



2017 CMRTA
ANNUAL CONFERENCE AGENDA

**Full Steam Ahead to Innovations in Licensing and Revenue
Long Beach**

Schedule at a Glance

Tuesday, October 10, 2017

- 4:00 – 7:00 Conference Registration
- 1:30 – 6:00 State Board Meeting – Open to all
- 6:30 – 9:00 Officers Training Session/Dinner
(State & Div. Board Members Only)



Wednesday, October 11, 2017

- 8:30 – 5:00 Conference Registration
- 9:00 – 10:00 General Session
- 10:00 – 10:15 Welcome Speaker
- 10:15 – 10:30 Networking Break
- 10:30 – 12:00 Keynote Speaker
- 12:00 – 1:00 Lighthouse Award Luncheon
- 1:00 – 1:45 Business Licensing Group Roundtable
- 1:55 – 2:50 Behind the Fork: Regulating Cottage
Food and Food Trucks
- 1:55 – 2:50 Uncovering the Revenue of Utility
User Taxes
- 2:50 – 3:05 Networking Break
- 3:05 – 4:00 Automotive Business Regulations
- 3:05 – 4:00 Collection Methods
- 4:05 – 5:00 Sober Living Home Regulations
- 4:05 – 5:00 Providing Quality Customer Service
- 5:30 – 7:00 Annual Opening Night Reception
Hosted by MuniServices

Thursday, October 12, 2017

- 8:30 – 5:00 Conference Registration
- 8:00 – 8:55 CRO Certification Examination Prep
- 9:00 – 10:15 Legislative Update
- 10:15 – 10:30 Networking Break
- 10:30 – 11:45 Ask a City Manager
- 11:45 – 12:30 Technology Update
- 12:30 – 1:30 Associate Member Appreciation
Luncheon
- 1:30 – 2:50 Technology Update
- 2:50 – 3:50 Providing a Healthy Work Environment
- 2:50 – 3:50 Transient Occupancy Taxes: Solving the
Airbnb-style Short-term Rental
Problem
- 3:50 – 4:00 Networking Break
- 4:00 – 5:00 Working with Local Electeds
- 4:00 – 5:00 Franchise Tax Board License Program
- 6:00 – 7:00 President's Reception –Hosted by HDL
- 7:00 – 10:00 Banquet Gala & Fundraiser Event



Friday, October 13, 2017

- 8:30 – 10:00 CRO Examination
- 9:00 – 10:30 Cannabis Forum
- 10:40 – 11:15 Exchange of Expertise & Conference
Wrap Up
- 11:20 – 1:45 State Board Meeting – Open to All

49th Annual CMRTA CONFERENCE
 Full Steam Ahead to Innovations in Licensing and Revenue
 Long Beach, CA
Daily Class Schedule

Wednesday, October 11, 2017

Time	Location	Class	CRO
9:00-10:15	Queens	General Session & Welcome Speaker	
10:15-10:30	Queens	Networking Break	
10:30-12:00	Queens	Keynote Speaker – Defying Odds and Accomplishing Goals	(M)
12:00-1:00	Windsor	Lighthouse Award Luncheon	
1:00-1:45	Queens	Business Licensing Group Roundtable Laura Grijalva, City of American Canyon	(B, C, G, or H)
1:55-2:50	Queens	Behind the Fork: Regulating Cottage Food and Food Trucks James Dragan, County of Los Angeles Environmental Health	(B, L, G, or H)
1:55-2:50	Royal	Uncovering the Revenue of Utility User Taxes Steve Quon & Ben Faye, Muniservices	(B, C, L, G or H)
2:50-3:05	Outside Deck	Networking Break	
3:05-4:00	Queens	Automotive Business Regulations Matt Loftus, Bureau of Automotive Repair	(B, L, G, or H)
3:05-4:00	Royal	Collection Methods Shawn DeLuna, Collection Bureau of America	(B, C, G, or L)
4:05-5:00	Queens	Sober Living Home Regulations Richard McNeil, Attorney and Partner of Snell and Wilmer Law Firm	(B, L, or H)
4:05-5:00	Royal	Providing Quality Customer Service John Herrera, Munitemps	(B, or M)
5:30-7:00	Verhanda Grill Outdoor Deck	Annual Opening Night Reception Hosted by Muniservices	

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Thursday, October 12, 2017

Time	Location	Class	CRO
8:00-9:00	King's View	CRO Certification Prep Maria Ibarra Villasenor, City of Commerce	(I)
9:00-10:15	Queens	Legislative Update Fran Mancina, MuniServices	(L)
10:15-10:30	Outside Deck	Networking Break	
10:30-11:45	Queens	Ask a City Manager Kenneth Farfsing, City of Carson Carol Jacobs, City of Newport Beach James Vanderpool, City of Buena Park	(L or M)
11:45-12:30	Brittania	Technology Update	
12:30-1:30	Brittania	Associate Members' Appreciation Luncheon	
1:30-2:50	Brittania	Technology Update Continued	
2:50-3:50	Queens	Poroviding a Healthy Work Environment Rob Bruce, City of Palmdale	(L)
2:50-3:50	Royal	Transient Occupancy Taxes: Solving the Short Term Rental Problem Ulrick Binzer, Host Compliance	(B, C, G, H, or L)
3:50-4:00	Outside Deck	Networking Break	
4:00-5:00	Queens	Working with Local Electeds Bruce Whitaker, City of Fullerton	(M)
4:00-5:00	Royal	Franchise Tax Board City/County Business Tax Program & Disclosure Overview Felicia Hicks, Franchise Tax Board	(B, C, H or L)
6:00-7:00	Windsor Salon	President's Reception Hosted by HdL	
7:00-10:00	Grand Salon	Awards Banquet & Fundraiser Event	

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Friday, October 13, 2017

Time	Location	Class	CRO
8:30-10:00	King's View	CRO Examination Maria Ibarra Villasenor, City of Commerce	
9:00-10:30	Royal	Cannabis Forum Tim Shaefer, State Treasurer's Office Amber Morris, CalCannabis Steven Lubell, Commissioner of the Superior Court of CA (Ret.) Jeffrey Dunn & Christy Lopez, Best Best and Krieger Law Dave McPherson, HdL Companies (Moderator)	(B, G, H, or L)
10:40-11:15	Royal	Exchange of Expertise & Conference Wrap Up	(B, C, G, or H)
11:20-1:45	Royal	State Board Meeting	