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TABLE OF CONTENTS

MACo Leadership	4
MACo Corporate Partner Program.....	5
At-A-Glance Program	6
Sponsor Listing	8
Academy for Excellence	10
Attendance Prize Drawings	12
Future MACo Conferences	12
Wednesday Program.....	13
Thursday Program	19
Friday Program	35
Exhibitor Listing - Booth Numbers by Name	38
Exhibitor Descriptions	43
Conference Sponsor Descriptions	53
MACo Past Presidents	59
MACo Publication Order Form.....	60
Advertisers' Index	61
Floor Plans, Hyatt Regency Convention Center	62

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The MACo Corporate Partner Program

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County governments are always looking for new ways to deliver efficient and effective services to their constituents. In 2010, 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 contact our Outreach Coordinator, Kaley Schultze, at kschultze@mdcounties.org or at 410.269.0043.

MACo 2013 At-A-Glance Schedule

WEDNESDAY, DECEMBER 11, 2013

7:30 am - 4:30 pm	Registration	Chesapeake Foyer
7:30 am - 11:00 am	Exhibits Set Up	Chesapeake Foyer & Choptank A
9:00 am - 12:00 pm	Ethics Law & Open Meetings Act Training	Galleon A/B/C
10:15 am - 10:30 am	Coffee Break	Choptank A
10:30 am - 12:00 pm	Academy Core Session: <i>Basics of Risk Management</i>	A Choptank C
11:00 am - 6:00 pm	Exhibits Open/Cyber Café Open	Chesapeake Foyer & Choptank A
12:00 pm - 1:15 pm	Lunch on your own	Water's Edge Grill
1:15 pm - 3:15 pm	Academy Core Session: <i>Open Meetings</i>	A Choptank C
3:15 pm - 3:30 pm	Coffee Break	Choptank A
3:30 pm - 5:00 pm	Academy Core Session: <i>Conducting Effective Meetings</i>	A Choptank C
5:30 pm - 6:30 pm	Welcoming Reception (hosted by Hyatt Regency Chesapeake Bay)	Chesapeake Foyer
6:30 pm - 8:00 pm	Welcoming Banquet & Keynote Presentation*: <i>You Say More Than You Think</i>	Chesapeake Ballroom
8:00 pm - 9:00 pm	Dessert Reception (hosted by MACo's Corporate Partners)	Chesapeake Foyer

THURSDAY, DECEMBER 12, 2013

7:30 am - 6:30 pm	Exhibits Open/Cyber Café Open	Chesapeake Foyer & Choptank A
7:30 am - 3:30 pm	Registration	Chesapeake Foyer
7:30 am - 9:00 am	Continental Breakfast	Chesapeake Foyer
7:30 am - 8:30 am	County Elected Officials Breakfast*	Choptank C
10:00 am - 4:00 pm	Spouse Tour (offsite—registration required)	Hyatt Front Lobby
8:30 am - 9:00 am	MACo Business Meeting	Chesapeake E/F/G
9:00 am - 10:15 am	General Session: <i>Social Media: Making It Work for You</i>	Chesapeake E/F/G
10:15 am - 10:30 am	Coffee Break	Choptank A
10:30 am - 11:45 am	General Session: <i>Creating the Connection: Better Government Through Better Outreach</i>	Chesapeake E/F/G
11:00 am - 11:45 am	Mid-Shore Regional Council Meeting	Galleon A/B/C
11:45 am - 12:45 pm	Lunches (Thursday lunch ticket required to attend any lunch)	
	Main Buffet Lunch*	Chesapeake A
	Public Information Officers & County Communications Luncheon*	Boardroom
	Regional Councils' Luncheon*	Galleon A/B/C
	Rural Counties Coalition Lunch*	Chesapeake B
	Women of MACo Luncheon*	Choptank C
1:00 pm - 2:00 pm	AFFILIATE SESSIONS	
	<i>Open Government Working Group Organizational Meeting</i>	Choptank B
	<i>Implementing PlanMD. Who? What? When? Where? Why? and How?</i> <i>Sponsored by MACo's Planners' & Environmental Health Officers' Affiliates</i>	Chesapeake D
	<i>The Health Care Transition: What Your County Needs to Know as an Employer</i> <i>Sponsored by MACo's Human Resources' & Administrators' Affiliates</i>	Chesapeake F
	<i>Walking the Line: Correctional Officer Discipline</i> <i>Sponsored by MACo's Correctional Officers' Affiliate</i>	A Chesapeake G
2:00 pm - 2:15 pm	Coffee Break	Choptank A

*=Ticket Required

MACo 2013 At-A-Glance Schedule

THURSDAY, DECEMBER 12, 2013

2:15 pm - 3:15 pm	AFFILIATE SESSIONS	
	Report from the Front: Rolling Out Maryland's Health Benefits Exchange <i>Sponsored by MACo's Human Services' & Health Officers' Affiliates</i>	Chesapeake D
	Critical Communications – What's Your County's Gameplan? <i>Sponsored by MACo's Engineers' Affiliate</i>	Chesapeake E
	Red Light, Green Light: Finding Ways for Funding Schools <i>Sponsored by MACo's Budget & Finance Officers' Affiliate</i>	Chesapeake F
	Copyright or Copywrong? Best Practices for Licensing Intellectual Property <i>Sponsored by MACo's Attorneys' Affiliate</i>	A Chesapeake G
3:15 pm - 3:30 pm	Coffee Break	Choptank A
3:30 pm - 4:30 pm	AFFILIATE SESSIONS	
	Is CyberSpace a Public Place? A Modern Look at the Public Information Act <i>Sponsored by MACo's Administrators' Affiliate</i>	Chesapeake E
	Supporting Older and Disabled Adults to Remain in the Community <i>Sponsored by MACo's Aging Affiliate</i>	A Chesapeake F
	Knock it Out of the Park: Social Media for Parks & Rec <i>Sponsored by MACo's Parks & Recreation Affiliate</i>	Chesapeake G
4:30 pm - 5:30 pm	Administrators' Affiliate Meeting	Galleon A
4:30 pm - 5:30 pm	Maryland County Officials Diversity Caucus Reception	Skipjack A/B
5:30 pm - 6:30 pm	Inaugural Reception	Chesapeake Foyer
6:30 pm - 8:30 pm	Inaugural Ceremony & Awards Banquet*	Chesapeake Ballroom
8:30 pm - 9:30 pm	President's Reception	Windjammer

FRIDAY, DECEMBER 13, 2013

7:30 am - 10:30 am	Registration	Chesapeake Foyer
7:30 am - 10:30 am	Exhibits Open/Cyber Café Open	Chesapeake Foyer & Choptank A
8:00 am - 9:00 am	Continental Breakfast	Chesapeake Foyer
9:00 am - 10:30 am	2014 General Assembly Forecast	Chesapeake B/C/D
10:30 am - 11:00 am	Coffee Break & Hotel Check-out	Choptank A
11:00 am - 12:00 pm	Closing General Session: Meet-and-Greet with the EPA	Choptank A
12:00 pm - 12:30 pm	Closing Lunch*	Chesapeake A
12:30 PM	Adjournment	

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The MACo Conference Mobile App is now available for iPhone, iPad, and Android through the AppStore and Google Play.

Access the AppStore/Google Play on your mobile device and search for “MACoCon” to download the App for FREE!

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

Create your own customized schedule and take notes right from the session detail pages!
Sign up for notifications to get updates from MACo staff through the App.

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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.

HOW LONG WILL IT TAKE?

Participants are encouraged to complete the requirements within three years, but may take as long as needed.

WHAT IS THE COST?

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

WHERE ARE “COUNTY TRACK” COURSES OFFERED?

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

WHICH COURSES ARE OFFERED AT THIS CONFERENCE?

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



QUESTIONS?

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

Wednesday, December 11, 2013

10:30 am - 12:00 pm: "Basics of Risk Management" (Core)

1:15 pm - 3:15 pm: "Open Meetings" (Core)

3:30 pm - 5:00 pm: "Conducting Effective Meetings" (Core)

Thursday, December 13, 2013

1:00 pm - 2:00 pm: "Walking the Line: Correctional Officer Discipline"

2:15 pm - 3:15 pm: "Copyright or Copywrong? Best Practices for Licensing Intellectual Property"

3:30 pm - 4:30 pm: "Supporting Older and Disabled Adults to Remain in the Community"

**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

Early Birds Get the Worm

(Or in this case - CASH!)

- **What are Early Attendance Prizes??**

At the beginning of each conference session, a ticket is drawn and the winner receives either \$20 (in an affiliate session) or \$50 (in a general session).

- **Where do I get the tickets?**

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

- **How is it awarded?**

The session moderator draws a name and the cash prize is awarded right there on the spot. The remaining tickets are discarded.

- **Show up early - the drawing does not wait!**

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

Future MACo Conference Dates



ANNUAL SUMMER CONFERENCE

August 13 - 16, 2014

*Roland Powell
Convention Center
Ocean City
(Worcester County)*



ANNUAL WINTER CONFERENCE

January 7 - 9, 2015

*Hyatt Regency
Chesapeake Bay Hotel
Cambridge
(Dorchester County)*

WEDNESDAY, DECEMBER 11, 2013

7:30 am - 4:30 pm	Registration	Chesapeake Foyer
7:30 am - 11:00 am	Exhibits Set Up	Chesapeake Foyer & Choptank A
9:00 am - 12:00 pm	Special Session	Galleon A/B/C

Ethics Law & Open Meetings Act Training

State laws enacted over the last several years require counties to modify their ethics laws and disclosure practices and meet new Open Meetings Act training requirements. Representatives from the State Ethics Commission and the Open Meetings Compliance Board will review the current state of the law, discuss commonly occurring ethics situations, explain different approaches to filling out financial disclosure forms, and provide guidance and training on how to comply with Maryland's ethics and open meetings laws. This session is open to all conference attendees.

Speakers:

- Michael W. Lord, Executive Director, Maryland State Ethics Commission
- Jennifer Allgair, General Counsel, Maryland State Ethics Commission
- Ann MacNeille, Maryland Assistant Attorney General and Counsel to the Open Meetings Compliance Board

10:15 am - 10:30 am	Coffee Break	Chesapeake Foyer
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10:30 am - 12:00 pm	Academy Core Session	A	Choptank C
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Basics of Risk Management

One of the main responsibilities of local governments is to protect its residents from risk to themselves and their property. Risk may result from a number of sources, including fire, crime, automobile accidents, harm to the infrastructure, or as a result of waste disposal. This class is designed to sharpen the awareness of officials that local government activities are subject to risks that may result in significant loss. Through learning about steps to reduce and control loss exposure and tools for identifying hazards, government officials can learn how to avoid the consequences of taking unnecessary risk.

Speakers:

- Larry Bohlen, Member Services & Education Manager, Local Government Insurance Trust
- Richard Furst, Senior Loss Control Services Manager, Local Government Insurance Trust

Moderator: The Honorable Evan Slaughenhaupt, Jr., Commissioner,
Calvert County

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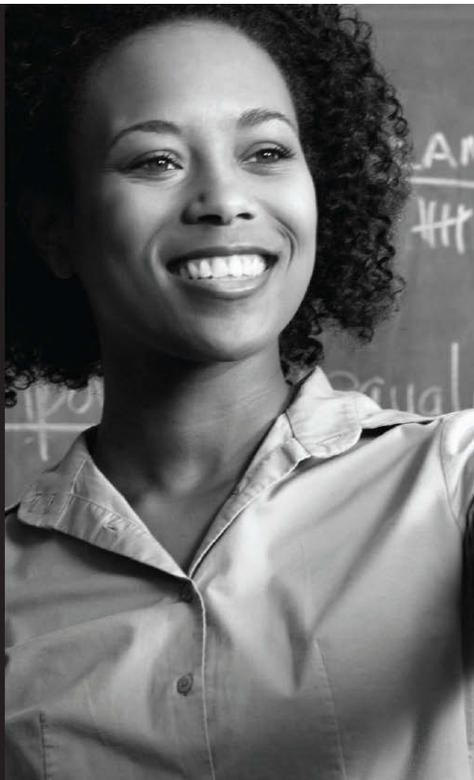
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WEDNESDAY, DECEMBER 11, 2013

11:00 am - 6:00 pm Exhibits Open/Cyber Café Open Chesapeake Foyer & Choptank A

12:00 pm - 1:15 pm Lunch on Your Own Water's Edge Grill
The Hyatt's Water's Edge Grill will be offering a quick lunch option to help you get back to our educational sessions as quickly as possible - half a sandwich and a cup of soup for \$13.

1:15 pm - 3:15 pm Academy Core Session **A** Choptank C
Open Meetings

Maryland's Open Meetings Law guides public officials in the requirements for providing public notice of decision-making functions and for closing meetings when appropriate. The law has nuances for different forms of county governments, especially for county commissioners, who act in a dual legislative/executive role. The Open Meetings Law has been revised to better accommodate "administrative functions" and other procedures of governmental bodies. A knowledgeable expert focuses on the law's application to counties, including some of the cases and complaints that have come before the Compliance Board.

Speakers:

- Ann MacNeille, Maryland Assistant Attorney General and Counsel to the Open Meetings Compliance Board
- John Mathias, County Attorney, Frederick County

Moderator: The Honorable James "Bud" Church, Commission President, Worcester County

3:15 pm - 3:30 pm Coffee Break Choptank A

3:30 pm - 5:00 pm Academy Core Session **A** Choptank C
Conducting Effective Meetings

Conducting public business requires managing the issues that come before a public body. Building an agenda, promoting useful discussion, and providing a structure for decision-making are key goals for an effective meeting and for effective public officials. The instructor also covers the proper use of organized rules of order---known as parliamentary procedure---which allow all voices to be heard but with debate that remains focused and civil.

Speaker:

- Jay Gullo, Attorney, Jack A. Gullo Jr. Law Office

Moderator: The Honorable Vicki Almond, Council Member, Baltimore County

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WEDNESDAY, DECEMBER 11, 2013

5:30 pm - 6:30 pm

Welcoming Reception

Chesapeake Foyer

(hosted by the Hyatt Regency Chesapeake Bay Hotel)

6:30 pm - 8:00 pm

Welcoming Banquet
(ticket required)

Chesapeake
Ballroom

Keynote Presentation: *You Say More Than You Think: How to understand and use body language to communicate effectively and enhance collaboration with others*

Uncovering the mysteries of body language—how people communicate their thoughts and feelings without saying a word—is a powerful first step toward mastering any business and social situation. All successful people know that the ability to detect and react to the split-second signals that skim across people’s bodies hundreds of times each day is crucial to success. When something they are doing isn’t effective, they have learned how to adjust their actions to maximize the moment.

During this keynote session, you’ll learn to strengthen interpersonal relationships, become a stronger leader, manage your nerves better, and attain ambitious new goals. You’ll be better prepared to perform as a persuasive communicator, problem-solver, and cunning negotiator. With your vamped-up confidence and enthusiasm, you’ll save time, money, resources, and get that all-important edge in an often-challenging global environment.

Keynote Speaker:

- Chris Ulrich, Body Language Institute

Moderator: The Honorable Rick Pollitt, County Executive, Wicomico County, MACo President

8:00 pm - 9:00 pm

Dessert Reception

Chesapeake Foyer

(hosted by MACo’s Corporate Partners)



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THURSDAY, DECEMBER 12, 2013

7:30 am - 6:30 pm	Exhibits Open/Cyber Café Open	Chesapeake Foyer & Choptank A
7:30 am - 3:30 pm	Registration	Chesapeake Foyer
7:30 am - 9:00 am	Continental Breakfast	Chesapeake Foyer
7:30 am - 8:30 am	County Elected Officials Breakfast (ticket required)	Choptank C

County Elected Officials are invited to attend this breakfast, where they will hear from Theodore Myers of Nationwide Retirement Solutions' Investment Management Group. Mr. Myers will discuss what he sees on the horizon in terms of federal economic policies, effects on financial markets, and how that could affect investments and borrowing at the local level.

10:00 am - 4:00 pm	Spouse Tour (registration required)	Hyatt Lobby
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MACo is pleased to invite registered spouses and guests to attend this tour. Participants will visit scenic St. Michaels in Talbot County, where they will experience a wine tasting at the St. Michaels Winery, enjoy a pizza demonstration and lunch at Ava's Restaurant, and have time to shop on their own in downtown St. Michaels. The bus will leave the Hyatt front lobby at 10:00 am and will return at 4:00 pm. For more information or to register for the tour, please stop by the MACo Registration Desk in the Chesapeake Foyer. Registration is required to attend the tour.

8:30 am - 9:00 am	MACo Business Meeting	Chesapeake E/F/G
9:00 am - 10:15 am	General Session	Chesapeake E/F/G

“Social Media: Making It Work for You”

Evidence of social media's growing dominance is all around us, but what can government learn from social media's success stories? What are Facebook, Twitter, and LinkedIn and how do you use them? How can you avoid pitfalls when putting your message out to the public? Learn from the experts how to use social media not only to extend your public information capabilities, but to improve the work of other government departments, too. They will tell you what will and won't work in this dynamic medium and teach you how to frame your message for maximum reach. Now is the time to start the dialog that will increase your audience and enhance your operations.

Speakers:

- Nick Alexopoulos, Media Relations Manager, Loyola University
- Jordan Harp, Education and Outreach Manager, Facebook

Moderator: Ingrid Turner, County Council, Prince George's County, Maryland,
MACo Immediate Past President

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THURSDAY, DECEMBER 12, 2013

10:15 am - 10:30 am **Coffee Break** Chesapeake Foyer

10:30 am - 11:45 am **General Session** Chesapeake E/F/G

“Creating the Connection: Better Government Through Better Outreach”

Social media is changing the way we communicate with each other and the organizations in which we work. For county governments, it provides an opportunity to keep the public informed and engage in conversation to better meet the needs of constituents. This session will focus on how to create a communications strategy using social media tools and other forms of outreach. It will provide tips to assist with identifying your audience, framing your message, maximizing your reach, and expanding constituent engagement.

Speakers:

- Sandy Sponaugle, Principal, Platinum PR
- Crystal N. Hunt, Public Information Officer, Charles County
- Jeff Stratmeyer, Chief Engineer, Department of Public Works, Harford County

Moderator: The Honorable Jack Russell, Commission President, St. Mary’s County

11:00 am - 11:45 am **Mid-Shore Regional Council Meeting** Galleon A/B/C

11:45 am - 12:45 pm **Lunches (ticket required)**

- Main Buffet Chesapeake A
- Public Information Officers & Communications Staff Boardroom
- Regional Councils Galleon A/B/C
- Rural Counties Coalition Chesapeake B
- Women of MACo Choptank C

1:00 pm - 2:00 pm **AFFILIATE SESSIONS**

Open Government Working Group Organizational Meeting **Choptank B**

Both the National Association of Counties (NACo) and the US Government have advocated policies to advance “open government” initiatives to make more government information available to more citizens and stakeholders. While the open government terminology may seem confusing, this is about how to use technology to provide better services and to better engage residents. It’s about smarter government -- and who better to lead than Maryland? This meeting will review recent developments at all levels of government, and discuss potential targets for future involvement by MACo – developing transportable practices, resource-sharing, and state-level advocacy.

Discussion Leaders:

- The Honorable Hans Riemer, Council Member, Montgomery County
- The Honorable William Pickrum, Commissioner, Kent County

Invited Guest: Wilson Parran, Deputy Secretary, Maryland Department of Transportation, Past President, MACo

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THURSDAY, DECEMBER 12, 2013

1:00 pm - 2:00 pm

AFFILIATE SESSIONS

Implementing PlanMD.

Chesapeake D

Who? What? When? Where? Why? and How?

Sponsored by MACo's Planners' & Environmental Health Officers' Affiliates

PlanMaryland is a statewide policy designed to foster smart and sustainable growth by directing state agencies on how to target their financial resources to communities and local governments. Local governments have been encouraged to propose "place" and "preservation/conservation" planning areas to be incorporated into the PlanMaryland map. Speakers will provide an update on the status of PlanMaryland implementation, including State agency strategies for incorporating their own policies into the Plan, the planning area designation process, and local government ramifications.

Speakers:

- Richard E. Hall, AICP, Secretary, Maryland Department of Planning
- Jeffrey Fretwell, Smart Growth and Regulatory Reform Manager, Maryland Department of the Environment
- Gerrit Knaap, Executive Director, National Center for Smart Growth Research and Education

Moderator: The Honorable Joan Carter Conway, Maryland State Senate

The Health Care Transition:

Chesapeake F

What Your County Needs to Know as an Employer

Sponsored by MACo's Human Resources' & Administrators' Affiliates

The Patient Protection and Affordable Care Act contains a number of substantial changes to employment-based health plans. There are a few factors to consider and several critical issues counties should be aware of concerning the implementation of the health reform law. These include: initial changes to employer-sponsored health insurance and changes in 2015 and beyond; grandfathered plans; extension of dependent coverage to age 26; Medicare changes relevant to employers; and notice and disclosure requirements. In this session, county governments who provide health care coverage to employees will hear about these topics in detail, and how Maryland counties are implementing the changes.

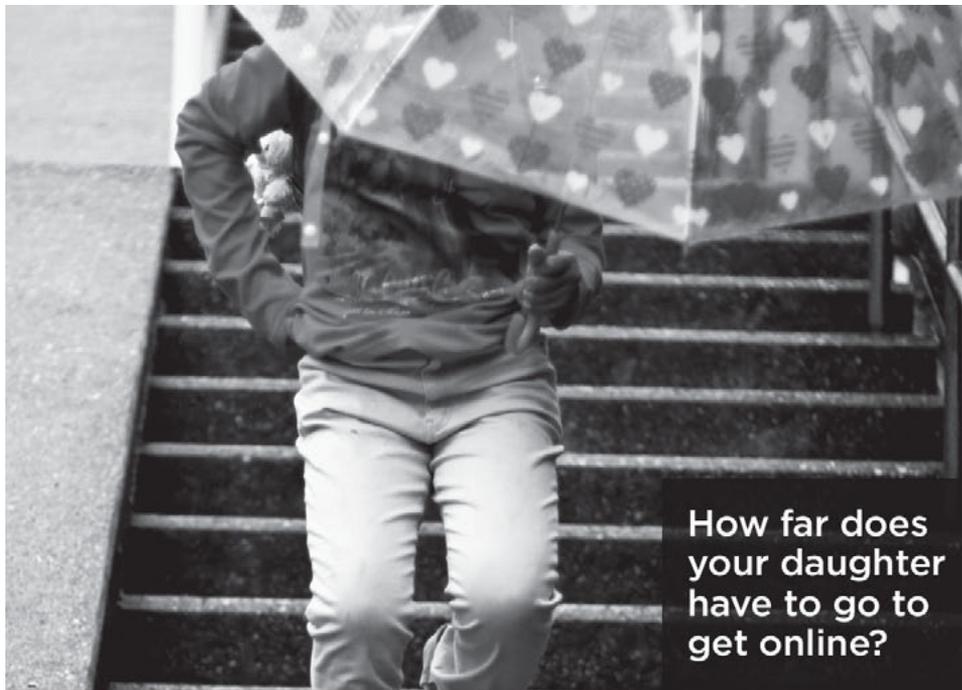
Speakers:

- Dave Sanders, Vice President, AON Consulting
- Emmanuelle St. Jean, Health Program Manager, County Solutions and Innovations Department, NACo

Moderator: The Honorable Adelaide C. Eckardt, Maryland House of Delegates



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THURSDAY, DECEMBER 12, 2013

1:00 pm - 2:00 pm

AFFILIATE SESSIONS (continued)

Walking the Line: Correctional Officer Discipline

A

Chesapeake G

Sponsored by MACo's Correctional Officers' Affiliate

In the name of public safety, correctional officers are required to perform important but challenging duties in a stressful and sometimes dangerous environment. While the vast majority of officers perform their duties with both honor and integrity, some become corrupt or abuse their authority. It can be challenging to balance reasonable due process protections for correctional officers against the equally reasonable need of a supervisor to remove an officer. Maryland adopted a "Correctional Officer Bill of Rights" in 2010 for State correctional officers. Counties have created different discipline systems to meet their own needs and several have adopted a local "bill of rights" based on one that exists for Maryland law enforcement officers. Speakers will address the challenges of balancing the process rights of correctional officers with the discipline rights of supervisors and commensurate public safety and retention issues.

Speakers:

- Captain Michael R. Merican, Warden/Commander, St. Mary's County Sheriff's Office
- Robert L. Green, Warden, Montgomery County Correctional Facility
- George R. Hardinger, Warden, Carroll County Detention Center
- Patricia Donovan, Acting Deputy Secretary of Administration, Maryland Department of Public Safety and Correctional Services

Moderator: The Honorable David R. Brinkley, Maryland State Senate

2:00 pm - 2:15 pm

Coffee Break

Chesapeake Foyer

2:15 pm - 3:15 pm

AFFILIATE SESSIONS

Report from the Front: Rolling Out Maryland's Health Benefits Exchange

Chesapeake D

Sponsored by MACo's Human Services' & Health Officers' Affiliates

Maryland's Health Connection, Maryland's new health insurance marketplace, opened in October 2013. Maryland's six "connector" entities started outreach to individuals and small employers for eligibility determination and enrollment into Medicaid and other new qualified health plans in July 2013. In this session, we will hear a report on the progress of Maryland's Health Exchange from the Maryland Health Connection and two regional connector entities. Presenters will discuss the transition to health care under the Affordable Care Act.

Speakers:

- Sally L. Smith, Deputy Marketing Director, Maryland Health Benefits Exchange
- Brian Mattingly, Director, Door to Healthcare Western Maryland
- Katherine Gunby, Program Coordinator, Lower Shore Health Insurance Assistance Program
- Gloria Brown, Director, Prince George's Department of Social Services

Moderator: The Honorable Roy Dyson, Maryland State Senate

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THURSDAY, DECEMBER 12, 2013

2:15 pm - 3:15 pm

AFFILIATE SESSIONS (continued)

Critical Communications – What’s Your County’s Gameplan?

Chesapeake E

Sponsored by MACo's Engineers' Affiliate

Without a clear communications plan, county governments struggle to get timely life safety information out to citizens during weather events, train derailments, active shootings and other emergencies. While some counties may not have the budget to hire a public information officer to coordinate these plans, all counties should have staff designated to keep the public informed during emergency situations. This session will provide tips on identifying staff to perform public information duties, where to find training, and how to leverage the public information assets of other local entities.

Speakers:

- Edward J. McDonough, Public Information Officer, Maryland Emergency Management Agency
- Tracie Reynolds, Public Information Officer, Inspections and Permits, Planning and Zoning, Anne Arundel County

Moderator: The Honorable Rikki Spector, Council Member, Baltimore City

Red Light, Green Light: Finding Ways for Funding Schools

Chesapeake F

Sponsored by MACo's Budget & Finance Officers' Affiliate

New education funding requirements have created disincentives for counties to fund schools over and above mandated levels. However, working together, counties and school boards can uncover cost-saving strategies and improve the effectiveness of both system operations and classroom education. Representatives from the counties and school boards will discuss joint strategies to continue strengthening our public school system and those already being used in some jurisdictions.

Speakers:

- Craig Whiteford, Budget Manager, Cecil County
- Elaine Kramer, Chief Financial Officer, St. Mary's County
- John Woolums, Director of Governmental Relations, Maryland Association of Boards of Education

Moderator: The Honorable James E. Proctor, Maryland House of Delegates

Copyright or Copywrong?

Best Practices for Licensing Intellectual Property

A

Chesapeake G

Sponsored by MACo's Attorneys' Affiliate

In today's digital world, it is easy for a county to unintentionally violate copyright, trademark, and licensing laws. Such violations can be easily prevented, but if not addressed, can expose the county to potential liability and fines. For example, having music play on the county phone system while a person is on hold could subject the county

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THURSDAY, DECEMBER 12, 2013

2:15 pm - 3:15 pm **AFFILIATE SESSIONS (continued)**

to a licensing requirement. Panelists will discuss basic intellectual property requirements; best practices, including for the licensing of software and music; and potential actions to take if a potential violation is discovered.

Speakers:

- Steven C. DeSmet, Member, Leahy & DeSmet, LLC
- Richard H. Melnick, Associate County Attorney, Montgomery County
- Charles W. Thompson, Jr., Executive Director and General Counsel, International Municipal Lawyers Association, Inc.

Moderator: The Honorable Cathleen M. Vitale, Maryland House of Delegates

3:15 pm - 3:30 pm Coffee Break

Chesapeake
Foyer

3:30 pm - 4:30 pm **AFFILIATE SESSIONS**

Is CyberSpace a Public Place?

Chesapeake E

A Modern Look at the Public Information Act

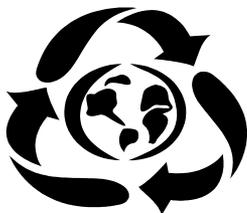
Sponsored by MACo's Administrators' Affiliate

Maryland's Public Information Act balances the public's right to access information and transparency with the need for privacy and governmental burden to retrieve and provide the information. Cyberspace and remote data storage has complicated this balancing act by blurring the lines regarding public data. This session will review the Public Information Act and discuss how the Act applies to electronic documents and data, including the issue of data access and document retention on cloud networks.

Speakers:

- The Honorable Bill Ferguson, Maryland State Senate
- Hilary B. Ruley, Assistant City Solicitor, Baltimore City Law Department
- Jennifer Bevan-Dangel, Executive Director, Common Cause

Moderator: The Honorable Ronald H. Fithian, Commission President, Kent County



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THURSDAY, DECEMBER 12, 2013

3:30 pm - 4:30 pm

AFFILIATE SESSIONS (continued)

Supporting Older & Disabled Adults to Remain in the Community **A** Chesapeake F

Sponsored by MACo's Aging Affiliate

Maryland's Long Term Care and Community Support Services system is transforming under new Medicaid and Aging programs that build the capacity and processes to efficiently and effectively provide services to individuals in the community. How will the Community First Choice initiative fit in with existing programs, and how will it change the direction and functionality of our area agencies on aging? In this session, representatives of Maryland's Departments of Aging and Department of Health and Mental Hygiene will engage in a discussion about Community First Choice with county aging directors and local government authorities.

Speakers:

- Teja Rau, Acting Chief, Long Term Services and Supports, Maryland Department of Aging
- Devon Mayer, Money Follows the Person Project Director, Maryland Department of Health and Mental Hygiene
- Catherine R. Willis, LGSW, Director, Queen Anne's County Department of Community Services

Moderator: The Honorable Steven J. Arentz, Maryland House of Delegates

Knock it Out of the Park: Social Media for Parks & Rec **G** Chesapeake

Sponsored by MACo's Parks & Recreation Affiliate

Social media is a valuable outreach tool that can assist county parks and recreation departments in connecting with citizens and recreational organizations. Panelists will discuss how counties can leverage social media, including Twitter and websites like Facebook, to attract new users, disseminate news and event notices, and more actively engage with the parks and recreation and athletic league communities.

Speakers:

- Anna W. Hunter, Marketing Supervisor, Howard County Department of Recreation & Parks
- Kristen Conn, Marketing Director, Wicomico County Department of Recreation & Parks
- Paul Dial, Director, Frederick County Parks & Recreation Division

Moderator: The Honorable Charles Otto, Maryland House of Delegates

4:30 pm - 5:30 pm

Administrators' Affiliate Meeting

Galleon A



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THURSDAY, DECEMBER 12, 2013

4:30 pm - 5:30 pm **Maryland County Officials** **Skipjack A/B**
Diversity Caucus Reception

Join the Maryland County Officials Diversity Caucus for a reception and discussion with the Honorable Angela D. Alsobrooks, Esq., State's Attorney for Prince George's County. Ms. Alsobrooks will discuss local and state issues that impact minorities, and women; how important it is to address the needs of our most vulnerable populations; and the impact it has on the safety, health, and welfare of all Marylander's.

5:30 pm - 6:30 pm **Inaugural Reception** **Chesapeake Foyer**

6:30 pm - 8:30 pm **Inaugural Ceremony & Awards Banquet** **Chesapeake**
(ticket required) **Ballroom**

This banquet is the highlight of MACo's Winter Conference. MACo recognizes select legislators and elected officials and gives out awards for their service to the people of Maryland. The Governor of Maryland traditionally attends and installs MACo's Board of Directors, then speaks about his plans for the upcoming legislative session.

8:30 pm - 9:30 pm **President's Reception** **Windjammer**

Talbot County invites all MACo Winter Conference registrants and guests to join them for dessert at the President's Reception.



***Thanks to MACo's
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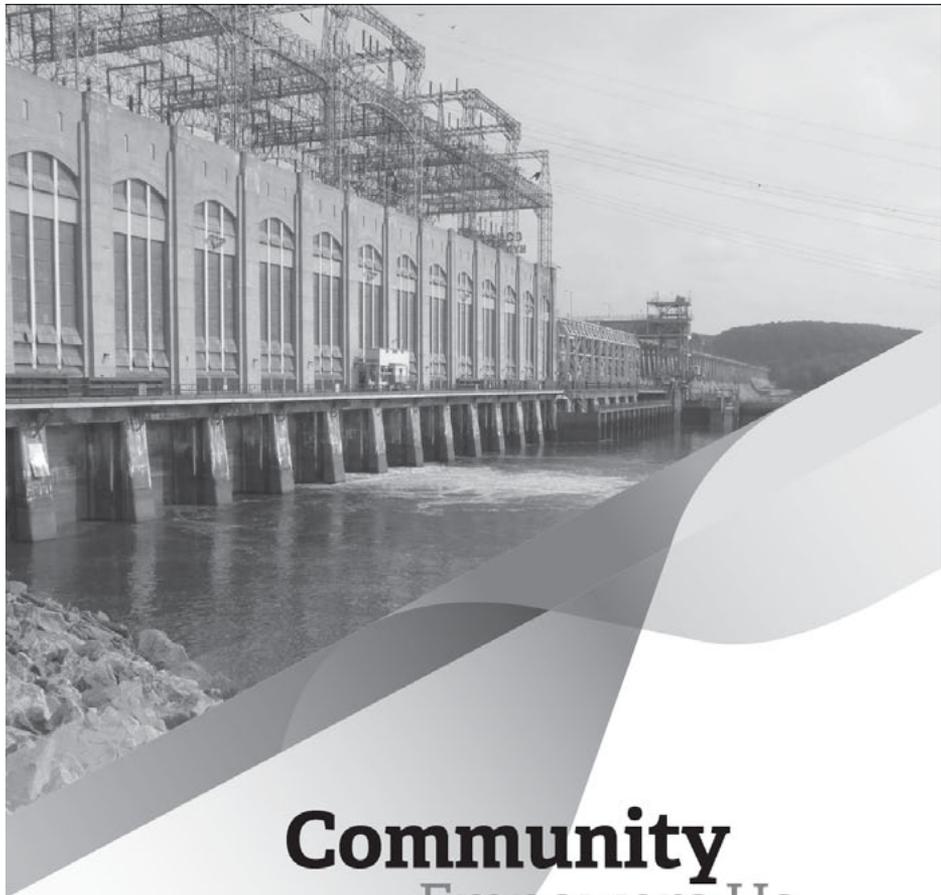
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FRIDAY, DECEMBER 13, 2013

7:30 am - 10:30 am	Registration	Chesapeake Foyer
7:30 am - 10:30 am	Exhibits Open/Cyber Café Open	Chesapeake Foyer & Choptank A
8:00 am - 9:00 am	Continental Breakfast	Chesapeake Foyer
9:00 am - 10:30 am	2014 General Assembly Forecast	Chesapeake B/C/D

Although the economy is improving, budget and revenue issues will continue to weigh heavily as Maryland's Governor and General Assembly enter the legislative session prior to the state election. Issues to be debated include tax relief for small businesses, an increase in the minimum wage, and a repeal of stormwater management fees, among others. Counties hope that new transportation revenues will yield local transportation funding. In addition, counties plan to seek greater school board/county cooperation in education funding, targeted uses of the Bay Restoration Fund, and a cooperative governance structure better enabling counties to join the State's 700 MHz public safety communication system. In this session, the Senate President, the Speaker of the House of Delegates, the House Minority Leader, and the Governor's Chief Legislative Officer will share their views on these issues and more.

Speakers:

- The Honorable Thomas V. Mike Miller, President, Maryland State Senate
- The Honorable Michael Busch, Speaker, Maryland House of Delegates
- The Honorable Nicholas Kipke, Minority Leader, Maryland House of Delegates
- Ms. Jeanne Hitchcock, Chief Legislative Officer, Office of the Governor

Moderator: The Honorable Thomas G. Duncan, Council Member, Talbot County

10:30 am - 11:00 am	Coffee Break & Hotel Check-out	Chesapeake Foyer & Hotel Lobby
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This extended coffee break is your opportunity to check out of the hotel before our closing session. The Hyatt will hold your bags for you after you've checked out.

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FRIDAY, DECEMBER 13, 2013

11:00 am - 12:00 pm

Closing General Session

Chesapeake A

Meet-and-Greet with the EPA

As Maryland and its counties strive to meet the water pollution requirements of the Chesapeake Bay Total Maximum Daily Load, reduce local water pollution, and address the sediment buildup behind the Conowingo Dam, the role and guidance of the United States Environmental Protection Agency (EPA) has become critically important. The audience will be able to ask questions concerning water pollution and other environmental issues directly of the EPA's Region III Administrator, Shawn Garvin.

Speaker:

- Shawn M. Garvin, Regional Administrator, United States Environmental Protection Agency Region 3

Moderator: The Honorable Tari Moore, County Executive, Cecil County

12:00 pm - 12:30 pm

Closing Lunch

Chesapeake A

Following the Closing General Session, please join your fellow Winter Conference attendees for a quick luncheon before heading home.

12:30 pm

Adjournment



HALL OF FLAGS

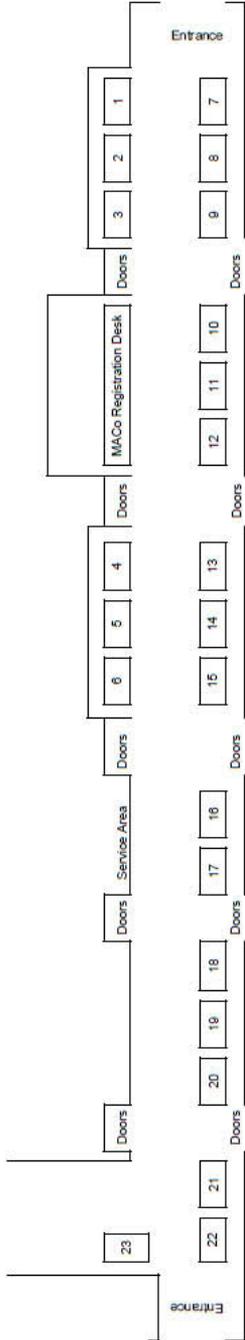
Charles County Board of Commissioners President Candice Quinn Kelly, along with the Charles County Commissioners and the Maryland Association of Counties, respectfully present the Hall of Flags in honor of all Maryland Prisoner of War (POW) and Missing in Action (MIA) soldiers who have paid the ultimate sacrifice for our freedoms.

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All Counties in Maryland are united in honoring our military by having a POW/MIA flag flown at their county government building. This is a strong show of support, not only to the families of all the POW/MIA, but to all members of the military and their families. "We will never forget" the ultimate sacrifice that each member of the military and their families pay every day for our freedoms.

For more information about how your county can honor your POW MIA soldiers, please contact Commission President Kelly at kellyc@charlescounty.org.

Chesapeake Foyer Tabletop Exhibit Layout



Chesapeake Foyer Tabletop Exhibit Listing

Booth #	Exhibitors
1	Aetna
2	Comcast
3	EA Engineering, Science, and Technology, Inc.
4	Delta Dental
5	Musco Sports Lighting
6	Presidio
7	Local Government Insurance Trust
8	Maryland Local Government Health Cooperative
9	CareFirst BlueCross BlueShield
10	Nationwide Retirement Solutions
11	Maryland Environmental Service
12	Cassidian Communications, and EADS North America Company
13	Quality Associates Inc. & DocPoint Solutions
14	Charles P. Johnson & Associates
15	Republic Services
16	Energy3, LLC
17	MD Department of the Environment
18	Waste Industries
19	MD Certified Public Manager Program
20	Remi
21	Fresh Creek Technologies, Inc.
22	Uni-Select USA/FLEETPARTS
23	Election Systems & Software

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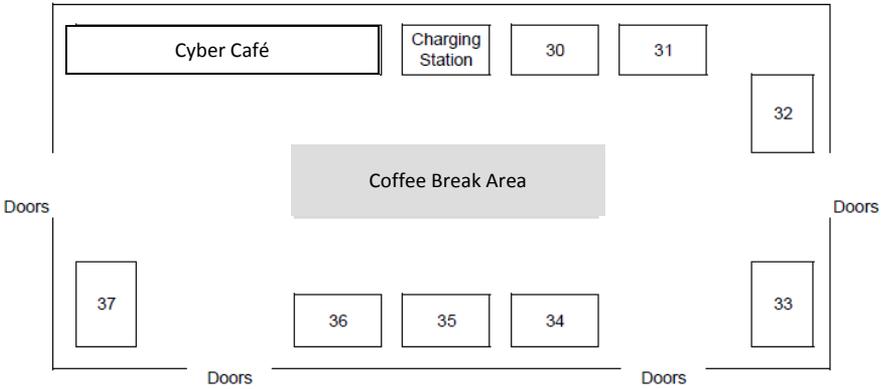
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Choptank A Tabletop Exhibit Layout



Choptank A Tabletop Exhibit Listing

Booth #	Exhibitors
30	The Peninsula Compost Group
31	Maryland State Firemen's Association
32	CL Technologies and Harris Group
33	Verizon Wireless
34	Washington County
35	T-Mobile USA
36	Maryland Manufacturing Extension Partnership
37	Point & Pay

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	Exhibit Hall Hours
Wednesday	11:00 am - 6:30 pm
Thursday	7:30 am - 6:30 pm
Friday	7:30 am - 10:30 am

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Cassidian Communications, and EADS North America Company - Booth #12 Cassidian Communications, an EADS North America company, is a global leader and trusted source for mission-critical communications technologies, including NG9-1-1 call taking systems, emergency notification solutions and services, and P25 land mobile radio networks and LTE. For over four decades, Cassidian Communications has upheld its promise to keep people connected when it matters most, consistently designing solutions with an open mind and creating smarter, more effective ways to ensure communities are safe. For Cassidian Communications, "Critical matters" are. The company is headquartered in Temecula, Calif., with facilities located in Richardson, Texas, Franklin, Tenn. and Gatineau, Quebec. 1301 West President George Bush Highway, Suite 150, Richardson, TX, 75080, 469.503.6528, www.CassidianCommunications.com

CareFirst BlueCross BlueShield - Booth #9 For more than 75 years, CareFirst BlueCross BlueShield and its predecessors and affiliates have provided health insurance and related health benefit services and products throughout MD, DC, and Northern VA to more than 3.4 million members. 10455 Mill Run Circle, Owings Mills, MD, 21117, 410.581.3000, www.carefirst.com

Charles P. Johnson & Associates - Booth #14 Charles P. Johnson & Associates, Inc. (CPJ) is a full-service civil engineering firm that has provided quality land planning, civil and environmental engineering, and surveying services to the public and private sector since 1971. We continue to accommodate our clients' needs with exceptional service by means of quality professional personnel, innovative approaches to problem solving, state-of-the-art technology and a commitment to excellence. We have expanded our planning, engineering, and surveying services in order to adapt in an evolving, demanding environment. We pride ourselves in our ability to prepare high-quality, cost-effective plans within our required time schedule. Our five core services - Planning, Engineering, Public Sector, Surveying, and Environmental Services - work cohesively to provide seamless customized services to our private and government clients. Proudly, nearly all members of the senior team have been with CPJ for 20 years or longer. 1751 Elton Rd., Suite 300, Silver Spring, MD, 20903, 301.434.7000, www.cpja.com



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EA Engineering, Science, and Technology, Inc. - Booth #3 225 Schilling Circle, Suite 400, Hunt Valley, MD, 21031, 410.329.5116, www.eaest.com

Election Systems & Software - Booth #23 Election Systems & Software, Inc. (ES&S) is the largest and most experienced provider of total election management solutions with over 300,000 systems installed worldwide. Over the past decade, ES&S has handled more than 60,000 of the world's most important events - elections. 11208 John Galt Blvd., Omaha, NE, 68137, 800.247.8683, www.essvote.com

Energy3, LLC - Booth #16 Energy3, LLC is the nation's premier energy solutions company based in Annapolis, Maryland. E3 designs, builds, operates and finances municipal public energy projects across the country and around the world. Whether it is MSW Gasification, Waste Water Plant Digesters, Solar, Wind, Geothermal or facility energy audits and retrofits, E3 through PPP can finance up to 100% of their clients' projects and, in many cases, is even willing to guarantee performance. 1997 Annapolis Exchange Parkway, Suite #300, Annapolis, MD, 21401, 410.271.4054, www.energy-three.com

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Maryland Local Government Health Cooperative - Booth #8 The Maryland Local Government Health Cooperative was established in 2010 by The Benecon Group in partnership with the Local Government Insurance Trust (LGIT) to assist Local Governments in the Self-Funding of their Group Health Insurance program in a safe and secure environment. The Self-Funded Health Insurance Cooperative environment will help employers save precious premium dollars while providing outstanding coverage to their employees. The Maryland Local Government Health Cooperative's mission is to help employers obtain the lowest possible cost option for financing their Health Insurance while providing savings, control, transparency, protection and health navigation/wellness initiatives. When you want the savings and control of a Self-Funded Health Insurance program, turn to the Maryland Local Government Health Cooperative. www.LGIT.com 147 West Airport Road, Lititz, PA, 17543, 717.723.4600, www.benecon.com

Maryland Manufacturing Extension Partnership - Booth #36 The Maryland Manufacturing Extension Partnership is a non-profit organization funded by the US Dept. of Commerce and the State of Maryland's Dept. of Business and Economic Development and the Dept. of Labor, Licensing and Regulation. The Maryland MEP provides strategic consulting and technical assistance to manufacturers throughout the State, identifying opportunities to improve efficiencies and grow their business through development of new markets, products, or services. 8894 Stanford Boulevard, Suite 305, Columbia, MD, 21045, 410.505.8936, www.mdmeep.org

MD Certified Public Manager Program - Booth #19 The Maryland Certified Public Manager® Program, a nationally accredited leadership development program, is offered by the Schaefer Center for Public Policy at the University of Baltimore's College of Public Affairs. The Maryland Certified Public Manager® Program is designed to prepare managers and supervisors to meet 21st century public sector management challenges. The Schaefer Center also offers program evaluation, survey research, and management consulting services to government and nonprofit organizations. University Of Baltimore, 1420 N. Charles Street, Baltimore, MD, 21201, 410.837.6185.

MD Department of the Environment - Booth #17 Our mission is to protect and restore the quality of Maryland's air, water and land resources, while fostering smart growth, a thriving and sustainable economy and healthy communities. 1800 Washington Blvd., Baltimore, MD, 21230, 410.537.3172, www.mde.state.md.us

Maryland Environmental Service - Booth #11 Maryland Environmental Service is an innovative and leading edge solver of environmental problems, a responsible and successful manager of environmental operations and a great place to work. Our mission is to provide operational and technical services to protect and enhance the environment for the people of Maryland. 259 Najoles Road, Millersville, MD, 21108, 410.729.8207, www.menv.com

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Nationwide Retirement Solutions - Booth #10 NRS Administers supplemental retirement savings for public sector entities. 5117 Columbia Road, Columbia, MD, 21044, 800.675.6244, www.nrsforu.com

Point & Pay - Booth #37 Point & Pay is an E-Service payment provider accepting Visa, MasterCard, American Express, Discover and Electronic Checks. All payment types can be accepted via the Web, phone, in your office, Kiosk or Mobile devices. We offer detailed real time reporting, integration to many different software solutions, easy reconciliation, along with electronic Bill Presentment and Search to Pay. 110 State Street East, Suite D, Oldsmar, FL, 34677, 888.891.6064, www.pointandpay.com

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T-Mobile USA - Booth #35 12050 Baltimore Ave., Beltsville, MD, 20705, 202.375.0737, www.t-mobile.com

The Peninsula Compost Group - Booth # 30 - Organic and composting recycling facility. 15 McCullough Drive, Suite B, New Castle, De 19720, 302.327.0115 - www.peninsula-compost.com

Uni-Select USA/FLEETPARTS - Booth #22 Aftermarket provider of automotive and heavy duty parts, shop supplies, equipment, chemicals, and paint. 901 N. Lenola Rd., Moorestown, NJ, 08057, 540.742.5498, www.uniselectusa.com

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1954	Walter V. Bennett - Carroll County	1987	Parris N. Glendening - Prince George's County
1955	J. Thomas Kibler - Kent County	1988	Maureen Lamb - Anne Arundel County
1956	Ralph L. Lowman - Anne Arundel County	1989	John G. Braskey - Garrett County
1957	Thomas N. Kay - Cecil County	1990	K. Bennett Bozman - Worcester County
1958	Herbert W. Reichelt - Prince George's County	1991	Frank P. Casula - Prince George's County
1959	Joseph G. Harrison - Worcester County	1992	C. Vernon Gray - Howard County
1960	Delbert S. Null - Frederick County	1993	Henry S. Parker - Wicomico County
1961	H. T. Slaughter - Talbot County	1994	Julia W. Gouge - Carroll County
1962	Christian Kahl - Baltimore County	1995	Rochelle "Rikki" Spector - Baltimore City
1963	Wade H. Inslay, Jr. - Wicomico County	1996	C.A. Dutch Ruppertsberger - Baltimore County
1963	Leslie H. Evans - Wicomico County	1997	Clinton S. Bradley - Talbot County
1964	Jesse S. Baggett - Prince George's County	1998	Joanne S. Parrott - Harford County
1965	John W. Eveland - Caroline County	1999	Murray D. Levy - Charles County
1966	Francis J. Crawford - Carroll County	2000	Terre R. Rhoderick - Frederick County
1967	David C. Racine - Cecil County	2001	Marvin F. Wilson - Prince George's County
1968	Evan Crossley - Washington County	2002	Clarence I. Laird - Somerset County
1969	Ray F. Redden - Worcester County	2003	Marilyn J. Praisner - Montgomery County
1970	Dale Anderson - Baltimore County	2004	James M. Harkins - Harford County
1971	Douglas M. Sullivan - Talbot County	2005	Nelson K. Bolender - Cecil County
1972	Charles E. Miller - Howard County	2006	James N. Robey - Howard County
1973	Lewis R. Riley - Wicomico County	2007	Jan H. Gardner - Frederick County
1974	John H. O'Neill - Harford County	2008	James T. Smith, Jr. - Baltimore County
1975	C. Bernard Fowler - Calvert County	2009	Wilson H. Parran - Calvert County
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1977	Leonard W. Dayton - Dorchester County	2011	Ken Ulman - Howard County
1978	Francis B. Francois - Prince George's County	2012	Ingrid M. Turner, Esq. - Prince George's County
1979	Burton R. Hoffman - Washington County		
1980	William Donald Schaefer - Baltimore City		
1981	James F. Dent - Charles County		
1982	Leonard E. Smith - Queen Anne's County		
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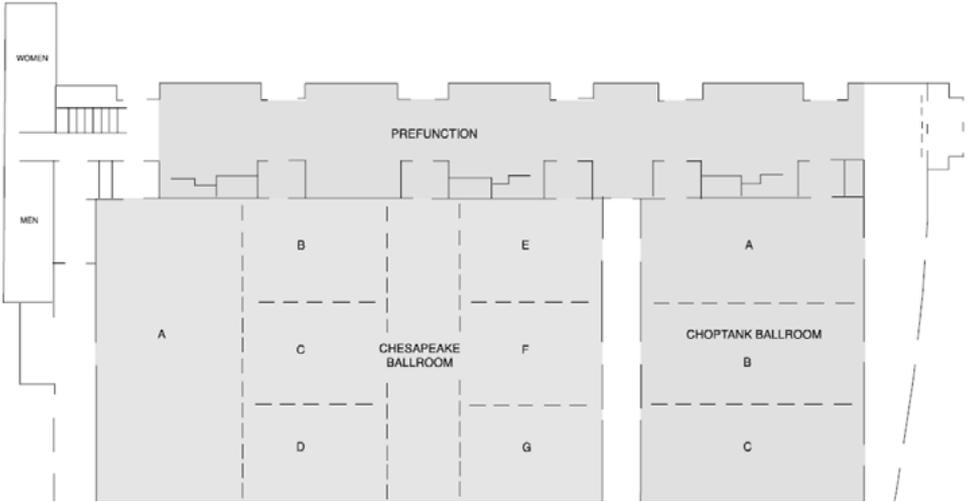
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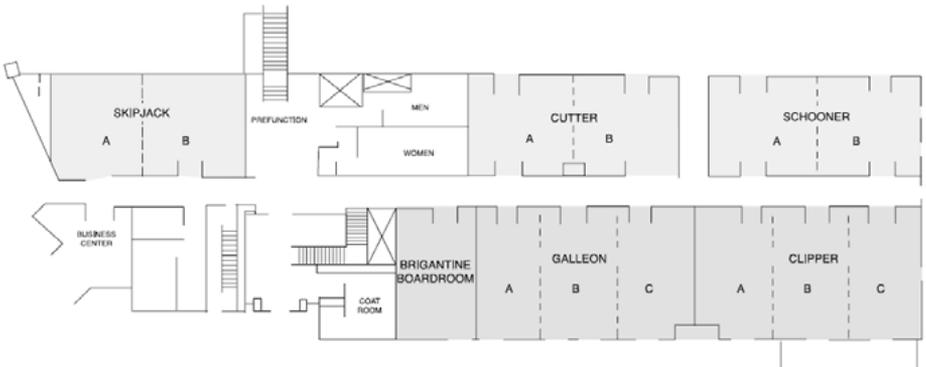
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Davenport & Company	26
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Maryland Local Government Health Cooperative	48
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National Vision Administrators, L.L.C.	48
Nationwide Retirement Solutions	46
PNC Bank	50
Quality Associates Inc./DocPoint Solutions	28
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Washington Gas Energy Services	54
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