



# MARYLAND ASSOCIATION of COUNTIES

## Summer Conference

August 12-15, 2015 | Roland Powell Convention Center | Ocean City, MD  
[www.mdcounties.org/MACoCon](http://www.mdcounties.org/MACoCon)



**ENERGIZE.**



**MOBILIZE.**



**CAPITALIZE.**

## MACo Summer Conference

### Academy for Excellence in Local Governance Sessions

- *Academy Core Course: County Financial Management*
- *Academy Core Course: Employment Issues*
- *Leveraging Private Investment to Capitalize Energy Improvements*
- *Building Health and Wealth in Communities: A Sound Investment*
- *Catching the Wave: Change Management for Public Sector Leaders*
- *Tapping Grant Opportunities to Meet Community Needs*
- *The Basics of Structured Economic Development*
- *Skills to Compete: How Our Schools Are Strengthening Maryland's Future Workforce*
- *Maryland's Federal Footprint – Counties Hosting Major Federal Sites*

We've highlighted the MACo Summer Conference sessions eligible for Core and Elective course credits in the [Academy for Excellence in Local Governance](#). The following pages list session times and descriptions.

MACo's 2015 Summer Conference will offer more than 25 educational sessions and many networking opportunities, including the Taste of Maryland Reception, the Governor's Cabinet Reception, and the Crab Feast. Exhibitors in our 250+ booth tradeshow are eager to meet county decision-makers and share how their products and services can benefit county government.

More information is available in our [registration brochure](#).

You can also [register online](#). Please call 410.269.0043 if you have any questions.

We look forward to seeing you at the Summer Conference!

# ***MACo's Summer Conference***

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

## **SESSIONS FOR ACADEMY FELLOWS**

### ***Academy Core: County Financial Management***

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

*Speaker:* Ted Zaleski, Director, Department of Management and Budget, Carroll County

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

*Date/Time:* Wednesday, August 12, 2015; 1:00 pm – 3:00 pm

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### ***Academy Core: Employment Issues***

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

*Speaker:* Kevin Karpinski, Partner, Karpinski, Colaresi & Karp, PA

*Moderator:* The Honorable Jerry Walker, Council Chair, Anne Arundel County; MACo Treasurer

*Date/Time:* Wednesday, August 12, 2015; 3:15 pm – 4:45 pm

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### ***Leveraging Private Investment to Capitalize Energy Improvements***

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

*Speakers:*

Wyatt Shifflet, Director of Finance Programs, Maryland Clean Energy Center

David Lever, Executive Director, Public School Construction Program

Laura Franke, Managing Director, Public Financial Management, Inc.

*Moderator:* The Honorable Sallie Jameson, Maryland House of Delegates

*Date/Time:* Wednesday, August 12, 2015; 12:00 pm – 1:00 pm

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## **SESSIONS FOR ACADEMY FELLOWS**

### ***Building Health and Wealth in Communities: A Sound Investment***

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

#### *Speakers:*

Joe Ciotola, Health Officer, Queen Anne's County

Maura Rossman, Health Officer, Howard County

Meena Brewster, Health Officer, St. Mary's County

Henry Taylor, Acting Health Officer, Carroll County

Frances B. Philips, R.N., MHA, Maryland Health Care Commission (invited)

*Moderator:* The Honorable Sheree Sample-Hughes, Maryland House of Delegates

*Date/Time:* Thursday, August 13, 2015; 2:00 pm – 3:00 pm

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### ***Catching the Wave: Change Management for Public Sector Leaders***

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

#### *Speakers:*

Jon Weinstein, PMP, Vice Chair, Howard County Council, President, Line of Sight, LLC

Steve Moore, PMP, Vice President, Strategy & Business Development, Orbital ATK

*Moderator:* The Honorable Gail Bates, Maryland State Senate (invited)

*Date/Time:* Thursday, August 13, 2015; 3:30 pm – 4:30 pm

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## **SESSIONS FOR ACADEMY FELLOWS**

### ***Tapping Grant Opportunities to Meet Community Needs***

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

*Speakers:*

Greg James, Deputy Secretary, Department of Human Resources

Merril E. Oliver, Director, Maryland Governor's Grants Office

Elizabeth Weglein, United Seniors of Maryland

*Moderator:* The Honorable Angela Angel, Maryland House of Delegates (invited)

*Date/Time:* Friday, August 14, 2015; 1:00 pm – 2:00 pm

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### ***The Basics of Structured Economic Development***

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

*Speakers:*

Alex McCoy, Economic Development Director, Garrett County

Lara Fritts, Maryland Economic Development Association, Professional Development Committee Chair, Director of Business Development, Baker, Tilly, Vichow Krause, LLP

*Moderator:* The Honorable Jeff Ghrist, Maryland House of Delegates (invited)

*Date/Time:* Friday, August 14, 2015; 2:15 pm – 3:15 pm

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

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

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## **SESSIONS FOR ACADEMY FELLOWS**

*Speakers:*

Dr. Lillian Lowery, Maryland State Superintendent of Schools, Maryland Dept. of Education

Dr. Bernie Sadusky, Executive Director, Maryland Association of Community Colleges

Vennard Wright, Chief Information Officer, Prince George's County

Arne Duncan, Secretary, US Department of Education (invited)

*Moderator:* The Honorable Nancy King, Maryland State Senate (invited)

*Date/Time:* Saturday, August 15, 2015; 9:30 am – 11:00 am

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### ***Maryland's Federal Footprint – Counties Hosting Major Federal Sites***

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

*Speakers:*

The Honorable Dutch Ruppersberger, U.S. House of Representatives

Judith A. Kain Emmel, Associate Director for State, Local and Community Relations, National Security Agency

Jill M. McClune, President, Army Alliance, Aberdeen Proving Ground; Vice President, Contracts and Federal Compliance, Avon Protection Systems

Robert Wirt, Executive Director, Southern Maryland Navy Alliance

*Moderator:* The Honorable Steve Schuh, Anne Arundel County Executive (invited)

*Date/Time:* Saturday, August 15, 2015; 9:30 am – 11:00 am

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### ***Learn more about [MACo's Summer Conference](#):***

- [Registration Brochure](#) (contact [avalliant@mdcounties.org](mailto:avalliant@mdcounties.org) for help with registration)
- [Online Registration](#)
- [Discounted Hotels List](#)
- [Exhibitor Brochure](#)
- [Sponsorship Brochure](#)
- [Golf Tournament Registration Form](#)

For a schedule of educational sessions at MACo's Summer Conference, please view the [Registration Brochure](#).

**Questions? Contact Meetings & Events Director [Virginia White](#).**