

2007 Maryland Rural Summit
October 17-19, 2007
Solomons Island, Maryland
Preliminary Agenda & Registration Packet
www.rural.state.md.us

Imagine Rural Maryland

Make the Vision a Reality



Imagine a Rural Maryland where economies thrive, where everyone accesses quality health care, where poverty is a thing of the past. Share your ideas and experiences with rural leaders across Maryland, and catch a glimpse of the rural prosperity you imagine.

Welcome to the 10th Annual Maryland Rural Summit

October 17-19, 2007 – Solomons Island

The Maryland Rural Summit, for ten years now, has been an annual gathering of rural leaders in the public, private and non-profit sectors who come together to discuss the major issues confronting rural and non-metropolitan communities. Summit sessions are designed to explore challenges and solutions while taking advantage of the experience and knowledge of all attendees. Lively discussion and interaction among participants and presenters is highly encouraged.



Our 2007 Summit Location

Each year, the Summit is held in a different part of rural Maryland in order to give annual participants a clear understanding of the diversity of rural Maryland which spans from the mountains of the Appalachians to the tidewaters of the Chesapeake Bay. This year, the Summit will be held on Solomons Island, where the Patuxent River meets the Bay.

The recently renovated [Holiday Inn Select Conference Center and Marina](#) is conveniently located on Route 4 at the southern tip of Calvert County. The hotel features beautifully decorated guest rooms, a business center, a fully equipped Health Center and free parking. The special overnight rate for Summit participants is \$99. Make your reservations directly with the hotel. Call 410-326-6311 and indicate Code RM7. Note: hotel rooms are *not* included in registration.

This agenda is subject to change. For current updates, see: www.rural.state.md.us

Wednesday, October 17, 2007

Get Started by Getting Out on Mobile Tours



Start your Summit experience with an educational and informative tour of either Calvert, Charles or St. Mary's County. See how these communities are facing their challenges and working to make Southern Maryland a prosperous place to live. Discuss your impressions. Network with other rural leaders. Get new ideas. (And maybe even have a little fun.) **Tours are included with a full registration but you must pre-register by the deadline date indicated to ensure a spot.** Space is limited and allocated on a first come, first serve basis. You can register onsite *only* if room is available.

Don't miss out! Register now.

(Continued on Next Page)

Choose One of These Exciting Tours!



The Wm. B. Tennison

Tour 1: Charm of the Chesapeake Tour (Calvert County)

1:00 p.m.: Meet at Calvert Marine Museum, near the Holiday Inn. With lighthouses, museums, shops and galleries, there is always something to see, do and enjoy in Solomons. Join us as we learn about the rich maritime history at the Calvert Marine Museum; take a one-hour cruise around Solomons Harbor and the Patuxent River aboard the Wm. B. Tennison, the only Coast Guard-licensed log-hulled vessel in America; hear about the latest research at the Chesapeake Biological Laboratory, the oldest state-supported marine laboratory on the East Coast; tour the Drum Point Lighthouse, one of only three remaining from 45 that once served the Chesapeake Bay; and browse the unique shops and boutiques along the beautiful Solomons Riverwalk. **Please register by August 15 to ensure space.**

Tour 2: The Best of Both Worlds Tour (St. Mary's County)

12:30 p.m.: Meet shuttle at the Holiday Inn Maryland's oldest county blends a vibrant economy—it's the state's fastest growing region in terms of technology-related jobs—with its rural past, giving the area a unique character as well as a high quality of life. History and nature, traditional lifestyle and fast-paced recreation, great seafood and cozy cottages and inns await our modern day travelers. Southern Maryland is home to some of the most technologically advanced work being done in naval aviation today. Tour the Patuxent River Naval Air Museum to learn about our nation's quest for aviation excellence, and hear local Economic Development Director Bob Schaller discuss BRAC preparedness and planning in Southern Maryland. Then travel one century back and a few miles up the peninsula to Sotterley Plantation on the Patuxent River. Older than Mount Vernon, Monticello and the nation itself, Sotterley's significant architecture features an 18th-century mansion, an original slave cabin, and a full array of outbuildings set amidst 95 acres of rolling gardens and riverfront. **Please register by September 15.**

Tour 3: The Health and Community Tour (Charles County)

1:00 p.m.: Meet at North Point High School for Science, Technology and Industry in Waldorf. Tour the 18 academic programs available at North Point, including its School of Health, Human & Protective Services and School of Advanced Technology, before hopping on a shuttle for a brief visit to the Charles County Health Department and the College of Southern Maryland. The tour culminates with an exciting tour of Civista Medical Center, a regional, not-for-profit, integrated health system serving southern Maryland. Civista has undergone recent renovation and expansion of its services. You will be among the first to view the newly designed wing and integrated technology systems being used to advance the healthcare delivery system. **Please register by September 15 to ensure space.**

*Western Marylanders Welcome You
to Southern Maryland*

5:30 to 7:30 p.m.

The Chamber's Reception

Lest we forget about our rural colleagues in Western Maryland, the Garrett County Chamber of Commerce invites you to this special water-



front welcome reception at Isaac's Restaurant in the Holiday Inn. Come take in the view of the dockside marina and unwind after a busy afternoon of mobile workshops (or after driving into Southern Maryland from places yonder). There is no formal program, just a couple of social hours to catch up with old friends and meet new ones. Relax now, for tomorrow -- the Summit starts in full swing.

Wednesday At a Glance

Noon to 5 p.m. – Exhibit Set Up begins

1:00 to 4:00 p.m. – Mobile Workshops. (For the latest information, see: www.rural.state.md.us)

4:00 to 7:00 p.m. – Registration Opens

5:30 to 7:30 p.m. – Chamber's Reception - Isaacs Restaurant in the Holiday Inn. Sponsored by the Garrett County Chamber of Commerce.

In addition to our tour destinations, our thanks for making these tours possible go to the Calvert County Department of Economic Development, the Charles County Department of Economic Development, and the St. Mary's County Department of Economic and Community Development.

Thursday, October 18, 2007

10:00 a.m. to Noon – Summit Opens. Welcome!

Keynote Address: The Impact of Health Care Shortages on Rural America. This session will provide an overview of the major challenges facing rural communities and their standards of living, now and in the future, due to the shortage of primary health care specialists.



Speaker: Dr. Martin P. Wasserman, executive Director of MedChi, the Maryland State Medical Society. Dr. Wasserman is a Board Certified pediatrician and an attorney. He served as Secretary of the Maryland Department of Health and Mental Hygiene from 1994 through 1999. Most recently, he was the Medical Director, Immunization Practices

and Scientific Affairs for GlaxoSmithKline (GSK) in Ellicott City.

Noon to 1:30 p.m. – Rural Impact Awards Luncheon. (See page 8 for details.)

Breakout Sessions: 2:00 to 3:00 p.m.

(Pick the session you wish to attend.)

Breakout (1): We're In This Together: A Regional Approach to Problem Solving. The Rural Maryland Prosperity Fund could help health care and economic developers across rural Maryland band together to address regional problems they can't solve themselves. MARBIDCO, an outgrowth of the initiative, helps ag and the RBI sector thrive. Speakers: David Jenkins, executive director, Rural Maryland Council; Stephen McHenry, executive director, MARBIDCO. Moderator: Charlie Ross, president/CEO, Garrett County Chamber of Commerce and RMC chairman.

Breakout (2): It Takes a Community to Solve a Community Problem. The finding of the Rural Pharmacy Forums held last fall by the RMC, MRHA and the UM School of Pharmacy will be presented along with case studies of how some communities are addressing their lack of access to pharmacists and prescription drugs. Moderator: Frank Palumbo, professor and executive director, University of Maryland School of Pharmacy.

Breakout (3): The Farmer and the Dell and the PC and the Mac – The Impact of Broadband on Rural Maryland. Rural leaders never gave up on bringing high speed internet service to rural Maryland, but now that it is just about here, what can we do with it? The Rural Maryland Broadband Cooperative will provide an update on where the project is, how high speed service will be rolled out, and what the implications of this cutting edge technology holds for rural development and health care. Moderator: John Dillman, Cooperative president and executive director of the Upper Shore Regional Council.

3:00 to 3:30 p.m. – Break

Pre-Summit Meetings (times TBA)

- Rural Maryland Council Board & Annual Meeting
- Maryland Rural Health Association Board & Annual Meeting
- Strengthening Rural Families (Casey Foundation) Grantee Meeting
- Rural County Health Officers Meeting



3:30 to 5:00 p.m. – Legislative Forum

This Summit Highlight provides Summit participants with an opportunity to ask statewide elected leaders their views on a variety of issues that will affect the future of Rural Maryland. Rural advocates Sen. Mac Middleton and Del. Norm Conway are confirmed attendees. The forum will be moderated by Lou Davis, WMAR-TV News correspondent and long-time journalist covering Maryland's legislative and executive branches.



6:30 to 9:00 p.m.

10th Anniversary Celebration at the Calvert Marine Museum: *A Taste of Southern Maryland*

The Maryland Rural Summit will, fittingly enough, celebrate its 10 year history in the nearby Calvert Marine Museum, a public, non-profit, educational museum dedicated to the culture and natural history of Southern Maryland. Enjoy this wonderful atmosphere while visiting and networking with rural leaders from across the state.

Friday, October 19, 2007

8:00 a.m. to Noon: Concurrent Sessions – Pick one track or mix-and match.
Sessions and speakers subject to change.

Track One

Barriers to Sustainable Agriculture presented by the Governor's Intergovernmental Commission on Agriculture



This is a four-hour seminar open to all Summit participants. You are invited to attend all of it or just those portions that interest you. Other concurrent sessions (at right) are also available.

8:00 to 8:45 a.m. – **Update on Farmland Preservation Program**, June workshop on Transfer of Development Rights, and other related issues. Moderator: Earl “Buddy” Hance, deputy secretary, Maryland Department of Agriculture.

8:45 to 9:30 a.m. – **Health Regulations and Agriculture:** Learn how new health department regulations can offer opportunities for economic activity within safety considerations. This session will also address the importance of transparency and consistency for both regulatory compliance and farm profitability. Moderators: Dr. Alan Brench, chief, Division of Food Control, Maryland Department of Health and Mental Hygiene; and Rodney Glotfelty, health officer, Garrett County.

9:30 to 10:30 a.m. – **Right to Farm Laws.** Learn how Right to Farm laws reinforce a local jurisdiction's commitment to sustainable agriculture, minimize time and cost in addressing multiple needs, and improve interaction between the residential and agricultural communities. Moderator: Kurt Fuchs, assistant director for government relations, Maryland Farm Bureau.

10:30 to 11:00 a.m. – **Break. Hotel Check Out.**

11:00 a.m. to Noon – **The Impact of Local Zoning Regulations on Sustainability.** The session will discuss definitions of agriculture, infrastructure and supporting services, and the flexibility of regulations. (This session will NOT include any discussion about zoning density.) Moderator: Cheryl DeBerry, agricultural marketing specialist, Garrett County Economic Development.

Track Two

Rural Issues Workshops



8:30 to 9:30 a.m. – **Curing What We Know Ails Us: The Status, Challenges, and Strategies for Improving Rural Health.**

Improving rural health care and preventive services is essential to promoting the physical and mental well-being of rural residents as well as to driving local economies. This session presents the DHMH “Maryland Rural Health Plan.” Speakers will describe the health status and availability and affordability of health care in rural areas. Strategies and recommendations identified in the Plan to address rural Maryland's pressing health issues will be discussed. Moderator: Rebecca Love, health policy analyst, DHMH State Office of Rural Health, Office of Health Policy and Planning.

9:30 to 10:30 a.m. – **Take this Job and . . . Try to Find Someone to Fill It.**

Join us as industry practitioners address the question: “How do we attract and retain employees when there are none out there?” Learn how leading companies create employee loyalty and reduce turnover. Take a look at the workforce shortages impacting rural Maryland. Engage in a candid discussion regarding the challenges and opportunities facing Maryland as we grow and our economy continues to change. Moderator: Ellen Flowers-Fields, economic development director, Tri-County Council for Southern Maryland.

10:30 to 11:00 a.m. – **Break. Hotel Check Out.**

11:00 a.m. to Noon – **CROC: Taking a Bite Out of Early Childhood Cavities on the Eastern Shore.**

The Children's Regional Oral Health Consortium (CROC) is a dental project designed to increase the availability of and access to comprehensive oral health care services and eliminate oral health disparities. The charge of this innovative project is to build a dental home for Medicaid insured children of Dorchester County, expand a hospital-based pediatric dental program so it becomes a regional referral resource for other community-based dental programs on the Shore and develop training opportunities to enhance the local health workforce. Speaker: Scott Wolpin DMD, chief dental officer, Choptank Community Health System. Moderator: Marita Novicky, University of Maryland School of Medicine.

Noon to 1 p.m. - Lunch. Summit ends



2007 Maryland Rural Summit Participant Registration

General Information:

- **A Full Summit Registration** is \$150 and includes **all** Summit events, including mobile workshops and social events. It does **not** include overnight accommodations.
- **The Nightly Rate** at the Holiday Inn Select is \$99 per night and is **not** included in a Summit registration. For reservations, call 410-326-6311 and indicate Code RM7.
- **A Summit Spouse Registration** is \$75 and allows the spouse of a Full Registrant to attend all events.
- **A Day Rate** is \$75 and covers one day of the Summit only and any events being held that day (i.e., Wednesday, Thursday or Friday).

Participant Registration: *(Attach contact information for each registrant if there is more than one.)*

- Name: _____
- Title: _____
- Organization: _____
- Mailing Address: _____
- City, State, ZIP: _____
- Office Telephone: _____
- Email Address: _____

- Full Registration: # _____ x \$150 = \$ _____
- Late Registration (after Sept. 15, 2007): # _____ x \$195 = \$ _____
- Spouse Registration: \$75 \$ _____
Spouse's Name: _____
- Day Rate Registration: \$75 \$ _____
_____ Wednesday _____ Thursday _____ Friday
- **Grand Total =** \$ _____

Payment Option: _____ By Check _____ By R*Stars (state agencies only)

- **Make checks payable** to the Rural Maryland Council and mail to 50 Harry S. Truman Parkway, Annapolis, MD 21401. Phone: 410-841-5772. We can not accept credit cards.
- **State Agencies using R*Stars Transfer** should contact Sandi Fleischer at the Rural Maryland Council, 410-841-5772 or fleiscsl@mda.state.md.us. **R*Stars registrations must complete and submit this form so that we can match your payment with you!**

Mobile Workshops Registration

Mobile Workshops are open to all Summit attendees at **no additional cost**, but registration is required. Please check the workshop you wish to attend. Place a "2" next to your second choice. You may register on site if space is available. (Tours are subject to change) For information about the tours, see page 3. The latest info is on: www.rural.state.md.us

_____ **Calvert County Tour**
Please register by Aug. 15

_____ **Charles County Tour**
Please register by Sept. 15

_____ **St. Mary's County Tour**
Please register by Sept. 15

2007 Maryland Rural Summit Exhibitor & Sponsor Registration



General Information:

Thank you for your interest in exhibiting at the Maryland Rural Summit. Your participation is important to our event, and we will do all we can to ensure you receive maximum exposure and interaction with Summit attendees.

- **Exhibit Hours:** Thursday (Oct. 18) from 10 a.m. to 6:00 p.m.; Friday (Oct. 19) from 8 a.m. to noon.
- **Set Up:** After noon on Wednesday (Oct. 17). All exhibits must be up by 9 a.m. on Thursday. (Oct. 18)
- **Breakdown:** Exhibits should remain up through noon Friday; however, you may break down after 6:30 p.m. on Thursday if necessary. All exhibits must be down by 2 p.m. Friday.
- **The Nightly Rate** at the Holiday Inn Select is \$99 per night and is **not** included in a Exhibitor's Registration. For reservations, call 410-326-6311 and indicate Code RM7.

Exhibitor & Sponsor Registration: *(Attach contact information for each registrant if there is more than one.)*

- Agency or Organization: _____
- Name of Person Staffing the Booth: _____
- Title: _____
- Mailing Address: _____
- City, State, ZIP: _____
- Office Telephone: _____ Fax: _____
- Email Address: _____

- Sponsor* (optional): Gold (\$2,000); Silver (\$1,500); Bronze (\$1,000); Supporter (\$500) = \$ _____
- Exhibitor: Number of Exhibit Spaces _____ x \$295 = \$ _____
- Additional Staff Registrations: # _____ x \$150 = *(One registration included with an exhibit)* \$ _____
- Additional Staff Registrations after 9/15/07: # _____ x \$195 = \$ _____
- Spouse Registration: \$75 \$ _____
Spouse's Name: _____
- **Grand Total =** \$ _____

* Gold, silver or bronze sponsor who will NOT use exhibit space, check here: _____

Payment Option: _____ By Check _____ By R*Stars (state agencies only)

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Please register by Sept. 15

2007 Rural Impact Awards Now Open for Nominations



The Maryland Rural Impact Awards recognize individuals and organizations in rural communities for outstanding efforts in rural development and rural health. Nominations are now being accepted for the awards listed below. **The nomination deadline is Sept. 4, 2007.** Recipients will be announced during an Awards Luncheon at the Tenth Annual Maryland Rural Summit.

- * Outstanding Rural Volunteer
- * Outstanding Rural Economic Development Program
- * Outstanding Rural Community Development Program
- * Outstanding Rural Health Program
- * Outstanding Rural Health Achievement
- * Outstanding Rural Health Practitioner
- * Outstanding Legislator Award

Individuals and programs serving the following counties may be nominated: Allegany, Calvert, Caroline, Carroll, Cecil, Charles, Dorchester, Frederick, Garrett, Harford, Kent, Queen Anne's, Somerset, St. Mary's, Talbot, Washington, Wicomico and Worcester.

For complete information on how to nominate a rural leader or program, see: www.rural.state.md.us.

The Maryland Rural Summit is hosted by: The Rural Maryland Council, the Tri-County Council for Southern Maryland, the Maryland Rural Health Association, and the DHMH Office of Rural Health.

In partnership with: The Upper Shore Regional Council, the MidShore Regional Council, the Tri-County Council for the Lower Eastern Shore, and the Tri-County Council of Western Maryland.

With thanks to our major sponsors: University of Maryland School of Medicine (gold), Farm Credit (silver), the College of Southern Maryland (Silver), the Department of Housing and Community Development (silver); the Garrett County Chamber of Commerce (bronze), the Maryland Hospital Association (bronze), the Maryland Agricultural and Resource-Based Industry Development Corporation (bronze) and our general supporters, including Calvert County Agricultural Commission, Maryland Academy of Family Physicians, PNC Bank and USDA-Rural Development.



Farm Credit



Maryland Department of Housing
and Community Development



MARBIDCO
growing rural ventures™



**Maryland
Hospital Association**

2007 Maryland Rural Summit
c/o Rural Maryland Council
50 Harry S Truman Parkway
Annapolis, MD 21401

Hosted by:

Rural Maryland Council
Tri-County Council for Southern Maryland
Maryland Rural Health Association
DHMH Office of Rural Health

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Upper Shore Regional Council
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Tri-County Council for the Lower Eastern Shore
Tri-County Council of Western Maryland

For sponsorship opportunities, see: www.rural.state.md.us/Summit/Sponsor_Guide_07.pdf