM

DESSERT RECEPTION

Regatta Pavilion

Sponsored by MACo's Corporate Partners

Bring your coat and join us outside for desserts before our dueling piano reception!

9:00 PM - 11:00 PM

WGL ENERGY SERVICES
DUELING PIANOS RECEPTION

Regatta Pavilion

Bring your coat and join us OUTSIDE. This fun networking event features dueling pianos to help you get energized and refreshed to start the next day's sessions!

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THURSDAY, DECEMBER 9, 2021

7:30 AM - 3:30 PM

REGISTRATION

Main Foyer

7:30 AM - 3:00 PM

EXHIBITS

Main Foyer &
Choptank

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

7:30 AM - 5:30 PM

SCHNEIDER ELECTRIC "LIFE IS ON"
ATTENDEE LOUNGE

Skipjack AB

This is your quiet space to take a phone call, respond to email, or have a quick meeting!

7:30 AM - 9:00 AM

CONTINENTAL BREAKFAST

Main Foyer

Sponsored by CareFirst BlueCross BlueShield and Chesapeake Employers' Insurance Company

8:00 AM - 9:00 AM

COUNTY ELECTED OFFICIALS FORUM,
BREAKFAST, & BUSINESS MEETING
(private - breakfast ticket required)

Clipper ABC

County Elected Officials (County Executives, Commissioners, and Council Members) are invited to attend this breakfast and business meeting to conduct the Association's official business and share best practices with their peers.

9:15 AM - 10:15 AM

GENERAL SESSION

Chesapeake EFG

Building Out Broadband, Building Up Maryland

Sponsored by Skyline Technology Solutions

Broadband has transformed from a luxury into a utility. One of the most pertinent public policy questions is how to ensure reliable internet connectivity for both urban and rural county residents. Attend this session to learn about challenges and opportunities facing Maryland's broadband buildout, including the recently passed Dig Once bill, roadblocks to wireline expansion, and the use of wireless vs. wireline connections in certain communities.

Speakers:

- Kenrick Gordon, PE, Director, Office of Statewide Broadband, MD Department of Housing & Community Development
- Mark Wagner, CEO, Think Big Networks
- Jennifer Crockett, Telehealth Director, Kennedy Krieger Institute
- Daniel Dreiling, Vice President, Information Services, Kennedy Krieger Institute

Moderator: The Honorable Jack Wilson, Commissioner, Queen Anne's County

9:30 AM - 4:00 PM

GUEST LUNCH & TOUR

Offsite

Guests of registered attendees, exhibitors, and sponsors are invited to go on a tour of nearby Talbot County - visit the Maritime Museum, eat lunch at a first class local Italian favorite, shop in downtown St. Michaels (beautifully decorated for the holidays!), and end the day at St. Michaels Winery for a tasting. Guest Tour registration required. Is your guest interested in attending but didn't register in advance? Stop by the registration desk to see if there's room for one more!



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THURSDAY, DECEMBER 9, 2021

10:15 AM - 10:30 AM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

10:30 AM - 11:30 AM

GENERAL SESSION

Chesapeake EFG

Extra, Extra #ReadAllAboutIt: Reaching Residents with Social Media

Sponsored by Royal Plus

Getting the public's attention has always been difficult for local governments, but COVID-19 made outreach a life-or-death situation. Join several local government communications team members as they share insights into how they used social media in the COVID-era to grab attention, steer conversations, impart critical information, and increase overall civic engagement.

Speakers:

- Adam Abadir, Deputy Director of State Affairs, Mayor's Office of Govt Relations, Baltimore City
- Matt Anthes, Vice President, Digital Communications, Hatcher Group
- Mileah Kromer, Director, Sarah T. Hughes Center for Politics, Goucher College
- Jeff Amoros, Communications Director, Office of the County Executive, Anne Arundel County
- Michael Ricci, Director of Communications, Maryland Office of the Governor

Moderator: The Honorable Jan Gardner, County Executive, Frederick County

11:00 AM - 2:00 PM

SPECIAL SESSION

Cutter AB

The Anytime, Anywhere PSAP: NG911 Live at MACoCon

Stop by this rolling demonstration to see NextGen PSAPs in action! Observe 9-1-1 operators from several counties take and direct calls from their jurisdictions while they are on-site at the Hyatt. With thanks to the entire county community and their support to push this technology to the next level, this demonstration will show the results of that hard work and dedication to keeping Marylanders safe and getting them the help they need when they need it.

11:45 AM - 12:15 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

Building Healthy Infrastructure

Hosted by NORESCO

With so much talk about infrastructure these days, what's the best approach to maintaining the infrastructure you have, while making sure that it's safe for all? Grab your lunch and join this discussion for a few pointers on Healthy Buildings and improving Infrastructure.

Speaker: Cherise Seals, Senior Account Executive, NORESCO

11:45 AM - 12:45 PM

LUNCH BUFFET

Chesapeake ABC

(Thu. lunch ticket required)

Sponsored by GCOM and IPDS

11:45 AM - 12:45 PM

WORKING LUNCH & INTEREST GROUP MEETINGS

Private - only county professionals working in these fields may attend.

Large County Coalition Lunch

Galleon ABC

Sponsored by American Fidelity

Rural County Coalition Lunch

Clipper ABC

Sponsored by MacLeod Law Group

Human Resources Affiliate

Chesapeake D

Sponsored by American Fidelity and Cigna

Attorneys Affiliate

Schooner B

Sponsored by Robbins Geller Rudman & Dowd

Parks & Recreation Affiliate

Schooner A



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how they deliver IT.**

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(443) 987 - 7153

THURSDAY, DECEMBER 9, 2021

12:45 PM - 1:15 PM

SOLUTIONS SHOWCASE SESSIONS

True End-to-End Solutions for Electric Vehicle Infrastructure

Skipjack AB

Hosted by Schneider Electric

Join this insightful session to hear about solutions to county government needs from the charging station to the grid. Presenters will cover utility, power distribution, Electric Vehicle (EV) chargers, and integrated software options, including the often-overlooked cybersecurity solutions needed to protect your edge-connected environment. Leverage the experience of the experts from Schneider Electric (who work with county government agencies across the US) to learn best practices in successfully adopting EV infrastructure to keep your community moving. Attend this session to learn more about all aspects of EV development, what it means for your county, and how Schneider Electric has helped counties just like yours.

Speakers:

- Chris Dellinger, Account Executive, Schneider Electric
- Sonia Garakyaraghi, Business Development Specialist, eMobility Electric Vehicle Infrastructure, Schneider Electric

Pandemic Momentum: Use (Case) It or Lose It

Windjammer

Hosted by Accenture

Government leaders face a series of complex challenges in setting their course for a post-COVID world. Our public agencies must deliver profoundly diverse services to an enormous range of constituents. Though it won't be easy, it's time to do the hard work of assessing which changes should become permanent and where we may need to restore more checks and balances. During this session, participants will discuss how government leaders can harness the lessons learned during COVID to reinvent the next generation of government service delivery and operations.

Speaker: Nancy Kay Blackwell, Management Consulting Manager, Accenture

1:00 PM - 1:30 PM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

1:30 PM - 2:00 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

The Heart of a Healthy Workforce

Hosted by Cigna

Maryland Counties continue to face significant challenges from the COVID-19 pandemic including being able to deliver constituent services as well as supporting employees during this difficult time. Join Cigna to hear key insights from a new study by The Economist Intelligence Unit (EIU), commissioned by Cigna, on the unique role government leaders play in driving a healthy work-force and business growth.

Speaker: Susan DeWitt, Vice President Government and Education, Cigna

1:30 PM - 2:30 PM

AFFILIATE SESSIONS

Righting a Wrong: Leveraging Opioid Settlement Funds to Heal Maryland

Chesapeake BC

Hosted by MACo's Attorneys Affiliate

The recent national settlement involving some of the country's largest opioid medication distributors has raised the incredibly important question of "How do we best help the victims of opioid overdose and overdose death, and prevent future victims?" With settlement funds on the way, panelists will present state and local perspectives on this question and more.

Speakers:

- The Honorable Brian Frosh, Attorney General, State of Maryland
- David Trolio, Director, Department of Community Services, Cecil County Government
- James Benjamin, County Attorney, Baltimore County

Moderator: The Honorable Todd Turner, Council Member, Prince George's County



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THURSDAY, DECEMBER 9, 2021

1:30 PM - 2:30 PM

AFFILIATE SESSIONS (continued)

Navigating a New World: Counties and the Post-Pandemic Workplace

Clipper ABC

Hosted by MACo's Human Resources Directors Affiliate

As public employers, counties have met the challenges of a COVID-19 workforce head-on. With employees returning to a post-pandemic work environment—many with new hybrid/remote functionalities - counties are now faced with another set of unique challenges related to the new normal. Panelists will discuss best-practices for incorporating in-person and remote work, COVID-mitigation policies in the workplace, and how to navigate the HR challenges and opportunities presented by the new normal.

Speakers:

- Kimberly Frock, Director, Dept. of Human Resources, Carroll County
- Beverly Churchill, Director, Human Resources, Queen Anne's County
- Quinton Herbert, Director Department of Human Resources & Chief Human Capital Officer, City of Baltimore

Moderator: The Honorable Jim Hinebaugh, Commissioner, Garrett County

Subscribed: Budgeting for the Digital Age

Chesapeake FG

Hosted by MACo's Budget & Finance Officers Affiliate

The technology world has largely moved to subscription-based models. With on-premise hardware and software, it was easy to calculate costs because they were always predictable. And, while a more scalable and flexible cloud model can foster a stronger IT infrastructure, it can also lead to ongoing investments in time and money. In this session, an expert panel will discuss best practices for counties to understand, control, and manage IT costs.

Speakers:

- Ted Zaleski III, Director of Management & Budget, Carroll County
- Xhevair 'Jev' Maskuli, Senior Solutions Architect, Informatica
- Remi Omisore, Principal, CLA Baltimore (invited)

Moderator: The Honorable Lenny Pfeffer, Council Member, Dorchester County



2:30 PM - 3:00 PM

CHOCOLATE BREAK

Choptank

Sponsored by Skyline Technology Solutions, Wellpath, Zetron

Stop by for a sweet boost to get you through the afternoon!

2:30 PM - 3:00 PM

NETWORKING COFFEE BREAK

Choptank

Sponsored by OpenGov and Davenport & Company LLC

2:30 PM - 3:00 PM

SOLUTIONS SHOWCASE SESSION

Skipjack AB

Bind Benefits - Health Is Personal. Now Health Insurance Is, Too.

Hosted by UnitedHealthcare

The Bind Benefits team invites you to attend an informative session about the health plan that is revolutionizing the health insurance market. They took health insurance apart. Now it works. Bind is a personalized health plan that offers choice, flexibility, and cost transparency. Bind believes when you give people the tools they need to make informed decisions, they do. After rebuilding health insurance on a completely new chassis, Bind realigned solution and need, starting with what consumers said they wanted and were missing, and ending with the savings and engagement results employers always hoped for. ***Special snacks await participants for a perfect afternoon boost!

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Proudly supporting the Maryland Association of Counties (MACo) for all they do through advocacy, training, education programs and more. Thank you for making a difference in the community – and for being a brilliant example of what care can do.



THURSDAY, DECEMBER 9, 2021

3:00 PM - 3:30 PM

SOLUTIONS SHOWCASE SESSION

Windjammer

A Q&A on the Largest IT Service Delivery Issues Facing Counties Today

Hosted by IPDS

As society continues to climb back from the largest pandemic in modern history, the experts at IPDS understand the obvious IT challenges counties faced in a quick shift to remote work and online constituent services. But what less obvious challenges did you face in delivering IT services? What are some of the biggest hurdles you face now in delivering IT services in a safe and effective way? This Q&A session is your chance to share your insight and benefit from theirs as you continue to deal with these incredible IT challenges and more. Bring your own questions and hear the IPDS team respond and discuss scenarios that their engineers faced in the last 18+ months.

Speaker: Brian Burkhart, Director of Operations, IP DataSystems (IPDS)

3:00 PM - 4:00 PM

AFFILIATE SESSIONS

Lights, Camera, Action: Introducing Body-worn Cameras in Public Safety

Chesapeake BC

Hosted by MACo's Administrators Affiliate

Statewide legislation will require that each law enforcement officer be equipped with a body worn camera in the years ahead. Counties and their law enforcement partners will implement both the equipment and the policies for this new reality. Storage, redaction, and distribution of the resulting footage will challenge local resources, and require smart planning. Panelists will discuss this next step in modern public safety, from the ground floor.

Speaker:

- Amal Awad, Chief of Police, Anne Arundel County
- Melissa Hyatt, Chief of Police, Baltimore County
- Russell Hamill III, Chief of Police, Laurel Police Department
- Everett Sesker, Law Enforcement Loss Control Consultant, Local Govt Insurance Trust (LGIT)

Moderator: The Honorable Randy Guy, Commissioner President, St. Mary's County

New Tech for Parks and Rec: Rebooting Public Spaces

Chesapeake FG

Hosted by MACo's Parks & Recreation Affiliate

Parks and public spaces are evolving to include more than the traditional outdoor offerings. As broadband becomes a larger part of everyday life, parks are incorporating technology into their larger operations to improve engagement with and connectivity to public facilities, programs, and services. Panelists will discuss next-level technology and how parks can play a part in the broadband accessibility discussion.

Speakers:

- Clint Sterling, Director, Recreation, Parks, & Tourism, Somerset County
- Chuck Montrie, Executive Director, MD Recreation & Parks Association (MRPA)
- Reginald Moore, Sr., Executive Director, Baltimore City Recreation and Parks
- Jessica Leys, Director, Recreation and Parks, Anne Arundel County

Moderator: The Honorable Josh Hastings, Council Member, Wicomico County





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THURSDAY, DECEMBER 9, 2021

3:00 PM - 4:00 PM

AFFILIATE SESSIONS (continued)

Education Equity: Confronting the COVID Gap

Clipper ABC

The COVID-19 pandemic exacerbated existing inequities for Maryland's students and revealed new challenges for our school systems and students. Panelists will discuss lessons learned from pandemic schooling, best practices to pursue more equitable learning in a post-pandemic educational setting, and the challenges ahead.

Speakers:

- The Honorable Alonzo Washington, Vice Chair, Ways and Means Committee, MD House of Delegates
- Michael Lukas, Board of Education Member, Charles County
- David Bromwell, Interim Superintendent, Dorchester County Public Schools, Dorchester County
- Frank Patinella, Senior Education Advocate, ACLU

Moderator: The Honorable Craig Rice, Council Member, Montgomery County

4:30 PM - 5:30 PM

AFFILIATE MEETING
(private)

Brigantine
Boardroom

County Administrators Affiliate Meeting

6:00 PM - 7:00 PM

INAUGURAL BANQUET RECEPTION

Regatta Pavilion

Sponsored by: Aetna, Kaiser Permanente, LGIT Health, Maryland Environmental Service, NORESKO, Standard Solar

Bring your coat and join us OUTSIDE for a pre-banquet reception.

7:00 PM - 8:30 PM

INAUGURAL BANQUET
(Thu. Banquet ticket required)

Chesapeake
Ballroom

Inaugural Banquet Host: AT&T/FirstNet

Co-Sponsors: Comcast, Motorola Solutions, UnitedHealthcare

Wine Service Sponsor: Zelenkofske Axelrod

Centerpiece Sponsor: Choose Who You Use Maryland

Celebrate the installation of MACo's 2022 Board of Directors. Connect with old friends, meet new ones, and hear from a special guest speaker about the legislative outlook for the year ahead!

8:30 PM - 9:30 PM

PRESIDENT'S RECEPTION

Regatta Pavilion

Sponsored by Talbot County

Join MACo's newly installed President and Board for a celebratory reception. Bring your coat for this OUTDOOR Reception.

9:30 PM - 11:30 PM

KARAOKE RECEPTION

Regatta Pavilion

Sponsored by Z+C

Join us for a fun evening of enjoying the musical talents of your fellow attendees! Bring a coat - we'll be OUTSIDE.



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FRIDAY, DECEMBER 10, 2021

7:30 AM - 10:30 AM

REGISTRATION

Main Foyer

7:30 AM - 9:30 AM

CONTINENTAL BREAKFAST

Main Foyer

Sponsored by CareFirst BlueCross BlueShield and Chesapeake Employers' Insurance Company

7:30 AM - 10:30 AM

SCHNEIDER ELECTRIC "LIFE IS ON"

Skipjack AB

ATTENDEE LOUNGE

This is your quiet space to take a phone call, respond to email, or have a quick meeting!

8:00 AM - 9:30 AM

ACADEMY CORE SESSION

Chesapeake EFG

Employment Issues

This class provides an overview of preferred employment practices and the legal restrictions involved in hiring, firing, promoting, and disciplining employees. The instructor addresses how positions should be advertised and interviews conducted. Also included are risk management techniques concerning proper supervision of employees. All conference participants may attend, but Fellows in the Academy for Excellence in Local Governance will earn Core credit for their participation.

Speaker: Kevin Karpinski, Esq, Partner, Karpinski, Cornbrooks & Karp, PA

Moderator: The Honorable Jessica Haire, Council Member, Anne Arundel County



9:30 AM - 9:45 AM

NETWORKING COFFEE BREAK

Main Foyer

Sponsored by OpenGov and Davenport & Company LLC

9:45 AM - 11:00 AM

GENERAL SESSION

Chesapeake EFG

2022 General Assembly Forecast

What's in store for the 2022 legislative session? From fiscal outlooks to pending policy changes, this is your sneak-peak at what's next in Annapolis. Attendees will gain key insight into need-to-know issues and more from MACo's policy experts and Mileah Kromer, head of the Goucher College Poll and director of Goucher's Hughes Center for Politics.

Speaker:

- Mileah Kromer, Director, Sarah T. Hughes Center for Politics, Goucher College
- Kevin Kinnally, Legislative Director, MACo
- Brianna January, Associate Policy Director, MACo
- D'Paul Nibber, Associate Policy Director, MACo
- Dominic Butchko, Associate Policy Director, MACo

Moderator: The Honorable Laura Price, Council Member, Talbot County

2022 MACo LEGISLATIVE INITIATIVES:

Reinvest in Local Transportation Infrastructure
Protect Local Officials Against Threats and Intimidations
Ensure Funding Fairness and County Role in Elections
Reset Emergency Transport as a Realistic Recognition of Care

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FRIDAY, DECEMBER 10, 2021

11:00 AM - 11:15 AM

NETWORKING COFFEE BREAK

Main Foyer

Sponsored by OpenGov and Davenport & Company LLC

11:15 AM - 12:15 PM

CLOSING SESSION

Chesapeake EFG

Cannabis Policy Reform: Getting into the Weeds

As the State considers options for policy reform related to recreational cannabis use, counties will be impacted in a variety of ways. From human resources considerations to public safety and justice to public health and land use issues, county governments will be at the forefront of implementation and accountability. Panelists will discuss potential avenues for legislative reform, what counties can expect, and how to best prepare for change.

Speakers:

- Shad Ewart, Professor, Entrepreneurial Opportunities in Emerging Markets: Marijuana Legalization, Anne Arundel Community College
- Debra Borden, Deputy General Counsel, MD National Capital Park & Planning Commission
- Kevin Karpinski, Esq., Partner, Karpinski, Cornbrooks & Karp, PA



Moderator: The Honorable Stephen Wantz, Commissioner, Carroll County

12:15 PM - 12:45 PM

WRAP-UP BOXED LUNCHES
(Fri. lunch ticket required)

Chesapeake EFG

Grab a boxed lunch to enjoy on your way home or sit and talk with friends about what you've learned before you hit the road!

SAVE THE DATES

MACo Summer Conference: August 17-20, 2022

Roland Powell Convention Center, Ocean City, Maryland

MACo Winter Conference: January 4-6, 2023*

Hyatt Regency Chesapeake Bay Hotel, Cambridge, Maryland

**2022 is an election year, so MACo's Winter Conference will be held in January 2023 (instead of December 2022) to allow newly elected officials time to be sworn in.*

MACo's Pre-Conference Newly Elected Officials Orientation (for county elected officials only) will be on January 3, 2023, at the Hyatt.

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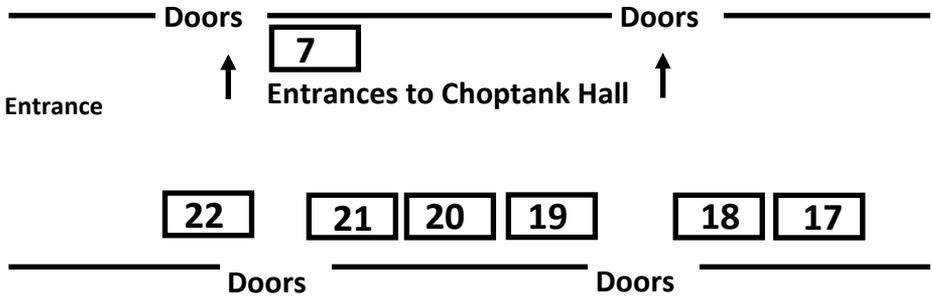
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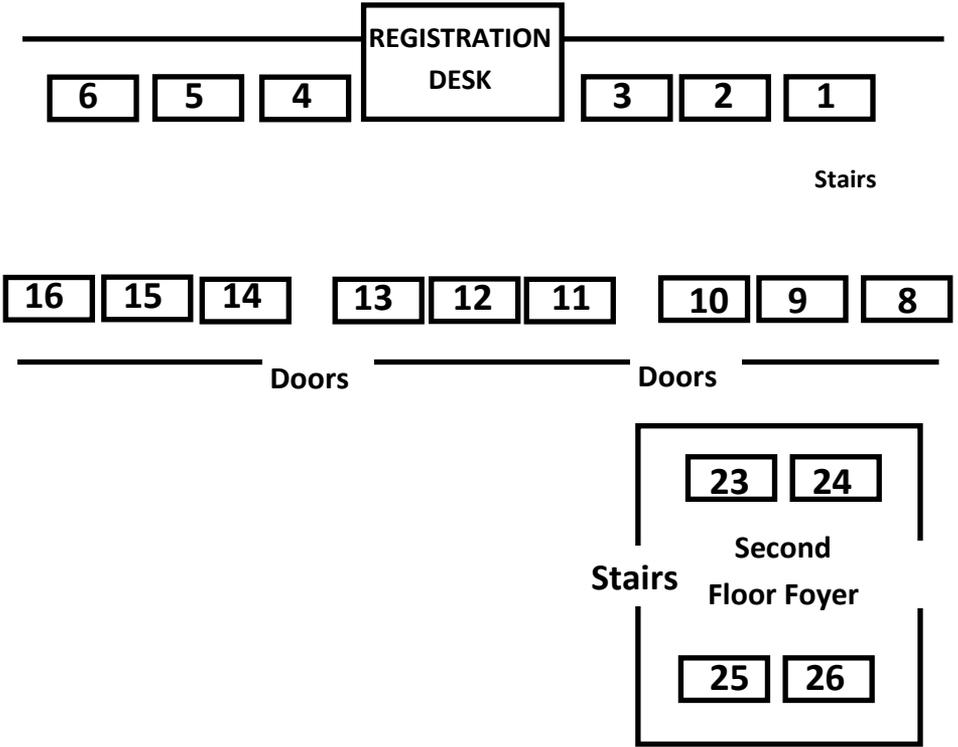
Chesapeake Foyer Exhibit Layout



Chesapeake Foyer Exhibit Listing

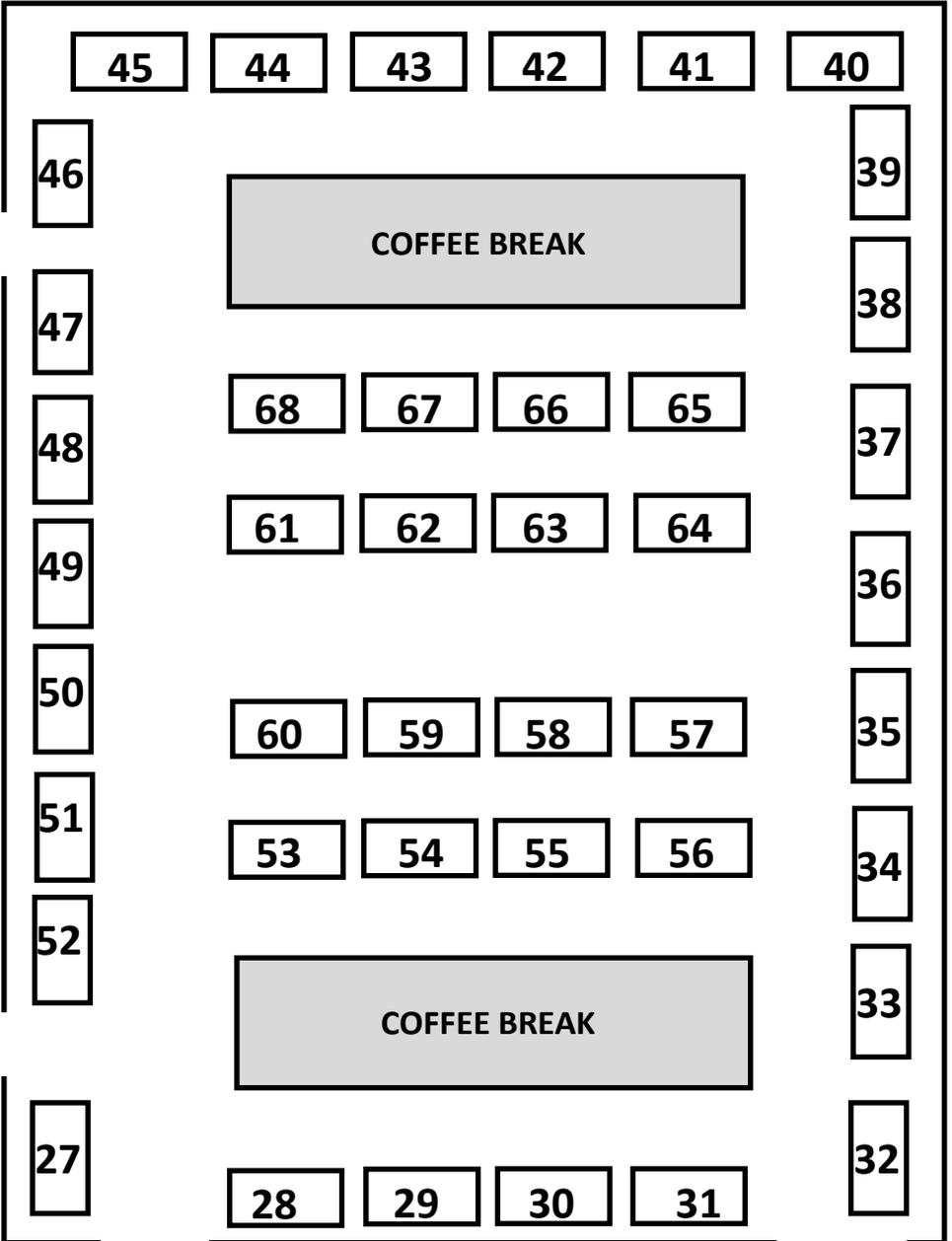
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1	EA Engineering, Science, and Technology, Inc.
2	CareFirst BlueCross BlueShield
3	WGL Energy Services, Inc.
4	GCOM
5 & 6	Royal Plus, Inc.
7	Dynatrace
8	Local Government Insurance Trust (LGIT)
9	LGIT Health
10	AT&T
11	Cigna
12	Skyline Technology Solutions
13	Nationwide Retirement Solutions
14	IP DataSystems (IPDS)
15	Motorola Solutions, Inc.

Chesapeake Foyer Exhibit Layout



Booth	Exhibitor
16	Data Networks
17	OpenGov
18	Logitech
19	Accenture
20	Informatica
21	Healthworks LLC
22	Southland Industries
23	PSA Insurance and Financial Services
24	Academy for Excellence in Local Governance
25	American Fidelity
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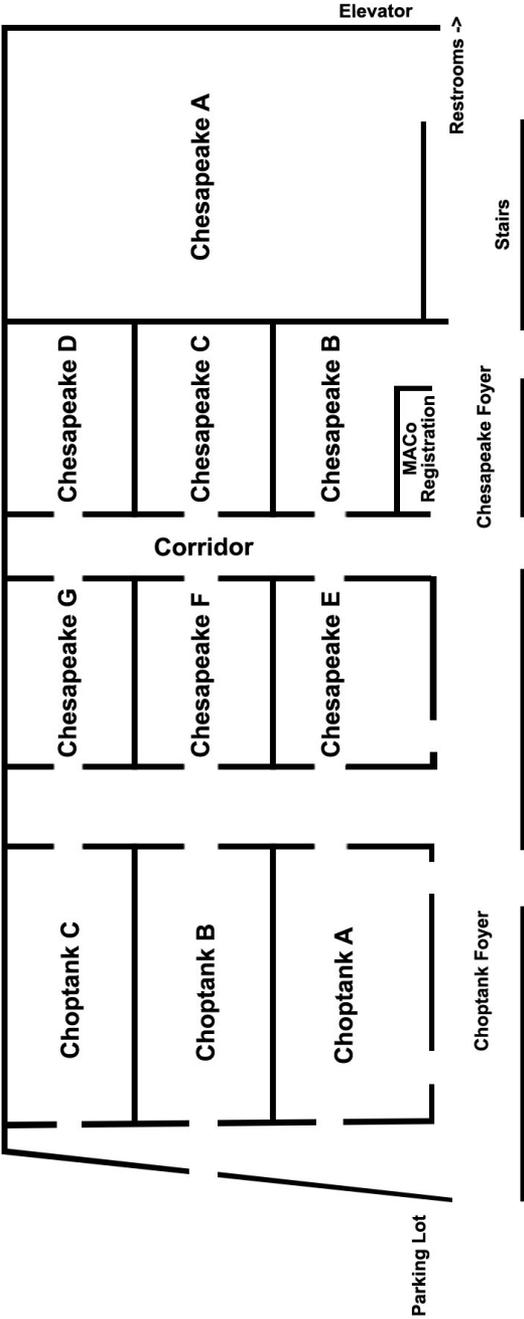


Exhibitor descriptions and contact information available through our mobile app or at www.mdcounties.org/WC21Exhibitors

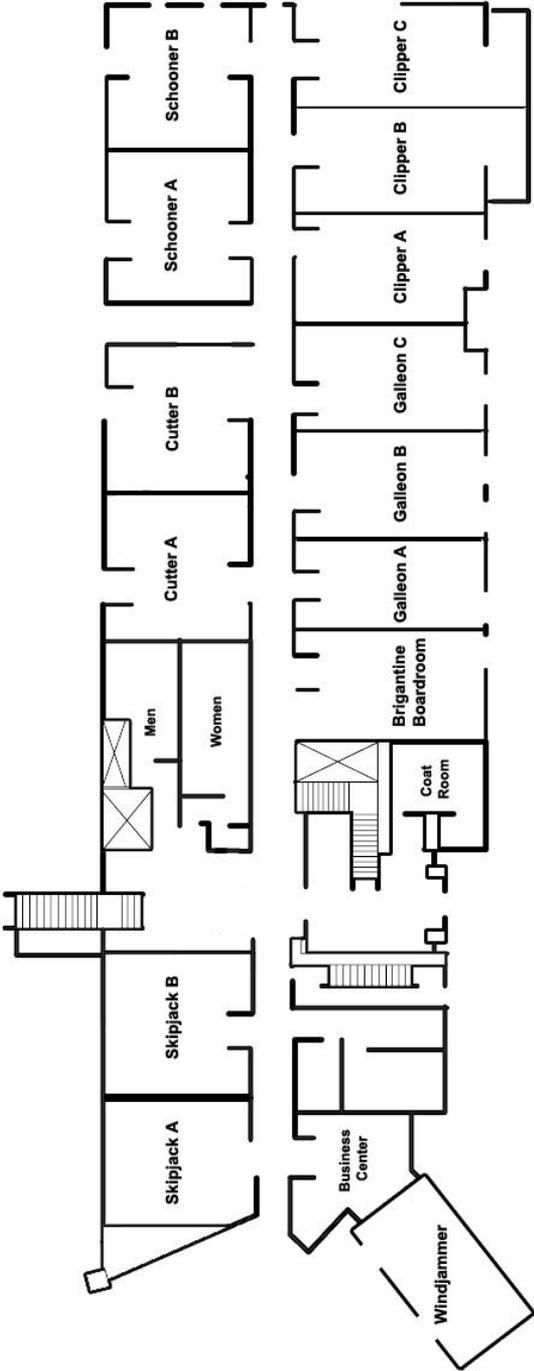
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28	Pepco & Delmarva Power	49	ePlus Technology, Inc.
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32	Aetna	52	Maryland Relay
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34	United States Insurance Services	55	MD, DE, DC Beverage Association
35	Republic Services	56	Verizon
36	Mark43	60	Bolton
37	LeafFilter	61	Tri-County Council for the Lower Eastern Shore of Maryland
39	CVS Caremark	62	MissionSquare Retirement
40	Standard Solar	64	Maryland Department of Information Technology
43	Yorktel	65	Cofense
44	P3 Cost Analysts	66	Sustainable Landscapes ONE
45	T-Mobile	67	Zencity
46	MD Department of Health	68	National Vision Administrators, LLC
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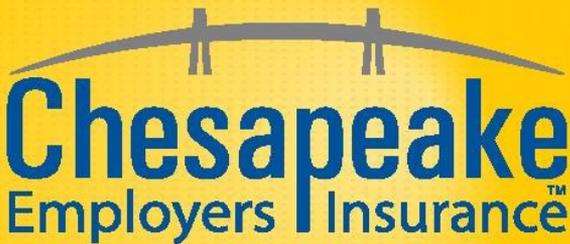
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