



MARYLAND  
Association of  
COUNTIES

Bringing it All Back



## Summer Conference

August 14 - 17, 2013

Roland Powell Convention Center

Ocean City, Maryland

## Academy for Excellence in Local Governance Sessions

- **Academy Core Course: "Employment Issues"**
- **Academy Core Course: "County Financial Management"**
- **"Integrated Stormwater & Wastewater Plans"**
- **"Local Sports Venues: Making Play Pay"**
- **"Gazing Into the Crystal Ball: Benefits of Long-term Budget Planning"**
- **"Getting to "YES" with GIS: What Digital Mapping Technology Can Do for You"**
- **"Our Community Colleges - Fueling the Workforce"**

We've highlighted the sessions for which you can earn credit from the Academy for Excellence in Local Governance. Please see the other side of this page for session times and descriptions.

MACo's 2013 Summer Conference will offer more than 25 educational sessions and lots of networking opportunities, including the Taste of Maryland Reception, the President's Reception, and the Crab Feast. Exhibitors in our 200+ 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 14 - 17, 2013, Roland Powell Convention Center, Ocean City, Maryland

## SESSIONS FOR ACADEMY STUDENTS

### ***Employment Issues***

**(Academy for Excellence in Local Governance Core Course)**

Wednesday, August 14, 2013; 1:15 pm – 2:45 pm

Building and managing an effective workforce is critical to effective governance. At the same time, government employers face widespread legal restrictions in hiring, firing, promoting, and disciplining employees. The many facets of public employment and the issues often raised by county government officials will be discussed.

### ***County Financial Management***

**(Academy for Excellence in Local Governance Core Course)**

**Wednesday, August 14, 2013; 3:00 pm – 4:30 pm**

Common challenges faced by new and veteran county officials include 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 session, veteran public administrators discuss the budget process and financial reporting, and give practical tips for county officials.

### ***Integrated Stormwater & Wastewater Plans***

**(Elective category: Environmental issues)**

**Wednesday, August 14, 2013; 12:00 pm – 1:00 pm**

Everyone wants clean waterways, but fiscal constraints can make it difficult to put the infrastructure in place to get there. Through working with states and localities, the United States Environmental Protection Agency has developed an "integrated approach" for achieving stormwater and wastewater plans. This comprehensive approach will provide localities with the opportunity for identifying cost-effective and protective solutions and implementing the most important projects first. This session will discuss this framework and how to apply it to your jurisdiction.

**Speaker:** Connie Bosma, Municipal Branch Director, Office of Wastewater Management, Environmental Protection Agency

**Moderator:** The Honorable Alfred C. Carr, Jr., Maryland House of Delegates

### ***Local Sports Venues: Making Play Pay***

**(Elective category: Service delivery, economic development)**

**Thursday, August 15, 2013; 1:30 pm – 2:30 pm**

If done properly, a county can realize both primary and secondary economic benefits by hosting sporting events at a local venue. Panelists will examine the economic impact of hosting sporting events at a local venue, discuss marketing considerations necessary to make your local venue attractive both to sporting organizations and patrons, and highlight potential challenges and areas of concern.

**Speakers:** Christina L. Holden, Staff, Maryland Park Service Park Advisory Commission, Maryland Department of Natural Resources; Terry Hasseltine, Executive Director, Maryland Office of Sports (Maryland Stadium Authority); Rick Anthony, Director of Recreation and Parks, Anne Arundel County

**Moderator:** The Honorable Craig L. Rice, Montgomery County Council Member

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## SESSIONS FOR ACADEMY STUDENTS

### ***Gazing Into the Crystal Ball: Benefits of Long-term Budget Planning***

**(Elective category: Finance)**

**Thursday, August 15, 2013; 3:00 pm – 4:00 pm**

Building a multi-year plan for operating budgets is inconvenient, time consuming, challenging and filled with uncertainty. There are lots of reasons not to take on the challenge, but building an operating plan will change the way you budget and help you to avoid the bad decisions made possible with year-by-year budgeting.

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

**Moderator:** The Honorable Tawanna Gaines, Maryland House of Delegates

### ***Getting to “YES” with GIS: What Digital Mapping Technology Can Do for You***

**(Elective categories: Land use planning, service delivery)**

**Friday, August 16, 2013; 1:00 pm – 2:00 pm**

Geographic Information System (GIS) technology is designed to analyze and map data in a geographic format. While initially used for land use planning, GIS mapping is now used to assist county governments in a wide variety of vital services, including disaster coordination and response, public safety and law enforcement, infrastructure maintenance, and departmental responsiveness. Panelist will explain how GIS technology works and provide examples of how this versatile technology can assist county governments.

**Speakers:** Richard Eberhart Hall, Secretary, Maryland Department of Planning; Marshall L. Stevenson, Client Solutions Manager, KCI Technologies, Inc.; Patrick Callahan, GIS Manager, Prince George's County Office of Technology; Deborah Carpenter, GIS Specialist, Garrett County Planning and Land Development

**Moderator:** The Honorable E.J. Pipkin, Maryland Senate

### ***Our Community Colleges - Fueling the Workforce***

**(Intergovernmental relations, communications)**

**Friday, August 16, 2013; 2:15 pm – 3:15 pm**

Community colleges can quickly adapt their programming to respond to our counties' educational and workforce training needs. Both youth seeking an education and adults re-training for new careers can take advantage of community colleges, where the average age of a student is now 30 years old. In this session, we will describe the range of community college programming available, and how best to work with your community college to develop the most relevant adaptations for the county's changing demography and economy.

**Speakers:** Dr. Bernard J. Sadusky, Executive Director, Maryland Association of Community Colleges (MACC); Dr. Murray K. Hoy, President of Wor-Wic Community College; Dr. Faith Harland-White, Dean, School of Continuing & Professional Studies, Anne Arundel Community College

**Moderator:** The Honorable Anne Kaiser, Maryland House of Delegates

#### ***More information:***

- [Registration Brochure](#)
- [Online Registration](#)
- [MACo website](#)
- [Academy Registrar](#) (for information on your current Academy status)