



MARYLAND ASSOCIATION of COUNTIES

# Summer Conference



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**BUSINESS**

**AUGUST 17-20, 2022**

Roland Powell Convention Center  
Ocean City, MD  
[www.mdcounties.org/MACoCon](http://www.mdcounties.org/MACoCon)

**3,000**  
INFLUENTIAL  
PARTICIPANTS

**300**  
INNOVATIVE  
EXHIBITORS

**30**  
EDUCATIONAL  
SESSIONS

## PROGRAM

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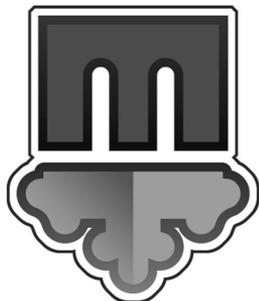


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experience by using this  
Twitter hashtag:

**#MACoCon**

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# Making the Most of Your LGIT Membership

LGIT ADDS A NEW LAW ENFORCEMENT SERVICE - LLRMI



## Legal Liability Risk Management Institute (LLRMI)

LGIT has partnered with LLRMI to provide our member law enforcement agencies with the best in model policies, policy reviews, agency-specific policies, and services to improve professionalism and reduce liability.

- Developing model policies for LGIT law enforcement agencies based on changes in both state and federal law
- Reviewing current policies and providing detailed findings and recommendations
- LGIT members will have access to LLRMI risk management consultants and attorneys for policy and/or LE liability questions
- LLRMI's virtual online training will be made available to LGIT member Class A personnel
- LLRMI instructor led training will be made available at discounted cost to LGIT members



LLRMI also provides training in specific skills and current trending issues. Classes include:

Cell Phone Forensics	De-Escalation
Hostage Negotiations	Implicit Bias
Search and Seizure	Mentally Ill
Homicide Investigation	Autism Subjects
Leadership Training	Internal Affairs
Fire Investigation	FTO

\*\*Many More



LOCAL GOVERNMENT INSURANCE TRUST  
WWW.LGIT.ORG

# MARYLAND ASSOCIATION of COUNTIES

169 Conduit Street  
Annapolis, MD 21401

410.269.0043  
<http://mdcounties.org>

<http://conduitstreet.mdcounties.org>  
<http://twitter.com/MDCounties>



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*Women of MACo:*  
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# Our valued partnership helps provide retirement solutions *for* America's workers

The National Association of Counties (NACo) and Nationwide® are unified in our mission to help county leaders find better retirement solutions for their employees. Throughout our 38-year partnership, we've served more than 1.5 million county employees and retirees in the United States.

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more than  
**\$19 billion**  
IN ACCUMULATED ASSETS

over  
**3,000**  
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For more information, contact:

Debbie Turner  
704-258-5084  
turned11@nationwide.com

Scott Wamboldt  
410-274-9568  
wambolr@nationwide.com

Nationwide, through its affiliated retirement plan service and product providers, has an endorsement relationship with the National Association of Counties (NACo). In addition, Nationwide may receive payments from mutual funds or their affiliates in connection to the variety of investment options offered to public sector retirement plans through variable annuity contracts, trust or custodial accounts. For more detail about Nationwide's endorsement relationships and/or payments Nationwide receives, please visit [NRSforu.com](http://NRSforu.com).

Nationwide Retirement Solutions (Nationwide) partners with the National Association of Counties (NACo) to provide counties and their employees with a competitive deferred compensation program. As part of this partnership, Nationwide pays a fee to NACo in exchange for NACo's exclusive endorsement, marketing support and program oversight of Nationwide products made available under the program. For more information, including fees paid, Nationwide encourages you to visit [NRSforu.com](http://NRSforu.com).

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# The MACo Corporate Partner Program

*Thank You for Your Support of Maryland's Counties!*

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Local Government Insurance Trust (LGIT)

Nationwide Retirement Solutions

WGL Energy Services, Inc.

## GOLD PARTNERS

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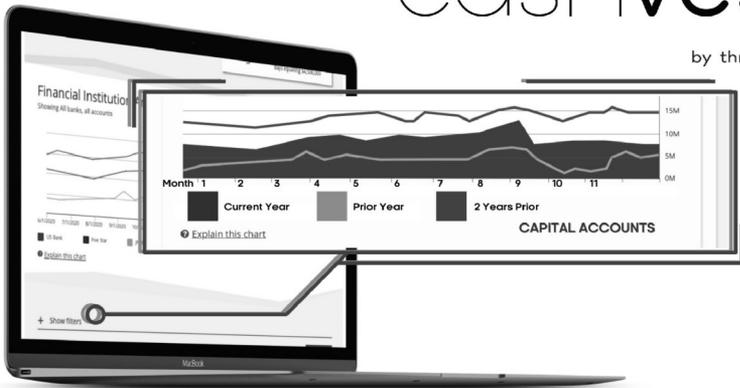
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County governments are always looking for new ways to deliver efficient and effective services to their constituents. In 2009, the MACo Corporate Partner Program was established to provide a forum for companies and organizations to market themselves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

For additional information, visit [www.mdcounties.org/CorporatePartners](http://www.mdcounties.org/CorporatePartners) or contact our Corporate Relations Manager, Regina Brzozowsky, at [reginabz@mdcounties.org](mailto:reginabz@mdcounties.org).

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- Ivanti
- J.P. Morgan
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- Local Government Insurance Trust (LGIT)
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- MacLeod Law
- Maryland Builders Industry Association
- Maryland Department of Housing and Community Development
- Maryland Environmental Service (MES)
- Maryland Army National Guard
- MD-DE-DC Beverage Association
- MissionSquare Retirement
- Motorola Solutions
- Nationwide Retirement Solutions
- No Kid Hungry
- NORESCO
- Northeast Maglev
- Nuclear Powers MD
- Nutanix
- NWN Carousel
- OpenGov
- Ørsted
- Park Heights Renaissance
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- US Wind
- Veeam Software
- Verizon
- Verra Mobility
- Wellpath
- WGL Energy Services, Inc.
- WWT
- Yorktel
- Zelenkofske Axelrod LLC

***Sponsor & Exhibitor descriptions and contact information:***

***[www.mdcounties.org/SC22Sponsors](http://www.mdcounties.org/SC22Sponsors) | [www.mdcounties.org/SC22Exhibitors](http://www.mdcounties.org/SC22Exhibitors)***

***Or, available on the mobile app!***



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**Thursday, August 18, 11:30 am  
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# Early Birds Get the Worm

***Or in this case - GIFT CARDS!***

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## What are Early Attendance Prizes??

**At the beginning of each conference session, there will be a drawing and the winner receives either \$25 (in an affiliate session) or \$50 (in a general session).**

---

### How can I participate?

Arrive at your chosen sessions a few minutes early.

### How is it awarded?

MACo staff will randomly select a row and seat—if that's your seat (or you're closest to it), you win!

### Arrive early - the drawing does not wait!

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

### Welcome Session Drawing - Thursday

Arrive on time to the Welcoming Session before 9:00 am on Thursday in the Performing Arts Center to be eligible to win a \$250 gift card!

---

# Thank You Golf Tournament Sponsors!

## Golf Hole Sponsors

- AT&T/FirstNet
- CareFirst BlueCross BlueShield
- Chesapeake Employers' Insurance Company
- Cigna
- Comcast
- GCOM
- IP DataSystems (IPDS)
- Local Government Insurance Trust (LGIT)
- Motorola Solutions, Inc.
- Nationwide Retirement Solutions
- SAS Institute Inc.
- Tharseo IT
- The Traffic Group
- Wellpath
- WGL Energy Services, Inc.

## Individual Sponsors

### Event Sponsor:

WellPath

### Continental Breakfast:

Nationwide Retirement Solutions

### Golf Tournament Giveaways & Prizes:

- LGIT - Bags, umbrellas, hats
- Ocean City Golf Club - Free Rounds of Golf
- Princess Royale - 2-night off-season stay
- Residence Inn by Marriott - 2-night off-season stay
- Comfort Inn Goldcoast - 2-night off-season stay



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in 100+ cities across Maryland are staying  
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with and for public safety.





# **The Academy for Excellence in Local Governance**

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

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

## ***WHO IS ELIGIBLE?***

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

## ***WHAT ARE THE EDUCATION REQUIREMENTS?***

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

### **County Core Classes (all 8 required)**

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

### **County Elective Classes (choose any 6 topic areas)**

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

## ***HOW LONG WILL IT TAKE?***

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

**WHAT IS THE COST?**

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

**WHERE ARE "COUNTY TRACK" COURSES OFFERED?**

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

**WHICH COURSES ARE OFFERED AT THIS CONFERENCE?**

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

**QUESTIONS?**

The University of Maryland School of Public Policy is the program administrator, providing registration, transcripts, and general support. Contact the School of Public Policy at 301.314.2641 or [awashin1@umd.edu](mailto:awashin1@umd.edu) or visit the Academy Information Center on the second floor of the convention center.



**WHAT'S NEXT?**

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

**2022 MACo SUMMER CONFERENCE  
ACADEMY ELECTIVE SESSIONS**

**WEDNESDAY, AUGUST 17, 2022**

- 2:30 pm - 3:30 pm: New Innovations = New Opportunities: Harnessing Developing Technology Trends
- 1:45 pm - 3:15 pm: Ethics (Core)
- 3:30 pm - 5:00 pm: Basics of Risk Management (Core)

**THURSDAY, AUGUST 18, 2022**

- 2:00 pm - 3:00 pm: The Path to Economic Revival: Leveraging Trails & Nature
- 3:30 pm - 4:30 pm: Destination Maryland – Tourism of Tomorrow

**FRIDAY, AUGUST 19, 2022**

- 1:00 pm - 2:00 pm: All Disasters Are Local: Rethinking Resilience
- 2:15 pm - 3:15 pm: Empowering Communities: Breathing New Life Into Old Spaces

**SATURDAY, AUGUST 20, 2022**

- 9:30 am - 11:00 am: Public Information Act (Core)
- 10:00 am - 11:00 am: Too Cool for Traditional School: The Changing Role of Community Colleges and Career and Technical Education

# Meetings At-A-Glance

## WEDNESDAY, AUGUST 17, 2022

9:00 AM - 11:00 AM	County Information Technology Directors*	Room 209
10:00 AM - 11:00 AM	County Emergency Managers*	Room 213
11:30 am - 3:30 pm	MACHO - Maryland Association of County Health Officers*	Room 213

## THURSDAY, AUGUST 18, 2022

8:00 AM - 9:00 AM	Large County Coalition Meeting and Breakfast*	Room 217
8:00 AM - 9:00 AM	Rural County Coalition Meeting and Breakfast*	Room 215
10:00 AM - 11:00 AM	Clean Chesapeake Coalition Meeting	Room 213
11:30 AM - 12:30 PM	County Administrators Affiliate Meeting*	Room 210
11:30 AM - 12:30 PM	County Public Information Officers & Communications Professionals Lunch*	Room 215
11:30 AM - 12:30 PM	Maryland County Officials Diversity Caucus and Women of MACo Lunch	Room 217
11:30 AM - 12:30 PM	MASSD and Human Services Affiliate Lunch*	Room 208

## FRIDAY, AUGUST 19, 2022

7:30 AM - 8:45 AM	County Elected Officials Forum, Breakfast, and Business Meeting (special ticket required)	Room 217
11:45 am - 12:45 pm	MACo Budget and Finance Officers Affiliate Lunch*	Room 210
11:45 am - 12:45 pm	MACo County Attorneys Affiliate Lunch*	Room 214
11:45 am - 12:45 pm	MACo Human Resources Affiliate Lunch*	Room 208
11:45 am - 12:45 pm	Upper Shore Regional Council Lunch*	Room 217

***\*Private Meeting—please see the program listing for attendee details.  
ALL lunch meetings require a conference lunch ticket FOR THAT DAY***

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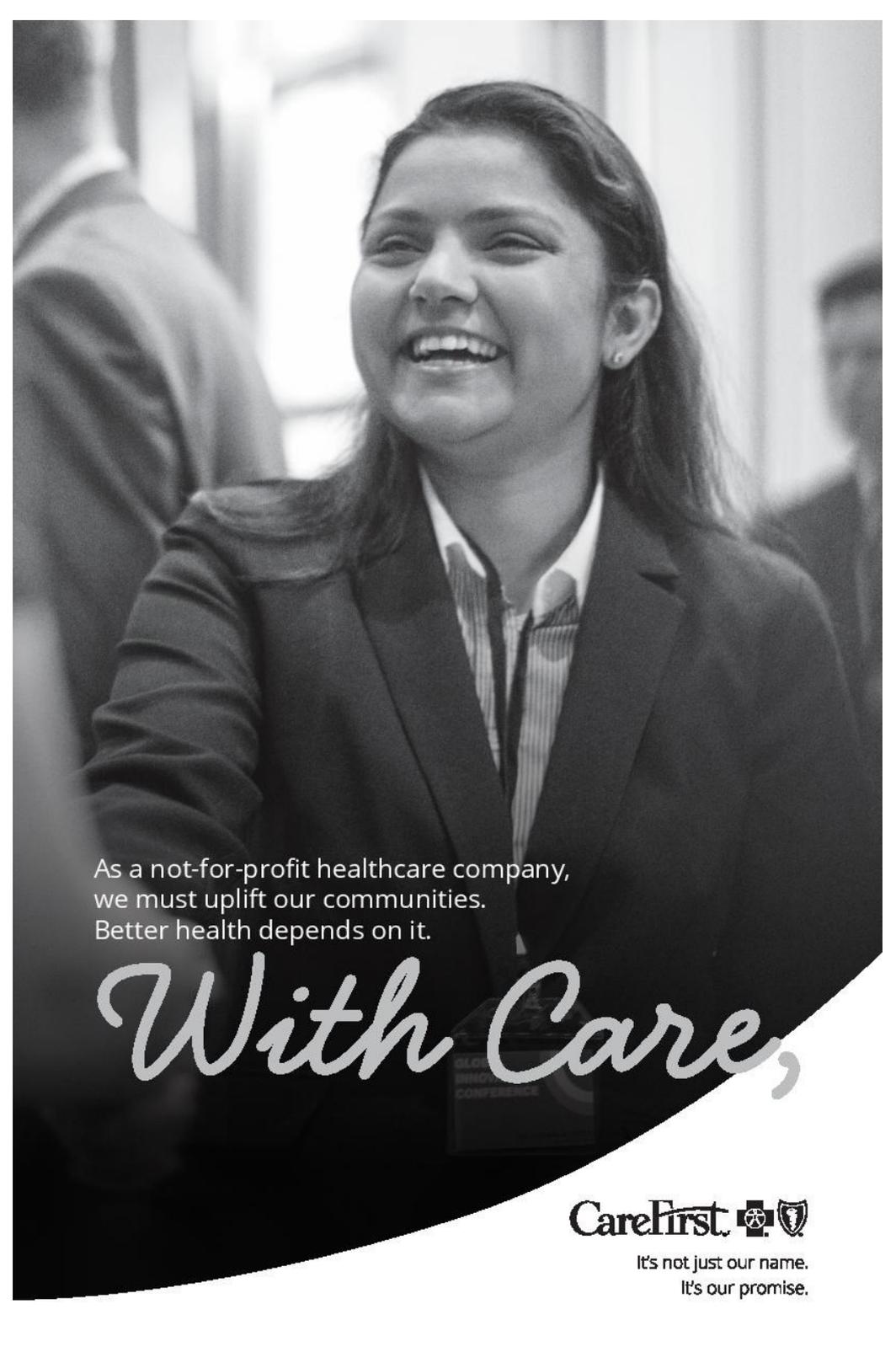
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# Session Schedule by Affiliation

Topic	Title	Page
Administrators, Human Resources, and Corrections	Help Wanted Part 1: Getting Over the Hiring Slump	63
Administrators, Human Resources, and Corrections	Help Wanted Part 2: Recipe for Retention	65
Attorneys	Freedom Accountants: The Bottomline on "First Amendment Audits"	49
Attorneys	Footage A La Carte: Balancing Bodycam Requests	67
Budget & Finance	Sticker Shock! Adjusting for Inflation	43
Community Development	Empowering Communities: Breathing New Life Into Old Spaces	67
County Administrators	Pandemic Partnerships: Rebuilding Small Businesses	51
Economic Development	Makerspaces – Capitalizing on Social Infrastructure	63
Emergency Managers	"9-1-1 In A Box" Live Demo	19
Emergency Managers	All Disasters Are Local: Rethinking Resilience	63
Engineers	Request for Proposals: Tell Me What You Want, What You Really, Really Want	43
Environment	On the Horizon – The Future of Maryland Environmental Policy	69
Environmental Health and Planning	Let's Talk Housing: National Problem, Local Solutions	49
Health	Health is Everybody's Business	61
Health and Equity	Boldly Go: The New Frontier of Public Health Delivery and Transport	67
Human Services and Health	Workforce Well-being: Preventing Burnout	47
Information Technology	Before the Attack: Fortifying Your Cyber Defenses in the Modern World	21
Information Technology	After the Attack: Response Planning for System Breaches	21
Information Technology	New Innovations = New Opportunities: Harnessing Developing Technology Trends	23
Parks & Recreation	The Path to Economic Revival: Leveraging Trails & Nature	43
Tourism	Destination Maryland – Tourism of Tomorrow	49

AE = Academy for Excellence in Local Governance Elective course



As a not-for-profit healthcare company,  
we must uplift our communities.  
Better health depends on it.

*With Care,*

CareFirst 

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# WEDNESDAY, AUGUST 17, 2022

7:30 AM - 3:00 PM

REGISTRATION CENTER

Lower Level  
Foyer

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

7:30 AM - 4:00 PM

CHARGING STATION

Lower Level  
Foyer

*Sponsored by US Wind*

Need a place to charge your mobile device? Use the secure, fast-charging lockers for your phone or tablet!

9:00 AM - 2:00 PM

GOLF TOURNAMENT

Ocean City Golf  
Club

*Sponsors:*

*Event: Wellpath*

*Breakfast: Nationwide Retirement Solutions*

*Golf Holes: AT&T/FirstNet, Cigna, Local Government Insurance Trust (LGIT), Nationwide Retirement Solutions, WGL Energy Services, Inc., CareFirst BlueCross BlueShield, Chesapeake Employers' Insurance Company, Comcast, GCOM, Motorola Solutions, Inc., SAS Institute Inc., IPDS, Tharseo IT, The Traffic Group*

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

9:00 AM - 3:00 PM

SPECIAL SESSION

PAC Lobby

*"9-1-1 In A Box" Live ALL-DAY Demo*

*Hosted by MACo's Emergency Management Affiliate*

Don't miss a live demonstration of NG911 remote call-taking technology, which is critical for ensuring resiliency and redundancy for Maryland's 24 county 9-1-1 centers. Drop by to see it in action or check out the 11:00 am special session for a presentation and demo!

9:00 AM - 11:00 AM

AFFILIATE MEETING

Room 209

*MACo County Information Technology Directors Affiliate Meeting (private)*

*Sponsored by IP DataSystems*

Private = only county IT professionals may attend.

10:00 AM - 11:00 AM

AFFILIATE MEETING

Room 213

*MACo Emergency Managers Affiliate Meeting (private)*

Private = only county emergency management professionals may attend.

## **What's in Room 207?**

**Visit Room 207 to discover the American Fidelity Attendee Lounge,  
Sponsored by American Fidelity**

**Take in a Solutions Showcase Session, have a quick meeting, or check your email!**

# Get to know

## Chesapeake Employers Insurance

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& 652

Tammy Longan  
SBU Director

Chesapeake Employers' Strategic Business Unit (SBU) team is focused on providing a "high touch professional level" of customer service to Maryland's municipalities and counties. It is our local and expert SBU workers' comp insurance professionals like Tammy Longan, SBU Director, who truly make the difference for our customers.



### Take advantage of all the benefits of insuring with us!

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- Local safety and claims services
- Convenient, easy, fast & secure online services
- Dependable and responsive customer service
- Corporate dividend program for qualifying policyholders

**SBU** Strategic  
Business  
Unit

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your local agent  
or visit [CEIWC.com](http://CEIWC.com)



Thursday,  
August 18<sup>th</sup>  
at 1-1:30 pm



Join Chesapeake Employers CEO, Tom Phelan, as he shares how Chesapeake Employers charitable corporate sponsorship has continued to support Marylanders throughout the pandemic, and the importance of our continued commitment to corporate giving to help strengthen Maryland's communities.

## TECH EXPO

10:00 AM - 4:00 PM

TECH EXPO TRADESHOW

Room 201-206

**Sponsors:**

**Contributing:** Fortinet, Nutanix

**Supporting:** GCOM, DSI Tech, NWN Carousel, three+one

**Snack Break:** Yorktel

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

11:00 AM - 12:00 PM

DEEP DIVE SESSION

Room 215

***Before the Attack: Fortifying Your Cyber Defenses in the Modern World***

Developing a proper defense against cyber threats is critical to protecting the continuity of operations. Hackers and ransomware attackers are always testing for weaknesses. Local governments need to be proactive in doing the same, shoring up their defenses and educating internal users. In this first part of this two-part cyber series, leaders in both industry and government will discuss cyber defensive strategies and best practices.

**Speakers:**

- Anthony Battista, Director, Solution Architecture, Verizon Business Group
- Tasha Cornish, Executive Director, Cybersecurity Association of Maryland, Inc.
- Scott Soderstrom, Director of Underwriting, Local Gov't Insurance Trust (LGIT)

**Moderator:** The Honorable Katie Fry Hester, Maryland State Senate

11:45 AM - 1:15 PM

BOXED LUNCH BUFFET

Room 205/206

(ticket required)

1:15 PM - 2:15 PM

DEEP DIVE SESSION

Room 215

***After the Attack: Response Planning for System Breaches***

***Hosted by MACo's Information Technology Directors Affiliate***

***Sponsored by Veeam Software***

The best laid defensive plan can be overcome with either new technology or innovative strategy. For government entities, quick response and recovery are crucial to restoring and maintaining public service and, often, public safety. In the second part of this two-part cyber series, presenters will discuss best practices for responding to cyber breaches.

**Speakers:**

- Christina Majernik, Director of Cyber Security, Skyline Technology Solutions
- David Warnick, Director of Information Technology, Cecil County
- Ben Yelin, Program Director, University of Maryland CHHS

**Moderator:** The Honorable Pat Young, Maryland House of Delegates

**MORE TECH EXPO ON THE NEXT PAGE!**

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Affordable Connectivity  
Program

Yaz and Seela,  
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ACP provides eligible households a credit of up to \$30/month towards Internet services.

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### Internet Essentials

~~\$9.95~~ = \$0 After benefit applied, tax extra  
Per Month + Tax

- Fast, reliable connection – up to 50 Mbps!
- Best for up to 4 devices.
- Download music and photos.
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or

### Internet Essentials Plus

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*Standard data charges apply.*

Restrictions apply. Not available in all areas. Limited to Internet Essentials (“IE”) residential customers 18 years of age or older meeting certain eligibility criteria. If a customer is determined to be no longer eligible for the IE program, regular rates will apply to the selected Internet service. Subject to Internet Essentials program terms and conditions. Taxes, home drop-off, and professional install extra. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. For factors affecting speed visit [xfinity.com/work/arrangement](http://xfinity.com/work/arrangement). Affordable Connectivity Program: Only eligible households may enroll. Benefits up to \$30/month (\$75/month Tribal lands). After the conclusion of the Affordable Connectivity Program, you’ll be billed at Comcast’s standard monthly prices, including any applicable taxes, fees, and equipment charges. Once you have successfully enrolled, you will see the Affordable Connectivity Program credit toward your Internet service. For complete details visit [xfinity.com/acp](http://xfinity.com/acp). ©2022 Comcast. All rights reserved. FDU-PHO-BU-ACP-PLUS-0222



# WEDNESDAY, AUGUST 17, 2022

## TECH EXPO

2:15 PM - 2:30 PM

NETWORKING & COFFEE BREAK

Rm 201 Foyer

*Sponsored by Bolton, GCOM, Maryland Environmental Service,  
Potomac Edison - A FirstEnergy Company, Presidio*

2:30 PM - 3:30 PM

DEEP DIVE SESSION

Room 215

*New Innovations = New Opportunities: Harnessing Developing Technology Trends*

*Sponsored by WWT*

The world of technology is quickly evolving, and with it, how government does business. From paying property taxes with bitcoin, to implementing a password-free security strategy, county governments should be focusing on current tech trends and the challenges and opportunities they create. Join this session to hear leading experts discuss tech innovations and how they can improve government operations.



### Speakers:

- John Evans, Chief Technology Advisor, World Wide Technology (WWT)
- Caroline Goodbody, Director, Product Strategy, Comcast
- Jennifer Heflin, Managing Director, Accenture
- Michael Matthews, Legislative Director, National Association of Counties
- Hugh Miller, Executive Government Advisor, Amazon Web Services, Inc.

**Moderator:** The Honorable Julian Ivey, Maryland House of Delegates

3:30 PM - 4:00 PM

SPECIAL SNACK BREAK WITH  
TECH EXPO EXHIBITORS

Room 205/206

*Sponsored by Yorktel*

11:00 AM - 4:00 PM

ATTENDEE LOUNGE

Room 207

*Sponsored by American Fidelity*

Need a quiet place to check email or take a phone call? Check out the Attendee Lounge!

11:00 AM - 11:45 AM

SPECIAL SESSION

Room 207

*9-1-1 To Go – Live Demo and Discussion*

Maryland counties are leading the nation in building a statewide Next Generation 9-1-1 system to equip public safety agencies and first responders with 21st century tools and technology to protect residents and save lives. Don't miss a live demonstration of NG911 remote call-taking technology, which is critical for ensuring resiliency and redundancy for Maryland's 24 county 9-1-1 centers. Learn more about this state-of-the-art technology and observe as 9-1-1 specialists from several counties take and direct calls from their jurisdictions while on-site at the conference.

**Speaker:** Ross Coates, Public Safety Manager, Harford County

**Moderator:** The Honorable Cheryl Kagan, Maryland State Senate

11:30 AM - 3:30 PM

AFFILIATE & INTEREST GROUP  
WORKING LUNCH

Room 213

*MACo Health Officers/MACHO Affiliate Meeting (private)*

Private = only county Health Officers may attend.



gcom

# Simplify & Secure Government-Resident Interactions

GCOM's **Decentralized Identity for Government (DIG)** is the first SSI solution designed exclusively for the government to deliver a better customer experience, reduce fraud, decrease costs, and foster a network of trust by making identifying information independently verifiable.

## Our Decentralized Identity for Government Solution:



Enables government agencies to digitally interact with constituents and independently verify residents' personal information without storing or managing any data.



Delivers the highest level of service to our customers by providing a simplified process that enables Marylanders' to easily share and revoke their data as needed.

## Increase engagement and deliver outcomes

GCOM's DIG puts the resident in control of their data by simplifying and securing the government-resident interaction to create a citizen experience that evokes trust, and encourages and promotes a healthier, safer, more prosperous community.

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# WEDNESDAY, AUGUST 17, 2022

11:45 AM - 12:15 PM

SOLUTIONS SHOWCASE SESSIONS

*Connected When It Counts: How FirstNet Provides Critical Communications When and Where It's Needed*

Room 207

**Hosted by FirstNet/AT&T**

No connection is more important than the one that can save a life. FirstNet, Built by AT&T, is working with the public sector to transform the business of government by bringing together solutions that help protect, serve, and connect. We're helping government customers across federal, state, and local markets modernize the way they operate. And we're helping advance K-12 and higher education institutions. As public safety's partner, AT&T is the only carrier providing end-to-end emergency communication to help public safety stay mission ready. Attend this session to learn how your county can stay connected when it counts!

**Speaker:** Rodger Pulley, Solutions Consultant - FirstNet Program, AT&T

*Ransomware Survival in New Places: Prepare Now and Do NOT Pay*

Room 209

**Hosted by Veeam**

There is no bigger threat to the technology landscape than ransomware. In this session, Veeam will overview some key tips and tricks to survive your next ransomware incident. The reality is, there are 2 types of people in this world: those who have fought ransomware and those who don't yet fully understand the horrors of fighting modern ransomware. Whether the data sits on-premises in a data center, in Microsoft 365, or on an endpoint device, the ransomware threat landscape constantly expands to new places. Attend this session to learn more about ransomware behaviors and techniques to prepare and respond to a ransomware incident.

**Speaker:** Bruce Pellegrino, Senior Systems Engineer, Veeam Software Corporation

12:00 PM - 4:00 PM

ACADEMY INFORMATION CENTER

Second Floor  
Foyer

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

12:30 PM - 1:00 PM

SOLUTIONS SHOWCASE SESSIONS

*Digital Equity & the Affordable Connectivity Program*

Room 207

**Hosted by Comcast**

Comcast is proud to participate in the Affordable Connectivity Program (ACP), a federal government program that provides low-income households a credit of up to \$30/month towards their Internet and/or Xfinity mobile services. Learn how we can partner to empower even more individuals in your community with the life-changing tools and resources they need to succeed in a digital world.

**Speakers:**

- Chris Comer, Director of Government & Regulatory Affairs, Comcast
- Tami Watkins, Director of Government & Regulatory Affairs, Comcast



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# WEDNESDAY, AUGUST 17, 2022

12:30 PM - 1:00 PM

SOLUTIONS SHOWCASE SESSIONS

*Skipjack Wind: Bringing Decades of Opportunity to Maryland*

Room 209

**Hosted by Ørsted**

Skipjack Wind, a 966-megawatt offshore wind project, is being developed off the coast of Maryland and Delaware. This project, which will be developed, constructed, owned, and operated by Ørsted, the US leader in offshore wind energy, will deliver clean power to nearly 300,000 homes in the Delmarva region. In addition, it will create significant economic development opportunities and thousands of jobs throughout the state, making Maryland a leader in this exciting new industry for decades to come. Join this session to find out what this means for your county!

**Speaker:** Brady Walker, Head of Gov. Relations and Policy, MD & DE, Ørsted

1:30 PM - 2:00 PM

NETWORKING & COFFEE BREAK

Rm 201 Foyer

**Sponsored by Bolton, GCOM, Maryland Environmental Service, Potomac Edison - A FirstEnergy Company, Presidio**

1:45 PM - 3:15 PM

ACADEMY FOR EXCELLENCE

Room 217

**Ethics**

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

**Speaker:** Ernest Crofoot, Esq

**Moderator:** The Honorable Odette Ramos, Council Member, Baltimore City



2:45 PM - 4:00 PM

NETWORKING & COFFEE BREAK

Rm 201 Foyer

**Sponsored by Bolton, GCOM, Maryland Environmental Service, Potomac Edison - A FirstEnergy Company, Presidio**

3:30 PM - 4:30 PM

SOLUTIONS SHOWCASE SESSION

Room 207

*Partnering to Power the Future – IJJA Opportunities*

**Hosted by BGE**

The Infrastructure Investment and Jobs Act (IIJA) offers local governments and other stakeholders an opportunity to partner with utilities on energy infrastructure investments, fleet electrification, facility resiliency, and high-speed internet. This session focuses on projects currently under development, proposed grants, and future opportunities for infrastructure investment.

**Speakers:** Sandy Grace, Vice President, Governmental and External Affairs, BGE

3:30 PM - 4:30 PM

MACo GOOD GOVERNMENT BOOK CLUB

Room 208

**Sponsored by JP Morgan**

Participants can join a discussion on “Think Again: The Power of Knowing What You Don’t Know” by Adam M. Grant. This book explores the benefit of doubt and how to get better at embracing the unknown. Discuss how to challenge and change your mindset – and others’ – to rethink stances and seek critical feedback to lead more productive and innovative teams. Didn’t read the book? Join the discussion anyway! All are welcome!

# SAS INNOVATE

## VISIT US: BOOTH 601

Hello Maryland, we're excited to see you! The energy that comes from being together is immeasurable. Stop by and say hello and learn more about how worldwide SAS is helping solve critical government issues using data and analytics.

## RESERVE YOUR SEAT:

### WATER RESOURCES CONFERENCE | HARRY BROWNE'S | ANNAPOLIS, MD | TUESDAY, SEPT. 13 | 2 - 5 PM

Join us in September to discuss data driven solutions to state and local water resource challenges.

This intimate experience provides you with a unique opportunity to connect face-to-face with SAS experts and senior leaders from across water related industries, non-profits, and state and local government.

RSVP to [Allison.Cordell@sas.com](mailto:Allison.Cordell@sas.com)

## INNOVATIVE LEADERS: WHAT YOU CAN EXPECT

- See how agile leaders are developing better constituent experiences, nurturing tomorrow's environmental workforce and embracing digitalization to create better policies
- Listen to SAS leaders and subject-matter experts discuss what's on the horizon for analytics and AI
- Hear stories of resilience from top leaders at organizations you know

## MOVE THE WORLD FORWARD. LEAD THE WAY.



**THE ANSWERS WE NEED ARE EVERYWHERE.  
JUST ASK THE DATA.**

Curiosity Forever



THE  
POWER  
TO KNOW.

# WEDNESDAY, AUGUST 17, 2022

3:30 PM - 5:00 PM

ACADEMY FOR EXCELLENCE

Room 217

## *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.

**Speaker:** Larry Bohlen, Director of Field Services, Local Gov't Insurance Trust (LGIT)

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



3:45 PM - 4:45 PM

FORUMS

## *Broadening Broadband: What's Next?*

Room 209

### *Sponsored by RSM US LLP*

The COVID-19 pandemic exposed the long-standing digital divide and underscored the need for rapid broadband infrastructure expansion. High-speed, reliable, and affordable broadband drives state and local economies, raising standards of living, creating jobs, and delivering major advances in education, healthcare, teleworking, e-commerce, public safety, and security. As counties work with state, federal, and private sector partners to leverage unprecedented federal investments by accelerating service to underserved areas, challenges remain. In this session, an expert panel will share best practices, strategies, and opportunities for overcoming hurdles to deployment, like securing easements from property owners, supply chain issues, and barriers to last-mile connectivity.

### **Speakers:**

- Kenrick Gordon, PE, Director, Office of Statewide Broadband, Maryland Department of Housing & Community Development
- Mitsuko Herrera, ultraMontgomery Director, Montgomery County
- Karmen Rajamani, Vice President, Government Affairs, Crown Castle

**Moderator:** The Honorable Brian Feldman, Maryland State Senate

## *Health and Technology: The Future of Healthcare*

Room 215

A renewed and intensified focus on public health has forced state and local governments to rethink how they deliver critical, often life-saving services to their communities. The State of Maryland has invested in a streamlined approach to health and human services delivery through the Maryland Total Human Services Integrated Network (MD THINK.) This cloud-based platform is the first of its kind in state government and offers an online one-stop-shop for everything from Medicaid to housing and energy assistance. The platform has recently been expanded to allow for more robust public health analytics to inform policy and program decision-making to reduce overdose. Join this panel to hear more about the "MD THINK" model, its many benefits, and how it can help your community.

### **Speakers:**

- Marianne Gibson, Chief of Staff, MD THINK
- Subramanian Munniasamy, Executive Director, MD THINK
- Christopher Shank, Director of External Affairs, Maryland Office of the Governor

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



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In a world where constant change and complex challenges are the norm, government agencies need a blend of fresh thinking and proven solutions for our digital world. Accenture delivers end-to-end capabilities that enable our clients to provide the most effective, efficient, and affordable public services. We bring experience that counts, innovation that works, and outcomes that matter for our citizens, our workforce, and our communities.

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# THURSDAY, AUGUST 18, 2022

7:30 AM - 4:00 PM

REGISTRATION CENTER

Lower Level  
Foyer

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

7:30 AM - 4:00 PM

ATTENDEE LOUNGE

Room 207

*Sponsored by American Fidelity*

Need a quiet place to check email or take a phone call? Check out the Attendee Lounge!

7:30 AM - 4:00 PM

CHARGING STATION

Lower Level  
Foyer

*Sponsored by US Wind*

Need a place to charge your mobile device? Use the secure, fast-charging lockers for your phone or tablet!

8:00 AM - 10:00 AM

CONTINENTAL BREAKFAST

Exhibit Hall ABC

8:00 AM - 9:00 AM

CHAPTER ORGANIZATION MEETING

*Large County Coalition Meeting and Breakfast*

Room 217

*Rural County Coalition Meeting and Breakfast*

Room 215

*Sponsored by MacLeod Law*

9:00 AM - 4:00 PM

ACADEMY INFORMATION CENTER

Second Floor  
Foyer

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

9:00 AM - 10:15 AM

WELCOMING SESSION  
& KEYNOTE SPEAKER

PAC

*Focus on People for Business for People*

*Sponsor of Keynote Speaker: Local Government Insurance Trust (LGIT)*

*Sponsor of Welcoming Session: OpenGov*

As a community, we want to create an environment where businesses can be successful. But why? Businesses are not important in and of themselves. They exist to serve people, which includes the owners, the employees, the customers, the investors, and the public (through the payment of taxes and more). In this keynote, Jason Broadwater lays out a model of outcomes-based government policy designed to make sure that the people (and yes their businesses) thrive in your community. A new world demands new ways of thinking, and we must put the most important thing first.

**Keynote Speaker:** Jason Broadwater, Founder & President, Revenflo

**Moderator:** The Honorable Laura Everngam-Price, Council Member, Talbot County

10:00 AM - 10:15 AM

NETWORKING & COFFEE BREAK

Exhibit Hall ABC

*Sponsored by Bolton, GCOM, Maryland Environmental Service,  
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## SIZABLE SAVINGS ON PRESCRIPTION DRUG COSTS

As the Rx price climb continues, school systems and county governments face the daunting trifecta of inflation, COVID-19 expenses, and growing budget demands.

An innovative partnership between MABE and Keenan Pharmacy Services, MABE's new cost-saving service, the MABE PHARMACY PURCHASING COLLABORATIVE (MPPC), can save school systems and counties 10% to 30% on their prescription drug program costs.

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# THURSDAY, AUGUST 18, 2022

10:00 AM - 10:30 AM

SOLUTIONS SHOWCASE SESSIONS

*You Asked for It: How to Deliver the Digital Experiences  
Your Constituents Really Want*

Room 209

## **Hosted by GCOM**

Learn how implementing the Salesforce Platform will simplify digital service delivery and create a better experience for your constituents. By leveraging this scalable platform, you'll deliver better outcomes for Marylanders – not just more buttons and features. We'll share success stories of how other Maryland agencies have improved efficiency and turnaround times by modernizing legacy applications.

### **Speakers:**

- Chad Alojipan, Director, Salesforce Practice, GCOM
- Dan Quickenton, Lead Consultant - Salesforce Practice, GCOM

**Enhanced Law Enforcement Liability Services**

Room 207

## **Hosted by the Local Government Insurance Trust (LGIT)**

In the continuing effort to reduce law enforcement liability for county and municipal governments, Local Government Insurance Trust (LGIT) is excited to be able to offer the outstanding loss control resources of the Legal & Liability Risk Management Institute (LLRMI). LLRMI is the premier law enforcement risk management service provider in the U.S. They are utilized by the majority of governmental risk pools for law enforcement consultation and services. LLRMI services include but are not limited to: Agency Model Policy development; review and updating member agencies current policies and general orders; access to LLRMI risk management consultants; and other law enforcement training and related services. In these challenging times for our law enforcement communities, learn more about the uniquely tailored service LLRMI provides.

**Speaker:** Larry Bohlen, Director of Field Services, LGIT

10:00 AM - 11:00 AM

CLEAN CHESAPEAKE COALITION  
MEETING

Room 213

The mission of the Clean Chesapeake Coalition is to raise awareness and pursue improvement to the water quality of the Chesapeake Bay in the most prudent and fiscally responsible manner possible - through research, coordination, and advocacy. Attend this meeting for an overview of the Coalition's FY23 priorities, including upper Bay sediment management, Conowingo WIP and reservoir dredging, oyster fishery as a BMP, and assorted other issues related to the nation's largest estuary.

10:00 AM - 4:30 PM

EXHIBIT HALL ABC OPEN

## **Sponsored by Eastern Atlantic States Regional Council of Carpenters**

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

10:00 AM - 12:00 PM

WGL ENERGY'S SPLASH BREAK!

Exhibit Hall  
ABC

## **Sponsored by WGL Energy Services**

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**Drive Communication & Transparency**

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## Experts in Traffic Enforcement

Sensys Gatso USA and Carrington & Associates, LLC Welcome you to the MACo Summer Conference 2022. Please stop by our booth in the Corporate Partner area to learn more about automated traffic enforcement solutions that help save lives in your community! We are looking forward to seeing you there!!!



**Sensys  
Gatso  
Group**

**Intersection Red Light  
School Zone Speed**



# THURSDAY, AUGUST 18, 2022

10:15 AM - 11:15 AM

SPECIAL SESSION

Room 203/204

## *Analytics and Government Solutions: Tech Tools for Tomorrow's Counties*

**Sponsored by SAS Institute, Inc.**

A smart community is one in which information technology is used to improve the lives of its citizens. Whether it's a focus on whole person care, officer readiness, management of our water resources, education, human services or infrastructure, SAS Institute helps local and state government answer questions for positive impact.

During this podcast spotlight session you will learn more about how SAS can support your county's goals to achieve better customer service, cost savings, increased citizen engagement, decreased crime, and economic growth! So listen in for insight on how to put your data to work to ensure the safety and well-being of our communities. This session will be recorded as an episode of MACo's Podcast: The Conduit Street Podcast.

### **Speakers:**

- Jennifer Robinson, Global Government Strategic Advisor, SAS Institute Inc.
- Michael Sanderson, Executive Director, Maryland Association of Counties (MACo)
- Kevin Kinnally, Legislative Director, Maryland Association of Counties (MACo)

10:45 AM - 11:15 AM

SOLUTIONS SHOWCASE SESSIONS

## *State Leaders and Industry Experts Discuss the Cybersecurity*

Room 207

### *Landscape Across Public Safety*

**Hosted by Motorola Solutions**

With continued cyber attacks on state and local governments, the need for cyber threat intelligence sharing and collaboration has never been more paramount. Learn from state and industry leaders as they discuss how agencies can become better equipped to combat the evolving cybersecurity threat landscape.

**Speaker:** Kevin Frazier, Senior Account Manager, Motorola Solutions, Inc.

## *How to Spend It: Best Practices for Capital Improvement Planning and Managing Federal Funds*

Room 209

**Hosted by OpenGov**

Managing capital improvement planning has taken center stage with ARPA and Infrastructure funding and a renewed focus on growth and development for many cities and counties. Capital improvement planning is work often done on separate spreadsheets and off the side of desks, but it's becoming fundamental to the long-term growth and strategies of cities and counties. In response, leading finance teams are building more efficient, compliant, and transparent workflows. From documentation to determination, to contract management, reporting, and transparency, these cities and counties are creating new, efficient processes to ensure that funds are properly allocated, spent, managed, and reported. Join this session to learn how to document and determine uses for funds transparently, ensure better bids and more efficient and equitable procurement processes, effectively manage contracts across hundreds of projects, and report uses of funds compliantly and transparently.

**Speaker:** Scott Coble, Director, Solutions Engineering, OpenGov



**BOOTH  
#710**

## **WHO WE ARE**

WE WERE THE CUSTOMERS.

WE'VE WALKED THE MILE IN YOUR SHOES.

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WE LIVE BY A "CUSTOMER FIRST" MENTALITY.

WE STRIVE TO DELIVER NOTHING SHORT OF IT EXCELLENCE.

**OUR GOAL: YOUR IT VISION, DELIVERED.**



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# THURSDAY, AUGUST 18, 2022

11:30 AM - 12:00 PM

SOLUTIONS SHOWCASE SESSION

Room 207

***A Path to Health Equity: Overcoming Employee Barriers to Good Health***

***Hosted by Cigna***

Understanding the challenges your employees face is key to offering them the support they need to be healthy and successful while leading your organization to prosperity. The communities where employees live and work play an influential role in absenteeism, productivity, and even job satisfaction – all impacting your organization. Acknowledging and addressing challenges that may impact an employee's daily life are among the best ways an organization can show employees how much they are valued. Consider the real-life social and environmental challenges people face every day that create obstacles to good health. By committing to this perspective, your organization will be empowered to take action to remove obstacles and help everyone achieve their best health.

**Speaker:** Laura Reich, Market Medical Executive, Cigna

11:30 AM - 12:30 PM

AFFILIATE & INTEREST GROUP WORKING LUNCHES

Private = only county professionals in these fields may attend.

***County Administrators Affiliate Meeting (private)***

Room 210

***County Public Information Officers & Communications Professionals (private)***

Room 215

***Human Services Affiliate and MASSD (private)***

Room 208

***MD County Officials Diversity Caucus AND Women of MACo***

Room 217

11:30 AM - 1:30 PM

BUFFET LUNCH

Exhibit Hall

(Thursday lunch ticket required)

ABC

12:15 PM - 12:45 PM

SOLUTIONS SHOWCASE SESSIONS

***Improving Resilience in the Workplace***

Room 207

***Hosted by Aetna***

The COVID-19 pandemic is continuing to have an enduring effect on mental well-being, with two years of stress now leading to burnout. In fact, when asked how often they were experiencing a variety of emotions over the last three months, more than 4 in 10 Americans (44%) reported experiencing burnout or mental exhaustion "at least somewhat often." On a positive note, a majority of adults also agree they could benefit from learning how to improve resilience. But how can leaders play an active role in improving the mental health of their teams? Where do they even begin? In this presentation, learn from Aetna's latest research on how burnout is impacting the workplace and strategies to improve resilience.

**Speaker:** Gayle Jordan-Randolph, MD MEd, Chief Medical Officer, Better Health-Maryland, Aetna

***Be Courteous!***

**Please Silence ALL mobile devices for sessions & meetings!**



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At Standard Solar, we're investing in partnerships. We're a vertically integrated funding and development partner with the expertise in finance, engineering and operations to capitalize on efficiencies. In every partnership, we are focused on using what we know and our vast resources to build something together that will stand the test of time and maximize rate payer value for the duration.

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COME VISIT US AT BOOTH 712

# THURSDAY, AUGUST 18, 2022

12:15 PM - 12:45 PM

SOLUTIONS SHOWCASE SESSIONS (continued)

*The Negative Impacts of Construction Industry Tax Fraud to Maryland's Residents*

Room 209

**Hosted by EAS Carpenters**

The Eastern Atlantic States Regional Council of Carpenters has been leaders in educating the public about the detrimental effects of wage theft, worker misclassification, and construction industry tax fraud on working families and local government tax revenue. It was estimated in a 2020 study that \$8.4B in federal and state income was lost because of these practices. That is money that could have funded local Maryland schools, infrastructure, and more. There are steps that local officials can take to recoup these lost revenues. EAS Carpenters Director of Industry Labor & Compliance Ron Meischker will go over the laws in place and how enforcement can help ensure local and state governments are receiving the tax revenue they are entitled to while also protecting worker wages.

**Speaker:** Ron Meischker, Director of Industry Labor & Compliance, EAS Carpenters

12:45 PM - 1:45 PM

GENERAL SESSION

PAC

*Foundation of the Future: Infrastructure, Large and Small*

**Sponsored by Comcast**

The nation is preparing for an unprecedented investment in traditional and next-generation infrastructure like roads and bridges, climate resiliency, rail, broadband access, cybersecurity, and clean water. The Bipartisan Infrastructure Law allocated funding to over 350 distinct programs across more than a dozen federal departments and agencies. With Maryland set to receive billions over the next five years, close coordination with state, federal, and private sector partners is fundamental for the successful delivery of these programs. In this session, attendees will learn how to navigate the process ahead, including developing and communicating local priorities, funding opportunities, key timelines, and more.

**Speakers:**

- Allison Mayer, Deputy Chief of Staff and Infrastructure Director, Maryland Office of the Governor
- Mark Ritacco, Chief Gov't Affairs Officer, National Association of Counties (NACo)
- Chris Trumbauer, Budget Officer/Senior Advisor, Anne Arundel County

**Moderator:** The Honorable Bill Ferguson, President, Maryland State Senate

1:00 PM - 1:30 PM

SOLUTIONS SHOWCASE SESSIONS

*The Rapidly Changing Landscape of the Pharmacy Benefit Marketplace*

Room 207

**Hosted by MABE Rx Collaborative**

Attendees will learn specific information about the rapidly rising costs associated with specialty drugs, with some now surpassing \$1M. In addition, the overall complexities of the pharmacy benefit marketplace and what options should be considered to help control these costs will be discussed.

**Speaker:** Jeff Hall, Senior Vice President, Keenan Pharmacy Service, MABE Pharmacy Purchasing Collaborative



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# THURSDAY, AUGUST 18, 2022

1:00 PM - 1:30 PM

SOLUTIONS SHOWCASE SESSIONS (continued)

*Chesapeake Employers' Insurance Company's Commitment to Communities Throughout Maryland*

Room 209

*Hosted by Chesapeake Employers' Insurance Company*

Chesapeake Employers' Insurance Company, Maryland's largest provider of workers' compensation insurance, would like to invite you to a discussion of its commitment to Maryland's communities. Please join Chesapeake Employers CEO, Tom Phelan, as he shares how Chesapeake Employers charitable corporate sponsorship has continued to support Marylanders throughout the pandemic, and the importance of our continued commitment to corporate giving to help strengthen Maryland's communities.

**Speaker:** Thomas Phelan, CPA, CEO, Chesapeake Employers' Insurance Company

1:00 PM - 2:00 PM

SPECIAL SESSION

Room 210

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

Receive in-person, hands-on training and certification in recognizing and responding to opioid overdose with Naloxone. This prescription medication can safely and effectively reverse an opioid overdose. Participants will receive a certificate and a kit containing educational materials and the medication. Participants will also receive training in hands-only CPR. Bystander CPR can double or triple a cardiac arrest victim's chances of survival. Get certified today – and find out how the classic disco song "Stayin' Alive" can help you keep someone alive. All conference attendees, speakers, sponsors, and exhibitors are invited to attend.

**Speaker:** Gregory Branch, MD, MBA, CPE, FACP, Health Officer and Director, Department of Health, Baltimore County

1:45 PM - 2:00 PM

NETWORKING & COFFEE BREAK

Room 201 Foyer

*Sponsored by Bolton, GCOM, Maryland Environmental Service, Potomac Edison - A FirstEnergy Company, Presidio*

2:00 PM - 2:30 PM

EXHIBITOR COSTUME CONTEST

Exhibit Hall  
ABC Entrance

Exhibitors compete in our "Epic Eighties" costume contest for awesome prizes!

2:00 PM - 3:00 PM

AFFILIATE SESSIONS

*Communicating in a Crisis: How to Build Trust and Keep It*

Room 201/202

*Hosted by County PIOs and Communications Professionals*

When a crisis occurs, local governments must act quickly and responsibly to keep their communities both safe and informed. The past few years have highlighted the need for county elected officials and communications professionals to be ready for a variety of circumstances, from the COVID-19 pandemic to floods and tornadoes and everything in between. This session will explore emergency communications plans, responding to an ongoing situation, and best practices for assisting the community in post-event recovery. Join this session to learn from an expert crisis communicator what tools are needed to best serve your community in a high-pressure situation.

**Speaker:** Mark Weaver, Esq., Attorney and Communications Advisor, Communications Counsel, Inc.

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

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# THURSDAY, AUGUST 18, 2022

2:00 PM - 3:00 PM

AFFILIATE SESSIONS (continued)

**Request for Proposals:**

Room 203/204

***Tell Me What You Want, What You Really, Really Want***

***Hosted by MACo's Engineers Affiliate***

One of the most important facets of county engineering is the purchase of services and materials – responsible spending and safe and reliable construction are high priorities for all public servants. This crucial work has been made more difficult as public works leaders contend with record inflation, supply chain shortages, and the great resignation. Public and private sector leaders discuss a variety of procurement practices, challenges, and opportunities in the wake of the pandemic and the continuing turbulent economic environment.

**Speakers:**

- Melinda Peters, Partner, RK&K
- Tom Sadowski, Executive Director, Maryland Economic Development Corporation
- Rick Scheetz, President/COO, Gray & Son
- Joseph Siemek, Director of Public Works, Harford County

**Moderator:** The Honorable Melissa Wells, Maryland House of Delegates

***Sticker Shock! Adjusting for Inflation***

Room 215

***Hosted by MACo's Budget & Finance Affiliate***

Inflation is at a 40-year high, driving up costs for capital projects and routine service delivery. The tight labor market means county governments are increasing salaries, which puts upward pressure on pension costs. Supply chain issues driven by geopolitical unrest and the global pandemic threaten to delay priority projects. And the looming potential of a recession only adds fuel to the fire. In this session, an expert panel will present a detailed economic outlook, share best practices for planning, budgeting, and forecasting, and discuss strategies for how counties can best prepare for future fiscal uncertainties.

**Speakers:**

- Robert Sandlass, Jr., Treasurer, Harford County
- Robert Rehrmann, Director, Bureau of Revenue Estimates, Maryland Office of the Comptroller
- Holly Sun, Budget Director, Howard County
- Ted Zaleski III, Director of Management & Budget, Carroll County

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

***The Path to Economic Revival: Leveraging Trails & Nature***

Room 205/206

***Hosted by MACo's Parks & Recreation Affiliate***

No longer seen as just a path in the woods, trails have become an important tool for driving economic development and creating cohesive communities. These underappreciated assets bridge different points of interest and drive tourism, all while providing a source of local recreation and connecting the workforce to their communities. This expert panel discusses the ins and outs of trail development and management and how leveraging these overlooked assets can benefit Marylanders.

**Speakers:**

- Dan Hudson, Trail Manager, DNR - Maryland Park Service
- Catherine Patton, Executive Director, Lower Shore Land Trust
- Natalia Sanchez Hernandez, Outdoor Recreation Planner, National Park Service
- **Moderator:** The Honorable Eric Luedtke, Maryland House of Delegates



# The Ripple Effect of Home Building

ECONOMIC IMPACT OF RESIDENTIAL HOME BUILDING IN MARYLAND PER YEAR



## Industries Involved

**\$1.23 BILLION**

The jobs, wages and local taxes (including utility connection and impact fees) generated by development, construction and the sale of a home.



## Ripple Effect of Wages

**\$649 MILLION**

The wages and profits for local residents earned during the construction period are spent on other locally produced goods and services.



## Ongoing, Annual Effect

**\$420 MILLION**

The local jobs, incomes and taxes generated as a result of the home being occupied.



### **Housing Affordability**

Safe, decent, housing that is affordable provide fundamental benefits that are essential to the well-being of families and communities. However, owning or renting a suitable home is increasingly out of financial reach of many households. The cost of housing is determined by many factors, including labor and material prices; interest rates and financing costs; federal, state and local regulations; and supply and demand. In today's market, a limited supply of land, a shortage of skilled labor, and rising fees are contributing to higher prices.

---



### **Workforce Development**

A skilled and capable workforce that is adequate to meet our housing demand is vital to home builders. Despite competitive pay, the home building industry continues to experience labor shortages. This translates into higher housing costs, increased home prices, difficulty completing projects on time, and lower economic growth

---



### **Inclusionary Zoning**

While the policy offers a solution for the growing need for affordable housing across the state, we must ensure there are appropriate offsets and incentives to compensate for the economic impact to builders and developers.

---



### **Transportation/Infrastructure**

Traffic congestion in the state is among the worst in the nation. We need to find practical solutions to this problem to get people to their jobs and housing in safe, timely manner.

---



### **Adequate Public Facilities Ordinances**

APFOs have emerged as a popular planning technique however local jurisdictions' attempts to reduce APF capacities artificially constrain development and negatively impacts jobs growth and economic development.

---



### **Forest Conservation**

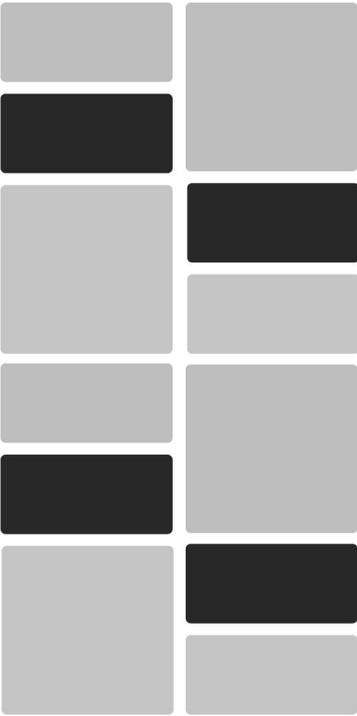
The Forest Conservation Act should be used as one of many tools to maintain Maryland's 40% forest canopy coverage. Currently, Maryland's coverage exceeds the 40% threshold. This is a result of enforcement of the existing FCA and other policies throughout the state. This provides evidence that Maryland's tree canopy policies are working as intended and do not need to change at this time.

---



### **Business Climate**

Maryland must look for opportunities to assist businesses in navigating regulatory compliance and coordinating the complicated development approval process.



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# THURSDAY, AUGUST 18, 2022

2:00 PM - 3:00 PM

AFFILIATE SESSIONS (continued)

## ***Workforce Well-being: Preventing Burnout***

Room 217

### ***Hosted by MACo's Human Services and Health Affiliates***

The "Great Resignation" has seen workforce numbers dip across all sectors, including those government workers most responsible for protecting the public from COVID-19. From mental health first aid to providing self-care opportunities in the office, counties have employed numerous strategies to avoid burnout and attrition amongst their most overworked staff. Join county health and human services staff as they discuss the best means to care for and retain critical workers.

#### **Speakers:**

- Gayle Jordan-Randolph, MD MEd, Chief Medical Officer, Better Health-Maryland, Aetna
- Michael Trader II, Deputy Director of Behavioral Health, Worcester County Health Department
- Jonathan Weinstein, Transformation Director, Creative Information Technology, Inc. (CITI)

**Moderator:** The Honorable Mary Beth Carozza, Maryland State Senate

2:30 PM - 3:30 PM

ICE CREAM & FRUIT BREAK  
(ticket required)

Exhibit Hall  
ABC

### ***Sponsored by Zelenkofske Axelrod LLC***

Join us for a fun and refreshing break!

3:00 PM - 3:30 PM

SOLUTIONS SHOWCASE SESSION

Room 209

## ***Decisions, Decisions: Healthcare for Every Stage of Life***

### ***Hosted by CareFirst BlueCross BlueShield***

Being the decision-maker is hard, especially when everyone's healthcare needs are different. Structuring benefit plans not only impacts the bottom line, but also the way your employees manage their health. Join CareFirst BlueCross BlueShield to discuss why data-driven decision making is an essential resource for your health management strategy. Attendees will learn more about: using statistics to mitigate high-cost health episodes, leveraging data to support programs addressing social determinants of health, and why Medicare Advantage Plans continue to reign supreme.

#### **Speakers:**

- Lisa Franklin, Manager of Gov't Programs Product, CareFirst BlueCross BlueShield

3:30 PM - 4:30 PM

SOLUTIONS SHOWCASE SESSION

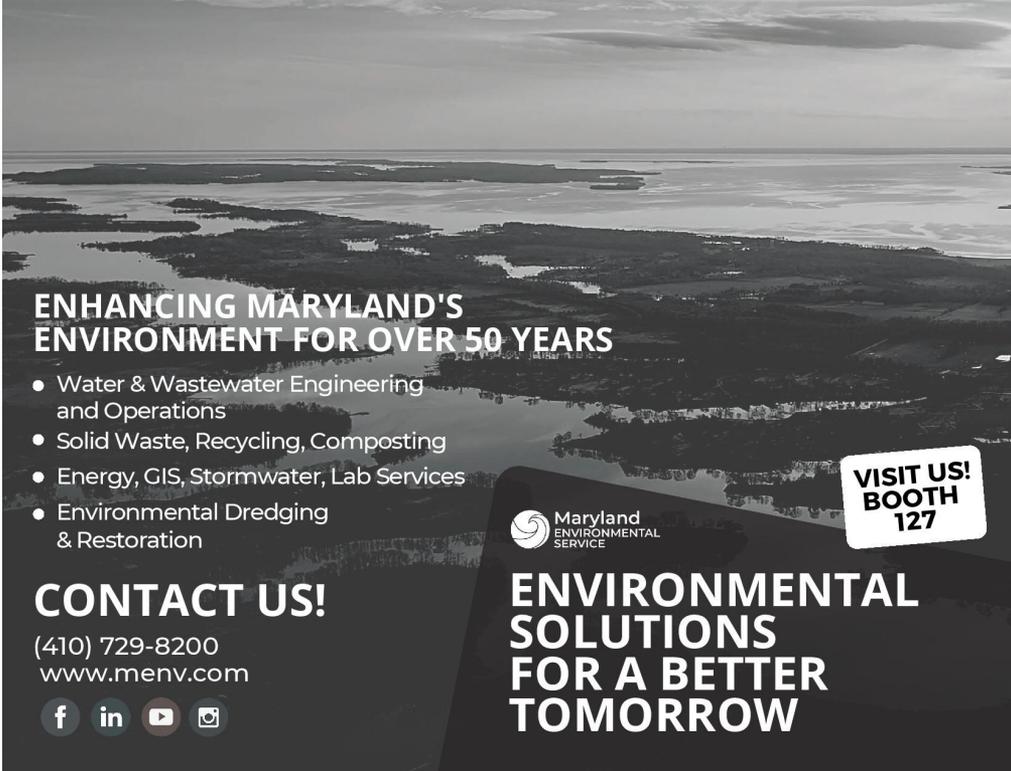
Room 207

## ***Road to a Lower Carbon Future is Partly Paved with Innovative Fuels & Offsets***

### ***Hosted by WGL Energy***

WGL Energy will share firsthand perspective on the industry trend of governments, corporations, and organizations in Maryland and beyond being committed to meeting or exceeding carbon neutrality goals. Now more than ever, they are on the hook to behave like environmental stewards and address climate change all while demonstrating progress. WGL Energy brings 25-years serving the Mid-Atlantic competitive electricity and gas, including renewable options like certified natural gas, plus carbon offsets. In this session, the Senior Director of Commercial and Green Initiatives will explore the importance of a lower carbon fuels ecosystem, and the impact on suppliers of the pressure to achieve sustainability targets among customers.

**Speaker:** Larry DePompei, Senior Director Commercial & Green Initiatives, WGL Energy, Inc.



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# THURSDAY, AUGUST 18, 2022

3:30 PM - 4:30 PM

AFFILIATE SESSIONS

***Destination Maryland – Tourism of Tomorrow***

**Room 203/204**

***Hosted by Maryland's Destination Marketing Organizations***

Tourism is big business for Maryland's counties, employing hundreds of thousands of residents, adding billions to the economy, and generating millions in local tax revenue. Like many other areas of county service, Maryland's tourism industry has experienced unprecedented challenges over the past two years. Throughout the pandemic, counties developed new strategies to attract visitors or began promoting a new kind of tourism altogether. As a crucial service to their communities, tourism departments began focusing on innovative or expanded outdoor and online offerings, and became a hub of workforce development and community revitalization projects, among other outside-the-box solutions. In this session, county representatives will discuss their new and revised visions for promoting tourism and how they can be applied statewide to bolster Maryland's economy.

**Speakers:**

- Kristen Goller, Chairman, Maryland Association of Destination Marketing Organizations
- Wesley Heinz, Executive Director, Western Maryland Scenic Railroad
- Dan Spedden, President, Visit Hagerstown
- Lucille Walker, Executive Director, Destination Southern Maryland, MD Heritage Areas



**Moderator:** The Honorable Antonio Hayes, Maryland State Senate

***Freedom Accountants: The Bottomline on "First Amendment Audits"***

**Room 217**

***Hosted by MACo's Attorneys Affiliate***

Governments at every level are experiencing increasing episodes of individuals and organizations entering public facilities requesting immediate, unfettered access to public documents. The First Amendment of the U.S. Constitution offers great latitude to conduct oneself in this manner, but it does have its limits. Join officials from across Maryland to discuss First Amendment audits and their Constitutional and political ramifications.

**Speakers:**

- Matt Peter, Director, Human Resources, Local Government Insurance Trust (LGIT)
- Mark Weaver, Esq, Attorney & Communications Advisor, Communications Counsel, Inc.

**Moderator:** The Honorable Christopher West, Maryland State Senate

***Let's Talk Housing: National Problem, Local Solutions***

**Room 201/202**

***Hosted by MACo's Environmental Health and Planning Affiliates***

Everyone deserves the ability to find an affordable place to call home, but getting there has proven to be difficult for many communities. Labor and supply shortages, skyrocketing interest rates and inflation, the looming eviction crisis, inclusive housing concerns, and equity in transportation access are all front-and-center in the national and local housing conversation. This panel discusses county-level policy options and opportunities to help solve our housing crisis.

**Speakers:**

- Patrice Bubar, Commissioner, Maryland Public Service Commission
- Terry Hickey, Director, Housing and Community Development, Baltimore County
- Les Knapp, Jr., Senior Policy Advisor, Maryland Department of the Environment
- Miguel Salinas, Planning and Zoning Director, Town of Easton

**Moderator:** The Honorable Regina Boyce, Maryland House of Delegates

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## THURSDAY, AUGUST 18, 2022

3:30 PM - 4:30 PM

AFFILIATE SESSIONS (continued)

*Pandemic Partnerships: Rebuilding Small Businesses*

Room 205/206

*Hosted by MACo's County Administrators Affiliate*

Throughout the COVID-19 pandemic, small business operations have suffered immensely whether through reduced consumer demand or intense emergency-related regulatory requirements. Counties have been charged with mitigating these impacts, some through rapidly designing, funding, and implementing or augmenting small business grant and incentive programs. Join county leaders as they discuss the range of small business incentives currently being offered and what might be available in the near future.

### Speakers:

- Laurie Boyer Babb, CEcD, Director of Economic Development, Montgomery County Economic Development Corporation
- Susan Grimes, Director of Business Development, Washington County
- The Honorable Steuart Pittman, County Executive, Anne Arundel County

**Moderator:** The Honorable Jefferson Ghrist, Maryland House of Delegates

4:30 PM - 6:30 PM

TASTE OF MARYLAND RECEPTION

Exhibit Hall C

(ticket required)

*Sponsored by BGE*

Join us in Exhibit Hall C 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

Room 209

(pre-registration required)

Taste of Maryland Reception participants must be at least 21 years old. The Kids' Party gives the children of our attendees (potty-trained, ages 3 - 15) a fun place to spend time while their parents or guardians enjoy the reception. Childcare and snacks will be provided, but pre-registration is required. Stop by registration or email [avalliant@mdcounties.org](mailto:avalliant@mdcounties.org) for more information.

## FRIDAY, AUGUST 19, 2022

7:30 AM - 2:30 PM

REGISTRATION CENTER

Lower Level Foyer

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

7:30 AM - 4:00 PM

CHARGING STATION

Lower Level Foyer

*Sponsored by US Wind*

Need a place to charge your mobile device? Use the secure, fast-charging lockers for your phone or tablet!

7:30 AM - 4:30 PM

ATTENDEE LOUNGE

Room 207

*Sponsored by American Fidelity*

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# FRIDAY, AUGUST 19, 2022

7:30 AM - 8:45 AM

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

Room 217

## *Sponsored by No Kid Hungry and Northeast Maglev*

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

8:00 AM - 9:30 AM

CONTINENTAL BREAKFAST

Exhibit Hall ABC

9:00 AM - 2:00 PM

EXHIBIT HALL ABC OPEN

Exhibit Hall ABC

## *Sponsored by Eastern Atlantic States Regional Council of Carpenters*

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

9:00 AM - 4:00 PM

ACADEMY INFORMATION CENTER

Second Floor  
Foyer

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

9:00 AM - 9:30 AM

SOLUTIONS SHOWCASE SESSIONS

*Reaching Your Environmental, Social, and Governance (ESG) Goals with Solar + Storage*

Room 207

## *Hosted by Standard Solar*

This presentation will explore why solar + storage presents such a unique and timely opportunity for county leaders seeking to have their operational and business practices align with their goals around equity, sustainability, and responsible leadership. Local communities confronting climate events and seeking economic growth need tools that will help them deliver. Presenters will discuss how solar + storage — with its ability to bring energy innovation, stabilization for energy costs, grid modernization, and revenue generation and savings — is such a tool. Plus, learn how some local and state government officials are using this approach to help Maryland meet its ambitious clean energy goals.

**Speaker:** John Finnerty, Director of Business Development, Standard Solar, Inc.

*Recycling: Markets, MRFs, Moving Forward*

Room 209

*Hosted by MD-DE-DC Beverage Association*

As policymakers and public policy influencers seek to improve recycling rates, fund recycling programs, and reduce the use of single-use plastics, it is critical to understand the current state of affairs and economy within Maryland's existing recycling infrastructure and across the country. Attendees will learn about the recycling supply chain and market pressures, Maryland's current recycling infrastructure, and the policies being discussed across the country to help fund and increase recycling rates.

## **Speakers:**

- Angie Webb, Recycling Coordinator, Maryland Environmental Service
- The Honorable Dana Stein, Maryland House of Delegates
- Ellen Valentino, Executive Vice President, MD-DE-DC Beverage Association
- Andrea Crooms, Director, Department of the Environment, Prince George's County



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# FRIDAY, AUGUST 19, 2022

9:00 AM - 10:00 AM

GENERAL SESSION

PAC

## ***Riding the Wave: Maryland's Economic Forecast in Stormy Seas***

As the country reels from inflation and economic uncertainty, Maryland and its local governments are uniquely positioned to answer the challenges of today's economy. A leading economist will review the trends and expectations for Maryland's near-term economic development, including expectations for government revenue, national influence, and best practices for local governments to build resiliency and a strong future.

### **Speakers:**

- Tom Barkin, President and CEO, Federal Reserve Bank of Richmond
- Daraius Irani, PhD, Vice President, Towson University

**Moderator:** The Honorable Dereck Davis, Treasurer, State of Maryland

10:00 AM - 10:30 AM

NETWORKING & COFFEE BREAK

Rm 209 Foyer,  
Exhibit Hall

***Sponsored by Bolton, GCOM, MD Environmental Service,  
Potomac Edison - A FirstEnergy Company, Presidio***

10:00 AM - 10:30 AM

SOLUTIONS SHOWCASE SESSIONS

***Joining the Data Revolution: Maximize Your Cash in the Rising  
Cost Battle***

Room 207

### ***Hosted by three+one***

Is your county ready to join the Data Revolution? Counties across the nation are using new technology to generate additional income on the cash they already have. New liquidity tools are simplifying the ways public entities make their investment and borrowing decisions by leveraging banking data and identifying how much and how long cash is available. On average, these innovative tools have helped entities earn and save approximately 30% more than those who were not using them. Are you ready to maximize your taxpayers' cash to fund new projects and fight ever-rising costs?

**Speaker:** Mike Ablowich, Vice President, three+one

***Accelerating Broadband Access Across Maryland***

Room 209

### ***Hosted by Crown Castle***

Reliable broadband access is key to unlocking economic opportunity, accessing essential services, sparking innovation, and realizing the benefits of smart cities technologies. To support increased demand for connectivity, both wired and wireless networks are being built across the state. Newly available state and federal funding represents an unparalleled opportunity to ensure increased access for those that need it most. Attendees will learn more about the benefits of connectivity and what leaders can do to maximize public and private funds to upgrade broadband in their communities.

**Speaker:** Laura Toraldo, Executive Director, MD5G Partnership

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# FRIDAY, AUGUST 19, 2022

10:30 AM - 11:30 AM

GENERAL SESSION

PAC

## *Town Hall Forum with U.S. Senator Cardin*

### *Sponsored by US Wind*

In a town hall setting, Senator Cardin will give an update on legislation in the 117th Congress and speak with county elected officials about their top priorities. A third-generation Marylander, Ben Cardin has been a national leader on health care, retirement security, the environment and fiscal issues while representing the people of Maryland in the U.S. Senate, and before that in the House of Representatives. He has worked across party lines to further U.S. national security and to ensure that good governance, transparency and respect for human rights are integrated into American foreign policy efforts. Join this session for an informative and interactive discussion.

**Speaker:** The Honorable Ben Cardin, US Senate

**Moderator:** The Honorable John Olszewski, County Executive, Baltimore County

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

### *Now You Can Make Even More Informed Retirement Savings Decisions*

Room 207

#### *Hosted by Nationwide Retirement Solutions*

Planning for retirement is essential. Nationwide has just enhanced the My Interactive Retirement Planner so that it illustrates not just preparing for, but also living in retirement. Attendees will learn how to make more informed retirement decisions and discover what resources are available.

**Speaker:** Scott Wamboldt, Senior Retirement Specialist, Nationwide Retirement Solutions (NRS)

### *Balancing Outreach Between Participating Contractors and C&I Customers*

Room 209

#### *Hosted by Pepco and Delmarva Power*

Pepco and Delmarva Power offer incentive programs through EmPOWER Maryland that enable customers to meet their energy efficiency goals. The Business Instant Discounts (BID) program provides point-of-sale discounts on energy-efficient equipment through participating distributors. Orders often consist of small purchases of lamps for maintenance needs; however, this program is also ideal for more comprehensive projects for public entities. A utility representative will present a case study of a BID-participating school district. Attend this session to learn how public entities can use the program to help lower their utility bills through purchasing discounted energy-efficient products.

**Speaker:** Jessica Yu, Manager, Energy Efficiency & Demand Response, Pepco & Delmarva Power



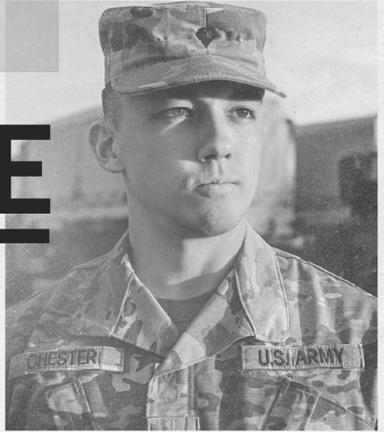
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# FRIDAY, AUGUST 19, 2022

**11:30 AM - 12:00 PM**

**SOLUTIONS SHOWCASE SESSIONS**

**311 MPH to a Brighter Future with Maglev**

**Room 207**

**Hosted by The Northeast Maglev Company**

The superconducting magnetic levitation (SCMAGLEV) train is a revolutionary transportation system that will transform the Northeast Corridor. Powerful magnets levitate, guide, and propel the train through a dedicated guideway at speeds of up to 311 mph. The system offers economic and environmental benefits to Maryland. Construction and operation of the system would launch thousands of career and business opportunities throughout the region. Once constructed, the train will be crucial to diverting cars from roads, thus improving the region's air quality. Additionally, riders would be able to travel between Washington, DC and Baltimore, Maryland in 15 minutes, with an intermediate stop at BWI/Thurgood Marshall Airport, connecting residents and travelers between two mid-Atlantic gems like never before. Ian Rainey, Senior Vice President for the Northeast Maglev, will share details about the technological, economic, and environmental benefits of the SCMAGLEV.

**Speaker:** Ian Rainey, Senior Vice President, Northeast Maglev

**Small Business Funding Through Maryland's State Small Business Credit Initiative Program**

**Room 209**

**Hosted by MD Department of Housing and Community Development (DHCD)**

With \$198M in federal funding, the Maryland Department of Housing and Community Development (DHCD) will present the eight loan and equity funding programs available to small businesses throughout Maryland. Priority is given to fund very small businesses with less than ten employees and socially and economically disadvantaged businesses. DHCD, the Department of Commerce, and Maryland TEDCO are providing the SSBCI funds through loans and investments. Learn more about the opportunities available for the small businesses in your community.

**Speaker:** Frank Dickson, Director, Strategic Business Initiatives, Maryland Department of Housing & Community Development

**11:30 AM - 1:00 PM**

**BUFFET LUNCH**

**Exhibit Hall ABC**

**(Friday lunch ticket required)**

**Sponsored by Motorola Solutions, Inc.**

**11:45 AM - 12:45 PM**

**AFFILIATE & INTEREST GROUP  
WORKING LUNCHES**

Private = only county professionals in these fields may attend.

**MACo Budget and Finance Officers Affiliate (private)**

**Room 210**

**Sponsored by Davenport & Company, LLC**

**MACo County Attorneys Affiliate (private)**

**Room 214**

**Sponsored by Robbins Geller Rudman & Dowd LLP**

**MACo Human Resources Affiliate (private)**

**Room 208**

**Sponsored by American Fidelity**

**Upper Shore Regional Council (private - invitation only)**

**Room 217**



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# FRIDAY, AUGUST 19, 2022

12:15 PM - 12:45 PM

SOLUTIONS SHOWCASE SESSIONS

*Diversity, Equity, and Inclusion in Employee Benefit Plans*

Room 207

**Hosted by Bolton**

As Maryland counties seek to promote Diversity, Equity, and Inclusion (DEI) initiatives, it is essential to evaluate their employee benefit programs through a DEI lens. Rather than taking a "one-size-fits-all" approach to employee benefits, it is important to understand how different employees have distinct needs, expectations, and opportunities when it comes to health and retirement benefits, paid leave, flexible work arrangements, training and development opportunities, and other perks. Speakers will outline practical, cost-effective strategies county governments can implement to ensure their benefit programs support their broader DEI goals and objectives.

**Speakers:**

- Sarah Mugo, Consultant, Bolton
- David Johnson, Public Sector Practice Leader, Bolton

*Gearing Up for Offshore Wind: How Maryland Can Prepare for a Clean Energy Future*

Room 209

**Hosted by US Wind**

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

**Speaker:** Nancy Sopko, Senior Director, External Affairs, US Wind, Inc.

12:45 PM - 1:15 PM

NETWORKING & COFFEE BREAK

Room 201 Foyer

*Sponsored by Bolton, GCOM, MD Environmental Service, Potomac Edison - A FirstEnergy Company, Presidio*

1:00 PM - 2:00 PM

AFFILIATE SESSIONS

*Health is Everybody's Business*

Room 215

**Hosted by MACo's Health Affiliate**

The COVID-19 pandemic forced county actors, especially local health departments, to think creatively and cultivate unlikely partnerships with nonprofits and businesses, alike. The lessons and relationships gained from this public health crisis should not go to waste as county governments continue to tackle epidemics like opioid use. In this session, members of local health departments and private industry representatives provide public-private partnership case studies from the pandemic era and will discuss how their lessons might effectively tackle longstanding health concerns across Maryland.

**Speakers:**

- Jana Davis, PhD, Executive Director, Chesapeake Bay Trust
- Lauren Levy, Health Officer, Cecil County
- David Lykens, Director, Environmental Protection & Sustainability, Baltimore County
- Robert Norton, President, Live! Casino & Hotel
- Jennifer Schneider, Director, Bureau of Disease Prevention & Mgmt - Dept of Health, Anne Arundel County
- Jennifer Tuerke, Executive Director, Voices of Hope, Inc.

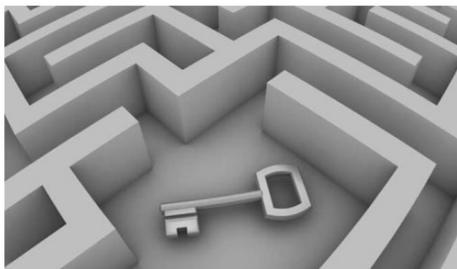
**Moderator:** The Honorable Bonnie Cullison, Maryland House of Delegates



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# FRIDAY, AUGUST 19, 2022

1:00 PM - 2:00 PM

AFFILIATE SESSIONS (continued)

## *Help Wanted Part 1: Getting Over the Hiring Slump*

Room 201/202

### *Hosted by MACo's Administrators, Human Resources, and Corrections Affiliates*

In the first part of this two-part series, experts discuss best practices for tapping into new markets of employees and rethinking "traditional" qualifications, including considering skills and lived experience over degrees and years served. Panelists will discuss innovative hiring practices to bypass workforce roadblocks and cultivate a new pool of diverse candidates.

#### **Speakers:**

- Alexis Blackwell, Director of Human Resources, Charles County
- Janet Lane, Director, Reentry Services & CARES Program, MD Correctional Enterprises
- Jason Perkins-Cohen, Director, Mayor's Office of Employment Development (MOED), Baltimore City
- Walter Simmons, President & CEO, Employ Prince George's, Inc.

**Moderator:** The Honorable Darryl Barnes, Maryland House of Delegates

## *All Disasters Are Local: Rethinking Resilience*

Room 203/204

### *Hosted by MACo's Emergency Managers Affiliate*

#### *Sponsored by AWS*

While a disaster always begins and ends at the local level, a strong partnership among federal, state, and local governments is vital to emergency preparedness and community resilience. And while many communities look to federal assistance after an emergency incident or disaster, the reality is that federal disaster assistance is dependent upon several factors – and counties must be prepared to recover and rebuild with or without federal aid. In this session, an expert panel will explain the ins and outs of disaster relief programs, detail best practices for aligning key roles and responsibilities when disasters strike, and highlight new ideas and policies to help counties streamline community resources in times of crisis.

#### **Speakers:**

- Preeti Emrick, Director of Emergency Management, Anne Arundel County
- Michael Hinson, Director, Ofc. of Emergency Management, Howard County
- John Markey, Director of Emergency Management, Frederick County
- Anna Sierra, Chief Development Officer, MD Dept of Emergency Management

**Moderator:** The Honorable Sarah Elfret, Maryland State Senate



## *Makerspaces – Capitalizing on Social Infrastructure*

Room 205/206

Makerspaces - like art studios, breweries, and word-working spaces - have traditionally served as creative hubs for local communities. Increasingly, they provide greater service to their communities, including by providing spaces for gathering and civic engagement, economic development and entrepreneurial inspiration, and central hubs for service delivery. In this session, panelists will explore local case studies, best practices, and lessons learned from local makerspaces making a difference in their communities and how local governments can partner with them to better serve constituencies.

#### **Speakers:**

- Andrea Berstler, Executive Director, Public Library, Carroll County
- Richard Blanton, Director Technical Operations, University of Maryland College Park
- Will Holman, Executive Director, Open Works

**Moderator:** The Honorable Jason Buckel, Minority Leader, Maryland House of Delegates



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# FRIDAY, AUGUST 19, 2022

2:00 PM - 2:15 PM

NETWORKING & COFFEE BREAK

Room 201 Foyer

*Sponsored by Bolton, GCOM, MD Environmental Service,  
Potomac Edison - A FirstEnergy Company, Presidio*

2:15 PM - 2:45 PM

SOLUTIONS SHOWCASE SESSIONS

*The Next Frontier in Maryland Clean Energy*

Room 207

*Hosted by Constellation*

Nuclear generation has long been a reliable source of clean energy in Maryland. Hear from Nuclear Powers Maryland on the present state of nuclear energy, implementation of the Climate Solutions Now Act of 2022, and how the existing supply of nuclear generation at Calvert Cliffs can lead the way to another carbon-free energy solution: Clean Hydrogen.

**Speaker:** Janna Jackson, Manager Local Government Affairs, Constellation

*How Montgomery County is Using Indigov to Respond to a 6X  
Increase in Constituent Messages*

Room 209

*Hosted by Indigov*

It's easier than ever for people to reach their representatives. It's harder than ever for representatives to respond. In the past decade, the Montgomery County Council saw incoming messages increase from 46,000 per year to 314,000. Sound familiar? Learn about the challenges and best practices of constituent communications. And find out how Montgomery County Council is partnering with Indigov, a constituent engagement system, to respond to high volumes of incoming messages and reach constituents with a message that matters.

**Speaker:** Alex Kouts, CEO, Indigov

2:15 PM - 3:15 PM

AFFILIATE SESSIONS

*Help Wanted Part 2: Recipe for Retention*

Room 201/202

*Hosted by MACo's Administrators, Human Resources, and Corrections Affiliates*

Hiring, and maybe even more so, retaining talent not only requires a well-designed human resources program, but also effective communication about what your place of work has to offer compared to other employers. Local governments offer a particular employment culture that makes retention a unique and sometimes challenging undertaking. In this second part of a two-part series on the state of employment, participants will learn about best practices for retaining talent in a competitive and evolving workforce and how to best communicate their value to current and prospective employees.

**Speakers:**

- Beverly Churchill, Director, Human Resources, Queen Anne's County
- Sasha Vazquez-Gonzalez, Acting Deputy Secretary of Administration/CHRO, Maryland Department of Public Safety & Correctional Services
- Christine Walters, JD MAS, Sole Proprietor, FiveL Company

**Moderator:** Dan Ripberger, Managing Director, Practice Lead, Bolton

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# FRIDAY, AUGUST 19, 2022

2:15 PM - 3:15 PM

AFFILIATE SESSIONS (continued)

## ***Empowering Communities: Breathing New Life Into Old Spaces***

Room 203/204

Local governments routinely grapple with providing community development that best serves constituents and makes good use of community spaces. From food deserts to vacant buildings, former agri-land to urban housing, opportunities are abundant throughout Maryland. In this session, participants will learn from an esteemed and innovative and effective ways to rethink and redevelop public spaces to empower the communities where they reside.



### **Speakers:**

- Kevin Baynes, Director, State Revitalization Programs, Maryland Department of Housing & Community Development
- The Honorable Jake Day, Mayor, City of Salisbury; Past President, MD Municipal League
- Yolanda Jiggetts, Chief Executive Officer, Park Heights Renaissance
- Kelly Robertson-Slagle, Director of Economic Development, Charles County

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

## ***Footage A La Carte: Balancing Bodycam Requests***

Room 215

### ***Hosted by MACo's Attorneys Affiliate***

With the passage of 2021's Maryland Police Accountability Act, county law enforcement agencies are all required to equip their officers with body worn cameras. Counties must now reckon with countless hours of captured footage and an unprecedented influx of Maryland Public Information Act requests to access said footage. Attend this session to discover best practices from across the country in dealing with similar requests from the public and interested organizations.

### **Speakers:**

- Timothy Cameron, Sheriff, St. Mary's County
- Sara Klemm, Assistant Attorney General, Maryland Office of the Attorney General
- Hilary Ruley, Chief Solicitor, Legal Advice & Opinions, Baltimore City

**Moderator:** The Honorable Jazz Lewis, Maryland House of Delegates

## ***Boldly Go: The New Frontier of Public Health Delivery and Transport***

Room 205/206

The lack of access to reliable transportation and healthcare infrastructure remain obstacles that many communities throughout Maryland face. In fact, these problems persist regardless of geographic location – urban or rural, small or large. This panel will explore innovative solutions being implemented in counties to better serve communities and improve public health. Topics might include mobile integrated healthcare (MIH), corporate rideshare partnerships, non-emergency transportation (NEMT), community-based care, and more.

### **Speakers:**

- Alyssa Brown, Director, Innovation, Research, & Devel., Ofc. of Health Care Financing, Maryland Department of Health
- Theodore Delbridge, MD, Executive Director, Maryland Institute for Emergency Medical Services Systems (MIEMSS)
- The Honorable Jan Gardner, County Executive, Frederick County
- Nilesh Kalyanaraman, MD, FACP, Health Officer, Anne Arundel County

**Moderator:** The Honorable Kirill Reznik, Maryland House of Delegates



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## FRIDAY, AUGUST 19, 2022

2:15 PM - 3:15 PM

AFFILIATE SESSIONS (continued)

*On the Horizon – The Future of Maryland Environmental Policy*

Room 217

During the 2021 and 2022 legislative sessions, Maryland's General Assembly showed a high level of interest in passing progressive environmental legislation. The Climate Solutions Now Act of 2022 was the latest and largest in a series of ambitious environmental bills. This session explores recent legislation, policy implementation, and looks at what to expect going forward.

### Speakers:

- The Honorable Kumar Barve, Chair, Environment and Transportation Committee, Maryland House of Delegates
- The Honorable Paul Pinsky, Chair, Education, Health and Environmental Affairs Committee, Maryland State Senate
- **Moderator:** The Honorable Calvin Ball, County Executive, Howard County

3:15 PM - 4:15 PM

GOVERNOR'S CABINET RECEPTION

Dockside Hall

*Sponsored by AARP, Accenture, MABE Pharmacy Purchasing Collaborative, Robbins Geller Rudman & Down LLP*

Join Members of the Governor's Cabinet, fellow attendees, exhibitors, and sponsors for this casual reception. Network with all stakeholders in local government.

5:00 PM - 8:00 PM

CRAB FEAST

South Parking Lot

(ticket required)

### Sponsors:

*Event: Chesapeake Employers' Insurance, Nationwide Retirement Solutions*

*Beverage Carts & Stands: Rifkin Weiner Livingston LLC*

*Band: Maryland National Guard, MD-DE-DC Beverage Association, Sensys Gatso*

*Buffet: Skyline Technology Solutions | Crab Knives: US Wind*

*Lemonade & Water Stands: Chesapeake Utilities Corporation, GCOM, Kaiser Permanente, MissionSquare Retirement*

*Ice Cream: Dewberry | Crab Mallets: Ørsted | Coasters: Pepco & Delmarva Power*

A highlight of MACo's conference, this all-you-can-eat steamed blue crab and picnic fare buffet is a "can't miss" event! The Klassix will be on the stage for your listening pleasure and Lollipop the Clown will entertain the young and the young-at-heart with face-painting, crafts, games, and balloon animals!

## SATURDAY, AUGUST 20, 2022

8:00 AM - 10:30 AM

REGISTRATION CENTER

Lower Level Foyer

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

8:00 AM - 10:30 AM

CHARGING STATION

Lower Level Foyer

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8:00 AM - 9:30 AM

CONTINENTAL BREAKFAST

Room 201 Foyer

8:00 AM - 10:30 AM

ATTENDEE LOUNGE

Room 207

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# SATURDAY, AUGUST 20, 2022

9:00 AM - 11:00 AM

ACADEMY INFORMATION CENTER

Second Floor Foyer

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

9:30 AM - 11:00 AM

ACADEMY FOR EXCELLENCE

Room 201/202

## *Public Information Act*

What kind of information should be released to the public upon request? Many difficulties can be avoided by knowing the answer. This class helps officials and staff at all levels understand the requirements of state law governing requests for public records and suggests best practices for handling those requests. The class includes small roundtable discussions using real-life scenarios to further illustrate appropriate responses to requests from the public or the press.

### Speakers:

- The Honorable David Carey, Associate Judge, Harford County
- Lisa Kershner, Public Access Ombudsman, Maryland Office of the Attorney General

**Moderator:** The Honorable Charles Burkett, Commissioner, Washington County



10:00 AM - 11:00 AM

GENERAL SESSION

Room 203/204

## *Too Cool for Traditional School: The Changing Role of Community Colleges and Career and Technical Education*

Maryland is at a turning point: The Blueprint for Maryland's Future and its attached funding are set to accelerate career and technical educational (CTE) offerings in K-12 education, as the workforce's demands for skilled positions are evolving. Coupled with the diversifying role of its community colleges, Maryland has the potential to meet tomorrow's challenges beyond the next years and into the next generation. Participants will learn from leaders in Maryland's community college and education communities on these trends and how they can partner with local governments to prepare Maryland's learners for the modern workforce.

### Speakers:

- Mara Doss, Board Member, Accountability & Implementation Board
- Rachel Hise, Executive Director, Accountability & Implementation Board
- Brad Phillips, Executive Director, Maryland Association of Community Colleges

**Moderator:** The Honorable Cory McCray, Maryland State Senate



11:00 AM - 11:15 AM

NETWORKING & COFFEE BREAK

Rm 208/209 Foyer

*Sponsored by Bolton, GCOM, MD Environmental Service, Potomac Edison - A FirstEnergy Company, Presidio*

11:15 AM - 12:15 PM

CLOSING SESSION

PAC

## *Statewide Candidate Forum*

### *Sponsored by Crown Castle*

With the primary election in the books, MACo will invite the top contenders for governor, comptroller, and attorney general to participate in a candidate forum. Conference participants will have a unique opportunity to hear directly from the candidates on issues that matter most to county governments.

**Moderator:** Mileah Kromer, Director, Sarah T. Hughes Center for Politics - Goucher College

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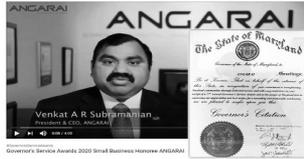
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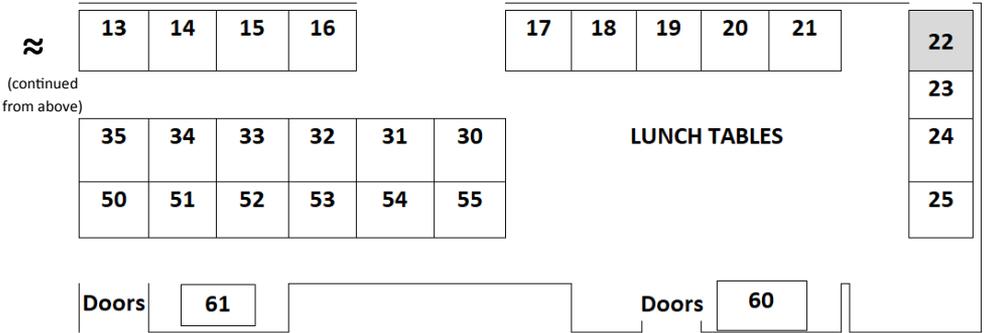
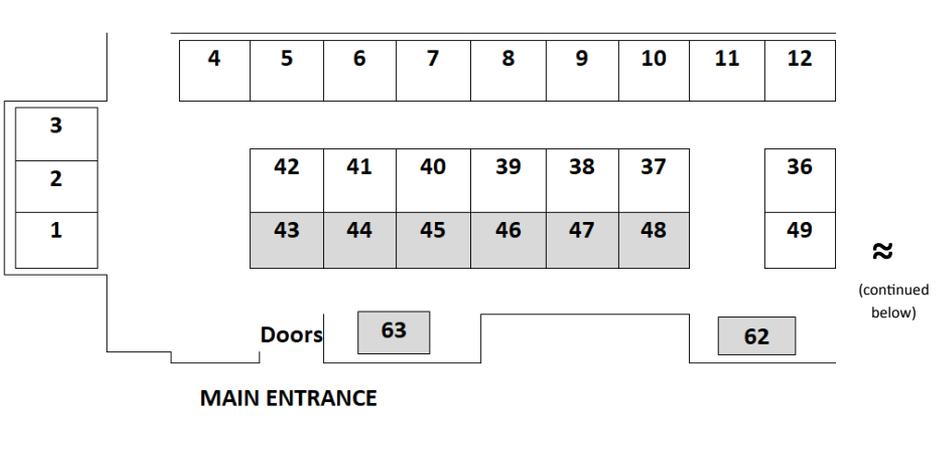
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- EPIC iO (8)
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- GCOM (46)
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- Hawkeye MedTech, Inc. (21)
- HCGi Hartford (12)
- Infojini Inc. (14)
- iScan, a Division of Humanim, Inc. (19)
- Ivanti (55)
- Marco Technologies (17)
- Maryland Department of General Services (2)
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- Qualtrics (25)
- RackTop Systems (40)
- Ricoh USA (23)
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- Sensys Gatso USA (42)
- Skyline Technology Solutions (54)
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		553	552	551	550	549	548	547	546	545
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# Exhibit Hall ABC

Restrooms

EXIT

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EXIT

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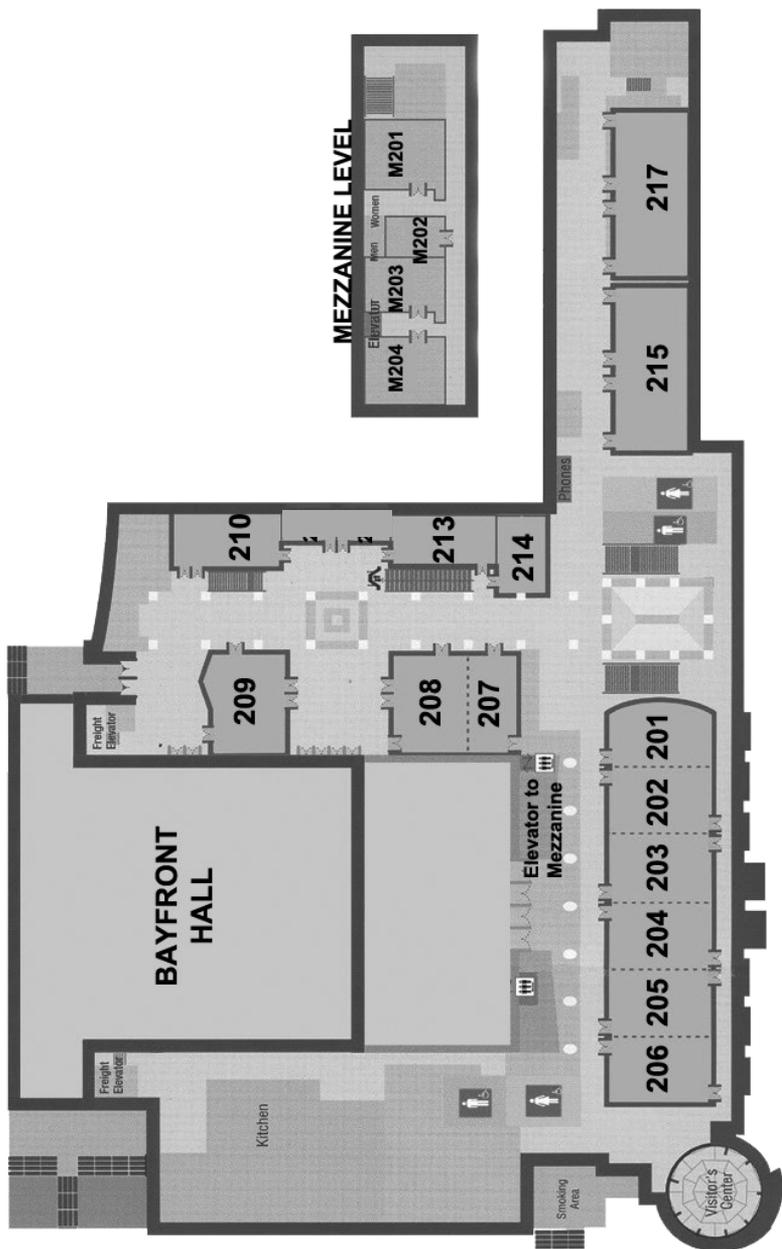




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