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Summer Conference

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AUGUST 18-21, 2021

Roland Powell Convention Center
Ocean City, MD

www.mdcounties.org/MACoCon

2,500

**INFLUENTIAL
PARTICIPANTS**

250

**INNOVATIVE
EXHIBITORS**

90

**INSPIRATIONAL
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PROGRAM OF EVENTS



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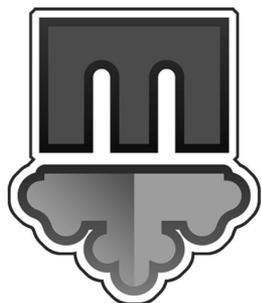
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#MACoCon

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MARYLAND ASSOCIATION of COUNTIES

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Annapolis, MD 21401

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The MACo Corporate Partner Program

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County governments are always looking for new ways to deliver efficient and effective services to their constituents. In 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 or contact our Member Services Director, Virginia White, at vwhite@mdcounties.org or at 410.269.0043.



MARYLAND
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COUNTIES

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- Wellpath
- WGL Energy Services, Inc.
- Zelenkofske Axelrod, LLC
- Zetron, Inc.

Sponsor & Exhibitor descriptions and contact information:

www.mdcounties.org/SC21Sponsors | www.mdcounties.org/SC21Exhibitors

Or, available on the mobile app!

Early Birds Get the Worm

Or in this case - GIFT CARDS!

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 select numbers to 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

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Continental Breakfast:

Nationwide Retirement Solutions

Golf Tournament Giveaways & Prizes:

- Bonfire Restaurant - (4) \$25 Gift cards
- Captain's Table - \$50 Gift card
- Cigna - Koozies, golf tees, hand sanitizer
- Holiday Inn Oceanfront - 2-night stay
- LGIT - Bags, umbrellas, hats
- Ocean City Golf Club - Free Rounds of Golf
- Princess Royale - 2-night stay
- Residence Inn by Marriott - (3) 2-night stays with \$50 food/beverage vouchers
- Zelenkofske Axelrod - Hand sanitizers





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 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!

**2021 MACO SUMMER CONFERENCE
ACADEMY ELECTIVE SESSIONS**

WEDNESDAY, AUGUST 18, 2021

- 11:00 am - Noon: Strengthening Security: Protecting Your Network from Cyberattacks
- 1:45 pm - 3:15 pm: County Financial Management (Core)
- 3:30 pm - 5:00 pm: Consensus & Teambuilding (Core)

THURSDAY, AUGUST 19, 2021

- 2:00 pm - 3:00 pm: Reaching Troubled Kids, 2 Generations at a Time
- 3:30 pm - 4:30 pm: Building a Vertical Vision in Times of Crisis: Leveraging Federal and State Emergency Resources

FRIDAY, AUGUST 20, 2021

- 1:00 pm - 2:00 pm: The Why Behind DEI: The Power of Diversity, Equity, and Inclusion in the Workplace
- 2:15 pm - 3:15 pm: Financing Resilience: New Tools in the Toolbox

SATURDAY, AUGUST 21, 2021

- 9:00 am - 10:00 am: FORUM: American Rescue Plan Put to Action

Meetings At-A-Glance

WEDNESDAY, AUGUST 18, 2021

9:00 AM - 11:00 AM	County Information Technology Directors*	Room 209
10:00 AM - 11:00 AM	County Emergency Managers*	Room 213
Noon - 4:00 PM	MACHO - Maryland Association of County Health Officers*	Room 213

THURSDAY, AUGUST 19, 2021

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
10:30 AM - 11:30 PM	MASSD Meeting*	Room 208
9:00 AM - 11:00 AM	Rural Broadband Task Force Meeting*	Room 201
10:00 AM - 11:00 AM	Clean Chesapeake Coalition Meeting	Room 207
11:30 AM - 12:30 PM	County Administrators Affiliate Meeting*	Room 207
11:30 AM - 12:30 PM	County Public Information Officers & Communications Professionals Lunch*	Room 209
11:30 AM - 12:30 PM	Maryland County Officials Diversity Caucus and Women of MACo Lunch (Thursday Lunch Ticket Required)	Room 217
11:30 AM - 12:30 PM	MASSD and Human Services Affiliate Lunch*	Room 208

FRIDAY, AUGUST 20, 2021

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 208
11:45 am - 12:45 pm	MACo County Attorneys Affiliate Lunch*	Room 207
11:45 am - 12:45 pm	MACo Human Resources Affiliate Lunch*	Room 209
11:45 am - 12:45 pm	Upper Shore, Mid Shore, and Lower 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***

Session Schedule by Affiliation

TOPIC	SESSION TITLE	PAGE
Administrators	<i>Are Some Pandemic Quick Fixes Here to Stay? A Longer-Term Look at Short-Term Solutions</i>	31
Emergency Management	<i>Building a Vertical Vision in Times of Crisis: Leveraging Federal and State Emergency Resources</i>	^A 37
Communications	<i>Crisis Communications: Ensuring Residents Are Ready</i>	33
Economic Development	<i>Economic Development - Taking Care of Business Post Pandemic</i>	45
Engineering	<i>Eyes on the Road: Vehicles and Vision Zero</i>	43
Planning	<i>Financing Resilience: New Tools in the Toolbox</i>	^A 47
Health and Human Resources	<i>Health Equity - What's at Stake for Your County</i>	33
Health Officers	<i>Hindsight is 2020...Preparing for Improved Public Health Response</i>	47
Parks & Recreation	<i>Investing in the Outdoors: How Parks Promote Public Health</i>	31
Environment	<i>New Food Future: Building a Crisis-Ready Food System</i>	37
Attorneys	<i>Police Reforms: Putting Policies into Practice</i>	47
Human Resources	<i>Public Sector Apprenticeships: A New Twist on an Old Model</i>	47
Human Services	<i>Reaching Troubled Kids, 2 Generations at a Time</i>	^A 31
Environmental Health	<i>Shifting Strategies: Tailoring Tech Tools to Improve Public Health Outcomes</i>	45
Corrections	<i>Staffing Up Your Corrections Capacity</i>	29
Human Resources	<i>The Why Behind DEI: The Power of Diversity, Equity, and Inclusion in the Workplace</i>	^A 45

^A = Academy for Excellence in Local Governance Elective course



Connections

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TUESDAY, AUGUST 17, 2021

2:00 PM - 4:00 PM

REGISTRATION CENTER

Main Foyer

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

In town early and want to beat the crowds Wednesday morning? Stop by to get checked in and pick up your badge and registration materials!

WEDNESDAY, AUGUST 18, 2021

7:30 AM - 3:00 PM

REGISTRATION CENTER

Main Foyer

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

7:30 AM - 3:00 PM

CHARGING STATION

Main Foyer

Sponsored by Skyline Technology Solutions

Need to charge your phone or tablet? This lockable station makes sure your device will charge quickly and securely!

9:00 AM - 2:00 PM

GOLF TOURNAMENT
(separate registration required)

Ocean City
Golf Club

Sponsored by:

Lead Sponsor: Choose Who You Use Maryland

Co-Sponsors: MACo Platinum Partners (AT&T, Cigna, LGIT, Nationwide, Skyline Technology Solutions, WGL Energy Services), MACo Gold Partners (CareFirst BlueCross BlueShield, Chesapeake Employers' Insurance Company, Comcast, IPDS, Motorola Solutions, UnitedHealthcare), and MACo Bronze Partner (Wellpath)

Breakfast Sponsor: Nationwide Retirement Solutions

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

9:00 AM - 11:00 AM

AFFILIATE MEETING

Room 209

MACo County Information Technology Directors Affiliate Meeting (private)

Sponsored by IPDS (IP Datasystems) and Lewis Strategic

Private: Only County Information Technology professionals are invited to attend.

10:00 AM - 11:00 AM

AFFILIATE MEETING

Room 213

MACo Emergency Managers Affiliate Meeting (private)

Private: Only County Emergency Management professionals are invited to attend.

10:00 AM - 4:00 PM

TECH EXPO

MACo's Wednesday-only Tech Expo features a tradeshow of tech-focused tools and partners, alongside a series of deep dive sessions on technology topics—check out the Tech Expo schedule and descriptions on page 15!

What's in Room 210?

**Visit Room 210 to discover the American Fidelity Attendee Lounge,
Sponsored by American Fidelity**

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



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WEDNESDAY, AUGUST 18, 2021

TECH EXPO

10:00 AM - 4:00 PM

TECH EXPO EXHIBITS & SESSIONS

Rooms 201-206

Sponsored by:

Lead Sponsor: ITPartners+

Contributing Sponsors: Axis Communications, Check Point Software Technologies, Fortinet

Supporting Sponsors: Carousel Industries, NGEN, Sunrun, three+one

Snack Break Sponsor: IPDS

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

Strengthening Security: Protecting Your Network from Cyberattacks

Sponsored by RSM US LLP

In recent years, cyberattacks have threatened local governments' ability to maintain operations and critical services. With the passage of the American Rescue Plan Act, federal dollars can now support local governments' efforts to strengthen their information technology systems and improve cybersecurity protocols. As counties continue to transition many services online, cybersecurity and protecting online data has never been more important. This panel of experts will discuss how to leverage federal funding to secure IT systems and digital services.



Speakers:

- Gregg Smith, CEO, Attila Security
- Steven Wilson, Chief Technology Officer, Fire & Rescue, Howard County
- Jimmy Nilsson, Corp. Director, Security Professional Services, Verizon Business Group
- Andrew Weidenhamer, National Security Testing Leader, RSM US LLP

Moderator: The Honorable Katie Fry Hester, MD State Senate

11:45 AM - 1:15 PM

BUFFET LUNCH
(ticket required)

Room
205/206

1:15 PM - 2:15 PM

DEEP DIVE SESSION

Room 215

Think Fast: Public Sector Tools for Agility and Effectiveness

One of the key pandemic challenges for government entities nationwide was the need to adapt traditionally in-person services to an online format with very little notice. Those who did so quickly and successfully leveraged nimble and powerful technology to help anticipate, plan for, and communicate the changing availability of resources and the impact on necessary services. Both the necessity enforced by the pandemic and an overall evolving "big data" mindset have accelerated the use of technology tools and their absorption into public services. In this session, speakers will discuss ways a government of any size can adapt to fast-changing times and align with complex user needs to deliver results for county residents.

Speakers:

- Micah Intermill, Solution Engineer, OpenGov
- Chris Cruz, SLED, Chief Information Officer, Tanium Inc
- Allison Cordell, Executive Director, Governor's Office of Performance Improvement

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

2:15 PM - 2:30 PM

NETWORKING & COFFEE BREAK

Upstairs Foyers

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

MORE TECH EXPO ON THE NEXT PAGE!

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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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For more information, contact:

Debbie Turner
704-258-5084
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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.

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.

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WEDNESDAY, AUGUST 18, 2021

TECH EXPO

2:30 PM - 3:30 PM

DEEP DIVE SESSION

Room 215

Closing the Digital Divide: Maryland Takes the Lead

As Maryland launches its historic investment to boost broadband infrastructure and connectivity, county governments will be integral partners for ensuring access to reliable and affordable high-speed internet - an essential component of a county's economic development and the socio-economic advancement of its residents. Through careful collaboration and strategic partnerships, this funding can help end the digital divide. In this session, an expert panel will highlight current state and federal funding opportunities to expand broadband access, along with next steps needed to deliver high speed internet to all Marylanders.

Speakers:

- Kenrick Gordon, Director, Office of Statewide Broadband, MD DHCD
- Charlotte Davis, Executive Director, Rural Maryland Council
- Dan Schneckeburger, Chief Administrative Officer, Cecil County
- Misty Allen, Regional VP of Government Affairs and Community Investment, Comcast

Moderator: The Honorable Jessica Feldmark, MD House of Delegates

3:30 PM - 4:00 PM

SNACK BREAK

Room 205/206

Sponsored by IPDS (IP DataSystems)

Join the Tech Expo exhibitors for a special snack break!

11:00 AM - 4:00 PM

AMERICAN FIDELITY ATTENDEE LOUNGE

Room 210

Need a quiet place for email or a phone call? Check out the Attendee Lounge!

11:45 AM - 12:15 PM

SOLUTIONS SHOWCASES

(bring your lunch!)

Mutual Aid: How FirstNet is Transforming Maryland Public Safety

Room 210

Presented by AT&T/FirstNet

"FirstNet is the only nationwide, high-speed broadband communications platform dedicated to and purpose-built for America's first responders and the extended public safety community. It's the most important wireless network in the country because it's serving our first responders. This informative session will highlight case studies on how public safety entities are using FirstNet to provide innovative mission-ready communications tools to keep first responders and communities safe. "

Speakers:

- Lori Stone, Region 3 Lead, First Responder Network Authority
- Keli Page, FirstNet Solution Consultant, FirstNet AT&T
- Rodger Pulley, FirstNet Solutions Consultant, FirstNet AT&T

Simplify Rooftop Solar Permitting with SolarAPP+

Room 209

Presented by Sunrun

Montgomery County recently announced that it will pilot SolarAPP+, a new online permitting tool from the National Renewable Energy Lab that enables authorities having jurisdiction (AHJs) to deliver instant permits for code compliant residential rooftop solar systems. This panel will explain how SolarAPP+ is designed and how it has already expedited solar permitting for customers in adopting communities, saving valuable staff time for AHJs.

Speaker: Nicole Chiappa, Public Affairs and Advocacy Associate, CHESSA

12:00 PM - 4:00 PM

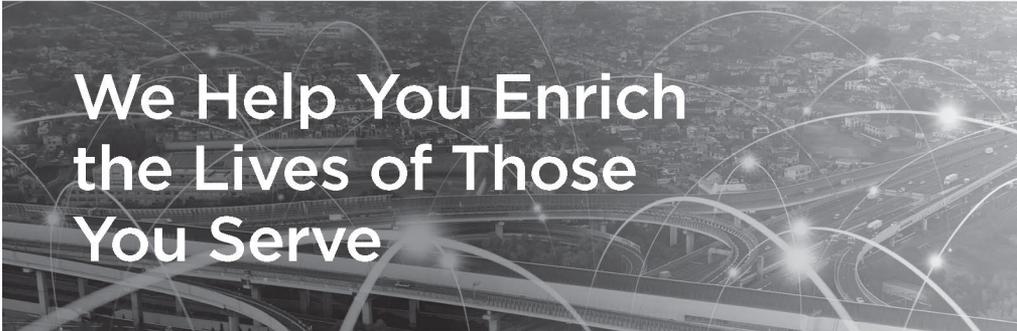
AFFILIATE MEETING

Room 213

(private – Wednesday lunch ticket required)

MACo Health Officers/MACHO Affiliate Meeting (private)

Private = only County Health Officers are invited to attend.



We Help You Enrich the Lives of Those You Serve



Cybersecurity

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



Broadband

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



Physical Security

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

MARKETS



Government



Education



Public Safety



Transportation



Commercial

WEDNESDAY, AUGUST 18, 2021

12:30 PM - 1:00 PM

SOLUTIONS SHOWCASES

(bring your lunch!)

*How the Development of Offshore Wind Can Support
Maryland's Growing Green Economy*

Room 209

Presented by Ørsted

President Biden has set a goal to deploy 30GW of offshore wind energy by 2030. What does this mean for Maryland? Ørsted, the global leader in offshore wind, is already working to provide the state with renewable energy through the development of Skipjack Wind 1. They've also proposed a second project--Skipjack Wind 2--that could power over 250,000 homes. Join Ørsted as they discuss how their projects will generate positive economic impact, expand job creation, and support the state's goal of achieving its full and long-term potential in this incredible new American industry.

Speakers:

- Brady Walker, Market Affairs Manager, Ørsted
- Megan Outten, Stakeholder Manager, Ørsted

The Evolving Face of Ransomware:

Room 210

Security Planning for Today's Threats

Presented by ITPartners+

Local governments are falling victim to ransomware at alarming rates. In this educational session, the speaker will share what threat actors are searching for in the average 120 days ransomware is dormant on a network and suggest simple security planning steps to avoid the most common mistakes. This knowledge, along with practical disaster recovery plan tips that anyone can implement, will make any IT professional more ready for a ransomware attack. Don't miss this lively and educational session, where you'll see a system be injected with ransomware live...and then recovered in five minutes.

Speaker: Sean Trudeau, Business Development Director, ITPartners+

1:30 PM - 2:00 PM

NETWORKING & COFFEE BREAK

Upstairs
Foyers

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

1:45 PM - 3:15 PM

ACADEMY SESSION

Room 217

County Financial Management

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

Speaker: Ted Zaleski, Director of Management & Budget, Carroll County



3:15 PM - 3:30 PM

NETWORKING & COFFEE BREAK

Upstairs Foyers

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WEDNESDAY, AUGUST 18, 2021

3:30 PM - 5:00 PM

ACADEMY SESSION

Room 217

Consensus & Teambuilding

This class introduces local government leaders to the basic skills needed to successfully resolve conflict and build consensus within a local government setting. Particular emphasis is placed on developing ways to improve the design of public processes to enhance community involvement and satisfaction. This class is highly interactive and involves analysis of real-world examples as well as small group work built around hypothetical situations familiar to anyone who has served as a local government official.



Speakers:

- Nick White, Evaluations Director, Mediation & Conflict Resolution Office
- Tom Reynolds, Director, Education Services, Maryland Municipal League
- Cheryl Jackson, ADR Media Resources Coordinator, Mediation & Conflict Resolution Office

Moderator: The Honorable Nicole Acle, Council Member, Wicomico County

3:30 PM - 4:00 PM

SOLUTIONS SHOWCASE

Room 210

Key Ways COVID-19 is Reshaping the Emergency Communications Center Landscape Presented by Zetron

Necessary changes have occurred due to COVID that will forever reshape our Emergency Communications Center Landscape. The evolving health and safety standards of personnel have led to significant changes in the way centers look and feel. Many agencies have activated their backup centers or at-home teams. Renewed calls for alternative funding due to the push for Next Generation capabilities are gaining momentum at a far greater pace than anticipated. In this session, the experts at Zetron will offer some guidance in this new landscape and share ways to enable essential personnel to work remotely.

Speaker: Tiffany Carey, Territory Manager, Zetron

3:45 PM - 4:45 PM

SPECIAL SESSIONS

Room 209

Connecting Your Community: Maryland's Free Open Data Portal

Maryland's Open Data Portal and MD iMAP, Maryland's Mapping Portal, are centralized locations where Maryland agency data and local government data can be stored for free and made available to the public. Maryland Open Data Portal allows all levels of government and the public to have access to the most up-to-date information; reduces or eliminates overlapping data requests and redundant data maintenance; ensures metadata is consistently created; and ensures that data services can be displayed by the consumer with the output of its choice. Come learn about this free resource and how your County can engage in data modernization!

Speakers:

- Julia Fischer, Director, Data Services, MD Department of Information Technology
- Allison Cordell, Executive Director, Governor's Office of Performance Improvement

America's Opioid Crisis: A Dialog on Maryland's Efforts and Your County's Role

Room 215

COVID-19 may have stolen the headlines recently, but the country and state continue to face a serious opioid crisis. Leaders on the front lines of the opioid fight will discuss the latest developments in this effort; the most productive steps being taken in our state and elsewhere; and the partnerships that lie ahead for Maryland's counties, providers, and everyone else enlisted in this critical fight. Bring your community's success stories, your critical thinking skills, and your notebook for a practical discussion about this vexing problem.

Speakers:

- Robin Rickard, Executive Director, Opioid Operational Command Center (OCCC)
- Marianne Gibson, Deputy Director, Opioid Operational Command Center (OCCC)
- Teresa Heath, OIT Coordinator, Opioid Operational Command Center (OCCC)
- Thomas Phelan, Chief Executive Officer, Chesapeake Employers' Insurance Company



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WEDNESDAY, AUGUST 18, 2021

4:00 PM - 4:30 PM

PODCAST

Room 208

Conduit Street Podcast LIVE

Sponsored by Tanium

MACo's podcast, the Conduit Street Podcast, airs weekly and covers Maryland policy and politics, focusing on state and county issues. Join this live session to see hosts Michael Sanderson and Kevin Kinnally interview guest speaker and national award-winning information technology leader Chris Cruz, SLED CIO of Tanium. Chris has driven municipal, county, and state government efforts to innovatively use and protect data to delivery state-of-the-art services while reducing costs. Don't miss this chance to learn from a nationally recognized expert!

THURSDAY, AUGUST 19, 2021

7:30 AM - 4:00 PM

REGISTRATION CENTER

Main Foyer

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

7:30 AM - 4:00 PM

CHARGING STATION

Main Foyer

Sponsored by Skyline Technology Solutions

Need to charge your phone or tablet? This lockable station makes sure your device will charge quickly and securely!

7:30 AM - 4:00 PM

AMERICAN FIDELITY ATTENDEE LOUNGE

Room 210

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

7:30 AM - 10:00 AM

CONTINENTAL BREAKFAST

Dockside

8:00 AM - 9:00 AM

CHAPTER ORGANIZATION BREAKFASTS

Large County Coalition Meeting and Breakfast

Room 217

Rural County Coalition Meeting and Breakfast

Room 215

9:00 AM - 10:00 AM

WELCOMING SESSION & KEYNOTE

PAC

Leadership: Innovation and Resilience in Action

Welcoming Session Sponsored by: OpenGov

Keynote Speaker Sponsored by: LGIT

Counties have been on the frontlines of the COVID-19 pandemic from the very beginning—carefully and thoughtfully guiding their communities through the worst public health emergency in recent history. Join this session for an inspirational presentation reflecting on the past 18 months and highlighting county programs and individuals who showed innovation, determination, resilience, and leadership on the local level.

Keynote Speaker: The Honorable Christopher Van Hollen, U.S. Senate

Moderator: Wilbur Levingood, President, MACo; Commissioner, Caroline County

10:00 AM - 4:30 PM

EXHIBIT HALL OPEN

Sponsored by US Wind

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

Create your own fruit-infused water and enjoy a special reusable water bottle, thanks to WGL Energy Services!

10:00 AM - 11:00 AM

MEETING

Room 207

Clean Chesapeake Coalition Meeting

The Clean Chesapeake Coalition's mission 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 FY22 priorities, including upper Bay sediment management, draft Conowingo WIP, oyster fishery as a BMP in Chesapeake Bay, and assorted other issues related to improving the health of the nation's largest estuary.

Get to know

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Tammy Longan
SBU Director



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THURSDAY, AUGUST 19, 2021

10:00 AM - 10:30 AM

SOLUTIONS SHOWCASES

Room 210

LGIT Health - Health Insurance Experts for Local Government

Presented by LGIT

The Local Government Insurance Trust ("LGIT") started LGIT Health in July of 2010. Since that time, LGIT Health has returned over \$15 million to its 24 local government members through its partnership with PSA Financial, Benecon, Cigna, and Kaiser Permanente. Speakers will review the LGIT Health Post 65 Retiree Health Plan - a one-stop way to access Medicare and related plans as a partnership through AmWins - along with the various and multi-faceted products and services provided by LGIT Health that separate its health program from others in the marketplace. Attend this session to find out why a growing number of local governments have selected LGIT Health as the best option for their health insurance needs!

Speakers:

- Ken Huber, Executive Vice President, PSA Insurance and Financial Services
- Chris Reilly, SVP & National Practice Leader, AmWINS Group Benefits

The Critical Role of Nuclear Power

Room 209

Presented by Nuclear Powers Maryland

Nuclear Powers Maryland will hold a discussion about nuclear energy's critical role in accelerating clean energy progress and economic growth in Maryland.

10:00 AM - 10:15 AM

NETWORKING & COFFEE BREAK

Exhibit Hall

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofjske Axelrod LLC

10:15 AM - 11:15 AM

SPECIAL SESSION

Room 213

MACo Book Club: "Digital Body Language"

Sponsored by JP Morgan Chase

MACo's "Good Government Book Club" will take on a timely topic - communication and body language in the increasingly remote workplace. The book selection, Digital Body Language: How to Build Trust and Connection, No Matter the Distance by Erica Dhawan, raises points relevant to our pandemic and post-pandemic ways of doing business. Dress, speaking style, conduct, and eye contact all contribute to being clear and effective in the digital realm, but there is more to it than just that. Even if you have not read the book, join our intrepid band of loyal readers for a lively discussion on this timely topic.

10:45 AM - 11:15 AM

SOLUTIONS SHOWCASES

From Vendor Management to Strategic Partnership:

Room 210

Finding Private Sector Partners to Drive Public Value

Presented by OpenGov

While much has been said about the value of public-private partnerships over the past decade and a half, little has advanced consciousness of their value as much as the COVID-19 pandemic. As Executive Orders took root in cities, counties, and states across the country, rigid bureaucracies built to combat the excesses of the early 20th century gave way to deliberate, thoughtful, and quick actions to select the right partners for the moment. As the recovery continues governments have a unique opportunity to redefine the playing field. In this session, a former municipal Budget Director will provide thoughts from both sides of the table and advice for counties looking to modernize approaches to sourcing and finding private sector partners for the future.

Speaker: Micah Intermill, Solution Engineer, OpenGov

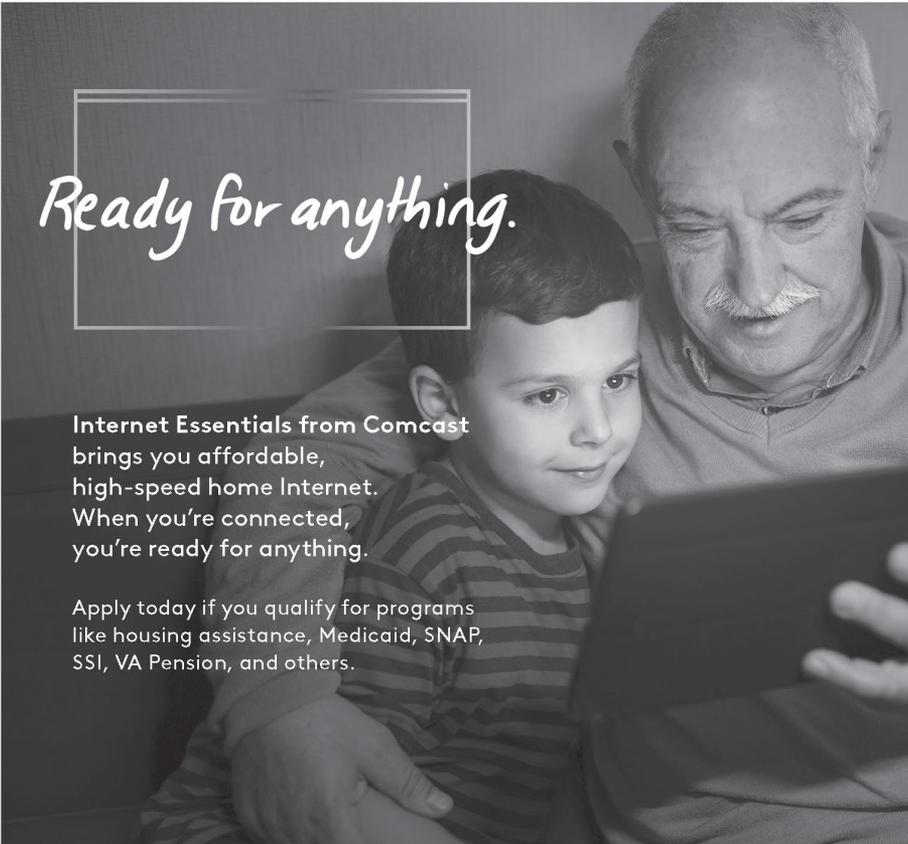
Is Your County Prepared for Cyber Attacks?

Room 209

Presented by Motorola

Cyberattacks on public safety are increasing in number and sophistication with attackers demanding more. Advancements in cyber-attack techniques, lack of security expertise, outdated systems, need for remote operations and cloud-based solutions are putting relentless pressure on cyber resilience. Motorola Solutions' cybersecurity team will discuss incident response themes, as well as best practices in preventing and preparing for a cyber attack.

Speaker: Taylor Johnson, Account Executive, Cybersecurity Services, Motorola Solutions, Inc.



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THURSDAY, AUGUST 19, 2021

11:30 AM - 1:30 PM

BUFFET LUNCH
(Thursday lunch ticket required)

Bayfront,
Dockside

Sponsored by Crown Castle

11:30 AM - 12:30 PM

WORKING LUNCH MEETINGS
(private – Thursday lunch ticket required)

County Administrators Affiliate

Room 207

MASSD and Human Services Affiliate

Room 208

County Public Information Officers & Communications Professionals

Room 209

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

11:30 AM - 12:30 PM

CHAPTER ORGANIZATION MEETING

Room 217

Maryland County Officials Diversity Caucus AND Women of MACo:

"Women of Color in Leadership"

Sponsored by Qualtrics

Senator Jill Carter has harnessed years of passionate advocacy and used it to fuel her rise to the center of Maryland policy debates. She will join this assembled lunch meeting to share perspectives on police reforms, civic leadership, and the transformative effects when women of color gain leadership roles.

Speaker: The Honorable Jill Carter, MD State Senate

11:30 AM - 12:00 PM

SOLUTIONS SHOWCASE

Room 210

Is Your County Ready to Deliver Nonstop IT Services in a Post-COVID World?

Presented by IPDS (IP DataSystems)

The COVID-19 pandemic caught many organizations by surprise, changing the way services get delivered. IPDS, experts in IT infrastructure services, will help you understand how to leverage modern solutions to accommodate the rapidly changing landscape for your customers and your employees.

Speaker: David Balch, Chief Technology Officer, IP DataSystems

12:15 PM - 12:45 PM

SOLUTIONS SHOWCASES

Harnessing 5G to Deliver Digital Government

Room 210

Presented by Verizon

In this session, Verizon shares insights on the promise and opportunity 5G connectivity offers and the steps state and local governments can take to begin building out their 5G infrastructure.

Speaker: Bryan Schromsky, Managing Partner for Verizon 5G Public Sector, Verizon

Waste Diversion and Innovative Organics Recycling Infrastructure in Maryland:

Room 209

Cultivating Sustainability Driven Solutions for Communities and Businesses

Presented by Bioenergy Devco

Maryland recently became the latest among a growing number of states that require businesses to recycle food residuals with the passage of HB264/SB483, Organics Recycling and Waste Diversion in the 2021 legislation session. While the passage of the law represents an important step towards better organics management there is significant work to be done to ensure its success, that will involve a coordinated approach from businesses, state and local leaders and community members. This conversation will explore the anticipated requirements of the new law, effective waste diversion's potential for reducing the environmental impacts of food waste and the transformative technology that is being employed to bolster the state's organics recycling capacity. Bioenergy Devco's anaerobic digestion facility is one example of how technology is being harnessed to offer companies compliant waste diversion options that are both environmentally sound and business savvy. Join the discussion to learn more about this technology and how innovation can be used to meet and exceed state and local regulatory challenges.

Speaker: Peter Ettinger, Chief Development Officer, BioEnergy DevCo



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THURSDAY, AUGUST 19, 2021

12:45 PM - 1:45 PM

GENERAL SESSION

PAC

Dollars and Sense: Budgeting in a Post-COVID World

As the focus shifts to restoring our state and local economies in a manner that is safe and equitable for everyone, widespread uncertainty remains. As counties begin to receive a new round of federal aid, they are leveraging lessons learned to take a thoughtful approach to applying for and using these complex funding streams. Hear how counties are implementing prudent fiscal strategies and using innovative financial planning to manage substantial revenue shortfalls and unanticipated expenditures and to build resiliency toward similar events in the future.

Speakers:

- Chris Trumbauer, Budget Officer/Senior Advisor, Anne Arundel County
- Andrew Schaufele, Director, Bureau Revenue Estimates, MD Office of the Comptroller
- Warren Deschenaux, Retired Fiscal Advisor, MD General Assembly

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

1:00 PM - 1:30 PM

SOLUTIONS SHOWCASES

Retiree Medical Strategies and Opportunities to Reduce Healthcare Liabilities Room 209

Presented by Aetna

Recent changes in accounting standards have increased the OPEB liability of local government health plans. Aetna is a leader in helping local governments reduce their short-term costs and long-term retiree healthcare liabilities. Join us to discuss how we can help your county better manage its retiree costs.

Speaker: Maridale Goff, Executive Director, Retiree Group Solutions, Aetna

Your One Stop Platform for Citizen Engagement

Room 210

Presented by GCOM

Federal funding programs are coming in and local governments need to be ready to deliver digital services that improve outcomes for their constituents! Unleashing the power of the Salesforce platform, GCOM leverages our experience with grants management, licensing, permitting, and inspections to deliver digital services to engage citizens virtually and more cost effectively.

Speaker: Dan Quickenton, Lead Consultant - Salesforce Practice, GCOM

1:45 PM - 2:00 PM

NETWORKING & COFFEE BREAK

Upstairs Foyers

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

2:00 PM - 3:00 PM

AFFILIATE SESSIONS

Staffing Up Your Corrections Capacity

Room 201/202

Hosted by MACo's Corrections Affiliate

Finding strong recruits for county jobs is a perpetual challenge, and the demographics of your corrections workforce compounds this even further. In the 2020s, local detention centers will need to bring aboard a whole wave of new faces with the background, training, and skillsets needed for success in their critical role. Panelists will discuss how to find recruits to start off in corrections, what tools they will need to land on their feet at your center, and what outside-the-box approaches have worked for others already in the midst of this wave of new hiring.

Speakers:

- Sasha Vazquez-Gonzalez, Director of Human Resources, MD Department of Public Safety & Corr. Svcs.
- Ruth Colbourne, Director, Department of Corrections, Wicomico County
- Gregory Smith, Acting Deputy Director, Dept. of Corrections, Prince George's County
- Dan Galbraith, Warden, Harford County Detention Center

Moderator: The Honorable Christopher West, MD State Senate



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THURSDAY, AUGUST 19, 2021

2:00 PM - 3:00 PM

AFFILIATE SESSIONS

Reaching Troubled Kids, 2 Generations at a Time

Room 203/204

Hosted by MACo's Human Services Affiliate

Maryland has developed a series of structures designed to serve children - the latest expanding that view to think about two generations at a time, aka "2 GEN." Legislation creates a framework, but the real effect must happen locally in order to break down silos of agency focus and address the holistic needs of the entire household. Legislative and implementation perspectives will join together on this panel to talk through a new look at children's services and how we can target better and more lasting results from our investments, two generations at a time.



Speakers:

- Christina Church, Two-Generation Program Officer, MD Department of Human Services
- Jenifer Dubosq, Director, Dorchester County Department of Social Services
- Courtney Thomas-Winterberg, Director, Department of Social Services, Allegany County
- Cecelia Knox, Director, College and Career Transitions, Prince George's Community College

Moderator: The Honorable Jason Buckel, MD House of Delegates

Investing in the Outdoors: How Parks Promote Public Health

Room 205/206

Hosted by MACo's Parks & Recreation Affiliate

Where did Maryland residents go to safely escape from hibernation during the pandemic? Public parks and open spaces! Join local government and conservation leaders to reflect on the challenges faced during the COVID-19 pandemic, the positive use trends, and the evolution of the role of parks and recreation. Learn about traditional and new funding for land conservation, parks, and recreational infrastructure, including action taken at the 2021 Maryland General Assembly to restore and expand investment in Program Open Space and its companion conservation programs.

Speakers:

- Roslyn Johnson, Director, Recreation and Parks, Baltimore County
- Elvis Cordova, VP Public Policy and Advocacy, National Recreation & Parks Association
- Charlotte Davis, Executive Director, Rural Maryland Council

Moderator: The Honorable Maggie McIntosh, MD House of Delegates

Are Some Pandemic Quick Fixes Here to Stay?

Room 215

A Longer-Term Look at Short-Term Solutions

Hosted by MACo's Administrator Affiliate

Without a doubt, some adaptations arising from the pandemic will "stick" and become part of a new normal. What started as a band-aid now feels...essential? Where can we be smarter—and more efficient—than before? Panelists will walk through changes for the better that may stay in Maryland, and elsewhere, as we head toward a new normal. Plus—bring your own ideas and suggestions to discuss as part of a post-panel discussion.

Speakers:

- Nick Blendy, Deputy Executive Secretary, Board of Liquor License Commissioners for Baltimore City
- Roberta Windham, County Administrator, Carroll County
- Amanda Newman, Senior Project Manager, The Aspen Institute

Moderator: The Honorable Christopher Adams, MD House of Delegates

2:00 PM - 2:30 PM

EXHIBITOR COSTUME CONTEST

Hall AB Foyer

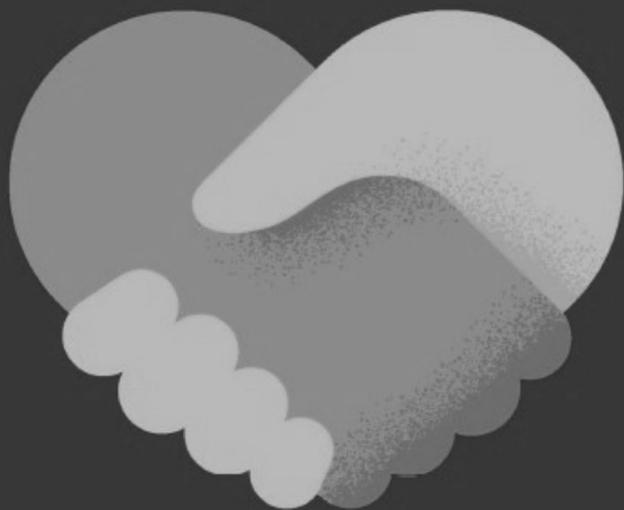
Exhibitors participating in our Great Outdoors costume contest should gather at the entrance to Bayfront Hall to meet the judges.

2:30 PM - 3:30 PM

ICE CREAM & FRUIT BREAK
(ticket required)

Bayfront and
Dockside

Join us in for a fun and refreshing break!



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THURSDAY, AUGUST 19, 2021

3:00 PM - 3:30 PM

SOLUTIONS SHOWCASES

Lifting Communities Out of a Pandemic, Lessons Learned: How CareFirst Can Help Room 210 **Presented by CareFirst**

CareFirst BlueCross BlueShield (CareFirst) is committed to marshalling its collective resources to foster improvements in your county's economic and health outcomes. During this fast-paced and energetic session, CareFirst will share successes and lessons learned from its statewide COVID-19 response including call centers and communications, resource dashboards and hotspotting, data integration, testing and vaccination capabilities, support of special populations, care coordination, and community giving. Join us to learn more about what your county can do to improve readiness for future pandemic threats.

Speakers:

- Deborah Rivkin, VP, Government Affairs MD, CareFirst BlueCross BlueShield
- Destiny-Simone Ramjohn, VP, Comm. Health & Soc. Impact, CareFirst BlueCross BlueShield

Expediting Broadband in Your Community

Room 209

Presented by Crown Castle

Now, more than ever, communities need faster, more efficient fiber connectivity, which is essential for finding information about jobs, completing schoolwork and accessing healthcare and public resources. Microtrenching is an innovative construction method to deliver broadband connectivity faster than traditional trenching to deploy fiber. Cities across the nation are choosing microtrenching because it is 80% faster, minimally invasive, safer and environmentally friendly. Please join Crown Castle to learn more about this exciting new technology to connect our communities.

Speaker: Kevin DeLouise, VP Regional Design & Construction, Crown Castle

3:30 PM - 4:30 PM

AFFILIATE SESSIONS

Health Equity - What's at Stake for Your County

Room 201/202

Promoting public health means reaching every part of your community - admirable goals that require overcoming equity concerns. Some may have preconceived ideas about health equity and the impacts of social determinants on the health of their employees and citizens. They may think that social determinants are solely the domain of the Health Departments and can only marginally be influenced by policy. Health care in the age of COVID-19 has shed a new light on the importance of health equity in the form of vaccination distribution and access, behavioral health, and general wellbeing. This session will explore new ways for Counties to approach these challenges and adapt as we aim to keep all of our citizens safe and healthy.

Speakers:

- Meenakshi Brewster, Health Officer, St. Mary's County Health Department
- Timothy Cameron, Sheriff, St. Mary's County
- Nilesh Kalyanaraman, Health Officer, Anne Arundel County
- Ernest Carter, Health Officer, Prince George's County
- Elmer Washington, Senior Medical Director, Aetna

Moderator: The Honorable Sheree Sample-Hughes, Speaker Pro Tem, MD House of Delegates

Crisis Communications: Ensuring Residents Are Ready

Room 203/204

Effective communication becomes even more important in a crisis when the health and safety of residents is on the line. Email, Facebook, Twitter, Instagram, websites—in the age of technology, these methods serve as an excellent source to provide widespread information in a quick and effective manner to local citizens. However, reaching residents who do not have access to reliable internet remains a challenge. COVID-19 exposed a significant gap in communications and the way in which citizens receive their information. With an urgency to be the trusted and leading source for information, learn how local governments can close this gap with creative communication methods.

Speakers:

- Chas Eby, Deputy Executive Director, MD Emergency Management Agency
- Brittany Arizmendi, Public Relations Coordinator, Washington County Government
- Adam Abadir, Communications Director, Baltimore City Health Department

Moderator: The Honorable Cheryl Kagan, MD State Senate

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THURSDAY, AUGUST 19, 2021

3:30 PM - 4:30 PM

AFFILIATE SESSIONS (continued)

New Food Future: Building a Crisis-Ready Food System

Room 205/206

At the beginning of the pandemic, many of our region's food banks struggled to meet sudden high demand while consumers found grocery store shelves empty and staples scarce. Many local farmers, distributors, and aggregators quickly pivoted their operations and kept produce and other food flowing through the region, especially to those in need. But producers are still working with ill-suited infrastructure, skilled labor shortages, erratic weather, and the uncertainty of what the "new normal" poses for their businesses. This session will examine what changes need to be made to build a more resilient, crisis-ready food system.

Speakers:

- Nancy Nunn, Assistant Director, Harry R. Hughes Center for Agro-Ecology
- Cheryl DeBerry, Natural Resources Business Specialist, Garrett County
- Carrie Stoltzfus, Executive Director, Food & Friends
- The Honorable Deni Taveras, Council Vice Chair, Prince George's County

Moderator: The Honorable Lorig Charkoudian, MD House of Delegates

Building a Vertical Vision in Times of Crisis:

Room 215

Leveraging Federal and State Emergency Resources

Hosted by MACo's Emergency Managers Affiliate

COVID-19 has underscored the importance of a strong, well-defined, and seamless intergovernmental emergency management system. As MEMA transitions to a forward-facing, Cabinet-level entity, counties will be in a strong position to work with the State to develop scalable and adaptable concepts and to better align key roles and responsibilities when disasters strike. In this session, hear from experts about best practices to strengthen and streamline collaboration in planning, response, and recovery efforts and on why leveraging state/local partnerships is key for ensuring a more effective bridge to FEMA, especially for long-term incidents.



Speakers:

- John Markey, Director, Emergency Management Division, Frederick County
- Russell Strickland, Executive Director, MD Emergency Management Agency
- Joseph Theobald, Director, Emergency Services Department, Ocean City

Moderator: The Honorable Michael Jackson, MD State Senate

FRIDAY, AUGUST 20, 2021

7:30 AM - 2:30 PM

REGISTRATION CENTER

Main Foyer

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

7:30 AM - 2:30 PM

CHARGING STATION

Main Foyer

Sponsored by Skyline Technology Solutions

Need to charge your phone or tablet? This lockable station makes sure your device will charge quickly and securely!

7:30 AM - 4:30 PM

AMERICAN FIDELITY ATTENDEE LOUNGE

Room 210

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

7:30 AM - 8:45 AM

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

Room 217

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

Bayfront,
Dockside

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FRIDAY, AUGUST 20, 2021

9:00 AM - 2:00 PM

EXHIBIT HALL OPEN

Sponsored by US Wind

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

9:00 AM - 10:00 AM

GENERAL SESSION

PAC

Taking Next Steps - Planning for Growth and Change

The effects of climate change and the need to responsibly plan for growth remain ongoing challenges for county governments. From protecting sensitive areas and combatting nuisance flooding to promoting affordable housing and clean energy, counties have their hands full. This session will delve into strategies counties can use to establish land use priorities for the future that promote the health, well-being, and quality of life of their residents.

Speakers:

- The Honorable Anthony Brown, U.S. House of Representatives
- Stephen Lafferty, Director, Department of Planning, Baltimore County
- Kelly Cimino, Director, Housing and Community Development, Howard County

Moderator: The Honorable Dana Stein, MD House of Delegates

9:00 AM - 9:30 AM

SOLUTIONS SHOWCASE

Room 210

Maryland Environmental Service: Who We Are and How We Can Help

Presented by MES

Maryland Environmental Service (MES) is a self-supporting, independent State agency, combining the public sector's commitment to environmental protection with the private sector's flexibility and responsiveness. MES provides services at competitive rates to government and private sector clients and works on projects including water and wastewater treatment, solid waste management, composting, recycling, dredged material management, hazardous materials cleanup, storm water services and renewable energy. MES has been assisting our partners with environmental and sustainability solutions for over 50 years. Join us as we discuss how MES can provide multi-disciplinary environmental services and find innovative solutions to our region's most complex environmental challenges.

Speaker: Charles Glass, Executive Director, Maryland Environmental Service

10:00 AM - 10:30 AM

NETWORKING & COFFEE BREAK

Upstairs Foyers,
Exhibit Hall

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

10:00 AM - 10:30 AM

SOLUTIONS SHOWCASES

Tips & Best Practices for Maximizing the Value of Taxpayer Dollars

Room 210

Presented by three+one

Your organization's cash/liquidity position is likely to change due to the recent passage of the American Rescue Plan Act. New liquidity data opportunities will allow your public entity to maximize value on all taxpayer dollars. This webinar will focus on how to get a clear picture of your liquidity needs, how to use data to communicate those needs to internal & external stakeholders, and how to meld cash flow management into liquidity management.

Speaker: Beau Blevins, Director, Business Development, three+one

5 Quick Steps To Build a More Resilient Government

Room 209

Presented by AWS (Amazon Web Services)

Maryland counties not only faced significant economic impacts from the COVID-19 pandemic, but are likely forever changed in the way they operate, engage, and deliver constituent services. Government leaders, now more than ever, need to address their real time challenges while also building organizational and operational resiliency for the future. Learn how the business resiliency framework (BRF) can help you implement and monitor resiliency over time and across multiple departments.

Speakers: Shonte' Eldridge, Executive Government Advisor, Amazon Web Services



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FRIDAY, AUGUST 20, 2021

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, U.S. Senate

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

10:45 AM - 11:15 AM

SOLUTIONS SHOWCASES

Medicare: Start the Conversation, Learn About Your Options

Room 210

Presented by Nationwide Retirement Solutions

Nationwide® recognizes that Medicare is an important component of your retirement income plan. Because Nationwide is not a provider of Medicare plans, we've teamed up with the National Council on Aging (NCOA), the country's longest-serving national organization focused on aging, to bring you access to an unbiased tool to help individuals sort through their Medicare options. Please join us as we introduce you to this easy to use tool to help you sort through your specific Medicare enrollment options.

Speaker: Carlo Cordasco, Vice President, Nationwide Retirement Solutions

Leveraging Public Private Partnerships (P3) to Advance Your County's Big Ambitions

Room 209

Presented by Schneider Electric

Are you sitting on an untapped asset? It's time to stop looking at your utility and operational spend as a sunk cost. The business case for public-private partnerships (P3) is strong - and can enable your vision for a safer, more secure and resilient County! From Energy Savings Performance Contracts (ESPC) and Energy as a Service (EaaS) to Charging as a Service (CaaS) to fully electrify County fleets and infrastructure, emerging trends suggest more communities will use these proven alternative financing vehicles in 2021 and beyond. Get the information you need to maximize your next big ambition! Attend this session to find out how Counties across Maryland have leveraged Public-Private Partnerships (P3) to create more efficient infrastructure, drive revenue and new growth opportunities to boost economic development, and build a more sustainable and resilient community to attract new businesses and residents.

Speaker: Chris Dellinger, Account Executive, Schneider Electric

11:30 AM - 1:00 PM

BUFFET LUNCH
(ticket required)

Bayfront,
Dockside

Sponsored by Motorola Solutions

11:30 AM - 12:00 PM

SOLUTIONS SHOWCASES
(bring your lunch!)

Expanding Broadband Access Statewide

Room 209

Presented by DHCD

The Office of Statewide Broadband will provide an overview of new initiatives including device and service subsidies for customers statewide and infrastructure buildout plans for areas of the state that lack access to high-speed internet. Counties will learn about grant and partnership opportunities.

Speaker: Kenrick Gordon, Director, Office of Statewide Broadband, MD DHCD

How Has COVID Changed the IT Priorities for State and Local Government?

Room 210

Presented by Skyline Technology Solutions

Cybersecurity and expanding broadband connectivity became urgent priorities as the COVID-19 pandemic forced many employees to work from home and many school systems to

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FRIDAY AUGUST 20, 2021

How Has COVID Changed the IT Priorities for State and Local Government? (continued)

pivot to a virtual learning model. In addition, as many of us return to our offices and classrooms, safety and security is becoming a critical area in need of attention. Skyline has been sought out by States and Counties for perspective in these areas based on the work we have done here in Maryland. Join us for an overview of what we are hearing across the country including challenges, solutions, and best practices being employed.

Speaker: Ira Winkler, Chief Information Security Officer, Skyline Technology Solutions

11:45 AM - 12:45 PM

WORKING LUNCHES

(private - Friday lunch ticket required)

MACo Budget and Finance Officers Affiliate (Sponsor: Davenport & Company LLC) Room 208

MACo County Attorneys Affiliate Room 207

MACo Human Resources Affiliate (Sponsored by BMG Money) Room 209

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

11:45 AM - 12:45 PM

UPPER SHORE, MID SHORE, AND LOWER SHORE REGIONAL COUNCIL LUNCH

Room 217

(private - invitation only - Friday lunch ticket required)

12:15 PM - 12:45 PM

SOLUTIONS SHOWCASES

(bring your lunch!)

From Pandemic to Progress: A Look at the Changing Workplace Room 201/202

Through the Lens of Maryland's County Employers and Employees

Presented by Chesapeake Employers' Insurance Company

Join Chesapeake Employers in a discussion of the strengths and opportunities of working remotely through COVID-19. Experts will also discuss the changing landscape of the workplace in a post-COVID world.

Speaker: Tammy Loggan, Director, Strategic Business Unit, Chesapeake Employers

How Will Maryland's First Offshore Wind Project Impact Your County? Room 210

Presented 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 all about US Wind's plans for Maryland: what's 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 greenhouse gas emissions? How can your county collaborate with US Wind for a brighter future?

Speaker: Nancy Sopko, Director, External Affairs, US Wind

12:45 PM - 1:00 PM

NETWORKING & COFFEE BREAK

Upstairs Foyers

Sponsored by MES, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

1:00 PM - 2:00 PM

AFFILIATE SESSIONS

Eyes on the Road: Vehicles and Vision Zero Room 201/202

Hosted by MACo's Engineering Affiliate

COVID-19 has underscored the importance of a strong, well-defined, and seamless intergovernmental emergency management system. As MEMA transitions to a forward-facing, Cabinet-level entity, counties will be in a strong position to work with the State to develop scalable and adaptable concepts and to better align key roles and responsibilities when disasters strike. In this session, hear from experts about best practices to strengthen and streamline collaboration in planning, response, and recovery efforts and on why leveraging state/local partnerships is key for ensuring a more effective bridge to FEMA, especially for long-term incidents.

Speakers:

- Ragina Ali, Public & Government Affairs Manager, AAA Mid-Atlantic
- Christine Nizer, Administrator, MVA, MD Department of Transportation
- Mark Etzbach, VP of Sales North America, Acusensus
- Jim Brown, Captain, Montgomery County Police

Moderator: The Honorable Monique Anderson-Walker, Council Member, Prince George's County

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FRIDAY, AUGUST 20, 2021

1:00 PM - 2:00 PM

AFFILIATE SESSIONS (continued)

Shifting Strategies: Tailoring Tech Tools to Improve Public Health Outcomes Room 203/204

Hosted by MACo's Environmental Health Affiliate

Faced with a novel virus that spurred a public health crisis, environmental health officials were forced to take drastic measures to ensure the health of residents. While the beginning of that fight revolved around containment, mitigation, and enforcement, it quickly shifted to managing telework, conducting virtual inspections, and maintaining community relationships. Learn how many were able to pivot and begin using new strategies which incorporated technology such as virtual inspections and telework to remain in contact with those seeking answers and maintain a productive workforce.

Speaker: Lisa Laschalt, Environmental Health Director, Charles County

Moderator: The Honorable Adelaide Eckardt, MD State Senate

Economic Development - Taking Care of Business Post Pandemic

Room 205/206

Hosted by the Maryland Economic Development Association

As the focus shifts to restoring our state and local economies in a manner that is safe equitable, and prosperous for everyone, economic development and tourism agencies are working to implement innovative, adaptable, and sustainable approaches to confront the new realities facing Maryland businesses. What is the county role in helping businesses to restart, restructure, and reignite? Join this session to hear about new opportunities and best practices for fostering a swift, sustainable economic turnaround.

Speakers:

- Lora Brown, Deputy State Director, Maryland Small Business Dev. Center
- Kelly Robertson-Slagle, Director of Economic Development, Calvert County
- Daniel Thompson, Executive Director, Economic Development, Somerset County
- Lawrence Twele, CEO, Economic Development Authority, Howard County

Moderator: The Honorable Stephen Hershey, MD State Senate

The Why Behind DEI: The Power of Diversity, Equity, and Inclusion in the Workplace

Room 215

Hosted by MACo's Human Resources Affiliate

Employers of all types benefit from smart strategies to develop a workforce that is both effective for—and reflective of—its community. A public employer, perhaps, should rely on these approaches the most to deliver essential front-line services. Panelists will discuss proven strategies to hire, train, maintain, and promote the right workplace environment needed to relate to residents, benefit from diverse worker experiences, and serve all members of our communities.



Speakers:

- The Honorable Reuben Collins III, Commissioner President, Charles County
- Jacia Smith, Chief of Staff, Baltimore City
- Christine Walters, Sole Proprietor, FiveL Company
- Berke Attila, Director of Human Resources, Montgomery County

Moderator: The Honorable Jheanelle Wilkins, MD House of Delegates

2:00 PM - 2:15 PM

NETWORKING & COFFEE BREAK

Upstairs Foyers

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC



SAVE THE DATE

**MACo Winter Conference—December 8-10, 2021
Hyatt Regency Chesapeake Bay Hotel, Cambridge, MD**



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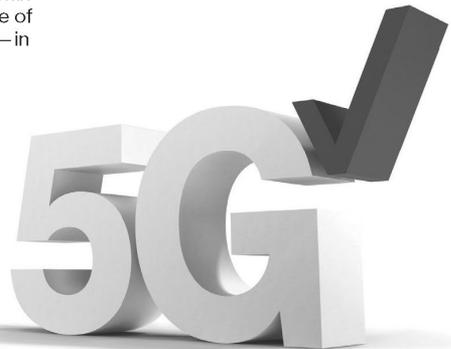
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The Verizon logo, consisting of the word 'verizon' in a bold, lowercase sans-serif font with a checkmark symbol above the 'v'.

5G Ultra Wideband available only in part of select cities. *Fastest 5G in the world" claim from May 2020, based on Opensignal independent analysis of mobile measurements recorded during the period January 31 – April 30, 2020 © 2021 Verizon.

FRIDAY, AUGUST 20, 2021

2:15 PM - 3:15 PM

AFFILIATE SESSIONS

Hindsight is 2020 - Preparing for Improved Public Health Response

Room 201/202

Hosted by MACo's Health Officers Affiliate

The COVID crisis has challenged our public health infrastructure like nothing before. In some ways, our leaders and their multi-faceted response deserve high marks. But inevitably, there is much to learn from such a jarring experience. Public health experts will discuss how well our systems are prepared for the next pandemic by examining lessons learned from the current COVID-19 pandemic and outline actions that need to be taken to ensure resiliency and improved health outcomes for all Marylanders.

Speakers:

- Meenakshi Brewster, Health Officer, St. Mary's County Health Department
- Laurence Polsky, Health Officer, Calvert County
- John Markey, Director, Emergency Management Division, Frederick County

Moderator: The Honorable Brian Feldman, MD State Senate

Financing Resilience: New Tools in the Toolbox

Room 203/204

Hosted by MACo's Planners Affiliate

Financing climate resilience efforts can be daunting, but thankfully there are several new tools for counties looking to mitigate the impacts of increased precipitation, sea-level rise, flooding, and more. Explore how resilience authorities, hazard mitigation and multi-county collaborations can reduce costs and increase revenue streams. Hear from several local governments that are implementing these strategies, as well as from finance experts who can answer questions about how these approaches can work in your community.



Speakers:

- Mark Belton, County Administrator, Charles County
- Matt Johnston, Environmental Policy Director, Anne Arundel County
- Jennifer Cotting, Director, UMD Environmental Finance Center
- Dan Nees, Senior Fellow, University of Maryland Center for Global Sustainability

Moderator: The Honorable Sarah Elfreth, MD State Senate

Public Sector Apprenticeships: A New Twist on an Old Model

Room 205/206

County leaders and their C-suite counterparts have more in common than might be apparent at first blush. Both face expansive and diverse talent needs, and both strive to reduce costly turnover. While the private sector has long relied on cutting-edge partnerships to shape the next generation of practitioners, public sector apprenticeships - while increasingly popular - lag behind. In this session, an expert panel will unveil new opportunities, discuss best practices, and highlight successful public sector apprenticeship programs.

Speakers:

- James Rzepkowski, Assistant Secretary, Workforce Development and Adult Learning, Maryland Department of Labor
- Stacey Simmons, Chief, Classification & Pay, Howard County Office of Human Resources

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

Police Reforms: Putting Policies into Practice

Room 215

Hosted by MACo's Attorneys Affiliate

Passage of a suite of police reform bills will shake the nature of police oversight and accountability, training, transparency, and liability. Where will we land with officer discipline records and procedures? What new training will become essential? What new structures will your county need to create and maintain? Panelists will walk through all of these questions as we work through the space between the bills' passage and their taking effect next year.

Speakers:

- Albert Liebno, Executive Director, MD Department of Public Safety & Corr. Svcs.
- Darren Popkin, Sheriff, Montgomery County
- The Honorable Jill Carter, MD State Senate

Moderator: The Honorable William Smith, MD State Senate



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FRIDAY, AUGUST 20, 2021

2:15 PM - 2:45 PM

SOLUTIONS SHOWCASE

Room 210

*Green Energy, Better Service, Competitive Prices—
Find Out Why YOU Should Choose Who You Use*

Presented by Choose Who You Use MD

Choose Who You Use Maryland is a growing, bipartisan coalition of elected leaders, Maryland employers, and consumer advocates working in support of legislation that will, finally, achieve the promise of what started more than 20 years ago. Maryland consumers deserve the freedom to choose their electricity supplier with improved consumer protections, additional transparency in billing, and access to cleaner energy options. Choose Who You Use will present on its growing movement toward market modernization and the push to allow public utilities to focus on infrastructure, while reputable retail electricity providers both compete to provide the widest and most affordable range of options to Marylanders AND invest in clean energy.

3:15 PM - 4:15 PM

GOVERNOR'S CABINET RECEPTION

Dockside

Sponsored by: US Wind, Accenture, Bioenergy Devco, Invenergy, Robbins Gellar Rudman and Dowd LLP, Sunrun

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

5:00 PM - 8:00 PM

CRAB FEAST
(ticket required)

South
Parking Lot

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Buffet: Invenergy and Skyline Technology Solutions

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Crab Knives: US Wind

Lemonade & Water Stands: Kaiser Permanente and Zetron

Crab Bibs: Choose Who You Use Maryland

Crab Mallets: Ørsted

A highlight of MACo's conference, this all-you-can-eat steamed Maryland blue crab buffet is a "can't miss" event! Picnic fare will be served in addition to the all-Maryland crabs! 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 21, 2021

8:00 AM - 10:30 AM

REGISTRATION CENTER

Main Foyer

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

8:00 AM - 10:30 AM

CHARGING STATION

Main Foyer

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8:00 AM - 10:30 AM

AMERICAN FIDELITY ATTENDEE LOUNGE

Room 210

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

8:00 AM - 9:30 AM

CONTINENTAL BREAKFAST

Room 201-203
Foyer



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SATURDAY, AUGUST 21, 2021

9:00 AM - 10:00 AM

FORUM

Room 201/202

American Rescue Plan Put to Action

Hosted by NORESKO

The American Rescue Plan Act includes unprecedented direct and flexible aid for states and local governments to mitigate the fiscal impact of the COVID-19 pandemic. In addition to ensuring a robust and equitable recovery, this one-time infusion of resources provides an opportunity to invest in economic development, infrastructure, housing, transportation, human capital, and other critical areas. While program deadlines place some emphasis on speed, careful planning is essential to optimize the value of recovery dollars while complementing broader county planning. In this session, an expert panel will discuss funding opportunities and challenges, rules and regulations, and best practices to ensure this funding will enable communities to recover, rebuild, and thrive.



Speakers:

- Mark Ritacco, Director of Government Affairs, National Association of Counties (NACo)
- Ted Zaleski, Director of Management & Budget, Carroll County
- Shelley Heller, County Administrator, Kent County

Moderator: The Honorable Stephen Wantz, Commissioner, Carroll County

10:00 AM - 10:15 AM

NETWORKING & COFFEE BREAK

Upstairs Foyers

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

10:15 AM - 11:15 AM

GENERAL SESSION

Room 203/204

Lessons Learned and Ways Forward with Virtual Learning

Sponsored by Comcast

The COVID crisis reshaped our image of schooling in the short term - but what about in the long term? Will remote learning remain a major part of ongoing education programs, even in "normal" times? Can we leverage scarce teaching resources through remote learning to expand the reach of specialized instruction? How can we overcome concerns with motivation and participation in remote learning environments? What tools can help us promote equitable access and outcomes for our students? And, as Maryland launches its own ambitious vision for educational expectations through the Blueprint for Maryland's Future, how can we incorporate these lessons learned? Join this discussion of educators and leaders to contemplate next steps ahead.

Speakers:

- Cheryl Bost, President, Maryland State Education Association
- Mohammed Choudhury, State Superintendent of Schools, MD Dept of Education
- Patricia Saelens, Superintendent, Queen Anne's County
- Gabrielle Webster, President and CEO, Boys and Girls Clubs of Greater Washington

Moderator: The Honorable Paul Pinsky, MD State Senate

10:15 AM - 11:15 AM

ROUNDTABLE

Room 215

Pandemic Partnership After-Action: Looking Back and Planning Forward

Military and public safety leaders frequently conduct an "after action" de-brief discussion following a major event - a structured opportunity to review and assess the elements of the completed event. We'll start that conversation here at the conference, where State health, public safety, and communications leaders will plug in with county-level counterparts to review pandemic response in Maryland. How has the State/local partnership served our needs during the pandemic? What worked well? What needs work? Where do we need more resources, better plans, and crisper communications? Join us for this hour-long kickoff to an ongoing collaborative conversation.

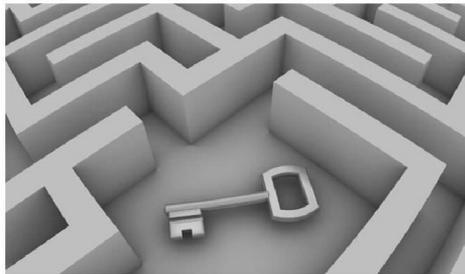
Moderator: Dennis Schrader, Secretary, MD Department of Health



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SATURDAY, AUGUST 21, 2021

11:15 AM - 11:30 AM

NETWORKING & COFFEE BREAK

PAC Foyer

Sponsored by Maryland Environmental Service, Presidio, Northeast Maglev, Zelenkofske Axelrod LLC

11:30 AM - 12:00 PM

GOVERNOR'S CLOSING ADDRESS

PAC

Sponsored by US Wind

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

Speaker: The Honorable Larry Hogan, Governor of Maryland

Moderator: The Honorable Wilbur Leventgood, President, MACo; Commissioner, Caroline County

Upcoming MACo Conference Dates

WINTER CONFERENCE

December 8–10, 2021

*Hyatt Regency
Cambridge, MD*

SUMMER CONFERENCE

August 17–20, 2022

*Roland Powell Convention Center
Ocean City, MD*

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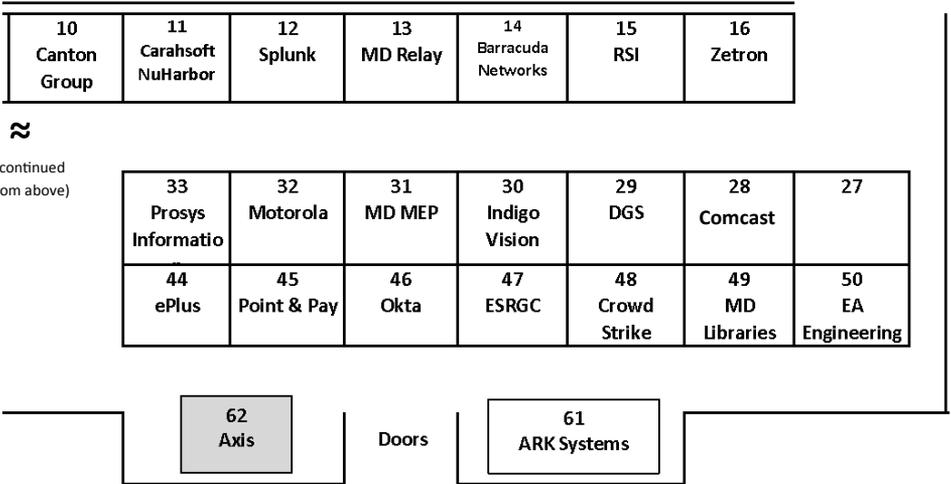
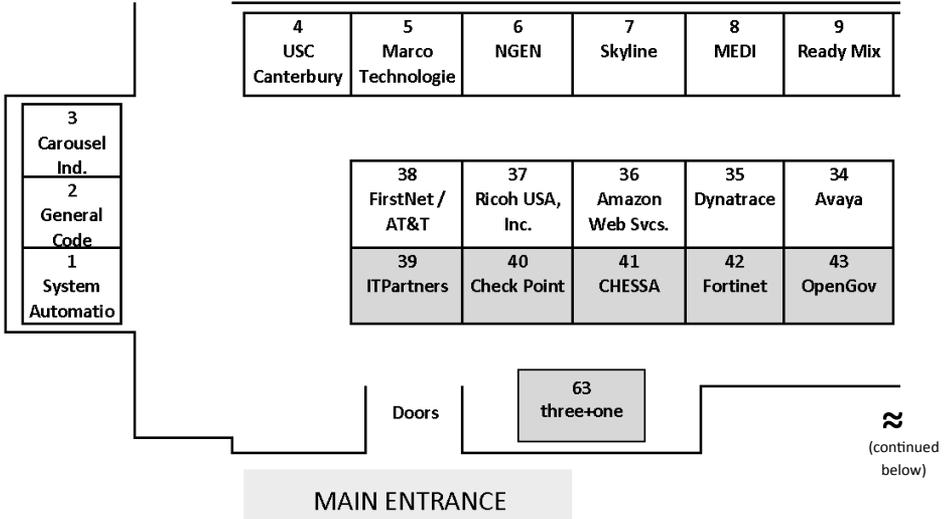


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WEDNESDAY TECH EXPO EXHIBITORS

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- ARK SYSTEMS INC (#60)
- AT&T (#38)
- Avaya (#34)
- Axis Communications (#62)
- Barracuda Networks (#53)
- Carahsoft & NuHarbor (#26)
- Carousel Industries (#03)
- Check Point Software Technologies (#40)
- CHESSA (#41)
- Comcast (#28)
- CrowdStrike (#48)
- Dynatrace (#35)
- EA Engineering, Science, and Technology, Inc. (#50)
- ePlus Technology Inc. (#44)
- ESRGC @ Salisbury University (#47)
- Fortinet, Inc. (#37)
- General Code (#02)
- IndigoVision (#59)
- ITPartners (#39)
- Marco Technologies (#05)
- Maryland Department of General Services (#27)
- Maryland Libraries (#49)
- Maryland MEP (#55)
- Maryland Ready Mix Concrete Association (#11)
- Maryland Relay (#52)
- MEDI (#10)
- Motorola Solutions, Inc. (#54)
- NGEN (#06)
- Okta, Inc. (#46)
- OpenGov (#43)
- Point & Pay (#45)
- Prosys Information Systems (#33)
- Ricoh USA (#37)
- RSI (#15)
- Skyline Advanced Technology Services (#09)
- Splunk (#51)
- System Automation (#01)
- The Canton Group, LLC (#17)
- three+one (#63)
- USC/Canterbury (#04)
- Zetron, Inc. (#16)

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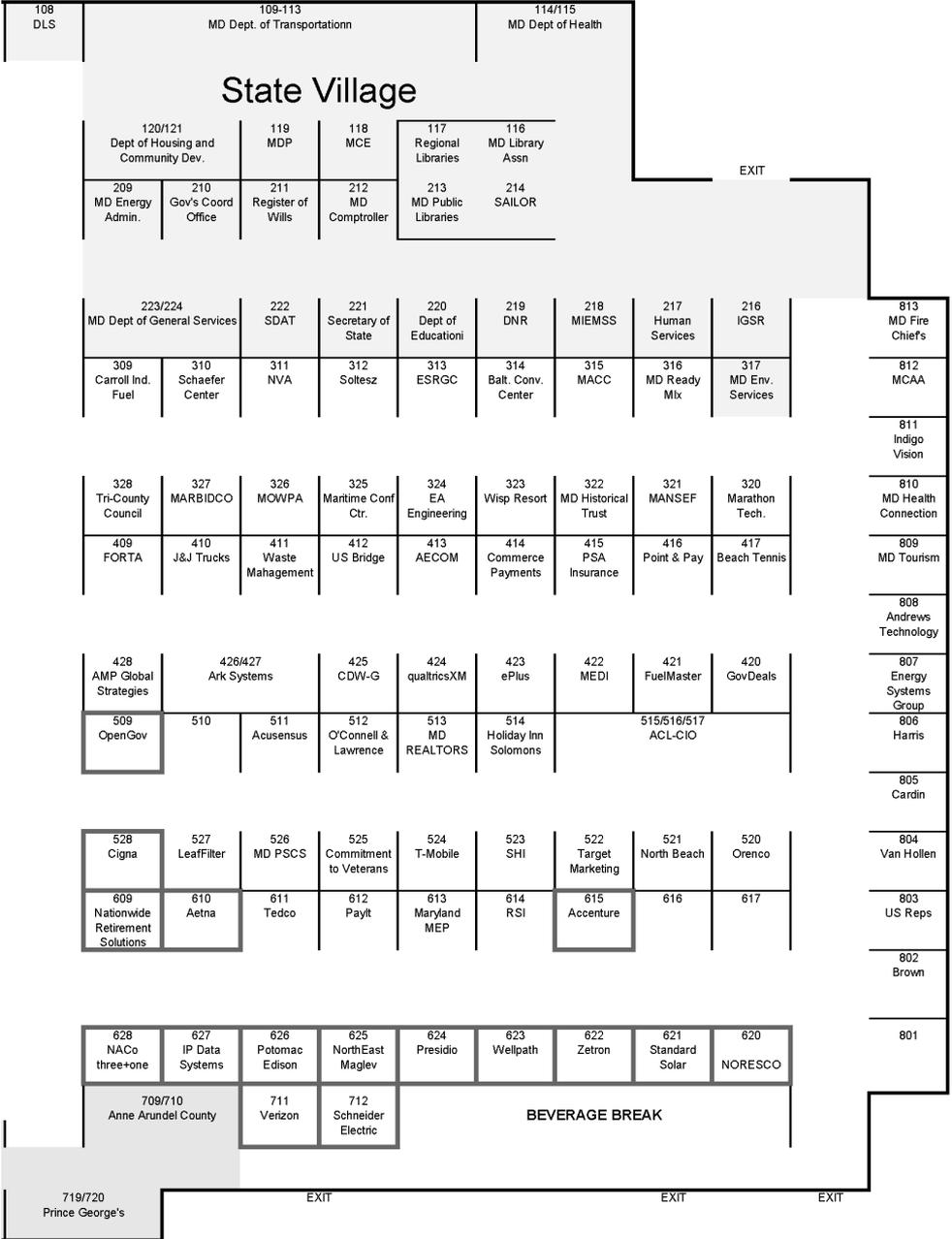
- Acusensus (#511)
- AECOM (#413)
- Aetna (#603)
- Altumint, Inc. (#304)
- Am. Fed. of State County & Municipal Employees (#531)
- American Fidelity (#508)
- American Public University (#506)
- American Tennis Courts Inc. (#303)
- AMP Global Strategies (#428)
- Andrews Technology (#808)
- ANGARAI (#435)
- Anne Arundel Economic Development Corp (#709/710)
- Applied Technology Services (#507)
- ARK SYSTEMS INC (#426 and 427)
- AT&T MD (#529)
- Axis Communications (#432)
- Baltimore City (#706)
- Baltimore Convention Center (#314)
- Baltimore County (#707)
- Bolton (#202)
- Calvert County (#629)
- Carahsoft & NuHarbor (#229)
- CareFirst BlueCross BlueShield (#605)
- Caroline County (#700)
- Carroll County (#633)
- Carroll Independent Fuel Co. (#309)
- Cecil County (#704)
- Celsue Construction Services, Inc. (#403)
- Charles County Dept of Recreation, Parks & Tourism (#635)
- Charlotte Hall Veterans Home (#125)
- Chesapeake Employers' Insurance Company (#606-608)
- Cigna (#528)
- Cintas Corporation (#225)
- CMS, Inc. (#533)
- CommercePayments (#414)
- Community Mediation MD (#434)
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- Cunningham Recreation / GameTime (#501)
- CVS Caremark (#505)
- Delta Dental (#305)
- Dorchester County (#725)
- Dynatrace (#537)
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- Energy Systems Group (#807)
- En-Net Services (#430 and 431)
- ePlus Technology Inc. (#423)
- ESRGC @ Salisbury University (#313)
- EXP U.S. Services Inc. (#226)
- FORTA (#409)
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- FuelMaster/Syntech Systems (#421)
- Gallagher (#330)
- Garrett County (#631)
- General Code (#201)
- GovDeals (#420)
- Governor's Coordinating Offices (#210)
- Govolution (#203)
- Hadco Philips Lighting (#302)
- Harford County (#636 and 637)
- Healthworks Analytics LLC (#337)
- Holiday Inn Solomons Conference Center & Marina (#514)
- Howard County (#708)
- IndigoVision (#811)
- Institute for Governmental Service and Research (#216)
- IPDS (IP DataSystems) (#627)
- ITPartners (#503)
- J&J Truck Bodies & Trailers (#410)
- KCI Technologies, Inc. (#200)
- Kent County (#703)
- LeafFilter Gutter Protection (#527)
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- Luck Ecosystems (#128)
- MacLeod Law Group (#417)
- Manns Woodward Studios (#306)
- Marathon Technology Solutions Inc. (#320)
- Marco Technologies (#407 and 408)
- Maritime Conference Center (#325)
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Thank you, Exhibitors!

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- MD Insurance Administration (#127)
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- MD MEP (#613)
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- MD Office of the Secretary of State (#221)
- MD Onsite Wastewater Professionals Assn (#326)
- MD Public Service Commission (#124)
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- MD Register of Wills Association (#211)
- MD Relay (#126)
- MD Small Business Dev. Center (#104)
- MD Stadium Authority (#205 and 206)
- MD Tourism Coalition (#809)
- MD Underground Facilities Damage Prevention Authority (#123)
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- MD Dept of General Services (#103)
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- UKG (Ultimate Kronos Group) (#308)
- US Small Business Administration (#101)
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- Washington County Government (#632)
- Waste Management of MD, Inc. (#411)
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- Wisp Resort (#323)
- Worcester County (#724)
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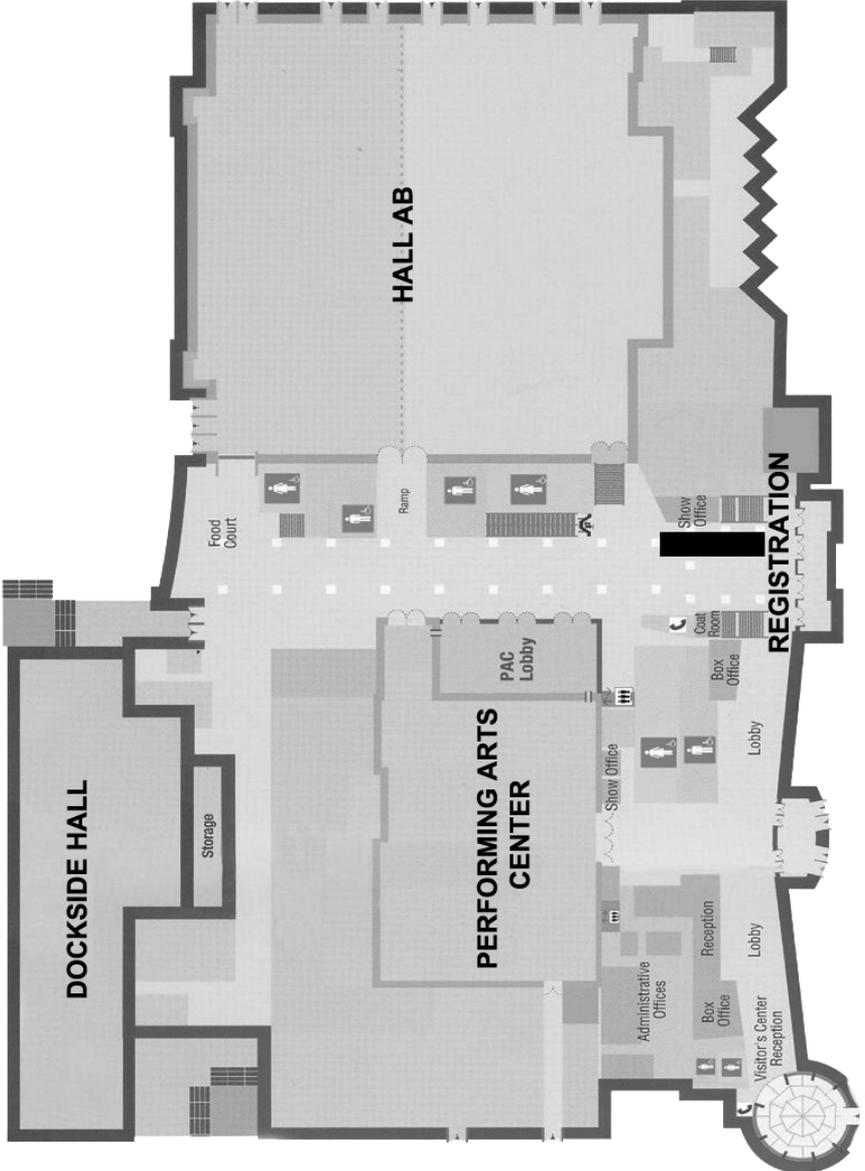
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1987	Parris N. Glendening - Prince George's County		
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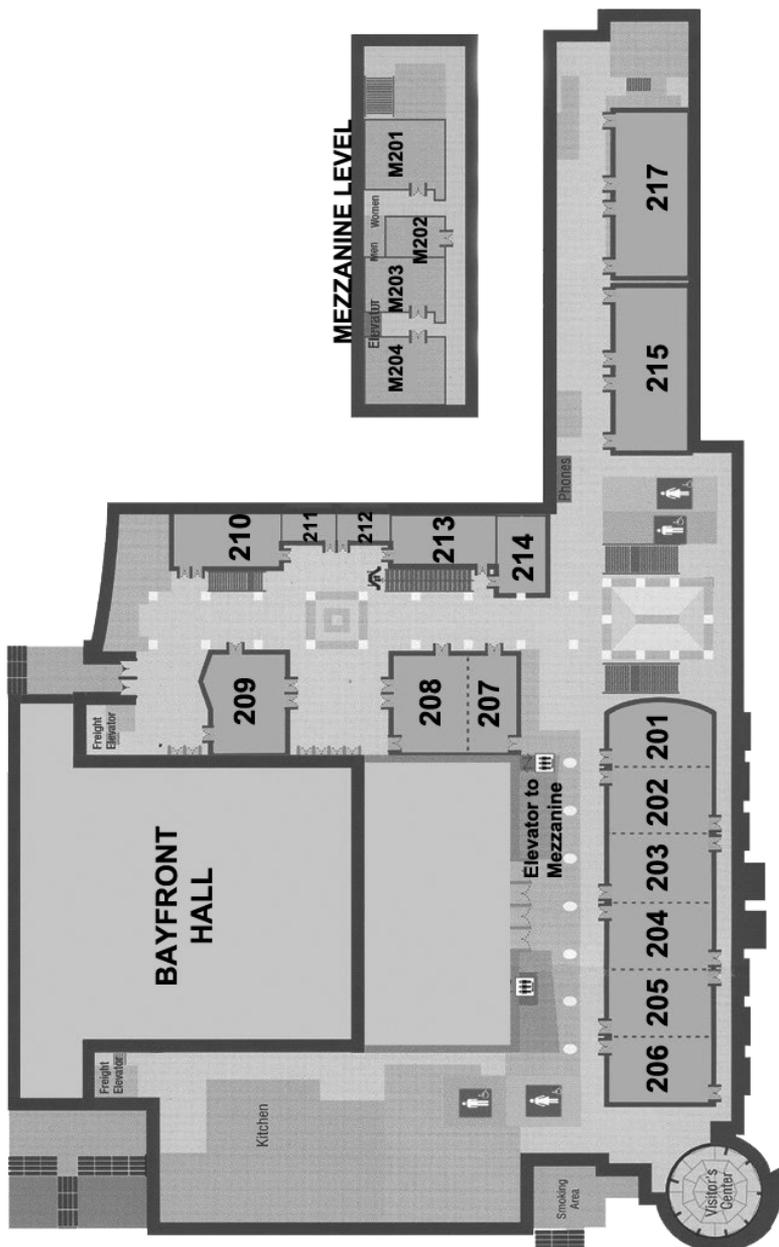
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