

# ***Maryland City/County Management Association Spring 2002 Conference***

**Thursday, April 18, 2002**

8:00 AM                   **Golf @ Rockville's RedGate Municipal Golf Course (optional)**

Noon-1:00 PM           **Welcome**  
*Mark Pentz, City Manager, City of Rockville*

**Opening Comments**  
*MCCMA President John Pick, Executive Officer, City of Salisbury*

**Luncheon**

1:15 -3:00 PM           **Energy Deregulation in Maryland**  
*Presenter: Ann Elsen, Energy Planner with Montgomery County*

Ms. Elsen will discuss: deregulation as it effects local government and its residents; why local government is a stakeholder in the process and needs to be involved; municipal aggregation; environmental effects of deregulation; and electricity procurement in a competitive marketplace. *(Concurrent)*

1:15 -3:00 PM           **Urban Renewal & Public Private Partnerships- Perspectives from Local, State, and the Public Sector.**  
*Presenters: Marge Wolf, Deputy Secretary, Maryland Department of Housing and Community Development; David Warrington, Town Administrator, Town of Cheverly; and Richard Plypko, Vice President for Suntrust Bank*

Deputy Secretary Wolf will highlight funding opportunities and professional support available through the Department of Housing and Community Development. Mr. Warrington will discuss the process of how to transfer abandoned eyesores into positive contributors to municipal tax roles utilizing urban renewal authority granted to municipalities by the State of Maryland. Case studies of the successful utilization of urban renewal authority within the Town of Cheverly will be featured. Richard Plypko, Vice President of Suntrust Bank, will discuss municipal financing opportunities for public-private partnerships. Mr. Plypko also will be available to discuss alternative financing opportunities such as Lease Purchase Agreements. *(Concurrent)*

3:00-3:15 PM

**BREAK**

3:15-4:45 PM

**Smart Growth Tour**

*Presenter: Robert Spalding, Chief of Planning, City of Rockville*

In 1997 Governor Parris N. Glendening proposed and the General Assembly adopted the Smart Growth and Neighborhood Conservation Initiatives. These initiatives were crafted to modify development patterns to offer incentives to both protect the natural resources of the State and to cluster new development around existing infrastructure. Attendees will get a first hand view of how the City of Rockville's smart growth planning process was transformed from theory to practice. Robert Spalding, AICP, Chief of Planning for the City of Rockville, will provide a presentation on how Smart Growth initiatives are implemented in the City. The capstone of this session is a tour of several smart growth projects, such as a bike lane around the City, through two large-scale mixed-use communities, and the Town Center. *(Concurrent)*

3:15-4:45 PM

**Training on a Shoestring Budget**

Case studies focused on affordable approaches to employee development from around the State will be showcased. This interactive session will incorporate input solicited from MCCMA members on the listserv and other sources. *(Concurrent)*

5:00-6:30 PM

**Reception at Glenview Mansion**

6:30 PM

**Taste of Rockville**

Join your peers for a night out on the town. Rockville staff will direct attendees to the wealth of available dining options within the City. This dining feature is not included as part of your conference fees.

**Friday, April 19, 2002**

8:30 AM                    **Continental Breakfast**

9:00-9:30 AM            **ICMA Update**  
*ICMA Northeast Regional Vice President Thomas J. Fontaine, II,  
Borough Manager of Hollidaysburg, PA*

9:30-11:00 AM         **Organizational Change – Overview and Lessons Learned**  
*Presenter: Robert J. O’Neill, Jr., President of the National Academy  
of Public Administration.*

Bob O’Neill is recognized as a visionary leader in the local government profession. His private sector consulting experience as well as work in cities and counties in Virginia provides a broad context for organizational change efforts. Mr. O’Neill’s experience in “reinventing government” was first recognized while he served as City Manager in Hampton, Virginia, by the authors of *Reinventing Government*. His efforts in Hampton prompted David Osborne and Peter Plastrik to devote a chapter in their 1997 book *Banishing Bureaucracy* entitled “Creating an Entrepreneurial Culture.” While serving as County Executive in Fairfax County, Virginia, Mr. O’Neill developed a series of initiatives focused on performance and results management and organizational change.

11:00-11:15 AM        **BREAK**

11:15- Noon            **Legislative Update**  
*MML Executive Director Scott Hancock*

12:15-1:30 PM        **Lunch**  
**MCCMA Business Meeting**  
Election of Officers

2:00 PM                 **Golf @ Rockville’s RedGate Municipal Golf Course (optional)**

## **About the Speakers**

### **Ann Elsen**

Ann Elsen is the Energy Planner for the Montgomery County Department of Environmental Protection. Her recent article on electricity procurement, "Buying Electricity by the Numbers" appeared in the October issue of *Public Management (PM)* magazine. Prior to joining Montgomery County, Ann was the manager of the Maryland Center for Industrial Energy Efficiency at the University of Maryland, and worked as a program manager for the Maryland Energy Administration. Ann has B.S. in Energy Resource Management, a Masters in Financial Management, and is a Certified Energy Manager through the Association of Energy Engineers, with 18 years of experience.

### **Marge Wolf**

Marge Wolf is the Deputy Secretary for the Maryland Department of Housing and Community Development. Prior to her appointment, Ms. Wolf served for ten years as the City Administrator for the City of Hyattsville. Her experience also includes ten years as a grants center coordinator and three years in the private sector. She earned a B.S. degree from the University of Maryland.

### **David Warrington**

Mr. Warrington was awarded with an ICMA Excellence Award for Public Private Partnerships in 2000. He has been the Town Administrator for Cheverly for 9 years and previously served as the City of Bowie's Director of Public Services for 13 years. Mr. Warrington earned a B.A. degree from the University of Maryland.

### **Bob Spalding, AICP**

Robert J. Spalding, AICP, has been the Chief of Planning for the City of Rockville since 1998 and in a variety of planning positions between 1984 and 1989. He also worked as Planning Coordinator for the Maryland-National Capital Park and Planning Commission for nine years. Mr. Spalding earned a Masters of Urban & Regional Planning from the University of Virginia and a B.A. from the University of Maryland.

### **Robert J. O'Neill, Jr.**

For the last two years, Mr. O'Neill has served as President of this nonprofit organization chartered by Congress to improve the design and management of federal, state, and local governments. Since its founding in 1967, the Academy has been at the forefront of efforts to create more efficient, effective, and accountable government. During his tenure as Fairfax County Executive from 1997 to 2000, he oversaw Virginia's largest general-purpose local government with an annual operating budget of approximately \$2 billion and 11,000 employees. Prior to this, he served as City Manager in Hampton, VA, for 13 years. Mr. O'Neill served as Director of Management Consulting Services for the Virginia offices of Coopers & Lybrand and Regional Manager for the Management Improvement Corporation of America. He earned a B.A. from Old Dominion University and an MPA from the Maxwell School of Citizenship and Public Affairs at Syracuse University. His many honors include the National Public Service Award in 1996 and an honorary doctorate of laws from Old Dominion University in 1999.