



2016 CMRTA  
ANNUAL CONFERENCE AGENDA

**Uncover the Mystery to Exceptional Performance  
Sacramento**

**Schedule at a Glance**

**Tuesday, October 18, 2016**

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

**Thursday, October 20, 2016**

- 8:30 – 5:00 Conference Registration
- 8:00 – 9:00 CRO Certification Prep
- 9:00 – 10:15 Legislative Update
- 10:15 – 10:30 Networking Break
- 10:30 – 11:45 Ethics in Government
- 11:45 – 12:30 Technology Update
- 12:30 - 1:30 Associate Member Appreciation  
Luncheon
- 1:30 – 2:50 Technology Update
- 2:50 – 3:50 BOE Sales Tax Update
- 2:50 – 3:50 Marijuana Regulations and Ballot  
Measures
- 3:50 – 4:50 Collecting Within the Law
- 3:50 – 4:50 Communicating Effectively with our  
Communities
- 6:00 – 7:00 President's Reception –Hosted by HDL
- 7:00 – 10:00 Awards Banquet & Fundraiser Event



**Wednesday, October 19, 2016**

- 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 Light House Award Luncheon
- 1:00 – 1:45 Business License Mentorship & 101
- 1:45 – 2:45 FTB Interagency Intercept Collections
- 1:45 – 2:45 FTB City/County Business Tax Program  
and Disclosure Overview Training
- 2:45 – 3:00 Networking Break
- 3:00 – 4:00 Code Enforcement Citation Process
- 3:00 – 4:00 BGC: Charitable Gambling
- 4:05 – 5:00 Skip Tracing
- 4:05 – 5:00 Updating an Outdated Ordinance
- 5:30 – 7:00 Annual Opening Night Reception  
Hosted by MuniServices

**CASE SOLVED**

**Friday, October 21, 2016**

- 8:30 – 10:00 CRO Testing
- 9:00 – 10:30 Short-term Rentals
- 10:30 – 11:15 Exchange of Expertise & Conference  
Wrap Up
- 11:15 – 1:45 State Board Meeting – Open to All

48<sup>th</sup> Annual CMRTA CONFERENCE  
 Uncover the Mystery to Exceptional Performance  
 Sacramento, CA  
**Daily Class Schedule**

**Wednesday, October 19, 2016**

<b>Time</b>	<b>Location</b>	<b>Class</b>	<b>CRO</b>
9:00-10:00	California	General Session	
10:00-10:15	California	Welcome Speaker	
10:15-10:30	North Lobby	Networking Break	
10:30-12:00	California	Keynote Speaker – Bridging the Generation Gaps in Government Brenda Knight, Brenda Knight Events	(M)
12:00-1:00	Sierra Ballroom	Lighthouse Award Luncheon	
1:00-1:45	California	Business License Mentorship & 101 Laura Banta, City of American Canyon	(B, C, G, or H)
1:45-2:45	Hermosa/Granada	Franchise Tax Board Interagency Intercept Collections Denise Azim, FTB	(B, C, H, or L)
1:45-2:45	Calaveras/Balboa	Franchise Tax Board City/County Business Tax Program and Disclosure Overview Training Felicia Hicks, FTB	(B, C, H or L)
2:45-3:00	North Lobby	Networking Break	
3:00-4:00	Hermosa/Granada	Code Enforcement Citation Process Carl Simpson, City of Sacramento	(B, C, or L)
3:00-4:00	Calaveras/Balboa	Bureau of Gambling Control (BGC) Charitable Gambling Jeff Smith, California Department of Justice	(B, G, or L)
4:05-5:00	Hermosa/Granada	Skip Tracing Practices Alex Rojas, City of San Jose	(B, C, or L)
4:05-5:00	Calaveras/Balboa	Updating an Outdated Ordinance Doug Jensen, MuniServices Mike Madrid, GrassrootsLab	(B, L, or O)
5:30-7:00	Offsite/The Delta King Hotel	Annual Opening Night Reception Hosted by Muniservices	

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**Thursday, October 20, 2016**

<b>Time</b>	<b>Location</b>	<b>Class</b>	<b>CRO</b>
8:00-9:00	Fresno	CRO Certification Examination Prep Maria Ibarra, City of Commerce	(G or I)
9:00-10:15	California	Legislative Update Fran Mancina, MuniServices	(L)
10:15-10:30	North Lobby	Networking Break	
10:30-11:45	California	Ethics in Government Commander Dave Bertini, Menlo Park Police Department	(I)
11:45-12:30	Hermosa/Granada	Technology Update	
12:30-1:30	California	Associate Members' Appreciation Luncheon	
1:30-2:50	Hermosa/Granada	Technology Update Continued	
2:50-3:50	Calaveras/Balboa	BOE Sales Tax and Prepaid Wireless Surcharge Collections Nicole Lestanguet and Brian Kelly, CA BOE	(B, C, or H)
2:50-3:50	Fresno	How the Marijuana Industry is Reshaping Our Communities David McPherson, HDL	(H or L)
3:50-4:50	Fresno	Collecting Within the Law Susan Morado, Financial Credit Network (FCN)	(C or L)
3:50-4:50	Calaveras/Balboa	Communicating Effectively with our Communities Noah Moerbeek, Progressive Solutions	(M)
6:00-7:00	Hermosa/Granada	President's Reception Hosted by HDL	
7:00-10:00	California	Awards Banquet & Fundraiser Event	

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**Friday, October 21, 2016**

<b>Time</b>	<b>Location</b>	<b>Class</b>	<b>CRO</b>
8:30-10:00	Hermosa	CRO Examination	
9:00-10:30	Granada	Short-term Rentals Daniel Carrigg, League of California Cities Gary Ameling, City of Santa Clara	(B, C, H, or L)
10:30-11:15	Granada	Exchange of Expertise & Conference Wrap Up	(B, C, G, or H)
11:15-1:45	Hermosa	State Board Meeting (Everyone is invited to attend)	