

# Maryland



## *Voice of the Chesapeake*

Volume 18

Issue 3

May/June 2007

### Greetings Maryland IAWP Members and Friends:



As I write this, the thermometer outside is registering 99°. I hope you are finding a way to keep cool and enjoy the sunny weather.

Do you remember May 5<sup>th</sup>? That was the Spring Institute held in Crownsville. We had a great turnout, a wonderful agenda, and a very nice meeting place with excellent food. What did you think? The surveys were very positive. Thanks to all of you that attended. We look forward to seeing you in the fall when we will have our next Institute.

Maryland IAWP members have been busy this summer. In early June, eight officers attended the 94<sup>th</sup> International Conference in Boise,

Idaho. We kept busy during the conference attending workshops on a variety of workforce and unemployment insurance topics. We also had many opportunities to network with workforce development

#### **INSIDE THIS ISSUE**

- ◆ Excerpts from Presentations at the MD Chapter IAWP Spring Institute
- ◆ Excerpts from International IAWP Conference in Boise, Idaho

professionals from across the country, exchanging ideas and best practices. Now that we are back home in Maryland, we will share what we learned to make workforce development in Maryland even better! Look for articles about some of the International Conference workshops elsewhere in this newsletter. Please note that next year's conference will be held in Richmond, VA from June 8-12. We hope many of our members will consider attending.

At the *Raising the Bar* conference in mid-June, Maryland IAWP continued its tradition of providing volunteers for the registration and merchandise tables. This is a way for us to contribute to workforce development in Maryland in a practical way.

Also at *Raising the Bar*, we kicked off our "Give 'Em the Pickle" workshops. A little history – at the International Conference last year, several of us attended the "Pickle" workshop there. This entertaining, customer-service training video and discussion really hit home with us, so much so that we wanted to share it with everyone in workforce development in Maryland. Maryland IAWP purchased the training materials with the intent to make the workshops available to everyone who provides workforce services in Maryland. Led by facilitator Nancy Fink, we provided two "Pickle" workshops at *Raising the Bar* – one focused on customer contact and one focused on leadership. Both were well-attended and well-received. Now we will make the training available to any interested offices.

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President's Message (continued from page 1)

We expect interest to be high for these workshops, so we'd like to get more IAWP members involved in providing the training. If you would like to learn how to facilitate the "Pickle" workshops, contact Nancy Fink ([nfink@dllr.state.md.us](mailto:nfink@dllr.state.md.us)) to make arrangements to sit in on an upcoming workshop.

That was June. Now we will concentrate on planning for the District IV Educational Institute in the fall. Held in lieu of our annual Fall Institute, this event will include topics of interest to all four states in our District (MD, VA, WV, and DC), and will provide an opportunity for attendees to meet fellow workforce professionals from outside of Maryland. Stay tuned for more information.

We look forward to seeing you in the fall when we host the District Institute. Enjoy the rest of your summer!

Suzette Snyder, Maryland Chapter President



## Give Us YOUR Pickles!

Many years ago, a regular customer at Farrell's Ice Cream in Portland, OR asked for a side order of pickles, as he always did when he ate there, and the waitress wanted to charge him \$1.25. The pickles had always been free in the past. He questioned the charge, but the waitress insisted. The customer was so upset he wrote a letter to the owner, Joe Farrell. This was the origin of Mr. Farrell's war cry, "Give 'em the pickle!" When something happens with a customer and you're not sure what to do, "Give 'em the Pickle!" Do what it takes to make things right!

The pickle philosophy has evolved from there as it's been put into practice at various businesses. It may be about going the extra mile to make customers happy or putting your own personal stamp on customer service that sets you apart from your competition. At a tire store the

employees literally run to greet customers when they step out of their cars in the parking lot. There are garbage collectors who stop to start lawn mowers and coffee baristas who add a heart or other designs in the latte foam. Those are all pickles. What are yours?

Customer service is a vital part of every business. We want to use this newsletter to showcase customer service "Pickles" in Maryland, whether within workforce development or in contacts our readers have as customers. Tell us about "pickles" you've given or received – an example of you or a co-worker going that extra mile for a customer, or of a service provider or merchant giving you a reason to return to that business. Send your stories to [dcarey@dllr.state.md.us](mailto:dcarey@dllr.state.md.us).

Want to learn more about giving "pickles?" The MD Chapter of IAWP will be presenting the "Pickle" training on request to workforce development offices across the state. Your colleagues are taking advantage of this offer and are scheduling presentations. Upcoming sessions include:  
7/24 - Leadership Pickles - Hagerstown  
8/3 - Give 'Em The Pickle - Cumberland  
8/6 - Give 'Em The Pickle - Hagerstown

Could your location be interested? If so, contact Nancy Fink at 410-290-3632 or [nfink@dllr.state.md.us](mailto:nfink@dllr.state.md.us).

Adapted by Susan Gallagher from the "Give 'Em the Pickle" website: [http://www.giveemthepickle.com/pickle\\_principle.htm](http://www.giveemthepickle.com/pickle_principle.htm)

## The ABCs of UI

To a lot of people, from the general public to those of us in Workforce Development who do not work in Unemployment Insurance, a lot of UI correspondence looks like alphabet soup. Tom Wendel, Assistant Secretary, Division of

Unemployment Insurance in Maryland, has provided the following information for the UI-challenged among us. Presenting (drum roll.....) *UI-Speak 101!*

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THE ABCs of UI (continued from page 2)

**Jargon Made Easy**

**LDW** = Last day of work.

**FDW** = First day of work.

**LOW** = Lack of Work.

**BYE** = Benefit Year End Date.

**RTW** = Return to Work.

**Monetarily eligible** = claimant has enough wages in base period to establish a claim.

**Non-Monetary Determination** = issues to be resolved regarding job separation or things like school, work search, etc. Each year 250,000 determinations are written, 25,000 lower appeals are filed and 3,000 – 4,000 board appeals are filed.

**A&A** = Able and available.

**VQ** = Voluntary Quit.

**GM** = Gross Misconduct- a repeated or serious act.

**Sep** = Job Separation issues.

**Non-Sep** = Able and available, actively seeking work, school, etc. issues.

**TRA** = Trade Readjustment Assistance = Benefits for individuals who lost their jobs due to the adverse affects of foreign trade (uses forms 855 and 858).

**ATAA** = A form of TRA re-employed individuals over 50 may choose.

**HCTC** = Health Care Tax Credit: A credit up to \$600 per month to supplement health care benefits for TRA recipients.

**DLA** = Desired Levels of Achievement – Performance levels for UI.

**FUTA** = Federal Unemployment Tax Act: collects taxes from employers based on their

layoff history. Maryland collected \$134M last year. The primary use is for UI salaries, but also is used for extended benefits, and goes to a loan account in case any Trust Fund in the country goes bankrupt. Maryland received \$68M of the \$134M; this is used for UI, employment service, LMI, and Veteran programs. [Note: Maryland is proposing that we collect our own FUTA tax.] The UI Trust fund includes all employer taxes. It is held in the US Treasury, but funds are State-specific. The current balance is \$1,050,000,000.

**Reed Act** = A 1954 act requiring that excess FUTA tax funds be returned to the States. No Reed Act funds were distributed from 1958-1998. Maryland received some funds from 1998-2002. This money went into Maryland's UI trust fund. We must get legislative approval to use these funds. Last month, Maryland received \$9M in Reed Act funds. Of this, \$7M will go to UI, and \$1.8M will go to employment service programs. We have asked for a similar amount for 2008.

**207** – Request for separation information. The 207 form is sent to all of the claimant's employers in the last 18 months. 45% are filed by Internet, 20-30% by paper and the rest by electronic transmission from an agent.

**SR16** = Telephone appointment notice.

**Telecert/Webcert** = continued claim (request for check) filing process by phone or Internet; 75% are filed by phone and 25% by web.

**244** = A Job Service form used to report nonparticipation to UI, e.g. failure to complete EI workshop, decline or no-show regarding a suitable job referral.

**MBA** = Maximum Benefit Amount: Currently \$340 per week, intended to replace 54% of earnings. Will go to \$380 per week for new claims filed after 10-7-07. The MBA of nearby states: PA = \$450; WV = \$410; DE and DC are similar to MD. UI benefits are taxable. The (continued on page 4)

The ABC's of UI (continued from page 3)

average weekly wage in MD is \$823; the average UI check is \$268. This equates to a wage replacement rate of 41.3% (340/823).

**Everything Claimants want to Know about UI, and Aren't Afraid to Ask**

**How long have claims been filed over the phone?** Telephone claims began in 1995; Internet claims began in 1997. Maryland averages 200,000 claims per year. Average duration collected is 15.2 weeks. 80% are filed by phone and 20% by Internet.

**Can I work and receive UI?** You may be able to work part-time and collect partial benefits. You must report your gross earnings.

**If I am denied UI benefits, what do they do with "my" money?** Workers do not pay into the UI fund. Employers pay 100% of the funds.

**Can I speak to a person?** Yes. Each claim center has an inquiry option and there is also the claimant information service line. All phone numbers are listed in the back of the Claimant pamphlet.

**Can I speak to a Spanish-language person?** Yes – there is an entire Spanish-language unit housed in the College Park Call Center.

**How are job seekers profiled?** The primary criteria are length of employment and education level. In all, there are 15 weighted criteria that are applied to each claimant resulting in a profile ranking indicating the probability that the claimant will exhaust his/her benefits. The current average duration is 15.2 weeks. Each year, 40,000 people in Maryland are profiled as eligible for UI; 6,000-8,000 actually complete the workshops.

**Do employers ever pay penalties?** If an employer does not respond to a separation notice, there is a \$15 penalty. The penalty for not filing quarterly tax/wage record statements is \$35 per report. Interest is imposed for late payments. Maryland collected \$4.6M in penalties last year. 1% of this money was used

to pay rent, including rent for employment service operations. Claimants also pay interest/penalty for fraud overpayments.

**Does every claimant have to look for work?**

No. Claimants who are on a temporary layoff with a return to work date within 10 weeks, claimants over 60 years of age subject to recall, union members who get work exclusively through a union hiring hall and those in approved training are not required to search for work.

**What is a Work Search Waiver?** Claimants enrolled in approved WIA training or other approved training programs can request a work search waiver which allows them not to look for work during the period of their training.

**How do I get an extension of my benefits beyond 26 weeks?** There are no extensions at this time. Federal UI extensions are based on statewide indicators during periods of high national unemployment. A claimant could extend his/her payments beyond 26 weeks by not drawing a full check (e.g. due to part-time employment) or by being eligible for TRA due to a layoff from a certified trade effected employer.

**Can I file if.....?** Anyone can file; a determination is then made as to whether the individual is eligible.

**Why do you pay people who quit their job?**

The majority of people who quit a job are denied benefits. However, an individual could quit one job, take another, and then be laid off from that job and not be disqualified if they have earned enough wages to meet 10 times their weekly benefit amount.

**Class dismissed!**

Presented at the MD IAWP Spring Institute  
Submitted by Susan Gallagher, Awards Chair

## Showing Your True Colors

In the 80s, "having your colors done" meant figuring out what colors to wear or paint your rooms. Attendees at the Spring Educational (continued on page 5)

Showing Your True Colors (continued from page 4)

Institute were treated to a new way to analyze their “true colors” to understand their temperament, learning style and communication style. Are you a Green, a Blue, a Gold or an Orange? Each color represents a different style.

**Green** represents persistence and determination. “Greens” are firm and consistent. Greens resist change if it is not proven that the change will work or is necessary. “Greens” derive their sense of personal security and self-esteem from their intellect and capabilities. “Greens” are assertive and depend upon information rather than feelings to create a sense of well-being.

**Blue** represents calm. “Blues” value balance and harmony, and prefer lives free from tension. “Blues” value loyalty and a sense of belonging, and yet, when friends are involved, a vulnerability. “Blues” are characterized by empathy, aesthetic experiences, and reflective awareness.

**Gold** represents a need to be responsible, to fulfill duties and obligations, to organize and structure their own lives and that of others. “Golds” are practical and sensible, and believe that people should earn their way in life through work and service to others. “Golds” are stable, efficient, and dependable. “Golds” value home and family.

**Orange** represents energy, power, and strength. “Oranges” feel the will to achieve results, to win, to be successful. They want to live life to the fullest. “Oranges” value active doing: sport, struggle, competition and enterprising productivity. They live for today.

Everyone has each of these personality types within them; however, individuals tend to prefer a specific pattern of relating to their environment and processing their information. Each person is influenced by his/her secondary and tertiary colors. For example, even though two or three people may manifest a predominantly “green” personality type, each of them will appear different to others because of individual life

experiences and the influence of “other color” preferences.

Understanding your own “true colors” and the “true colors” of those with whom you work or associate will help you improve, strengthen, and understand communication, leading to improved job performance and relationships.

*Presented at the MD IAWP Spring Institute  
Submitted by Constance Parker, IAWP Member*

## **Be Your Own Boss!**

Entrepreneurship is not for everyone, but for the right person it could be the perfect career. Joanne Jackson, Small Business Enterprise Coordinator for Anne Arundel County, shared tips on starting your own business at the Spring Educational Institute.

If you (or a customer) are considering entrepreneurship, look at what you are passionate about. Do research to identify specific ways to turn that passion into a business, and to determine whether there is a market for that business. There are many resources to assist you, but the first work begins with you. When you have a specific idea, you can consult a business counselor and begin to develop a business plan.

Local economic development organizations offer many programs and services for new businesses. These services include site location, tax incentives and loan packages. The Small Business Administration (SBA) has produced a resource guide, *Small Business Resource* (available at county economic development offices), that has a wealth of information about beginning a small business. The Maryland Department of Assessment and Taxation provides technical information regarding starting a business on its website: [www.dat.state.md.us](http://www.dat.state.md.us). SCORE provides workshops on related topics, and also offers advice on its website: [www.score.org](http://www.score.org). The community colleges also offer courses on business start-up topics. Assistance for minority business programs is available through the

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Be Your Own Boss (continued on page 6)

Office of Minority Affairs. Another avenue is to consult a business broker about purchasing an existing business.

There is a lot involved in starting a business – but you don't have to go it alone.

*Presented at the MD IAWP Spring Institute*

Submitted by Susan Gallagher, Awards Chair

## Washington Update with Lee Foley

Attendees at the 94<sup>th</sup> IAWP International Conference were fortunate to receive an update from Lee Foley, IAWP Legislative Liaison. Lee, described by one author as “the best [lobbyist] in Washington,” began by reminding his audience that we are still in recovery from “the worst recession following the worst recession” in U.S. history. Between 2000 and 2006, there was very little wage growth after a reduction in average family income of \$1,500 during that recession. Lee detailed many implications of the power shift emanating from the 2006 elections, explaining that many members of Congress feel a “sense of urgency” from the voters to make significant changes, and especially to reassure Americans that wages will keep up with increasing costs of living. A significant change in the members’ make-up is an increased number of representatives from metropolitan areas who are concerned with transportation, higher education and housing – all expensive issues that affect the workforce. This comes at a time when fiscal conservatives are in greater control, so they will seek creative solutions to balancing the budget while increasing funding to these programs, and the likely result will be limited increases in workforce programs but also more unfunded mandates to the states.

Lee also discussed the Workforce Investment Act Reauthorization, predicting that if it moves this year, it will follow bipartisan Senate efforts to increase flexibility and integration with other workforce systems while retaining current funding streams (e.g. youth training vs. adult training).

As always, Lee finished by beseeching attendees to create the finest workforce system in the nation in their own communities so that he can continue to advocate for our system.

*Originally published in the IAWP International Conference “Flash” on June 6, 2007.*

## Just Say No!

Jana Kemp, author of NO – How One Simple Word Can Transform Your Life, shared her insight at the IAWP International Conference. Learning to say NO is a way to reclaim 1440 minutes of your time and energy. Ms. Kemp’s book has been translated into Polish, Turkish, Dutch and Aramaic – saying *No!* seems to be a universal problem.

The common belief is that women have a problem saying *No!*, but it appears that men have this problem, too. In fact, nearly half the audience in this workshop were men looking to learn the power of *No!* Those of us in workforce development are accustomed to saying Yes as part of our customer service mission. Even after we get promoted to management positions we still want to be agreeable and feel obligated to be liked. Do you find yourself delegating tasks that should have been refused? Remember, dumping and delegating are not the same thing.

Look at your daily obligations – do you REALLY have the time to say Yes to every request? Do you find it easier to say Yes to something and then not complete the task and are forced to apologize? Realize that *No!* is a complete sentence. Giving reasons for saying *No!* can turn it into a Yes. If you really mean *No!*, say it and mean it. The best way to say *No!* is to be nice but non-negotiable.

Jana Kemp has developed the *Power of NO* model – Purpose, Options, When, Emotions, Rights/Responsibilities. You need to know the complete purpose for the request, what are the options for the request, when is the deadline, what does your “gut” (emotions) say, and you need to know that you have the right to say *No!* If you say Yes, then take the responsibility to follow through with the request. At each level of **POWER** you can make the decision to say No.

*Originally published in the IAWP International Conference “Flash” on June 6, 2007.*

## Doing the Right Thing: Ethics in the Workplace

Deb Buxbaum (District Director XIV) from Montana dealt not with the legal aspects of ethics in the workplace, but with employee moral obligations to their agency and colleagues. She handed out several questions and provided answers. Examples:

1. *You've applied for a job in another division but are planning to relocate to another area within the U.S. within the coming year. Do you share your intentions in the interview?*

- A. No, it's none of her business
- B. Yes, I would feel obligated to tell them
- C. If the interviewer asks about long-term plans, I would tell them

*The Answer is A.*

2. *You are the office manager, and you are aware a manager of a higher level has repeatedly used his office issued credit card for personal expenses. How do you handle this situation?*

- A. I do nothing. The person is higher on the food chain than I am, so it must be okay.
- B. I confront the manager and hope this action won't impact my job later on.
- C. I confront the individual with this information, as well as letting a higher-level manager or someone in Human Resources know about the situation.

*The Answer is C. You must not let the situation go by.*

3. *An individual at your office casually mentions to you that he cheats on his wife. You're a supervisor, but don't supervise him. His supervisor has recently mentioned that she is in the process of writing a glowing performance appraisal about this employee. Do you tell his supervisor what you have learned?*

- A. I don't say anything; this employee's personal business is just that – personal.

- B. Yes, I mention this comment to his supervisor. His behavior could eventually affect the Department.
- C. I hint around at it with the other supervisor without coming right out and telling her, hoping they'll "get" what I am trying to say.

*The Answer is A.*

4. *You're in charge of creating a budget report that goes to the Leadership Team in your organization. Just before the meeting, your boss asks you to leave out some negative impacts that have occurred that you can put in your next report to them. Do you agree to leave out the information just this one time as a favor?*

- A. I'll leave it out one time, fudging a little bit this once can't hurt.
- B. If my boss agrees to some perks for me, won't mention it.
- C. I give the report as prepared; one small omission now could mean big problems later on.

*The Answer is C.*

Deb Buxbaum also shared an ethics reminder card used by the Montana Department of Labor, since ethics is a very touchy subject. She said that each employee has a Get out of Jail Card, called "Proceed Until Apprehended." On the reverse side of the card are three questions:

1. *IS IT LEGAL?*
2. *IS IT THE RIGHT THING TO DO FOR THE CUSTOMER?*
3. *CAN YOU JUSTIFY IT?*

If you can answer these three questions, you are authorized to proceed without apprehension and you shouldn't wind up on the front page of the local newspaper.

Finally, she reminded the audience that ethics is not a fad that will fade over time. Ethics helped create such benefits/programs as workers compensation and child labor laws.

*Originally published in the IAWP International Conference "Flash" on June 6, 2007.*

## Tips for Networking

### 9 Proven Strategies for Networking

- Know as much as you can about the attendees
- Go it alone
- Stand near the registration table
- Get an introduction to the person you want to meet
- Study the name tags
- Circle and scan
- Look for people standing alone
- Sit between people you do not know well
- Hang out at the food table

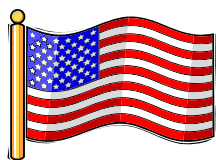
30-Second Commercial - Communicate what you do in ways that will help the person you're speaking with understand that you provide solutions. Articulate:

- Who you work for
- What problems you solve
- What benefits you offer
- What results you produce

### Business cards

- Do not focus on giving out business cards. Focus on receiving business cards and following up.
- Whipping out your card on people right as you meet them makes you look needy, pushy, and somewhat desperate.
- Focus on making a solid connection, receiving their business cards and following up. If they ask for your card, it's a bonus.
- Carry your business with you at all times.

From "Power Networking that Works!" workshop at IAWP 94<sup>th</sup> International Educational Conference



## Women in the Military

### Veteran Update

Number of Women serving or who have served in U.S. Military Conflicts:

Iraq and Afghanistan: 22,812\*

Desert Storm: 41,000\*\*

Panama: 7700\*\*

Granada: 170\*\*

Vietnam: 7,000\*\*

Korean War Era: 50,000

World War II Era: 400,000

World War I Era: 33,000

Spanish – American War: 1,500

\*Currently deployed

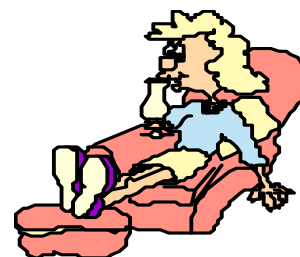
\*\*Deployed

This is a quote provided by the Women in Military Service for America Memorial Foundation:

*"Let the generations know that women in uniform also guaranteed their freedom. That our resolve was just as great as the brave men who stood among us. And with victory our hearts were just as full and beat just as fast – that the tears fell just as hard for those we left behind."*

Submitted by Zella Brown, Veterans Chair

### Retiree's Corner



Anne Matter stepped into retirement a number of years ago but, as you will see, continues to be active and involved:

Just came back from a week in Jamaica with my younger daughter, Vicki, and her husband and baby. We stayed at the Ritz-Carlton, an awesome resort. The sun shone almost all of the time. Each day there was a very short shower or two. Ate too much rich food and enjoyed every bite. Had the luxury of sitting in first class, not something I've had the opportunity to experience on previous occasions.

I'm still singing with the group at Essex Community College. Our Spring show on campus will be Cinderella. I'm playing the part of the stepmother. In the Fall, we'll be performing up at Cape May.

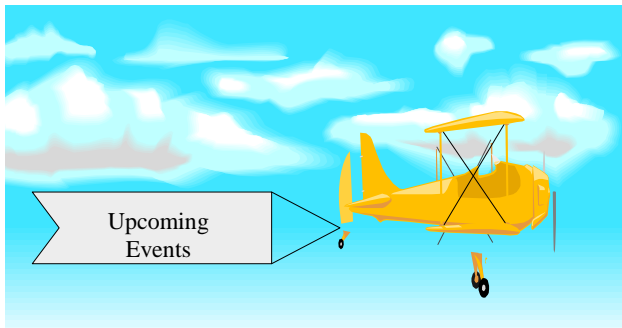
Glad to say I'm healthy and staying very active. Hope all is well with you.

Submitted by Anne Matter, Retiree

## Accolades and Kudos

The Spring Institute recognized Maryland IAWP members for outstanding efforts: Bill Slemmer, *Outstanding Services to Veterans*, Mary Frederic (Retired), *Retiree of the Year* and Denise Carey, *Award of Merit*. Great job everyone. Keep up the good workforce work.

*Let your IAWP Chapter know what you have been doing in workforce and you, your One-Stop or someone you recommend -- could be the next recipient.*



- **District IV Conference**  
West Virginia, Virginia, DC and Maryland, hosted by The Maryland Chapter IAWP is this year's host.  
Hagerstown, MD  
November 2, 2007
- **95<sup>th</sup> International IAWP Conference** will be held in Richmond, VA  
June 8 – 12, 2008.
- **Did You Share the Pickle?**  
If you have a pickle you shared, please submit an article for the next publication of the newsletter. All articles are due by August 15, 2007. E-mail to [dcarey@dllr.state.md.us](mailto:dcarey@dllr.state.md.us).

### Maryland IAWP Executive Board

Suzette Snyder, President  
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Vacant, Legislative Chair

*Voice of the Chesapeake* is the newsletter of the Maryland Chapter of International Association of Workforce Professionals (IAWP). Denise Carey edits *Voice of the Chesapeake*. Articles should be submitted by the 15<sup>th</sup> of the month to Denise Carey, *Voice of the Chesapeake* Editor, DLLR, Anne Arundel One-Stop Career Center, 7480 Baltimore-Annapolis Boulevard, Suite 100, Glen Burnie, MD 21061 or [dcarey@dllr.state.md.us](mailto:dcarey@dllr.state.md.us).

Maryland IAWP website - [www.iawpmaryland.org](http://www.iawpmaryland.org)