

NATIONAL ASSOCIATION OF COUNTIES

NACo BUSINESS COUNCIL

2014
YEAR IN
REVIEW

NACo



PREMIER CORPORATE MEMBERS



The **National Association of Counties** and its members — elected and appointed county government decision makers — appreciate and realize the importance of working with and understanding industry leaders. NACo has a rich history of successful ventures working in cooperation with our corporate members and much of the financial health of our organization is due to our entrepreneurial relationships with the private sector.

NACo's **Premier Corporate Member Program** is more than raising your corporation's visibility. It is about exchanging information with decision makers at the county government level — building and sustaining relationships based on an understanding of one another's issues and priorities.

FINANCIAL SUPPORT OF NACo PROGRAMS, CONFERENCES AND EVENTS

- In support of the Legislative Conference in Washington, DC, March 1–4, **Aetna**, **AT&T**, **IBM**, **Esri** and **SAIC** served as conference sponsors
- **AT&T** was the Platinum Sponsor of our 2nd Annual Cyber Symposium, **HP** served as the Gold Sponsor; **Cisco** and **IBM** were Silver Sponsors
- In support of the 2014 of the NACo Annual Conference in New Orleans on July, 11–14, **Aetna**, **Google**, **PayPal**, and **TransCanada** served as conference sponsors
- **Accela**, **Aetna**, **AT&T**, **Cisco**, **Google**, **HP**, **Hyland Software**, **IBM**, **Motorola**, **PayPal**, and **SAIC** served as sponsors to our Annual Conference Technology and Innovation Summit
- At our Resilient Counties: Growing Strong Places Forum, May 1-2, 2014, **Esri** facilitated and sponsored a Climate Resilience App Challenge. Participants helped create tools to assist counties see, understand and prepare for climate risks by addressing challenges in public safety, transportation, economic development, health care and more.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Transportation and Infrastructure Initiative
- County Intelligence Connection 2.0
- NextGen Leadership Summit (May 2015)
- 2015 Achievement Awards

ACCESS CORPORATE INFORMATION ONLINE

WWW.NACO.ORG/CORPORATE





YEAR IN REVIEW

In 2014, NACo's Premier Corporate Members participated in a number of NACo events. Below is a snapshot of their 2014 engagements.

➔ CIO FORUM

February 28 in Washington, DC

IBM sponsored and hosted the CIO Forum at NACo's 2014 Legislative Conference at the IBM Institute for Electronic Government Briefing Center.

➔ Legislative Conference

March 1–4 in Washington, DC

- Representatives from Aetna, Esri, IBM and SAIC offered their expertise as sponsors of our Technology and Innovation Summit; there were 275 attendees at this event.
- Hyland Software received the NACo Award for Corporate Excellence at the NACo 2014 Legislative Conference in Washington, D.C.
- Aetna shared their expertise during the Health Care Breakfast Roundtable.
- TransCanada gave a presentation and update on the Keystone Pipeline during the Environment, Energy and Land Use Steering Committee meeting.

➔ CIO FORUM

July 10 in Washington, DC

HP sponsored and hosted the Annual Conference CIO Forum with 27 CIOs in attendance. We introduced the new **App Smack-down Challenge**, where CIOs were given an opportunity to share mobile apps they developed for their employees and citizens. Judges awarded prizes to winners in several categories.

➔ NACO ANNUAL CONFERENCE & EXPOSITION

July 11–14 in New Orleans, La.

- Experts and customers from 11 Premier Corporate Member organization participated in the Annual Conference Technology and Innovation Summit. Participating member organizations include Accela, Aetna, AT&T, Cisco, Google, HP, Hyland Software, IBM, Motorola, SAIC and PayPal; there were 401 attendees in attendance at this event.
- Aetna shared their expertise during their third Health Care Breakfast Roundtable
- Google customers presented at several committee meetings including the Justice and Public Safety Steering Committee meeting, the Law Enforcement Subcommittee meeting and the GIS Subcommittee meeting. Google also held Google Glass demos for attendees in the Google Glass room over the three-day period and set up an innovations lab near conference registration, where county members interacted with their products.
- The Carton Council shared their expertise during the Environment, Energy and Land Use Steering Committee meeting.



RESOURCES, SOLUTIONS AND CASE STUDIES

➡ In November 2013, NACo's **County News** began publishing a column called **"Solution Spotlight: Effective Public & Private Sector Partnerships."** This section highlights challenges and opportunities faced by counties, implemented solutions, results and takeaways. The County News, online and printed publication, reaches over 40,000 county officials and staff nationwide.

Solution Spotlight: Effective Public & Private Sector Partnerships:

- The Public Group — Fairfax County, Va.
- United HealthCare — Franklin County, Ohio
- Cisco — Midland County, Texas
- Virtual Clarity — Dallas County, Texas
- Netsmart — Los Angeles County, Calif.

➡ Premier Corporate Members share resources on the NACo website as well as through the NACo "Corporate White Papers and Case Studies Database." These resources include case studies, video content, articles, press releases and other valuable resources for counties. The new resource section allows NACo members to search Premier Corporate Members resources by company (through profiles) or by topic/issue/solution. The organizations currently providing resources include: Accela, Aetna, AT&T, Carton Council, Cisco, HP, Hyland Software, Motorola, 2U INC., Netsmart, The Public Group, PayPal, Thomson Reuters, TransCanada and United HealthCare.

➡ In 2013, we introduced a new feature to the Premier Corporate Program called the NACo Brown Bag Executive Briefing. The Executive Briefing provides our Premier Corporate Members with the opportunity to inform NACo staff on their product portfolio, which in turn creates a force multiplier. The following Premier Corporate Members have taken advantage of the Executive Briefing:

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| • Carton Council | • Hyland Software | • Thomson Reuters |
| • FireEye | • The Public Group | • Witt O'Brien's |

NACo National Association of Counties

The Voice of Local Government



NACo EXECUTIVE COMMITTEE

G. RIKI HOKAMA

President, NACo | Council Member, Maui County, Hawai'i



Council Member Riki Hokama was elected president of the National Association of Counties (NACo) on July 14, 2014; he has been active in NACo since 2001 as a member of the Board of Directors, Financial Services Corporation Board of Directors, Election Reform Task Force and the Finance Committee. He also served as chair of the Audit Committee and the Transportation Steering Committee.

Council Member Hokama was first elected to public office in 1978 as a delegate to the Hawaii State Constitutional Convention. Later, he was elected to serve on the Maui County Council from 1999 to 2009 and again in 2011. Positions formerly held on the Maui County Council include council chair and chair of the Budget and Finance Committee and the Economic Development Committee. He is chair of the council's Policy Committee and has been an advocate for the job creation, services for young and elderly residents and fiscally responsible government.

SALLIE CLARK

First Vice President, NACo | Commissioner, El Paso County, Colo.

Elected First Vice President of the National Association of Counties (NACo) on July 14, 2014 she has been active in NACo since 2005, and is a longtime member and subcommittee vice chair of the Justice and Public Safety Steering Committee. She is also a member of the Financial Services Center Advisory Committee, Large Urban County Caucus Steering Committee and Cybersecurity Task Force. Previously, she served on the Veterans and Military Services Committee, Membership Committee and Arts and Culture Commission.



Commissioner Clark was elected to serve as an El Paso County Commissioner in 2004 and re-elected in 2008 and 2012. She has served as board chair and vice chair. She was the fourth woman to have been elected to the El Paso County Board of Commissioners and is the third woman to have served as board chair.

BRYAN DESLOGE

Second Vice President, NACo | Commissioner, Leon County, Fla.



Commissioner Desloge was elected second vice president of the National Association of Counties (NACo) on July 14, 2014. In addition to being a NACo officer, Desloge holds several positions within the organization including his membership on the Health Steering Committee, Financial Services Corporation Board of Directors and the Next Generation NACo Network.

Commissioner Desloge was elected to a two-year term of office in 2006 as Leon County commissioner and was reelected to four-year terms in the 2008 and 2012. He is a board member and past president of the Florida Association of Counties.

Florida's governor appointed Desloge director of the Early Learning Coalition of the Big Bend, and he currently serves as a board member. He is a founding board member of the Village Square, a non-partisan public educational forum, and serves as a member of the Knight Creative Communities Institute, an initiative to attract and retain a vibrant local workforce. He has served as board member and past chair of the Greater Tallahassee Chamber of Commerce and the Leon County American Red Cross. He has served as a past board member of the Senior Center Foundation; Florida State University, School of Business, Board of Governors and many others.

LINDA LANGSTON

Immediate Past President, NACo | Supervisor, Linn County, Iowa

Supervisor Langston became the immediate past president of the National Association of Counties (NACo) on July 14, 2014. Active in NACo since 2003, Supervisor Langston was first elected as a NACo officer in 2011. She has held many NACo leadership positions, including chair of NACo's Health Steering Committee, chair of the Healthy Counties Advisory Board, chair of the Finance Committee and chair of the Arts and Culture Commission. Her outstanding leadership in arts and culture earned her the 2009 Americans for the Arts' Public Official of the Year Award.



She was first elected to the Linn County Board of Supervisors in 2002 and serves on a variety of boards, commissions and community organizations including chair of the East Central Iowa Council of Governments, the Linn County Public Health Board, Downtown Rotary and her local workforce development board.

Supervisor Langston is a member of the Resilient America Roundtable for the National Academy of Sciences and the National Advisory Council for the Federal Emergency Management Agency, or FEMA.

MATTHEW CHASE

Executive Director, NACo



Matthew D. Chase began serving as Executive Director of the National Association of Counties (NACo) in September 2012. Prior to becoming NACo's fifth executive director, Matt served nearly a decade as executive director of the National Association of Development Organizations (NADO).

He previously served as the organization's legislative affairs director and deputy executive director. He began his career with the Professional Managers Association, serving as membership services director and chief operating officer.

Matt believes that county leaders and an active NACo membership are essential in preparing America for a better future. Since becoming executive director, he has partnered with the Executive Committee, Board of Directors and committee leadership to bring an infusion of enthusiasm, new ideas and emphasis on collaboration with affiliates and state associations.

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