

# County Council of Howard County, Maryland

2011 Legislative Session

Legislative day # 12

## RESOLUTION NO. 165 - 2011

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the appointment of Sue P. Rogan to the Advisory Board on Consumer Affairs.

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Introduced and read first time on November 7, 2011.

By order Stephen LeGendre  
Stephen LeGendre, Administrator to the County Council

Read for a second time and a public hearing held on November 21, 2011.

By order Stephen LeGendre  
Stephen LeGendre, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn  by the County Council on December 5, 2011.

Certified by Stephen LeGendre  
Stephen LeGendre, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. ~~Strike-out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.



**Sue Rogan**  
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**SUMMARY:** *Effective communications consultant experienced in developing and implementing outreach programs to educate a diverse public; communicates with the media, community groups, businesses, as well as the general public; organizes coalitions to address current social issues. Effective trainer and skilled in public presentations. Organized, effective, independent worker with good communication and interpersonal skills.*

**EXPERIENCE:**

**2009—Present**      **Financial Educator/Communications Consultant**

- Implementing a new state wide program, MD CASH Academy, to provide educators and individuals a coordinated online calendar and registration tool to promote, provide and locate free, fact based financial education classes
- Developing partnerships with community agencies/non-profits/businesses to build community capacity to increase the financial stability of its residents. Provide Train the Trainer programs, guidance on programs/products to assist clients and direct assistance to clients as needed
- Train Financial Educators to insure the quality of content and instruction
- Conduct Financial Education Classes, along with group and one-on-one financial coaching
- Interface with media
- Managed a emergency response call center including obtaining adequate coverage from both county staff and volunteers, creating communication methods to ensure consistent messaging, data reports and coordinating the transition/termination of the center
- Clients include MD CASH Campaign, AFSA (American Financial Services Association) Education Foundation and Montgomery County Government

**1990 – 2009**      **Montgomery County Office of Consumer Protection (OCP) - Rockville, MD**  
**Communications Manager/Investigator:**

- Responsible for the planning and implementation of multi faceted consumer education programs that include media communications, outreach to consumers, educational campaigns and electronic public communications
- Managed community outreach, which included seeking opportunities for OCP to address a diverse public including schools, homeowner's and civic associations and faith-based organizations per year; was one of the primary speakers to these groups and maintained a database on these presentations. Planned and coordinated outreach events such as classes, seminars, large public events and fairs
- Produced written communications such as Annual Reports, brochures, fliers, press releases, emails, letters to community associations and newsletter articles
- Served as media liaison, issuing press releases, coordinating press conferences, performing media interviews including regular radio and television shows and maintaining active relationships with reporters from newspapers, radio stations and TV stations
- Built and coordinated coalitions of government agencies, non-profit organizations and businesses to address consumer issues such as the Montgomery County Coalition for Financial Literacy and the Montgomery County Child Passenger Safety Coalition
- Coordinated with state and local governments to conduct outreach campaigns such as working with US Consumer Product Safety Commission to conduct Toy Sweeps of the county, seeking to remove recalled

and dangerous children's items

- Effective inter agency communicator working with many other county agencies such as Police, Fire and Rescue Services, Environmental Protection, Health and Human Services and Public Information Office. Assisted in creating a online course for Montgomery County Police on consumer protection issues
- Investigated individual complaints, conducted major investigations, issued subpoenas, civil citations
- Conducted research on legislation needed to address consumer issues, prepared reports on research and wrote testimony on OCP's position on such issues as handgun legislation, off-road vehicles legislation, private property towing legislation and future service contracts

**1988–1990      Council of Better Business Bureaus – Arlington, VA**

**Senior Account Executive/Policy Analyst:**

- Responsible for analyzing and communicating all policies and procedures of the Auto Line Program, making decisions on any questions on these policies and procedures, contributed to the formation of new policies, oversaw local BBB case handling procedures, Investigated and resolved disputes of any party to the arbitration
- Contributed to the certification process for BBB offices to administer the California Lemon Law, and trained staff on the procedures Co-responsible on a nationwide basis for the drafting of all arbitration agreements concerning leased vehicles

**1988              Mediation/Arbitration Specialist:**

- Responsible for all aspects of individual cases involving disputes between participating automobile manufacturers and consumers including intake, investigation, drafting legally binding arbitration agreements

**1986 – 1988      AAA Potomac – Arlington, VA**

**Customer Service Representative:**

- Investigated, negotiated and resolved customer complaints involving service, policies or procedures
- Prepared management reports analyzing departmental complaint responsiveness and recommended improvements

**1982 – 1983      Attorney General's Office, Consumer Protection Division- Salisbury, MD**

**Consumer Specialist:**

- Investigated, mediated and resolved consumer complaints through use of written correspondence, telephone calls or on-site visits to the involved companies

**EDUCATION:**

University of Maryland Baltimore County—Catonsville, MD  
BA in Political Science

**Board Memberships:**

**Current: Chair, CAFÉ Montgomery County (Coalition for the Advancement of Financial Education), Safe Kids Montgomery County MD**

**Previous: Maryland Coalition for Financial Literacy, Maryland Higher Education Commission's Secretary's Advisory Council, Maryland Consumer Rights Coalition, GROWS (Grass Root Organization for the Wellness of Seniors)**

**AWARDS:**

**Certificate of Special Congressional Recognition**

**Montgomery County's Best Honor Award—County Partnership Award**

**Pegasus TV Award**

**3 Departmental Recognition Awards**