



MARYLAND ASSOCIATION of COUNTIES

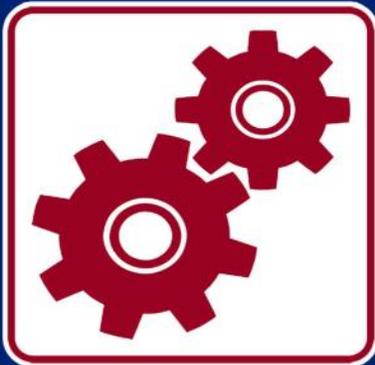
Summer Conference

August 12-15, 2015 | Roland Powell Convention Center | Ocean City, MD

www.mdcounties.org/MACoCon



ENERGIZE.



MOBILIZE.



CAPITALIZE.

Register Today!

2,000 Participants + 250 Vendors + 25 Educational Sessions = Countless Opportunities!

REGISTRATION BROCHURE

MACo's *Summer Conference* is how you **get things done.**

Maryland's county governments are ready to be proactive about today's economy.

This conference is about the challenges we can address, the actions we can take, and the strengths we can leverage to achieve the best gains for Maryland's counties and citizens. MACo's Summer Conference offers you the opportunity to reevaluate your strategies and renew your focus.

An estimated 2,000 local government officials, county staff decision-makers, legislators, business representatives, and exhibitors will convene at the Roland Powell Convention Center in Ocean City, Maryland for MACo's Summer Conference on August 12-15, 2015.

Participants will learn about the current economy from the local government perspective, how we can foster economic growth and improve the business climate, and the strategic partners available to us at all levels of government so that we can work together and make significant strides towards a healthier economic outlook for Maryland.

It's time to get proactive.

It's time to register for MACo's Summer Conference.



Discover the tools and strategies you need. Connect with others like you who are committed to the people of Maryland.

LEARN

Participate in educational sessions to help you gain knowledge and understanding of the most important issues facing local governments today.

BRAINSTORM

Discuss issues with your fellow county officials and find solutions that you can apply to your county's challenges.

INNOVATE

Meet with hundreds of exhibitors and learn how to gain value, save money, and increase efficiency in public services.

COLLABORATE

Network with key players, and create partnerships to benefit local governments.

HAVE FUN

Socialize with your peers, friends, and family. MACo's signature Crab Feast, several receptions, and our Kids' Party are sure to entertain and give you a fun and relaxing break!

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

AGENDA

WEDNESDAY, AUGUST 12, 2015

7:00 am - 3:00 pm	Registration Open
8:30 am - 11:30 am	Planning Board Training
9:00 am - 2:00 pm	Golf Tournament
Noon - 1:00 pm	Boxed Lunch Sessions <i>(ticket required)</i>
Noon - 5:00 pm	Power Zone Lounge & Cyber Café Open
1:00 pm - 3:00 pm	Academy Core Session
1:00 pm - 2:30 pm	Special Sessions
2:45 pm - 3:45 pm	Special Sessions
3:00 pm - 3:15 pm	Coffee Break
3:15 pm - 4:45 pm	Academy Core Session
4:30 pm - 6:00 pm	Chesapeake Employers' Insurance Company Discussion & Reception



THURSDAY, AUGUST 13, 2015

7:00 am - 4:00 pm	Registration
7:00 am - 4:30 pm	Power Zone Lounge & Cyber Café Open
7:30 am - 9:30 am	Continental Breakfast
9:00 am - 10:00 am	Welcoming Session & Keynote Address
10:00 am - 10:15 am	Coffee Break
10:00 am - 3:30 pm	Bayfront Exhibit Hall Open
10:00 am - 4:30 pm	Exhibit Hall A/B Open
11:30 am - 1:00 pm	Buffet Lunch—Exhibit Halls <i>(ticket required)</i>
1:00 pm - 1:45 pm	Federal Update
1:45 pm - 2:00 pm	Coffee Break
2:00 pm - 3:00 pm	Affiliate Sessions
2:30 pm - 3:30 pm	Ice Cream & Fruit Break <i>(ticket required)</i>
3:30 pm - 4:30 pm	Affiliate Sessions
4:30 pm - 6:30 pm	Taste of Maryland Reception <i>(ticket required)</i>
4:30 pm - 6:30 pm	Kids' Party <i>(separate registration required)</i>

What is a MACo Affiliate Session?

An educational break-out session whose content is suggested by or supported by MACo's Affiliate Members. **All conference participants are invited to attend.**

Who is a MACo Affiliate Member?

MACo has the distinct honor of working with 12 professional organizations whose members represent the different sectors of county government (Administrators, Budget & Finance, Attorneys, Environmental Health, Parks & Recreation, etc.). These county professionals assist MACo in formulating its legislative program and conference content.

FRIDAY, AUGUST 14, 2015

7:00 am - 2:30 pm	Registration
7:00 am - 4:30 pm	Power Zone Lounge & Cyber Café Open
7:30 am - 8:45 am	County Elected Officials' Forum, Breakfast, & Business Meeting <i>(ticket required)</i>
8:30 am - 10:00 am	Continental Breakfast
9:00 am - 2:00 pm	Exhibit Hall A/B Open
9:00 am - 10:30 am	General Session
10:30 am - 10:45 am	Coffee Break
10:45 am - Noon	General Session
11:30 am - 1:00 pm	Buffet Lunch <i>(ticket required)</i>
Noon - 1:00 pm	Working Luncheons <i>(ticket required)</i>
1:00 pm - 2:00 pm	Affiliate Sessions
2:00 pm - 2:15 pm	Coffee Break
2:15 pm - 3:15 pm	Affiliate Sessions
3:15 pm - 4:15 pm	Governor's Cabinet Reception
5:00 pm - 8:00 pm	Crab Feast <i>(ticket required)</i>

SATURDAY, AUGUST 15, 2015

7:00 am - 10:30 am	Registration
8:00 am - 9:30 am	Continental Breakfast
8:15 am - 9:15 am	Full Buffet Breakfast
<i>Sponsored by MACo's Corporate Partners</i>	
9:30 am - 11:00 am	Education General Session
9:30 am - 11:00 am	Federal General Session
11:00 am - 11:15 am	Coffee Break
11:15 am - 12:15 pm	Governor's Address
12:15 pm	Adjournment



Listed above is a condensed version of the full schedule—it is subject to change. Please check www.mdcountries.org/MACoCon for details and updates.

WHAT'S NEW AT MACo'S SUMMER CONFERENCE

Improved Mobile App with a Focus on Getting Social

Interact with other conference participants—share your thoughts, reactions, and experiences as you explore innovative service delivery and funding.

Taste of Maryland Reception—a New Tradition

Ever tasted wine from Maryland's eastern shore? Cheese from western Maryland? Coffee from central Maryland? You should. Explore everything that Maryland has to offer by visiting with our Bayfront Hall vendors on Thursday afternoon. There are no MACo Summer Conference events after the Taste of Maryland Reception on Thursday, so enjoy an evening in Ocean City—explore! The Ocean City Visitors' Center, located in the Convention Center, will be happy to point you in the right direction.

Meet our Exhibitors Before the Conference Through Our Virtual Exhibitor Showcase

There will be over 225 exhibiting companies at MACo's Summer Conference. All have a product or service that will benefit your organization and/or save you money. To help you decide which ones to visit, we'll be posting 30-second videos of participating exhibitors weeks before the conference.

Kids' Event Moved from Friday to Thursday

We're having a Kids' Party during the Taste of Maryland Reception! The Reception is a 21+ event. Children of our registered conference participants may not attend the Reception, but they are welcome to enjoy our Kids' Party, happening at the same time! Ocean City Parks & Recreation will provide childcare, entertainment, and games for children of our registered conference participants. Kids' Party Registration is required—contact vwhite@mdcounties.org for more information.

Don't Forget...

Discount Ends July 10!

Register in advance to get our lowest prices.

The Big Exhibits Show includes vendors, state agencies, and our counties. Continental breakfasts, breaks, and lunches are served inside both Exhibit Halls. Check out our list of exhibitors at www.mdcounties.org.

MOBILIZE

Be sure to join us on Thursday at the **"Planes, Trains & Automobiles"** Taste of Maryland Reception.

The Crab Feast

It's always a hit! Steamed blue crabs and other picnic fare, our Crab Feast band - *The Klassix*, and friends and colleagues.

Kids in the Hall

Children of MACo conference attendees and exhibitors are welcomed to visit the exhibit hall on Friday between noon and 2:00 pm.



SCHEDULE OF EVENTS

- WEDNESDAY -

August 12, 2015

7:00 am - 3:00 pm | **REGISTRATION OPEN**

8:30 am - 11:30 am | **PLANNERS' TRAINING**

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

This FREE course, required as part of the Smart and Sustainable Growth Act of 2009 passed by the Maryland General Assembly, required Planning Commission, Planning Board, and Board of Appeals members to complete an education course on or before July 1, 2010. For new members, the course is required to be completed within 6 months after appointment to the Commission or Board. The Maryland Department of Planning (MDP) and the Maryland Planning Commissioners Association (MPCA) are offering this course to those who still need to take it.

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

ELECTED OFFICIALS ARE WELCOME AND ENCOURAGED TO ATTEND.

9:00 am - 2:00 pm | **2015 GOLF TOURNAMENT (Off-Site)**

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

10:30 am - 4:30 pm | **AFFILIATE MEETING (private)**

Maryland Association of County Health Officers' (MACHO)

Noon - 5:00 pm | **POWER ZONE LOUNGE OPEN**

Sponsored by the Maryland Clean Energy Center

Noon - 1:00 pm | **BOXED LUNCH SESSIONS (ticket required)**

Leveraging Private Investment to Capitalize Energy Improvements

Savvy leaders across the country are learning how to leverage private sector investments to "green" facilities and save on energy costs. Find out how your county can successfully use "green bank" lending programs and take advantage of public private partnerships to retain local debt capacity. Speakers will discuss Power Purchase Agreements and showcase model projects that use Commercial Property Assessed Clean Energy lending. Innovative approaches for school renovations and waste-to-energy solutions also will be presented.

The Chesapeake Bay Watershed Agreement – Updating Strategies for Our Biggest Natural Asset

The 2014 Chesapeake Bay Watershed Agreement consolidated commitments from six states and the District of Columbia to develop and follow management strategies for Bay cleanup goals. The voluntary agreement puts Maryland and our neighboring

jurisdictions on a path toward Bay cleanup, alongside the other driving forces, notably the EPA's "Total Maximum Daily Load" mandate and stormwater requirements. This session will focus on the progress so far in developing and implementing these strategies, the roles for county officials and county governments in keeping Maryland on track, and decisions awaiting policymakers here and across the Bay watershed.

1:00 pm - 2:30 pm | **SPECIAL SESSIONS**

Is Your County Struggling with a Policy Challenge? Get Some PALS to Help!

The University of Maryland has created an innovative new initiative – the Partnership for Action Learning in Sustainability (PALS) – to assist local governments in tackling complex policy issues broadly related to economic, social, or environmental sustainability. The program is based on a successful and cost-effective national model. A county simply articulates its needs and University faculty and students from across campus pool their resources and thinking to analyze and address those needs. PALS has been piloted in the Cities of Frederick and College Park, and is about to be implemented in Howard County. Panelists will provide an overview of PALS, discuss how the program has worked so far in Maryland and elsewhere in the nation, and highlight the kinds of issues the program can help address.

Build It and They Will Come: Infrastructure Tools to Attract Private Investment

Learn how to meet local needs and create opportunities for economic growth by leveraging the Maryland Department of Housing and Community Development's Local Government Infrastructure Financing program and Neighborhood BusinessWorks small business loan program. From improved water treatment to infill development, from commercial rehabs to streetscape improvements and new construction, this session will provide information on the financing tools that can grow existing businesses and attract new investment. The session will highlight specific projects and discuss how county governments can use these programs to impact economic success within their local communities.

1:00 pm - 3:00 pm | **ACADEMY FOR EXCELLENCE IN LOCAL GOVERNANCE CORE COURSE**

County Financial Management

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

SCHEDULE OF EVENTS

2:45 pm - 3:45 pm | **SPECIAL SESSION**

"Bring Your Own Device" Solutions In the Public Sector

In today's ever changing IT environment, it has become typical for users to bring their devices into the workplace. In fact, Bring Your Own Device (BYOD) programs continue to become a common expectation among users. This creates an opportunity to lower capital and operational expenditures; enable flexibility for end users and IT managers; and increase user productivity. Reduced budgets and high user expectations are a driving force behind the need for virtual environments. Learn how BYOD can elevate your organization to the next level, and how your county can navigate issues of security, transparency, and accountability outside the conventional public purchasing and inventory models.

3:00 pm - 3:15 pm | **COFFEE BREAK**

3:15 pm - 4:45 pm | **ACADEMY FOR EXCELLENCE IN LOCAL GOVERNANCE CORE COURSE**

Employment Issues

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

4:30 pm - 6:00 pm | **DISCUSSION AND RECEPTION**

Ripples & Currents: Issues Affecting Workers' Compensation Costs

Many factors are considered in determining workers' compensation costs. Staying on top of the issues involved is the best way for counties as employers to keep costs down and employees safe. Learn about the factors considered in workers' compensation premiums, ways to help reduce workers' compensation costs, and issues currently affecting workers' compensation claims and costs. Panelists will also discuss the effects of presumption laws and proven medical cost containment strategies. The Chesapeake Employers' Insurance Company (formerly the Injured Workers' Insurance Fund – IWIF), invites all county elected officials, administrators, and human resources personnel to join them for a reception and forum to discuss workers' compensation costs. Meet your Chesapeake Employers' Insurance Company representatives over refreshments and then engage a panel of workers' comp experts. Come away with tools and solutions for your county.



- THURSDAY -

August 13, 2015

7:00 am - 4:00 pm | **REGISTRATION**

7:00 am - 4:30 pm | **POWER ZONE LOUNGE OPEN**
Sponsored by the Maryland Clean Energy Center

7:30 am - 9:30 am | **CONTINENTAL BREAKFAST**
Sponsored by the Washington Suburban Sanitary Commission (WSSC)

8:00 am - 9:00 am | **RURAL COUNTIES COALITION MEETING & BREAKFAST (PRIVATE)**

9:00 am - 10:00 am | **WELCOMING SESSION & KEYNOTE ADDRESS**

Sponsored by MACo's Bronze Corporate Partners

A Day in the Life of a Tech-Savvy Elected Official

Keynote Speaker: Beth Ziesenis, Your Nerdy Best Friend

Sponsored by the Local Government Insurance Trust (LGIT)

Every county professionals' conference leaves you with innovative takeaways to put into action as soon as you return to your office... if you have the tools to make them happen. This fast-moving, laugh-filled session takes you hour-by-hour through a day in the life of a tech-savvy government professional. You'll learn how a tech-savvy professional solves a security crisis before 10 am, learns to make more of a lunch hour with an extra set of virtual hands, saves money on software before the board meeting, and brings the team together online before the day is done.

- Understand how technology fits into every part of your day
- Learn about technology systems that streamline projects and tasks
- Discover dozens of free and bargain apps and online tools that put the ideas from the conference into action!

10:00 am - 10:15 am | **COFFEE BREAK**

10:00 am - 4:30 pm | **EXHIBIT HALL A/B OPEN**

Exhibit Hall A/B houses 200 booths from the State departments, nonprofit organizations, and commercial businesses who are looking to do business with Maryland's counties. Don't miss this opportunity to forge new partnerships to offer innovative services and products or gain substantial cost savings for your county!

10:00 am - 3:30 pm | **BAYFRONT EXHIBIT HALL OPEN**

Bayfront Hall is our new exhibit hall on the SECOND FLOOR overlooking the Bay and it is home to our county booths, tourism, and economic development booths. Visit Bayfront Hall to see everything Maryland has to offer as a destination and economic driver.

SCHEDULE OF EVENTS



KEYNOTE SPEAKER

THURSDAY, AUGUST 13 | 9:00 am—10:00 am

Beth Ziesenis, Your Nerdy Best Friend

Meet Beth Ziesenis, your own personal Nerdy Best Friend. Beth Z keeps up with all the new online applications and downloads that can help you look like you're working with a team of marketing, computer and productivity experts, even if you suffer from a shrinking staff and a disappearing budget.

Named an editor's pick for best speaker of 2013 by MeetingsNet and a Favorite Speaker by Meetings & Conventions magazine in 2014, Beth Ziesenis is an author, speaker, technology consultant and self-proclaimed nerd. Since her first Commodore 64 computer, Beth has been fascinated with technology and computer shortcuts that make people's lives easier.

Beth helps computer users all over the country filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for business and personal use through presentations and her books, including the latest title, *Release Your Inner Nerd*, available on Amazon.com.

Sponsored by:



11:30 am - 1:00 pm | **BUFFET LUNCH - BOTH EXHIBIT HALLS**
(ticket required)

12:00 pm - 1:00 pm | **DIVERSITY CAUCUS LUNCHEON**
(ticket required)

1:00 pm - 1:45 pm | **SPECIAL SESSION**

Federal Update

The work of Congress affects Maryland and Maryland counties directly. Maryland is one of the top recipients of federal funding and federal procurement contracts on a per capita basis and Maryland's workforce benefits from proximity to many federal agencies. In this update, attendees will hear about current federal legislative efforts that affect Maryland and its economy, including transportation and infrastructure projects in Maryland, and have a chance to share their top priorities for federal attention in a town hall setting.

1:45 pm - 2:00 pm | **COFFEE BREAK**

2:00 pm - 3:00 pm | **AFFILIATE SESSIONS**

Maryland in Miniature

Sponsored by MACo's Tourism & Economic Development Professionals

Visit every one of Maryland's 24 counties and Baltimore City in a special offering this year – a tour of the county exhibits. Our Bayfront Exhibit Hall highlights unique attractions from across the state, including everything from Garrett County's world-class rapids to Crisfield's famous crabs. County tourism departments and county representatives will share the special features of their region. Learn about economic development measures used by counties and others to highlight Maryland and all we have to offer!

The BRF – A Lifeboat for the Chesapeake?

Sponsored by MACo's Environmental Health Affiliate

County governments have had to bear the implementation and fiscal brunt of significant water quality mandates for nearly a decade, including the Chesapeake Bay Total Maximum Daily Load, new requirements for stormwater management, and the use of best available technology nitrogen removal (BAT) septic systems. Throughout this, the Bay Restoration Fund (BRF) has been one of the few sources of State financial assistance for upgrading both major wastewater treatment plants and BAT septic systems. As our water quality targets undergo a major review in 2017 and the BRF completes funding of the major plants, the time is right to also revisit the purpose of the BRF. Panelists will provide an overview and history of the BRF and discuss how the BRF can be revised to better meet county water quality needs for wastewater treatment plants, BAT septic systems, and stormwater management.



Visit the Cyber Café in the Power Zone Lounge to print session materials, check emails, and engage on social media!

Cyber Café sponsored by KCI Technologies, Inc.

#MACoCon

Stay connected with FREE WiFi, sponsored by
Maryland Broadband Cooperative

SCHEDULE OF EVENTS

Broadband and Wireless – Connecting All the Dots

Sponsored by MACo's Budget & Finance Affiliate

As technology improves, businesses and citizens across Maryland need the capability to communicate and locate information at faster speeds. Yet, there are still many areas that do not have access to broadband or wireless networks. The resulting lack of connectivity limits economic and educational opportunities. This session will discuss the government's role in providing access, broadband and wireless approaches to achieve it, and why it's worth the investment.

Building Health and Wealth in Communities: A Sound Investment

Sponsored by MACo's Health Officers' Affiliate

Changes in the Maryland health care delivery and reimbursement systems are creating opportunities for counties to focus on population health management. Leveraging the effects of population health management - the organization and management of the health care delivery system to make it more clinically effective, cost-effective, and safer – will result in savings for the budget and improved services for the community. Local Health Departments are leaders in the field of population health and are prime candidates to leverage public-private partnerships to implement these goals. In this session, panelists will discuss how to use population health management strategies to detect community health needs, identify the roles of community stakeholders, and implement cost-effective programs – all with the return on investment in mind. Learn how public-private partnerships can positively impact the health of your community and the health care costs in your county for maximum collective impact.

From Stone Tablets to eTablets – the New Public Information Act & Open Data Reality

Sponsored by MACo's Attorneys' Affiliate

Both technology and citizen expectations are changing the way governments store and handle information. In turn, this has created pressure to update and “modernize” the State's public information laws and policies. The Maryland General Assembly passed legislation during the 2015 Session that substantially changed Maryland's Public Information Act (PIA), including how counties must respond to data requests and the fees they can charge. Additionally, Maryland is at the forefront of a nationwide trend to open government data and make it available to the public in digital formats. While such changes have many benefits, they also create significant implementation and cost challenges for county governments. Panelists will discuss the recent changes to the PIA and provide an overview of the advantages and drawbacks of Maryland's open data efforts.

2:30 pm - 3:30 pm | **ICE CREAM & FRUIT BREAK**

Sponsored by Exelon Generation

3:30 pm - 4:30 pm | **BAYFRONT EXHIBIT HALL CLOSED**

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

Body Cameras: Justice Through the Lens

Sponsored by the Maryland Police Chiefs and Sheriffs' Association

Body cameras are an innovative technology that can be used as a tool in modern policing to increase relations between law enforcement and the communities they protect, while also serving as a means of maintaining accountability. Jurisdictions across the nation and the state are increasingly equipping their officers with cameras. However, as law enforcement agencies begin to adopt and deploy this emerging technology, much is still being learned. Attend this session to hear from local law enforcement officials about the benefits and limitations of body cameras - including legal and liability issues - and about updates on state action that may impact the future use of body cameras in Maryland.

Turf Wars – the Debate Continues

Sponsored by MACo's Parks & Recreation Affiliate

Artificial and synthetic turf athletic fields are an increasingly popular alternative to traditional grass fields. Advocates praise their ability to be used nearly continuously and to reduce certain types of injuries. However, opponents question the safety of certain synthetic field materials, alleging that they are toxic to both children and adults. As more counties and public school systems have switched to artificial turf, opponents have unsuccessfully pursued legislation before the Maryland General Assembly that would ban or regulate their use. Panelists will explain the established advantages and drawbacks of both natural and synthetic turf fields and debate the alleged health risks posed by certain artificial field materials.

Catching the Wave: Change Management for Public Sector Leaders

Sponsored by MACo's Administrators' Affiliate

In the public sector, political and economic climates can change rapidly. Some of the elements of project management in the public sector include: working with multiple stakeholders; adapting to budget changes; and managing political and public expectations. In this session, a sitting county councilman and a businessman share their expertise and experiences in project management and change management in a practical presentation for government officials on how to manage projects to deliver taxpayer value.

What's in the Box?!?! The Challenges and Opportunities of Big Box Development

Sponsored by MACo's Planners Affiliate

“Big box” retail stores like Walmart and Target can provide a broad array of necessary goods and services to nearby communities. However, they can also pose significant planning challenges, particularly if located in inappropriate areas. Infrastructure, traffic, natural resources, and the effect on residential neighborhoods must be taken into account when handling the location of a big box store. Zoning and adequate public facilities ordinances (APFOs) may be outdated or insufficient to manage these issues. Panelists will

SCHEDULE OF EVENTS

discuss the challenges and opportunities related to big box development, how to tailor zoning and APFOs to best meet those challenges, and the importance of working with both residents and the store when developing a potential big box location.

Beyond the Ribbon-Cutting – the Power of Placemaking

Sponsored by MACo's Economic Development Affiliate

Economic Development is usually noticed when there is a groundbreaking or ribbon cutting - but there is more to it. This panel will examine some of the other ways economic development can create opportunities. From creative use of local assets and specialized small business incubation programs to new trends in technology commercialization and a practice referred to as "placemaking," there are many forms of economic development. Learn from this panel of experts how your community can adopt and implement some of these innovative tools and programs and the many ways economic development can transform lives.

4:30 pm - 6:30 pm | **EXHIBIT HALL A/B CLOSED**

4:30 pm - 6:30 pm | **TASTE OF MARYLAND RECEPTION**

(ticket required)

Hosted by the Maryland-Delaware-DC Beverage Association

Sponsored by MACo's Silver Corporate Partners and BGE

Join us in the Bayfront Exhibit Hall to sample Maryland's local food and beverage bounty! Wine, cheese, and more will be featured from Maryland vendors as we celebrate our state's tourism industry.

4:30 pm - 6:30 pm | **MACo KIDS' PARTY** (registration required)

MACo Kids' Party

The Taste of Maryland Reception is an Adults-Only Event.

- **Enjoy the Reception while your kids enjoy a party just for them with games, crafts, and entertainment provided by Ocean City Recreation & Parks!**
- **Kids' Party tickets are an additional fee and registration is required so that we can ensure appropriate childcare coverage.**
- **Parents/guardians must be registered conference participants and MUST remain in the Convention Center during the party.**

- FRIDAY -

August 14, 2015

7:00 am - 2:30 pm | **REGISTRATION**

7:00 am - 4:30 pm | **POWER ZONE LOUNGE OPEN**

Sponsored by the Maryland Clean Energy Center

7:30 am - 8:30 am | **AFFILIATE MEETING** (private)

County Administrators Affiliate Meeting

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

8:30 am - 10:00 am | **CONTINENTAL BREAKFAST**

Sponsored by the Washington Suburban Sanitary Commission (WSSC)

9:00 am - 2:00 pm | **EXHIBIT HALL A/B OPEN**

Over 200 booths await you in our largest exhibit hall. Explore Hall A/B to visit with representatives from various State departments, nonprofit organizations, and commercial businesses.



9:00 am - 10:30 am | **GENERAL SESSION**

Maryland's Next Frontier in Economic Development

Change is on the horizon: with a new administration comes a new outlook on how Maryland will advance business and economic development. Additionally tasked with exploring ways to improve the business climate in Maryland, the Economic Development and Business Climate Commission released an interim report laying out 32 recommendations to streamline and maximize the state's business potential. And on the local level, counties across the state continue to pursue fresh and creative means of economic development. This session will showcase what's in store for the future of business and economic development in Maryland.

10:30 am - 10:45 am | **COFFEE BREAK**

10:45 am - Noon | **GENERAL SESSION**

The Pit and the Pendulum: Economic Trends in Maryland

This presentation provides a detailed, data-driven update of the performance of the global, national, and regional economy. Special attention is given to key aspects of economic life, including trends characterizing financial, real estate, energy, and labor markets in Maryland.

11:30 am - 1:00 pm | **BUFFET LUNCH** (ticket required)

Noon - 1:00 pm | **WORKING GROUP LUNCHEONS** (ticket required)

Budget & Finance Affiliate Meeting & Lunch (private)

County Attorneys Affiliate Meeting & Lunch (private)

Human Resources Affiliate Meeting & Lunch (private)

Women of MACo Luncheon

SCHEDULE OF EVENTS

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

Local Infrastructure – Fueling Your Economic Engine

Sponsored by MACo's Engineers Affiliate (CEAM)

Local governments are responsible for building and maintaining infrastructure across the state - creating jobs and helping businesses prosper. The local economy not only benefits from jobs created during the construction and operational phase of a project, but from the services provided to the area businesses and households. This session will discuss the economic benefits of infrastructure – roads, bridges, wastewater – pre- and post-construction phase.

Tapping Grant Opportunities to Meet Community Needs

Sponsored by MACo's Aging & Human Services Affiliates

Grant funding can provide fundamental resources to human services agencies and fund targeted services. Finding, applying for, and managing grants are all elements of effective grants strategy. Hear how to access additional funding opportunities directly and through the Maryland Department of Human Resources. Learn how to tap into new resources and reap their full benefit.

Reinvesting in Reentry – Why It's Essential to Public Safety

Sponsored by MACo's Corrections Affiliate

Investment in correction reentry programs is essential to public safety in Maryland. With local jails releasing approximately 80,000 individuals per year, proper in-custody programs and community collaboration can impact recidivism and enhance public safety. Reductions in offending could also save Maryland tax payers millions of dollars. This session will focus on what research shows to be effective reentry models. It will also discuss key community partners to involve and why it is essential to involve them prior to an offender's release.

Here Comes the Cadillac Tax

Sponsored by MACo's Human Resources Affiliate

One piece of the Affordable Care Act has yet to take effect: a new 40% excise tax on certain employer-provided health care plans, nicknamed the Cadillac Tax for its application to higher quality plans. However, the base thresholds for the tax are \$10,200 for self-only coverage and \$27,500 for all other coverage tiers - with higher thresholds available for certain participants - leading to a very broad application that might better be nicknamed "Chevrolet." Plan sponsors, including county governments, should take steps now to understand when their plan may hit the excise tax thresholds and how to minimize the tax's impact.

Today & Tomorrow – An Update from the Maryland Sustainable Growth Commission

Sponsored by MACo's Planners Affiliate

The Maryland Sustainable Growth Commission continues to study and make recommendations regarding Smart Growth policy for the State and local governments. Last year the Commission unveiled its Reinvest Maryland policy recommendations for Infill, Revitalization, and Redevelopment. This year the Commission is working on Smart Growth indicators, rural growth issues, and other land use topics that directly affect county governments. Panelists will provide an

update on the current activities of the Commission, highlight potential future areas of study, and solicit county feedback on the Commission's goals and work.

2:00 pm - 2:15 pm | **COFFEE BREAK**

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

Planning on Planning? You'll Need a Plan for That

Sponsored by MACo's Planners Affiliate

While many people know that a county must develop a detailed comprehensive plan to guide development and zoning ordinances, not everyone is aware of the numerous other plans that a county must create (and sometimes get approved by the State) in order to meet various land use and environmental goals. Besides comprehensive plans, counties must develop and update various related plans, such as: water and sewer plans; forest conservation plans; land preservation, parks, and recreation plans; and growth tier designations for septic systems. Counties must also oversee various plans for individual developments, such as stormwater management plans and grading and sediment control plans. Panelists will discuss the components of the comprehensive plan and many of the other land use plans that counties must create, review, or enforce.

From the Front Lines: Tackling Opioid Misuse in Maryland

Sponsored by MACo's Health Officers Affiliate

In response to the continued increase in opioid-related fatalities in Maryland, the Governor convened the Heroin and Opioid Emergency Task Force and Regional Summits across the state to hear directly from residents about the problems and potential solutions to the opioid epidemic. Additionally, the Department of Health and Mental Hygiene's Behavioral Health Administration (BHA) initiated the Opioid Misuse Prevention Program (OMPP) with the goals of reducing prescription opioid and heroin misuse and abuse, reducing opioid related overdoses, and reducing fatalities that occur as a result of opioid overdoses. To gather more community level data, BHA collaborated with the University of Maryland School of Pharmacy to develop and administer the Maryland Public Opinion Survey on Opioids. This session will provide an overview and preliminary reports of the State's community-based and data-driven efforts to overcome opioids.

The State Budget, and its County Effects – Where Do We Stand?

Sponsored by MACo's Budget & Finance Affiliate

The State and its fiscal position has a major ripple effect on county budgets and our many shared policy priorities. Even as the economy shows signs of recovery, Maryland still faces challenges with revenues, competing desires for spending, and tax reductions.

The State carries on its books substantial liabilities for pension and health care, and still faces growing costs for debt service and environmental goals. Seasoned fiscal experts will discuss – from the state and county perspectives – where the State stands, what critical decisions lie ahead for the Governor and legislature, and how much of this flows down to county governments and local priorities.

SCHEDULE OF EVENTS

The Basics of Structured Economic Development

Sponsored by MACo's Administrators and Economic Development Affiliates

Economic development can mean different things to different people. But when developing an economic plan, people need to come together to build a common understanding and approach to achieve identified goals. This session will provide the basics for building an economic plan, identifying a jurisdiction's strengths and weaknesses to better target economic development efforts, and supporting successful local and regional economic development programs.

A Discussion with Kurt Schmoke, Former Mayor of Baltimore

Sponsored MACo's Administrators Affiliate

Kurt Schmoke, Baltimore's first African American mayor, won national recognition for his work on adult literacy and public housing from Presidents George H.W. Bush and Bill Clinton. Schmoke became state's attorney for the City of Baltimore in 1982 and was elected mayor in 1987. During his tenure as Baltimore's mayor, Schmoke initiated a number of innovative programs in housing, education, public health and economic development. Schmoke currently serves as President of the University of Baltimore. In this special interview, Phil Tilghman of PAC14 asks Schmoke for his perspective and reflections on governing, public safety, and education – all the challenges faced by local governments large and small.

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

Sponsored by BGE & the Maryland Building Industry Association

5:00 pm - 8:00 pm | **CRAB FEAST** (ticket required)

Event sponsored by MACo's Gold Corporate Partners

Buffet sponsored by the Law Offices of Norman D. Rivera, LLC

Crab mallets sponsored by the NACo Financial Services & U.S. Communities



- SATURDAY -

August 15, 2015

8:00 am - 10:30 am | **REGISTRATION**

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

Sponsored by the Washington Suburban Sanitary Commission (WSSC)

8:15 am - 9:15 am | **FULL BUFFET BREAKFAST**

Sponsored by MACo's Corporate Partners

Start the last day of MACo's Summer Conference with a full buffet breakfast (eggs, bacon, and all!) courtesy of MACo's Corporate Partners. Learn more about the cost-saving products and services offered by our Corporate Partners at www.mdcounties.org/CorporatePartners.

9:30 am - 11:00 am | **GENERAL SESSIONS**

Maryland's Federal Footprint – Counties Hosting Major Federal Sites

With its geographic proximity and strategic advantages, Maryland plays host to extraordinary federal facilities – major agencies, secure locations, and a tremendous military and intelligence presence. Panelists will discuss the impact of these large centers of activity and employment on infrastructure, community, and public services. What relationships, planning, and outreach make for the best local harmony? A Maryland congressional leader will join several speakers with views from various parts of the state to review and discuss best practices and lessons learned.

Skills to Compete: How Our Schools Are Strengthening Maryland's Future Workforce

The 2014 Interim Report of the Maryland Economic Development and Business Climate Commission states that, "[c]urrently there are 132,000 unfilled jobs in Maryland, with employers stating that they cannot find candidates possessing the necessary skills to fill those jobs." The Maryland and Federal Departments of Education and local community colleges are working to close this gap. In recent years, community colleges provided education leading to 139 different licenses, certifying more than 55,600 students, and delivering customized training for immediate local labor needs. Maryland's recently passed Apprenticeship Maryland Act establishes a 2-year apprenticeship pilot project. Three high schools in Prince George's County have been awarded \$7 million as part of the federal government's Youth CareerConnect program. Come hear more about strategies for building a stronger Maryland economy through these programs.

11:00 am - 11:15 am | **COFFEE BREAK**

11:15 am - 12:15 pm | **GOVERNOR'S CLOSING ADDRESS**

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

12:15 pm | **ADJOURNMENT**

GOLF TOURNAMENT

Wednesday, August 12 - Ocean City Golf Club

11401 Country Club Drive, Berlin, MD 21811 410.641.1779

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

\$75 - MACo Member (Conference Registrants & Exhibitors Only) - County government and Corporate Partners

\$90 - Non-Member (Conference Registrants, Exhibitors, & Sponsors Only) - All other government & commercial

Choose your own foursome or we can do it for you! You are responsible for finding your own replacement if you cancel after registration. *Directions and teams will be emailed to you a week prior to the Golf Tournament. Be sure to include your email below.*

Completely fill out information for EACH golfer below.

Send Form and Payment to:

MACo
169 Conduit Street
Annapolis, MD
21401

Fax Number:
410.268.1775

Questions?

KALEY SCHULTZE
410.269.0043

[kschultze@
mdcounties.org](mailto:kschultze@mdcounties.org)

Your Name: _____ **Title:** _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

email: _____

Player 2: _____ **Title:** _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

email: _____

Player 3: _____ **Title:** _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

email: _____

Player 4: _____ **Title:** _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

email: _____

PAYMENT: No refunds. Your registration will NOT be processed without a COMPLETED FORM & PAYMENT.

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MACo USE ONLY:

DATE PAID: _____ CHECK NUMBER _____ AMOUNT PAID: _____

HOTELS



**There is no headquarters hotel for the MACo Summer Conference.
Make your hotel reservations early. You can always cancel later, but reserve now to guarantee a room.**

Conference sessions, meetings, and events are held at the Roland Powell Convention Center:
4001 Coastal Highway (40th Street, Bayside), Ocean City, MD 21842

Best Western

55th Street & Coastal Hwy
443.664.4001

Rates: Double Queen-\$159.95 Tues-Thurs,
\$229.95 Fri-Sun; Double Queen Suite-\$179.95
Tues-Thurs, \$249.95 Fri-Sun

(2 night minimum for Saturday stays)

Must mention Group #1688 for discounted rates

Rate Deadline: 7/12/2015

<http://www.bestwesternocsuites.com/>

Castle in the Sand

37th Street & Atlantic Ave
410.289.6846

Rates: \$249-\$349 (2 night minimum)

Rate Deadline: 7/1/2015

<http://www.castleinthefine.com>

Clarion Resort Fontainebleu Hotel

101st Street & Oceanfront
800.638.2100

Rates: Double-\$269; Executive King-\$289;
Studio King-\$299; Cabana-\$319; 1 Bedroom
Condo-\$309; 2 Bedroom Condo-\$379;
3 Bedroom Condo-\$449

Rate Deadline: 7/15/2015

<http://www.clarionoc.com/>

Comfort Inn Gold Coast Hotel

112th Street & Oceanfront
410.524.3000

Rates: Standard Deluxe Room-\$119 Sun-Thurs,
\$179 Fri-Sat; Bayview Room-\$129 Sun-Thurs,
\$189 Fri-Sat; King Room-\$139 Sun-Thurs,
\$199 Fri-Sat

(2 night minimum for Friday or Saturday stays)

Rate Deadline: 7/10/2015

<http://www.comfortgoldcoast.com>

Days Inn Oceanfront

23rd Street & Boardwalk
800.926.1122

Rates: Poolside-\$189; Oceanfront-\$259

Rate Deadline: none

<http://www.daysinnboardwalk.com/>

Dunes Manor Hotel

2800 Baltimore Ave
800.523.2888

Rates: Oceanfront Standard (2 double beds)-\$299
Tues-Thurs, \$379 Fri-Sat; Oceanfront King/Queen
-\$309 Tues-Thurs, \$389 Fri-Sat (while available)

Rate Deadline: 7/11/2015

<http://www.dunesmanor.com/>

Grand Hotel

21st Street & Boardwalk
800.447.6779

Rates: Grandview Guest Room-\$290;

Oceanview Guest Room-\$303;

Direct Oceanview Room-\$325;

Oceanview King Jacuzzi Room-\$353

Rate Deadline: 7/12/2015

<http://www.grandhoteleoceanfront.com/>

Hampton Inn & Suites

43rd Street & Coastal Hwy

SOLD OUT

Rate Deadline: 7/11/2015

<http://hamptoninn3.hilton.com>

Hilton Suites Oceanfront

32nd Street & Oceanfront
410.289.6444

Rates: \$519

Rate Deadline: 6/25/2015

<http://www1.hilton.com/>

Holiday Inn Hotel & Suites

17th Street & Boardwalk
866.627.8483

Rates: \$439

Rate Deadline: 6/25/2015

<http://www.ocmdhotels.com/ocsuites/>

Holiday Inn Oceanfront

67th Street & Coastal Hwy
800.837.3588

Rates: Eastern Oceanfront-\$314;

South Oceanview-\$304; Garden View-\$284

Rate Deadline: 6/25/2015

<http://www.holidayinnoceanfront.com/>

Howard Johnson Oceanfront Inn

24th Street & Boardwalk
800.926.1122

Rates: Poolside-\$189; Oceanfront-\$249

Rate Deadline: none

<http://www.hjoceanfrontinn.com/>

Howard Johnson Oceanfront Plaza

12th Street & Boardwalk
800.926.1122

Rates: Standard-\$189; Oceanview-\$239;

Oceanfront-\$259

Rate Deadline: none

<http://www.hjoceanfrontplaza.com/>

Princess Bayside Beach Hotel

48th Street & Coastal Hwy
888.622.9743

Rates: Standard-\$179 Sun-Thurs; \$259 Fri-Sat;

Deluxe Efficiency-\$199 Sun-Thurs; \$299 Fri-Sat;

Bayfront Efficiency-\$249 Sun-Thurs; \$309 Fri-Sat

(2 night minimum for Saturday stays)

Rate Deadline: 7/8/2015

<http://www.princessbayside.com/>

Princess Royale Hotel

91st Street & Coastal Hwy
1.800.4.ROYALE (1.800.476.9253)

Rates: Oceanview/Poolview Suite-\$275

Rate Deadline: 7/11/2015

<http://www.princessroyale.com/>

Quality Inn Oceanfront

54th Street & Coastal Hwy
800.837.3586

Rates: \$249-\$279

Rate Deadline: 6/25/2015

<http://www.ocmdhotels.com/qioceanfront/>

Sea Bay Hotel

61st Street & Coastal Hwy
410.524.6100

Rates: Double Standard-\$139.95 Tues-Thurs,
\$189.95 Fri-Sun

(2 night minimum for Saturday stays)

Must mention Group #8249 for discounted rates

Rate Deadline: 7/12/2015

<http://www.seabayhotel.com/>

POLICIES & PROCEDURES

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

REGISTRATION

General Policies

- Registration DOES NOT include hotel reservations. Registrants must make their own hotel reservations. MACo provides a list of discounted hotel room rates for Summer Conference registrants.
- Registration fees include meal tickets as listed on the registration form. Meal tickets are not included for one-day registrations; meal tickets may be purchased with a daily registration, but only for meals occurring on that day.
- Payment MUST accompany registration. Registrations received prior to payment will not be processed until payment is received. Amount due will be determined by postmark date on payment—NO EXCEPTIONS.
- Spouse registrations are intended for the spouses or domestic partners of registered attendees. Business partners, coworkers, associates, clients, etc., do not qualify for this registration and must register separately. MACo reserves the right to refuse the spouse registration rate to any registrant if it is clear that this rate is being abused.

Cancellations/Changes and Refunds

- If a written request for cancellation or change resulting in a refund is received by July 10, 2015, fees will be refunded, less a \$75.00 processing fee. After that date, fees are non-refundable.
- Substitutions are accepted at no charge.
- On-site transfers of registration, except in cases of extreme emergencies, will result in a \$150 charge.

SPECIAL EVENTS AT THE CONFERENCE

- Elected Officials Breakfast – Only County Elected Officials and legislators registered to attend the Conference are given tickets to this event.
- Lunches, Ice Cream & Fruit Break, Taste of Maryland Reception, and Crab Feast – These are ticketed events. Tickets are included in full registrations, but extra tickets may be purchased in addition to full registrations or one-day registrations for the same day. Tickets may not be purchased without a registration for that same day. Spouse registrations include Taste of Maryland Reception and Crab Feast – no lunches are included with the spouse registration, but lunch tickets may be purchased in addition to a spouse registration.

PRESS

Registration

- Members of the press are welcome to attend the MACo Summer Conference, but must register to do so.
- Press registrations are complimentary, however meal tickets are not included. Meal tickets may be purchased separately if desired.
- Please fill out the press registration form available at www.mdcounties.org.

Videotaping

- Videotaping is not permitted in any of MACo's private meetings or ticketed meal events. Videotaping is permitted in all of the common areas of the Roland Powell Convention Center; this does not include educational sessions, meeting rooms, or ticketed meal events. We ask that you kindly coordinate with MACo if you would like to videotape in any of the common areas in order to avoid congestion in hallways.
- If members of the press wish to videotape an educational session, they must send a request to Virginia White at vwhite@mdcounties.org by July 31, 2015. MACo must obtain waivers from all speakers involved before a session may be taped.

Requests for Interviews

- Members of the press desiring to interview MACo's leadership must send a scheduling request to Virginia White at vwhite@mdcounties.org by July 31, 2015

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

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Maryland Association of Counties

SUMMER CONFERENCE

August 12-15, 2015
Roland Powell Convention Center
Ocean City, Maryland

REGISTER TODAY!

www.mdcounties.org/MACoCon