

EMERGENCE:

GOING FORWARD STRONGER AND BETTER

CIO Forum

Wednesday, July 20, 11:00 AM - 7:30 PM | **Location:** Colorado B Ballroom | Level 3

Meeting Agenda

11:00: Welcome by NACo President Larry Johnson

11:15: Removing Barriers and Creating Builders of the Future

Digital transformation has become a priority for many county governments as the **race to the cloud** has accelerated over the past two years. The World Economic Forum predicted that more than half of the workforce will require significant reskilling or upskilling to do their jobs this year. Join Amazon Web Services (AWS) and counties as we share why we're on a mission to build equitable skills training programs and how county governments can benefit by breaking down barriers and expanding opportunities for their organization.

- **Mr. Jayson Dunn**, Executive Government Advisor, Amazon Web Services (AWS)
- **Melissa Kraft**, CIO, Dallas County, Texas
- **Moderator: Ms. Sybil Gurney**, Deputy CIO, Alameda County, Calif.

12:00 PM: Lunch & Peer Networking

- **Brief Remarks: Celerium and Supply Chain Security**

12:45 PM: Stronger and Better—County Success Stories

This session will share an overview of the 2022 NACo Annual Award Winners in Technology and Center for Digital Government Annual Digital Survey Winners

- **Mr. Phil Bertolini**, Senior Vice President, Center for Digital Government
- **Mr. Brian Cohen**, Vice President for Center for Digital Government and Center for Digital Education
- **Ms. Rita Reynolds**, CIO, NACo

1:30 PM: A Crash Course in Marketing—Communicating About Cybersecurity Across Your County

With the increase in cyberattacks and the risks they bring to a county, there is an emergence of heightened awareness that cybersecurity needs to be a priority - but do county leaders know what cybersecurity really is? Is there understanding of the projects and resolutions you present? When you talk about firewalls, multi-factor and cloud do elected officials understand why those security measures are needed? This panel will focus on understanding cybersecurity in the lens of Key Performance Indicators (KPI's), and how to communicate effectively at your next committee meeting. This session will review: How to understand your target audience - employees, county leaders, and citizens - How to craft a story that resonates - How to establish a cadence of communication that helps with change management.

- **Mr. Glenn Marchi**, CIO, Dutchess County N.Y. and **Ms. Kimberly Biddings**, BIOKey, will share how they've successfully communicated the change in counties, as well as some lessons learned on what to avoid.
- **Mr. Justin Loose**, CIO, Berks County, Pa., along with **Mr. Serge Jorgensen**, Co-Founder of the Sylint Group, will share how to decipher and implement effective security through the noise with solid KPIs, strong partners, and a focused team.
- **Moderator: Laurel J. Caldwell**, CGCIO, ITS Director, Latah County, Idaho

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2:15 PM: Break

2:30 PM: The 50 shades of Community Engagement - Use Cases from Clayton County, Ga.

How can you make sure you're hearing from all corners of your community and lowering the barriers for real engagement? How can you become more data-driven in your decision-making? Join Zencity and Clayton County GA for a discussion about technology, data and community, and how they are tied together to deliver impact. In this session, we will share examples from Clayton County and beyond on how Zencity is used for performance management of various policies and initiatives, from your public health strategy to vaccines and mask mandates. We will also learn how resident feedback and sentiment analysis is helping to improve communications with council and elected officials beyond the loud minority. Finally, we will exhibit how having your hand on your community's pulse can help shape and strengthen the brand of your county and inform your county's strategy for the years to come.

- **Mr. Detrick Stanford**, COO, Clayton County, Ga.
- **Mr. Assaf Frances**, VP of Partnerships, ZenCity
- **Moderator: Michael Hojnicky**, Chief of Technology & Administrative Services, New Castle County, Del.

3:15 PM: GIS: Emerging from the Storm

Counties have weathered a variety of storms over the past few years. Storms like the pandemic, forest fires, hurricanes, tornados, and other emergency situations. This session will focus on the innovative approaches and the benefits of incorporating geospatial technologies. A new Technology Guide for County Leaders on GIS will be shared as well.

- **Ms. Darlene Pardiny**, GIS Manager Flagler County, Fla.
- **Mr. Richard Leadbeater**, Esri
- **Moderator and Presenter: Mr. Patrick Bresnahan**, GIO Richland County, S.C.

4:00 PM: Evolution of Cybersecurity Strategy Based on Organizational Maturity

The challenge of managing county cybersecurity continues to grow in complexity and urgency, but both the attackers and county IT organizations are increasing in their sophistication and maturity. Newer threats, combined with increasing public attention and available funding, are creating an opportunity to promote security from an IT capability to a constituent service enabler. In this fireside chat, Larimer County CO and NuHarbor's Jack Danahy, will describe the benefits of embedding county security practices and technology adoption across the county to further protect county services and support new initiatives in the cloud, in self-service offerings such as Okta, and the value of sharing both information and best practices within our NACo community.

- **Mr. Mark Pfaffinger**, CIO Larimer County, Colo.
- **Mr. Jack Danahy**, VP of Product and Engineering, NuHarbor Security
- **Moderator: Mr. Mike Sage**, CIO, County Commissioners Association of Pennsylvania

4:40 PM: Digital Transformation in Howard County, Md.

This fireside chat will cover how Howard County, Maryland is using a platform mindset to digitally transform service delivery to its constituents, agencies, and employees.

- **Ms. Brandee Ganz**, CIO, Howard County, Md.
- **Tom Yeatts**, Global Head of State, Local, and Regional Government Solutions, ServiceNow Executive
- **Moderator: Mr. John Regula**, Bucks County, Pa.

5:25 PM: Closing Remarks - NACo Executive Committee Member

6:00 PM: CIO Forum Reception – Colorado B Ballroom | Level 3 - **All are welcome to attend**



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