



October 9-10, 2024

DoubleTree by Hilton Ontario Airport
222 N Vineyard Ave, Ontario, CA 91764

Schedule At-a-Glance

Date	Time Start	Time End	Class Title	CRO CODE*
Wednesday, October 9, 2024	7:45 AM	5:00 PM	Registration Opens	
	8:30 AM	8:45 AM	Welcome Speaker - City of Ontario Welcome address from, Ontario City Manager, Scott Ochoa.	
	8:45 AM	9:00 AM	Board Meeting	
	9:00 AM	10:00 AM	Personal Branding - LinkedIn Optimization Learn how to enhance your personal brand on LinkedIn with expert strategies with Ryder Todd Smith.	M
	10:00 AM	10:15 AM	Networking Break Connect with fellow attendees and build valuable relationships.	
	10:15 AM	11:00 AM	Introduction to Business License Gain a foundational understanding of business licensing requirements and processes with Cris Gaiennie	B or G
	10:15 AM	11:00 AM	Ballot Measures Explore the impact of recent and upcoming ballot measures on your industry. Presenters Ryder T. Smith and FM3	L or O
	11:00 AM	12:00 PM	CRO Ceremony Celebrate achievements and milestones in our prestigious CRO ceremony lead by Wendy Anderson.	I
	12:00 PM	1:00 PM	Lunch Enjoy a networking lunch with peers.	
	1:15 PM	3:30 PM	Becoming a Person of Influence During this interactive workshop with Marie Knight discover techniques to become a more influential leader in your field.	M
	3:30 PM	3:45 PM	Networking Break Another chance to mingle and make connections.	
	3:45 PM	4:45 PM	Department of Cannabis Control Get insights from the Department of Cannabis Control on current regulations and trends.	H or L
	3:45 PM	4:45 PM	Utility Users Tax Update Vikki Beatley will keep you informed about the latest updates on utility users taxes.	C or H
	5:00 PM	7:00 PM	Associate Mixer Relax and socialize with our Sponsoring Associates in a casual setting.	

Thursday, October 10, 2024	8:30 AM	9:15 AM	Understanding and Interacting with the CPUC Learn how to effectively interact with the California Public Utilities Commission.	G or H
	8:30 AM	9:15 AM	Business Writing Enhance your business communication skills with professional writing tips from Bret Harmon.	G or M
	9:15 AM	10:00 AM	Short Term Rental Dive into the complexities of short-term rental regulations and best practices with Jose Zaragoza, City of Beverly Hills.	C, G, or H
	10:00 AM	10:30 AM	Networking Break Another opportunity to connect and share experiences.	
	10:30 AM	11:30 AM	Legislation Update Stay up-to-date with Connor Duckworth with the latest legislative changes affecting license and revenue.	L or O
	11:30 AM	12:15 PM	Exchange of Expertise Participate in a collaborative session to exchange insights and best practices.	B or G
	12:15 PM	1:15 PM	Lunch Enjoy a delicious lunch and further your networking opportunities.	
	1:15 PM	2:30 PM	Alcoholic Beverage Control Understand the regulations and trends in alcoholic beverage control.	G or L
	1:15 PM	2:30 PM	Business License 201 Connor Duckworth will advance your knowledge with this in-depth session on business licensing.	B, G, or H
	2:30 PM	3:30 PM	City of Santa Monica Bitcoin Office - Case Study Proof of Workforce and Santa Monica Vice Mayor present a case study on the City of Santa Monica's Bitcoin Office.	H or L
	2:30 PM	3:30 PM	Industrial Cyber Security Finances, Municipalities, and the ties to Industrial Cyber Security	G or L
	3:30 PM	3:45 PM	Networking Break Final networking break to solidify connections and gather insights.	
	3:45 PM	5:00 PM	Ask a City Manager Engage in a Q&A session with a City Manager, Assistant City Manager, and Deputy City Manager to get answers to your pressing questions.	G or M
*1 "A" Code Credit Per Day				