

2015 NACo Legislative Conference
February 21-25, 2015
Marriot Wardman Park Hotel

Monday, February 23, 2015

Workshop Block 1

10:45 a.m.- 12:00 p.m.

County Economic Tracker 2014

Room: Delaware A

The County Tracker 2014 shows how each county economy has fared over the past years and where they stand in 2014. We will look at GDP, home prices, unemployment, job creation, and average wages to gain an understanding of each county economy across the nation. At this workshop we will review the major findings of the County Tracker Research Report and then dive into the information on their county's profile and how the information can be used. (*Staff Liaison: Nicholas Lyell, 202/661-8820*).

Navigating the Workforce Innovation and Opportunity Act (WIOA)

Room: Delaware B

This workshop will provide attendees with an overview of WIOA, with a focus on specific bill provisions that impact county workforce system leaders and partners. During the session, county workforce leaders will provide insights for how the Act will be implemented on the local level, focusing on resources and information to assist counties with successful implementation of the Act. (*Staff Liaison: Daria Daniel, 202/942-4212*).

Reducing the Number of Individuals with Mental Illness in County Jails

Room: Virginia B/C

An estimated more than two million people with mental illnesses are booked into county jails every year. Reducing this number is critical to reducing costs, increasing public safety, and improving the lives of people with mental illness. As a primer to the forthcoming Stepping Up Initiative, a national initiative to reduce the number of individuals with mental illnesses in jails, this session will be an opportunity for county leaders, experts, and participants to exchange ideas and discuss strategies and opportunities that counties and states can use to reduce the number of individuals with mental illnesses in jails. (*Staff Liaison: Nastassia Walsh, 202/942-4289*).

Public Pension Reform: Where are we now?

Room: Maryland A

Although signs of recovery from the Great Recession continue to appear at the state and local level, government leaders still face difficult budgetary decisions, especially those related to employee retirement. This workshop will provide a national perspective on the current state of public pension reforms, an overview of how federal officials are engaging in the debate on public pensions and examples of administrative and legislative proposals that could impact local government pensions. (*Staff Liaison: Mike Belarmino, 202/942-4254*).

Say What You Need to Say: Tips for Effective Advocacy

Room: Lincoln 5

Your involvement in NACo's advocacy effort is vital to our legislative success. Come participate in this interactive workshop where you will not only learn about techniques to get the attention of Congress and the Administration, but you will also practice tips on getting your message across during meetings with federal officials whether you are in D.C. or at home. (*Staff Liaison: Jessica Mohan, 202/942-4217*).

Endangered Species Act - Current Legislative Efforts

Room: Lincoln 6

The Endangered Species Act (ESA) may be viewed as a Western issue but it is a national one. Several legislative proposals will affect how counties deal with endangered species populations and their listing. (*Staff Liaison: Chris Marklund, 202/942-4207*).

Workshop Block 2

1:45 p.m. - 3:00 p.m.

Power in Numbers: Forging Regional Economic Development Partnerships

Room: Delaware A

Rural counties grapple with fewer workers, firms and households than larger, more urbanized counties. To address these potential economic growth obstacles, rural counties are forming regional partnerships to take advantage of common strengths in the area. From transportation and long-range planning investments, to developing a regional food system and a skilled workforce, counties are stimulating growth by forming multi-county partnerships. This educational workshop highlights rural counties who are pursuing regional partnerships to enhance economic resilience. (*Staff Liaison: Jen Horton, 202/942-4274*).

NACo Prescription, Health & Dental Discount Programs: New Options, Dramatic Savings

Room: Delaware B

NACo is integrating its dental discount program into the already successful prescription and health discount program. The program provides savings on prescriptions, vision, LASIK, hearing aids, imaging, diabetic supplies, labs as well as most dental procedures including routine checkups, cleanings, dentures, root canals, crowns and more. This plan is not insurance, but is a discount plan where everyone is accepted with unlimited use. During this session, NACo staff and representatives from CVS Health, will inform participants how they can implement this program in their county to help residents with uncovered health needs. (*Staff Liaison: Andrew Goldschmidt, 202/942-4221*).

Update on Pretrial Reform at the County, State and Federal Level

Room: Virginia B/C

Pretrial detainees account for more than 60 percent of the inmates in county jails, at a cost of \$9 billion per year. Pretrial reform, including the use of risk assessments, is picking up steam at all levels of government. The Department of Justice is investing in pretrial reform at the county level and states across the country are examining pretrial reform both legislatively and programmatically. Learn about legislative activity relating to and counties' experiences with pretrial reform. (*Staff Liaison: Kathy Rowings, 202/942-4279*).

Integrity and Civility Management

Room: Maryland A

This session opens with a discussion of the customary ways in which most people think of integrity and civility. We will explore the terrain beyond the common place and set the stage for more thoughtful focus on the qualities of values-based leadership. Specifically, integrity and civility will be developed as interdependent learned skills, not the product of innate talent or the natural inclination of well-mannered people. Participants will begin to develop personal definitions of both integrity and civility, which will be refined as new concepts are introduced. *(Staff Liaison: Karon Harden, 202/942-4277).*

The Impact of Changing Interest Rates on County Budgets

Room: Lincoln 5

A panel will address government and investment policy restrictions and educate attendees on how treasurers invest. Audiences will gain insight on how treasurers approach respective investment opportunities, learn about the economic factors involved, absorb best practices and hear about helpful tools and smart strategies for dealing with investment challenges. *(Staff Liaison: Kelly Boggs, 202/942-4290).*

Using the County Explorer & the Data Extraction Tool

Room: Lincoln 6

This workshop will demo the new Data Extraction Tool, which allows county leaders to directly access all the data in the County Explorer. With a yearly subscription, users can now view time-trends, going back to 2000 for any dataset featured on the County Explorer map. This workshop will also cover some of the ways county leaders are using the County Explorer database to learn about their counties, make decisions and apply for grants. *(Staff Liaison: Nicholas Lyell, 202/661-8820).*

Workshop Block 3

3:15 p.m.- 4:15 p.m.

County Transportation and Infrastructure Investments Driving Economic Growth

Room: Delaware A

This workshop will investigate and promote new ways for counties and their local and regional partners to strategically align transportation planning and infrastructure investments with economic development priorities. In a panel discussion, speakers will offer an overview of national trends and delve into practical case studies of how counties are leveraging transportation and infrastructure investments to achieve local and regional economic goals, including strategies to support both industry and workforce needs. *(Staff Liaison: Kathy Nothstine, 202/714-8245).*

Health Policy Outlook: What lies ahead for counties as employers?

Room: Delaware B

Join the U.S. Departments of Health and Human Services, Labor and Treasury to discuss the impact of the Affordable Care Act on counties as employers. What are some factors the federal government could consider as it develops and finalizes various regulations, including those regarding the excise tax on high cost employer-sponsored insurance? You will not want to miss this roundtable. *(Staff Liaison: Emmanuelle St. Jean, 202/942-4267).*

Six Sigma 2.5: The New Workflow for Counties

Room: Maryland B/C

Another BIG GOVERNMENT initiative? Is Six Sigma just another acronym to remember or a credential at the end of your name and title (that you don't really understand)? Learn exactly what Six Sigma is and how it applies in local government to enhance your communication with your team to get them to engage and take initiative, bypass stagnant tradition in the agency and use innovation to take the lead in your community and qualify others to integrate the methodology to work, life and local government lifestyles. Chris Daniel, Author of *Consult in Jeans*, is a maven in the consulting industry, especially in the area of new leadership. (*Staff Liaison: Shaunda Ragland, 202/942-4225*).

Crafting a Strategic Communications Plan for your County

Room: Maryland A

Workshop participants will have the opportunity to learn about the importance of and foundation for building an effective strategic communications plan. Dr. Jacqueline Lambiase, Associate Professor and Interim Director of the School of Strategic Communication at Texas Christian University will share her expertise on crafting a measurable comprehensive communications plan for counties. Additional panelists will share insight on the development of their County's plans to provide best practice examples for other counties to replicate. (*Staff Liaison: Todd McGee, 919/715-7336*).

Cybersecurity: The New Business Priority for Protecting Private Health and Financial Information

Room: Lincoln 5

In today's data driven world, the exchange of large amounts of information, including financial and personal health information has become commonplace. Recent advances have brought more systems into the cloud computing age, but also brought new avenues for cyberattacks. Failure to safeguard others' financial and health information can lead to legal sanctions, loss of business reputation and also business failure. A panel of experts will discuss current issues and developments on this important business priority. (*Staff Liaison: Jerryl Guy, 202/942-4229*)

Tuesday, February 24, 2015

Workshop Block 4

1:00 p.m.- 2:00 p.m.

Community Engagement and Outreach: Strategically Improving County Resilience

Room: Delaware A

In order for a county's resiliency initiative to address the public's needs, it is important for counties to engage residents, businesses and other community organizations in the resiliency planning process. Beyond getting the local community involved in the planning process, it is also vital for counties to successfully communicate critical information to the public prior to and during emergency events. This session will explore effective methods for engaging the whole community, including vulnerable populations, in resiliency planning and communication efforts. (*Staff Liaison: Rob Pressly, 202/942-4224*).

Infectious Disease Outbreaks: The County Response

Room: Delaware B

Whether it's avian flu, whooping cough or the latest infectious disease, Ebola; counties plan an important role in our nation's communities. While the World Health Organization, the Center for Disease Control and State Health Departments are addressing global and statewide responses, it is county government that takes the lead in implementation of health policies to keep infectious diseases from spreading. The session will focus on how two counties dealt with the latest health scare, Ebola. Learn from two case studies – one where a having an international airport impacted the policies of the county and one where there was a confirmed case in the county. Learn how the county interacted with the State Health Department, implemented the state response, communicated with the public and learned lessons that prepared the county for future disease outbreaks. (*Staff Liaison: David Keen, 202/942-4206*).

Federal Legislative Policies Affecting County Justice Systems

Room: Virginia B/C

Hear the latest update on federal legislative policies that affect county justice systems. Speakers will provide information on federal policy and programs including: the second chance act, the mentally ill offender treatment and crime reduction act, the prison rape elimination act, Byrne/JAG and more. Learn about key federal justice policies and programs and how they can help improve your county's criminal justice system. (*Staff Liaisons: Yejin Jang, 202/942-4239*).

Social Security: The Choice of a Lifetime

Room: Maryland B/C

The workshop will help explain the importance of when and how to file for Social Security benefits and the impacts that should be considered as options are evaluated. It will include basics about Social Security and will demonstrate a tool and other resources to help with those important decisions. (*Staff Liaison: Lisa Cole, 202/942-4270*).

Workshop Block 5

2:30 p.m.- 3:30 p.m.

Rural-specific Strategies for Resiliency

Room: Delaware A

Across the country, counties are working to ensure that they strategically prepare for all possible threats. Historically, research and best practices focus on large urban counties. The economic threats that rural counties and urban counties face differ. This session will explore strategies designed to ensure economic prosperity, a healthy environment and a resilient community within rural counties. (*Staff Liaison: Rob Pressly, 202/942-4224*).

MAP-21 Reauthorization: A Path to Better Health and Safety for Your County

Room: Delaware B

Key provisions of the surface transportation reauthorization bill currently being negotiated in Congress could significantly improve health and safety outcomes for your community. Come learn how NACo-supported provisions in the bill can improve rural road safety, help seniors and people with disabilities stay in their communities and make it easier for everyone to live more active healthy lifestyles. The session will give you the tools you need to be a powerful advocate for health and safety in the transportation bill. (*Staff Liaison: Brian Bowden, 202/942-4275*).

Capital Finance: Improvements and Economic Development

Room: Virginia B/C

Each year counties finance many capital projects, from courthouses to sports stadiums. With an aging infrastructure, the need to invest in the local economy and the federal government sending fewer resources to local government, the need to understand capital financing options has never been greater. In this session, you will hear from experts on the current state of the municipal bond markets, best practices for determining when to finance and what finance options are available. You'll also hear from county professionals from across the country provide case studies on their respective capital projects. Come join this engaging panel discussion and explore the financing strategies that will help keep your county moving forward. (*Staff Liaison: Mike Belarmino, 202/942-4254 and David Keen, 202/942-4224*).

Supreme Court Review: Cases That Could Impact State and Local Government

Room: Maryland B/C

The State and Local Legal Center (SLLC) provides support for state and local governments with Supreme Court litigation. To date, the SLLC has assisted in filing over 300 amicus briefs in the Supreme Court to ensure the voices of state and local governments are heard in cases that could impact the environment within which they govern. In this session, attendees will get a preview of cases that are currently pending before the Court and why counties should pay attention to their outcomes. (*Staff Liaison: Mike Belarmino, 202/942-4254*).