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April 30, 2013

2013

Municipal **Technology** Conference

Innovation
Ideas
Solutions

Sponsored by: Maine Municipal Association and the Maine GIS User Group
In Cooperation with: ConnectME Authority

AUGUSTA CIVIC CENTER, AUGUSTA, ME

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Maine Municipal Association

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2013 KEYNOTE SPEAKER

Ted Janusz will keynote the upcoming Technology Conference. Ted is a sought-after, high-energy speaker who specializes in social media, e-bay, time management and marketing.

2013 Technology Conference

Highlights and Agenda

8:00 – 8:30am

Registration & Continental Breakfast

8:30 – 9:30am

Keynote Address

Sought-after national speaker Ted Janusz will engage the audience with a presentation on Time Management, Consumer Trends & You. Do you realize that Americans, on average, spend 128 minutes on their smart phones each day, but only 12 minutes using the phone as an actual telephone? Are office emails setting your priorities and controlling your schedule? Mr. Janusz, an expert on social media, communication and technological trends, will lead attendees through the 21st Century electronic maze and show “how to make technology your slave, not your master.”



9:30 – 9:45am Morning Break/Visit with Partners

Door Prize Give Away! Come to the Partner Area for your chance to win! Bring your raffle ticket behind your badge! (*Must be present to win*)

9:45 – 10:45am

Maine's FOA Law: Potential and Pitfalls

With the recent changes to Maine's Freedom of Access Act, it is more important than ever for municipal officials and employees to understand how technology plays an integral part in meeting the requirements of the law. This panel discussion reviews legal updates, provides lessons learned and answers your questions.

Presenters: Eric Conrad, Director of Communication & Educational Services, Maine Municipal Association; Jay Feyler, Town Manager, Town of Union; Amanda Meader, Staff Attorney, Legal Services Department, MMA

Managing Email

This session walks you through important email functionality and will help you manage email more efficiently. Overwhelmed with the volume of emails you get? Want to save time sending emails to multiple receivers? These are just a few of the topics to be covered. (Instructor will use Microsoft Outlook as the template and will be available to answer your specific email questions as well.

Presenter: Robert Moore, CEO/President of Mortec Solutions, Inc. & VTEC Technical Instructor

Updated Aerial Photography and Elevation Data for Maine

The Maine GeoLibrary Board is in the second year of a five-year program to update aerial photography for the State, partnering with federal, state, and county government to fund it and optional buy-ups for towns. Hand-in-hand with this is the effort to get improved elevation data (lidar). This presentation will outline the two types of data, common uses, and how your community can participate.

Presenters: Mike Smith, State GIS Manager, Maine Office of GIS/State of Maine, Office of Information Technology; Dan Walters, Geospatial Liaison for Maine, Massachusetts and Rhode Island, USGS NSDI Partnership Office

Virtual Maine: Real Time Visual Situational Awareness

This session will introduce community leaders to a Google-based GIS tool that has been developed to automatically map events that are occurring during an emergency situation and combine that information with numerous GIS databases to analyze potential impact.

Presenter: Bruce Fitzgerald, Deputy Director, Maine Emergency Management Agency; Alana Buck, Virtual Maine Administrator, Maine Emergency Management Agency

Health Information Technology Implementation (HIT) Challenges, Solutions and Funding at a Local Level

Maine has received national recognition for efforts to expand the effective use of electronic health records, health information exchange and other technology tools to improve patient care and health outcomes in the state. HIT will result in higher-quality coordinated care and more people taking an active role in their own health. It's an investment that has and will continue to reap benefits throughout Maine communities.

Presenters: Dawn Gallagher, Social Services Program Manager, Office of the State Coordinator for Health Information Technology, Maine Department of Health and Human Services; Ralph Johnson, Chief Information Officer, Franklin Community Health Network; David Maxwell, Program Director, ConnectME Authority

10:50 – 11:50am

Email Archiving and Record Retention

Both state and local governments receive requests from citizens and the media for public information. The way information is stored plays an important role in the efficiency and accuracy of providing this information in accordance with law. This session will focus on various technologies available for municipalities to maintain records as well as tips on storing efficiently for quick retrieval.

Presenter: Farokh Karani Lam, Northeast Regional Sales Manager, ArcMail

The Cloud: What's in it for Municipalities?

We keep hearing about “The Cloud” but what is it, really? Cloud computing is the practice of using an Internet-based network to store, manage and process data instead of using a local physical server. Understanding and implementing this technology has the potential to save municipalities time and money. This discussion will focus on defining the “cloud,” various cloud tools and the benefits, as well as possible pitfalls.

Presenter: Victor Chakravarty, Enterprise Architect, Office of Information Technology, State of Maine

Web-Based Records Management for Public Works, Water & Sewer, and Practical Applications of GIS at Portland Water District

This two-part session will focus on the method that Boston Computer Scanning, Inc. has created, through input from public works' superintendents and crews, an easy-to-use, affordable, web-based records management tool for municipalities. In the second half of the presentation, see practical application of GIS

by Portland Water District staff (both ArcGIS desktop and ArcGIS Server) to complete various work functions from locating assets in the ground to managing large projects.

Presenters: Ted Dooling, Boston Computer Scanning, Inc.; Shana Lowe, GIS Analyst/Business Systems Analyst, Portland Water District

Innovation Through Civic Technology: An Introduction to the Code for America Brigade

Across the U.S, local governments are finding new ways to improve the delivery of essential services, significantly reduce expenses and engage new stakeholders by harnessing the power of the open web. Code for America Brigade is an organizing force for local civic engagement - a national network of civic-minded technologists who contribute their skills toward using the web as a platform for local government and community service. This session will examine Maine's existing traditions of participatory governance and how civic technology can build on them.

Presenters: Andrew Jawitz, Brigade Captain, Code for America Brigade, Code for Maine; Emma Burnett, Brigade Captain, Code for America Brigade, Code for Maine

Municipal Broadband Networks

Broadband networks are essential infrastructure for economic development, public safety, and healthcare. Some underserved communities have taken matters into their own hands and built out local networks. These networks leverage diverse technologies and business models. Representatives from Tilson Technology and Red Zone Wireless will discuss their experience and opinions about municipal networks.

Presenters: Josh Broder, President, Tilson Technology Management; Jim McKenna, President, RedZone Wireless

11:50 – 12:30pm Buffet Luncheon

12:30 – 1:30pm Luncheon Address

COAST – Coastal Adaptation to Sea Level Rise Tool – Modeling Cost Avoidance with GIS

The New England Environmental Finance Center (NEEFC) has developed a new GIS-based tool for modeling and estimating losses that are the result of climate change with the aim of developing the practice of smart growth. This modeling will allow communities to analyze specific mitigation strategies and adopt the one most suited toward dealing with the climate change needs of their locale. Currently, utilization of this approach to present the model in software requires a number of separate steps from secondary data collection. NEEFC has developed a free GIS tool in conjunction with Blue Marble Geographics, called COAST. Based on the Global Mapper platform, municipalities can model and estimate these flooding events and publish the data to the public via Google Earth. Patrick will discuss some of the challenges faced with this type of initiative, as well as exploring the benefits of this type of specialized GIS implementation

Presenter: Patrick Cunningham, President, Blue Marble Geographics

1:30 – 1:45pm Afternoon Break/Visit w/ Partners

Door Prize Give Away! Come to the Partner Area for your chance to win! Bring your raffle ticket behind your badge! (*Must be present to win*)

1:45 – 2:45pm

Creating a Data Disaster Recovery Plan

2012 put "disaster recovery" at the forefront of everyone's minds. What do we do when "x" happens? And when it happens, how is

the technology we use affected? From power outages, ice storms, hurricanes or even a random accident – when disaster strikes, you need to have a plan in place to ensure that technology is restored quickly and, when it is restored, that it works.

Presenters: Paul Lawton, Practice Director, Cavan Group; Marc Roy, Solutions Executive, Dell/Global Commercial Channels; Kevin Pazera, Senior Storage Architect, Dell Compellent; Matthew Raymond, Solutions Architect, Dell/AppAssure

Technology, Communication and Your Citizens Part I

We hear the phrase all the time: "Transparency in Government." But it seems that every technology available has good, bad and ugly, and can be quite confusing. Municipalities can use electronic marketing tools to inform, build relationships and maintain a happy citizenry. Part I will cover how to optimize your municipal website for search engines so citizens can find your content.

Presenter: Ross Lasley, The Internet Educator

Leveraging the Power of Cloud-Based GIS

This session will demonstrate how to create and share maps that can be accessed by anyone through a browser, a mobile device, traditional desktop GIS software or custom application with focus on tools to manage map data through an easy-to-use catalog that allows public sharing or content – to all or specifically designated groups. This session will demonstrate how to make a map using ArcGIS with little or no training.

Presenter: Jon Cassidy, Environmental Systems Research Institute

MaineDOT's Online Map Viewer

MaineDOT has an online Map Viewer that is used to show aspects of transportation infrastructure to municipalities, regional planning organizations and other external entities. This tool helps to facilitate communications and provides a location index for much of MaineDOT's infrastructure data. The public version is available to anyone and can provide a quick and easy mapping tool for basic, municipal needs. This session will provide an overview of the tool.

Presenter: Nate Kane, GIS Administrator, MaineDOT

Gigabit Network Coming To Orono and Old Town

Gigabit Maine Street Internet Network in the Old Town and Orono communities surrounds the University of Maine campus. Panel members will discuss how this network is bringing people from the public and private sector and the university community together to drive innovation and create economic opportunity. The completed network will give the Maine communities an Internet network as fast as any in the world and be one of the fastest business-residential networks in the United States.

Presenters: Fletcher Kittredge, CEO, GWI; Jeff Letourneau, Executive Director, NetworkMaine; Geoff Gordon, Council Chair, Town of Orono; David Wight, Director of Public Works, City of Old Town

2:45 – 3:00pm Afternoon Break/Visit w/ Partners

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3:00 – 4:00pm

Information Security on a Budget

The technology budget has been cut – again. And, now, you're starting to worry about how secure your information is. The cost of compromised security is so much higher than the cost of implementing and maintaining security for your systems, why is it

so hard to keep it in the budget? This session will discuss information security, affordable options available and how to plan for maintenance, upgrades, etc. Most importantly, it will answer the question: "Can we afford to NOT implement or maintain information security?"

Presenter: Dr. Eugene Slobodzian, Practice Director, InfoSecurus

Technology, Communication and Your Citizens Part II

In part II of this session, Ross will continue the discussion by introducing email communication and social media tools as communication tools – not just what tools are available, but how to take charge of social media and email and make them work for your municipality. And, he will wrap up with a question and answer period. Bring your burning questions here!

Presenter: Ross Lasley, The Internet Educator

Low-Cost GIS for Small Municipalities

Often considered beyond the reach of small municipalities, GIS technology is now part of the daily workflow for local government departments of every size. No longer constrained by overly complex software requiring highly skilled technicians, or by expensive acquisition and maintenance costs, municipal officials are learning the value of GIS self-sufficiency. This session will demonstrate Maine-based Global Mapper, a powerful, low-cost GIS software offering that is ideally suited to the challenges of local government operations.

Presenter: Sam Knight, Director of Product Management, Blue Marble Geographics

Innovative Stormwater Treatment and Model Building for Communities

This two-part session will focus on Low Impact Development

(LID) techniques like greenroofs, rain gardens and porous pavement as a cost-effective solution for treating pollutants. The second part of this session will demonstrate tools that were developed by the Bangor Area Stormwater Group through an EPA Grant. These interactive land use planning tools were created to develop a user driven process to engage the local communities in understanding the impacts of various planning scenarios on water quality.

Presenters: LaMar Clannon, NEMO Coordinator, Maine NEMO; Judy Colby-George, President, Spatial Alternatives

Overview of RUS Telecom Loan and Grant Programs

Opportunities for federal grants and recent funding formula changes that may benefit Maine will be discussed with a focus on the following programs: Distance Learning / Telemedicine Grant Program, Community Connect Broadband Grant Program, and Farm Bill - Broadband Loan Program.

Presenter: Rob OHara, RUS - Telecom Field Representative, Rural Development, U.S. Department of Agriculture

GovOffice User Group

Presenter: Ross Heupel, Marketing Director, GovOffice Web Solutions

4:00 – 4:45pm

MEGUG Scholarship/Grant Recipient Presentations & Business Meeting

Phone: 207-866-2194



Chip Sealing is an alternative, cost efficient "surfacing technique" that provides a low

maintenance wearing surface for existing pavements. Sunrise Materials, is full service Chip Sealing Company, located in the heart of Central Maine. We specialize in many pavement preservation solutions for Towns and Municipalities. Please give us a call for more details at: **207-866-2194.**