



NEWS RELEASE - FOR IMMEDIATE RELEASE

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County Officials To Explore Advancing Technology and Online Government Services at MACo Winter Conference

Annapolis, MD (11/16/2021) – As Maryland looks forward to the 2022 legislative session, 600+ leaders from all levels of the state’s public and private sectors will gather at the Maryland Association of Counties (MACo) Winter Conference on December 8-10, 2021, in Cambridge, MD. The theme of the conference, “Time to Reboot: Tomorrow’s Tech Today,” encourages attendees to discuss advancing technologies and what lies ahead for county government services – both online and in-person – in the wake of the COVID-19 pandemic.

Every year, county elected officials, legislators, and other representatives of Maryland’s 23 counties and Baltimore City convene in Dorchester County, Maryland, for the Maryland Association of Counties (MACo) Winter Conference. The goal of the event is to provide county decision-makers and other participants with tools for more effective leadership and a clearer perspective on the issues that will be addressed during the upcoming Maryland General Assembly Session.

With nearly 35 educational break-out sessions, general sessions, meetings, and briefings taking place at this 3-day event, participants will leave the conference with a better understanding of county issues and policy priorities. Sessions will provide a foundational understanding of county government and the deep policy issues of the moment.

Speakers will address topics such as infrastructure, budgeting, crisis communications, cybersecurity, agritourism, online parks and recreation services, and much more. Participants will focus on challenges and best practices in Maryland county services, as well as building relationships at the county, state, and legislative levels, and strategic planning for the coming years.

With the MACo Winter Conference comes the installation of MACo’s Board of Directors. Talbot County Council Member Laura Price is slated to become the 2022 MACo President on Thursday, December 9, at the Inaugural Banquet, pending election by the full membership earlier that morning.

There is always “something for everyone” at MACo’s conferences. In addition to traditional workshop-style presentations on county issues and best practices, this year’s event features a roundtable discussion on exploring opportunities for diversity, equity, and inclusion in local governance, a live demonstration of NextGen 9-1-1 call center operations, and the ever-popular MACo Good Governance Book Club.

Also being highlighted at the conference are courses from the Academy for Excellence in Local Governance certificate program, 60 table-top exhibits of vendors offering cost-saving services and products to local governments, and several Association meetings and government briefings. MACo's Awards Ceremony will celebrate legislators and county staff, public servants, and innovative county programs as part of the Association's "County Champion" series of awards.

Educational and networking opportunities at the conference allow attendees to learn about issues facing local governments and the resources and strategies for successfully meeting those challenges as they prepare for the upcoming legislative session. The conference schedule, descriptions of the educational offerings, and a listing of confirmed exhibitors can be found at www.mdcountries.org/MACoCon.

More information:

- Registration Brochure (with full schedule and session descriptions): www.mdcountries.org/WC21RegistrationBrochure
- Twitter coverage of the event: www.mdcountries.org/Twitter use #MACoCon
- MACo's 2022 Legislative Initiatives: www.mdcountries.org/LegislativeInitiatives

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About the Maryland Association of Counties (MACo):

MACo is a non-profit and non-partisan organization serving Maryland county governments by articulating their needs and ideas to the Maryland General Assembly. The Association's membership is composed of county elected officials and representatives from Maryland's 23 counties and Baltimore City. MACo's members determine Association policy and positions on executive and legislative proposals through an elected Board of Directors and a Legislative Committee. Through MACo's advocacy, training, educational programs, and annual conferences, members are provided with endless opportunities to improve their capacity to serve their residents.

More information and conference program updates are provided at www.mdcountries.org/MACoCon.

Note to Members of the Press:

MACo is pleased to invite members of the Press to attend the Winter Conference.

Please contact Virginia White (vwhite@mdcountries.org) with scheduling requests for interviews of MACo leadership and staff.