



Spring Conference 2010

April 21 – 23, 2010

Glenview Mansion

603 Edmonston Drive, Rockville

Wednesday, April 21

11:00 am – 4:00 pm **Golf Outing** at Rockville's RedGate Golf Course

Washington Golf Magazine ranked the 18-hole par-71 course as one of the 10 finest facilities in the Washington metropolitan area. Greens fees with cart for the conference outing totals \$39. The RedGate Golf Course is located at 14500 Avery Road. More information is available at <http://www.rockvillemd.gov/redgate/index.html>.

4:00 pm – 6:00 pm Pre-conference mixer at RedGate Golf Course

Thursday, April 22

8:00 am – 12:00 pm Conference registration at Glenview Mansion

8:30 am – 9:00 am Continental Breakfast

9:00 am – 9:15 am Welcome from Mayor Marcuccio, City Manager Scott Ullery and the MCCMA Board

9:15 am – 10:30 am **Social Media – The latest and greatest in communication tools**
Marylou Berg, Communication Manager, City of Rockville
Shannon Loomis, Public Information Specialist, City of Rockville

It seems like everyone from pre-teens to the White House is using social networks like Facebook, MySpace and Twitter, but it can be difficult to get started. This session will highlight Rockville's experience using social media and show you how to use Web 2.0 technologies to connect and communicate with your community.

10:30 am – 10:45 am Break

10:45 am – 12:00 pm **Protecting Maryland’s Youth – Preventing crime and delinquency**

Kristen Mahoney, Executive Director, Governor’s Office of Crime Control and Prevention

Today’s youth face new challenges daily that can pull them off a positive, productive and successful path. This session will offer the latest in early intervention and prevention measures to help young people stay out of trouble. Learn what cities and counties can do to support our at-risk youth. Share successes, failures and lessons learned about keeping our youth safe and successful.

12:00 pm – 12:45 pm **Keeping critical projects on track during tough economic times**

Joe Mason, Vice President, Davenport & Company LLC’s Public Finance Department

Davenport is the leading provider of financial advisory services in the mid-Atlantic region and serves many of Maryland’s state agencies, counties, and municipal governments. Their experience shows that State grants, County tax differential, revenue sharing, subsidized loan programs, and matching funds are increasingly hard to come by.

However, communities have critical capital projects that must move forward. As localities are increasingly asked to “go it alone” to get things done, financing options and strategies for obtaining long and short term financing become critical. Discussion topics of this session include the status of federal and state loan programs, bank financing options, and commentary on the overall public finance market.

12:45 pm – 1:45 pm Lunch and Idea Exchange

2:00 pm – 5:00 pm **Tours**

Aeras Global TB Vaccine Foundation

The Aeras Global TB Vaccine Foundation (www.aeras.org) is a non-profit research organization based in Rockville developing Tuberculosis vaccine. Tuberculosis kills almost two million people each year. Although a vaccine against TB exists, its effectiveness is very limited. Since its founding in 2003, Aeras has made significant progress in developing effective tuberculosis vaccine regimens that will prevent TB in all age groups and will be affordable, available, and adopted worldwide. Aeras is currently sponsoring clinical trials in Africa, Europe and the United States of four new vaccine candidates.

On a tour of the Aeras facility you will see vaccine discovery laboratories, where scientists are working to invent new vaccines; immunology labs, where these and other vaccine candidates are assessed; and our manufacturing facility. The facility undertakes the full spectrum of activities to manufacture TB vaccines – moving from cells in the lab to TB vaccines in vials and capsules.

Thomas Farm Community Center, City of Rockville

Thomas Farm is the City's newest community center located in Rockville's Fallsgrove neighborhood. The Center features a full-size gymnasium, multi-purpose room, outdoor patio, game room, fitness center, art gallery and lounge. The Thomas Farm Community Center was designed and constructed using sustainable technology and practices. Sustainable measures and features include: pervious paving in the parking lot, geothermal heating and cooling system, high efficiency and sensor activated plumbing fixtures, efficient windows and skylights to reduce electricity usage.

5:30 pm – 8:30 pm Reception and dinner at Clyde's Tower Oaks Lodge

Friday, April 23

8:00 am – 8:30 am Continental Breakfast

8:30 am – 10:30 am **Generations in the workplace**

Michelle Poche Flaherty, Organizational Development Manager,
City of Rockville

This interactive session describes the differences among the members of today's multi-generational workforce and helps employees manage and collaborate across generations more effectively. It will address leadership, relationship building, and human resource management.

10:30 am – 10:45 am Break

10:45 am – 11:45 am **Developing a legislative program on a tight budget**

Candace Donoho, Director, Governmental Relations, Maryland
Municipal League

Barbara Wilkins, Senior Counsel, Holland and Knight

This session will help you use your internal resources and proven strategies to develop an effective state legislative program at low cost. Holland and Knight provides legal services in more than 100 practice areas. Their expertise is based on # years working on local government issues on Capital Hill and in Annapolis. Holland and Knight will present on low cost strategies a municipality can use to effectively promote their needs and interests to the federal government and the Maryland legislature. The Maryland Municipal League will round out the session by highlighting resources and strategies available through the League.

11:45 am – 12:15 pm **Legislative Update**

Candace Donoho, Maryland Municipal League

12:15 am – 12:45 pm **ICMA Update**

Scott Hancock, Northeast Region Vice President, ICMA Executive
Board

12:45 pm – 1:30 pm Lunch and Business Meeting

2010 SPRING CONFERENCE REGISTRATION



April 21-April 23, 2010
 Hosted by the CITY OF ROCKVILLE
 GLENVIEW MANSION
 603 W. EDMONSTON DRIVE
 240-314-8660

NAME	
ORGANIZATION	
BUSINESS ADDRESS	
BUSINESS TELEPHONE	
EMAIL	

Registration Fee	\$ 90.00	\$ _____
Registration Includes:		
• Training and Tours		
• Breakfast & Lunch on Thursday & Friday		
• Pre-conference Mixer and Thursday Dinner		
Additional Dinner Guest(s) _____ X	\$ 40.00	\$ _____
Golf Outing...includes cart	\$ 39.00	\$ _____
TOTAL DUE		\$ _____

PAYMENT: Submit this form and conference registration fees, **made payable to the City of Rockville, no later than April 7, 2010**, to the attention of: **Barbara Coupe, City Manager's Office, City of Rockville, 111 Maryland Avenue, Rockville, MD 20850**. Please mark mailing: **MCCMA Spring Conference**.

HOTEL: Please see page five describing three hotel options located near the conference site. Please contact your hotel of choice directly to make a reservation. Special rates are available through April 3rd by mentioning the Maryland City and County Management Association Spring Conference.

Questions: Contact Jenny Kimball at 240-314-8104 or at jkimball@rockvillemd.gov



2010 Spring Conference Hotel Options

Best Western Rockville Hotel & Suites

1251 W. Montgomery Avenue

Rockville, MD 20850

3.1 miles from Glenview Mansion

- Special rate of \$119.99, includes full breakfast buffet
- Book on or before April 3, 2009. Call 301-424-4940 and reference MCCMA Spring Conference to get special rate
- After April 3, rates will be normal rates offered by the hotel at that time
- 24-Hour Business Center
- Complimentary Fitness Facility
- Free high-speed Internet access
- Free Parking

Hilton Washington DC/Rockville Hotel and Executive Meeting Center

1750 Rockville Pike

Rockville, MD 20852

2.3 miles from Glenview Mansion

- Call 1-301-468-1100 or book on-line
- Rates will be market rates at time of booking
- 24-Hour Business Center, with high-speed Internet (charge for internet in room)
- Indoor Pool
- Complimentary Fitness Center
- Parking \$12 per day
- Central location on Rockville Pike, close to shopping and Metro.

Sheraton Rockville

920 King Farm Boulevard

Rockville, MD 20850

4.9 miles from Glenview Mansion

- Special rate of \$165, includes continental breakfast buffet
- Book on or before April 5, 2009. Call 1-800-325-3535 and reference MCCMA Spring Conference to get special rate
- After April 5, rates will be normal rates offered by the hotel at that time
- Free high-speed Internet access
- 24-Hour Business Center
- Complimentary Fitness Facility
- Indoor Lap Pool and Whirlpool
- Shuttle service within surrounding area (up to five miles)
- Free Parking