







# SCHEDULE OF ACTIVITIES

## Wednesday, October 20

### 7:30 am – 3:00 pm

Jack West Memorial Golf Tournament [Participation is Optional]  
The Legends Golf Club at Temeku Hills, Temecula  
For more information, See Page 6

### 1:00 pm – 5:30 pm

Vendor/Supplier Exhibit Set-Up – Summit Ballroom D

### 1:00 pm – 7:00 pm

Conference Registration – Summit Ballroom D & E Foyer

### 4:00 pm – 5:30 pm

CMAC Board of Directors Meeting – Cottonwood  
[Attendance limited to CMAC Board Members and Staff]

### 6:00 pm – 7:30 pm

Opening Night Reception with Vendors – Summit Ballroom D

## Thursday, October 21

### 7:00 am – 6:00 pm

Conference Registration – Summit Ballroom D & E Foyer

### 7:30 am – 8:30 am

Plated Breakfast with Vendors – Summit Ballroom D  
Vendor Introductions during Breakfast

### 8:30 am – 8:50 am

Annual Membership Meeting and President's Welcome  
Summit Ballroom E

### 8:50 am – 9:10 am

In Memoriam — Summit Ballroom E

### 9:15 am – 10:00 am

General Session: 'Evolution of Green(er) Cremation - Alkaline Hydrolysis'  
Steve Schaal, President - The Americas, Matthews Environmental Solutions  
Summit Ballroom E

### 10:00 am—10:30 am

General Session: 'California Government Relations Update'  
Jerry Desmond, Executive Vice President, CMAC  
Summit Ballroom E

### 10:30 am—11:00 am

General Session: 'Federal Update and the Value of Political Action Committees'  
Caressa Hughes, Assistant Vice President, Government and Industry Relations, SCI  
Summit Ballroom E

### 11:00 am—11:30 am

Morning Break with Vendors — Summit Ballroom D

### 11:30 am—12:15 pm

General Session: '2021 and Beyond: The Reimagined Funeral and Cemetery Profession'  
Chris Cruger, Chief Executive Officer, The Foresight Companies  
Summit Ballroom E

### 12:15 pm – 1:15 pm

Luncheon with Vendors – Summit Ballroom D

### 12:30 pm – 1:00 pm

Luncheon Speaker: 'Bureau Update'  
Gina Sanchez, Chief, Cemetery and Funeral Bureau [Invited]

### 1:15 pm – 2:00 pm

General Session: 'What Will and Will Not Work in Marketing Cemeteries in 2022'  
Welton Hong, Founder, Ring Ring Marketing  
Summit Ballroom E

### 2:30 pm – 5:30 pm

Off-Site Wine Tasting [Participation is Optional]  
[Ticketed Event] For More Information, See Page 6

### 2:30 pm – 2:45 pm `

Board Private Shuttle at Pechanga Resort

### 3:00 pm – 5:00 pm `

Wine Tasting

### 5:30 pm

Arrival back at Pechanga Resort

### 5:30 pm – 6:00 pm

President's Meeting with Vendors  
Summit Ballroom E

### 6:00 pm – 6:30 pm

Vendor/Supplier Exhibit Take-down — Summit Ballroom D

### 6:30 pm – 7:30 pm

Reception – Journey's End, Pechanga Resort Golf Clubhouse

### 7:30 pm – 9:00 pm

Dinner – Journey's End, Pechanga Resort Golf Clubhouse

## Friday, October 22

### 8:00 am – 9:00 am

Breakfast Buffet – Summit Ballroom D  
CMAC Member Panel – 'Lessons Learned from the Pandemic'

# CONFERENCE HIGHLIGHTS



## Cemetery and Funeral Bureau Update

Gina Sanchez

Chief, Cemetery and Funeral Bureau

Gina Chiaverini Sanchez, serves as the Bureau Chief for the California Cemetery and Funeral Bureau (CFB), part of the Department of Consumer Affairs (Department). Ms. Sanchez has been appointed to the CFB since February 20, 2019, previously serving in various capacities within the Department and its licensing boards since 2007.

As Bureau Chief, Ms. Sanchez is responsible for the overall management of Bureau activities, including implementing policy, budget management, oversight of over 13,000 licensees and directing a wonderful staff of 25 employees. In addition, CFB has fiduciary oversight of over 2 billion dollars of consumer funds trusted into funeral pre-need contracts and cemetery endowment care.

Since her appointment, Ms. Sanchez has improved access to the Bureau by releasing online renewals along with the Cemetery Salesperson Application and is currently working with the Department on the implementation of online licensing. Ms. Sanchez and CFB staff are committed to the Bureau's mission of consumer protection and as the essential services of the death care industry continue to evolve, CFB is looking forward to new ways of serving Californians.

To learn more about the CFB, visit its website at [www.cfb.ca.gov](http://www.cfb.ca.gov) or follow us on Facebook at CFBofCA. For questions, email CFB at [emailcfb@dca.ca.gov](mailto:emailcfb@dca.ca.gov) or contact Ms. Sanchez directly at [gina.sanchez@dca.ca.gov](mailto:gina.sanchez@dca.ca.gov).

## Federal Update and the Value of Political Action Committees

Caressa Hughes

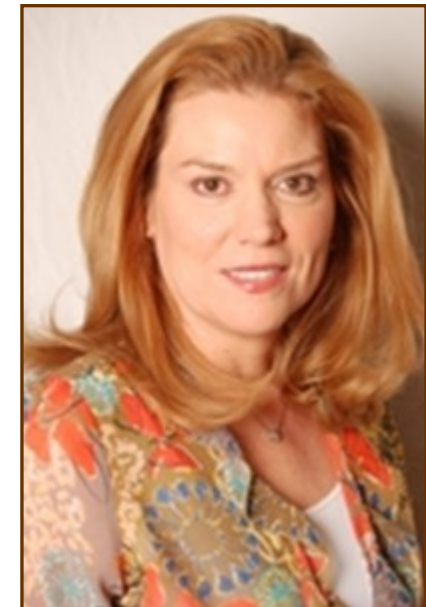
Assistant Vice President for Government & Industry Relations, SCI

Caressa Hughes is currently Assistant Vice President for Government and Industry Relations for SCI based in Houston, Texas.

With over 30 years of experience in governmental affairs, she oversees all the federal and state government relations for SCI, as well as manages SCI's industry relations. At the state level, she manages government relations in 45 states. Prior to joining SCI, Hughes worked for various corporations and trade associations as a Lobbyist and Executive Director.

She currently sits on ICCFA and CANA Boards and serves on the Government and Legal Affairs Committee for both associations.

Caressa's civic activities include serving on the Houston Area Women's Center Board of Directors for the greater Houston area. She holds a Bachelor's degree from the University of Texas at Austin.





# CONFERENCE HIGHLIGHTS



## What Will and Will Not Work in Marketing Cemeteries in 2022

Welton Hong  
Founder, Ring Ring Marketing

Welton is a leading expert in helping funeral homes and cemeteries convert leads from online directly to the phone line. He's the author of the book Making Your Phone Ring with Internet Marketing for Cemeteries and a regular contributor to ICCFA magazine and several other publications.

Welton has a graduate degree in Electrical Engineering from the University of Colorado at Boulder. Prior to starting Ring Ring Marketing, he was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle. He regularly speaks at conferences and other events for people in the death care industry.

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## 2021 and Beyond: The Reimagined Funeral and Cemetery Profession

Chris Cruger  
Chief Executive Officer, The Foresight Companies

Chris Cruger is seen as an innovator and thought leader in the funeral and cemetery industry. His great success is based on his exceptional ability to provide comprehensive solutions to intricate business challenges that leaders in our industry are faced with. Chris continues to successfully improve Foresight's operational and transactional services. Since joining Foresight, he has demonstrated his passion and ability to help our clients and implemented some key initiatives to further expand the company.

As one of the foremost authorities in the cemetery and funeral service industry, Chris has the knowledge to provide efficient solutions to businesses of all sizes in our profession. His passion and desire for the development of the funeral and cemetery profession come through in everything that he does.





# CONFERENCE HIGHLIGHTS



## Evolution of Green(er) Cremation - Alkaline Hydrolysis Steve Schaal, President - The Americas, Matthews Environmental Solutions

Steve Schaal, President of The Americas for Matthews Environmental Solutions (a Division of Matthews International Corporation), a global leader in the design, manufacturing, service & support of combustion technology.

Steve is ultimately responsible for all aspects of the operation at their manufacturing headquarters in Apopka, Florida. Steve represents over 30 years in the death care industry (20 yrs. specific to combustion) and has successfully designed, developed and launched numerous products and services that are being utilized in today's funeral environment.

Steve is an accomplished public speaker, certified Crematory Operator educator and has written & published numerous industry articles on a variety of subjects. As it relates to our conference's subject on Alkaline Hydrolysis, Steve was instrumental in delivering the first commercial crematory installation in the world in 2011 and has counselled numerous clients on the strategic integration into their business practice.



## California Government Relations Update

Jerry Desmond  
Executive Vice President, CMAC

Jerry Desmond has served as the Association's Executive Vice President since his selection in the Spring of 2005. He oversees the operation of the Association, its programs and services. He is also the CMAC's legislative advocate, providing government affairs representation before the State Legislature as well as the agencies and departments in the executive branch.

Jerry Desmond's knowledge of our interests, his advocacy skills with respect to legislation and regulations pertaining to cemetery and mortuary issues, and his insights into the political processes, help CMAC obtain successes in the legislative and executive branches of government in the state Capitol.

Jerry will cover the regulatory and legislative issues in which the association has been engaged, including minimum deposits to endowment care funds set forth in the law, regulations and applications for the conversion of endowment care funds to the total return / unitrust distribution method, escheatment of preneed funeral trust funds, the reduction of human remains, and other issues.



# GOLF, WINE TOUR, & MORE

## Pechanga Resort Casino

Pechanga Resort Casino is wholly owned and operated by the Pechanga Band of Luiseño Indians. Opened in 2002, Pechanga is the largest resort/casino on the West Coast and one of the largest in the country, with 200,000 square feet of gaming space. Nestled in the Temecula Valley's picturesque Southern California Wine Country, Pechanga offers unparalleled quality and service, along with the comfort and amenities guests expect and deserve from an AAA Four Diamond Award-winning property.

Pechanga recently completed a 27-month, \$300 million expansion that nearly doubled its room capacity to 1,090, expanded its already palatial spa facility to 25,000 square feet, created a 40,000-square foot events center perfect for concerts, meetings and conventions, and built a 4 ½-acre tropical pool complex that features a dedicated restaurant, swim-up bar, three pools, two waterslides, a fountain and 27 spacious, well-appointed cabanas.



### JACK WEST MEMORIAL GOLF TOURNAMENT

**Wednesday, October 20**

7:30 am—3:00 pm [shotgun start at 8:00 am]

\$199 per person

**The Legends Golf Club at Temeku Hills**

41687 Temeku Drive, Temecula 92591

[www.thelegendsgc.com](http://www.thelegendsgc.com)

Registration fee includes greens fee, cart, range balls, boxed lunch, prizes and a day of fun!

### WINE TASTING EXCURSION

**Thursday, October 20**

2:30 pm – 2:45 pm Board Private Shuttle at Pechanga Resort

3:00 pm – 5:00 pm Wine Tasting

5:30 pm Arrival back at Pechanga Resort

\$75 per person

**Leoneess Cellars Winery**

38311 De Portola Road, Temecula, CA 92592

[www.leonesscellars.com](http://www.leonesscellars.com)

The CMAC Program Committee has made arrangements for conference attendees and guests to participate in a private wine tasting.

The word Leoneess, meaning "village of dreams," is the inspiration behind their life-long quest to create world class wines from the finest vineyards in the Temecula Valley. Nestled in the rolling hills and vineyards of Temecula's Wine Country, Leoneess Cellars offers a warm, enchanting setting where visitors can enjoy great wines, spectacular views, and wonderful times with family and friends.

### GUEST AND SPOUSE BREAKFAST

**Thursday, October 21**

9:00 am - 10:30 am

Pechanga Café - located next to the Hotel Lobby

[Included in Guest and Spouse Registration Fee]

Guests and spouses of our conference attendees are invited to participate in a special breakfast on the morning of Thursday, October 20. Guests will be treated to a leisurely breakfast and a specially selected gift to remember their stay in Temecula.

## MAKE YOUR ROOM RESERVATIONS EARLY!

The CMAC Program Committee has negotiated a special Group Room Rate of \$149 per night in the beautifully remodeled Pechanga Resort Casino. To make room reservations under the Group Block: Please call (888) 732-4264 and provide the name 'CMAC 2021 Annual Conference' or online at [www.pechanga.com](http://www.pechanga.com) and enter the conference code 9494204 to obtain the \$149 room rate.

**The deadline to make room reservations under the Group Block is Friday, September 17 at midnight. Please be advised to make your room reservations early as the room block may sell out prior to the deadline date.**

# REGISTRATION

PLEASE INDICATE YOUR PARTICIPATION BY CHECKING THE CIRCLE NEXT TO THE EVENT DESCRIPTION

[The deadline to register for the CMAC 2021 Annual Conference is Monday, October 11, 2021]

## CEMETERIAN FULL CONFERENCE

CMAC CEMETERY MEMBER \$594     CEMETERY NON-MEMBER \$844  
Includes: Wednesday Reception, Thursday General Sessions, Thursday and Friday Banquet Events

## SUPPLIER FULL CONFERENCE

CMAC SUPPLIER MEMBER \$656     SUPPLIER NON-MEMBER \$844  
Includes: Wednesday Reception, Thursday General Sessions, Thursday and Friday Banquet Events and [1] Company Display Table

ADDITIONAL CMAC SUPPLIER MEMBER [For additional company representatives] \$459

ADDITIONAL SUPPLIER NON-MEMBER [For additional company representatives] \$591

## ADDITIONAL OPTIONS

**THURSDAY ONLY [APPLIES TO CEMETERIANS ONLY]**  \$398  
Includes: Thursday General Sessions and Thursday Breakfast and Lunch

**GUEST/SPOUSE**  \$481  
Includes: Opening Reception, Thursday Guest Special Breakfast, Thursday Reception and Dinner

Guest Name: \_\_\_\_\_

**THURSDAY RECEPTION AND DINNER ONLY**  \$206 Per Person

Guest Name: \_\_\_\_\_

**JACK WEST MEMORIAL GOLF TOURNAMENT**  \$199 Per Golfer  
Includes: Greens fee, cart, range balls, boxed lunch, prizes and a day of fun!

**WINE TASTING EXCURSION**  \$75 Per Person  
Includes: Tasting with Private Shuttle Transportation

Guest Name(s): \_\_\_\_\_

## REGISTRATION INFORMATION

PROPERTY/COMPANY NAME: \_\_\_\_\_

1st ATTENDEE NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

2nd ATTENDEE NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

## PAYMENT

CHECK: \_\_\_\_\_ [Please make checks payable to CMAC]

CREDIT CARD: \_\_\_\_\_ VISA \_\_\_\_\_ M/C \_\_\_\_\_ AMEX

CARD NUMBER: \_\_\_\_\_

EXP DATE: \_\_\_\_\_ CVV: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS:

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE : \_\_\_\_\_ ZIP : \_\_\_\_\_

AMOUNT TO BE CHARGED: \$ \_\_\_\_\_

## Please return registration via:

Email: CMAC@usa.net Fax: (916) 441-3520

Mail:

CMAC, 925 L Street, Suite 260, Sacramento, CA 95814

Questions? Please call us! 916.441.4533

## COVID-19

Our 2021 Annual Conference will endeavor to comply with all applicable federal, state, local and Pechanga guidance, requirements, and restrictions especially those related to this unprecedented COVID-19 pandemic. With the ever-changing situation, these could be revised up to, and during, the conference.

By registering to attend our conference, attendees agree to abide with all applicable federal, state, local and Pechanga guidance, requirements, and restrictions related to the COVID-19 pandemic. These can include self-screening, face mask, social distancing, hand-sanitizing, and other actions. Among the available resources are the following:

**United States Centers for Disease Control [CDC]:**

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

**California Department of Public Health:**

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/ncov2019.aspx>

**Pechanga:** <https://pechanga.com/hotel-guest-info>  
and <https://www.pechanga.com/covid>



# SPONSORSHIPS

**The generous sponsorship contributions of individuals and companies are welcomed and appreciated!**

For more information on **conference sponsorship**, please feel free to contact CMAC Program Committee Chair, Scott Drolet, Forest Lawn Memorial—Parks & Mortuaries at (800) 204-3131 or Jerry Desmond, CMAC Executive Vice President at (916) 441-4533.

For more information on **golf sponsorship**, please feel free to contact CMAC Program Committee Golf Chair, Kevin Brown, Inglewood Park Cemetery at (310) 412-6500 or Jerry Desmond, CMAC Executive Vice President at (916) 441-4533.

## CONFERENCE AND GOLF SPONSORSHIP LEVELS AND RECOGNITIONS

- PLATINUM**    **\$1000 AND ABOVE**
- GOLD**        **\$750**
- SILVER**       **\$500**
- BRONZE**      **\$250**

Gold Level recognition plus: Logo and Company Name on Conference Program

Silver Level recognition plus: Logo and Company Name on PowerPoint run during all conference breaks

Bronze Level recognition plus: Logo and Company Name on signage board at conference registration table

Company Name announced during the General Session

- Recognition of Company sponsorship in email blasts to CMAC members and conference attendees
- Recognition of Company sponsorship on the CMAC website

## SPONSORSHIP INFORMATION

Please select one:  Please use my sponsorship towards the conference     Please use my sponsorship towards the golf tournament

SPONSOR COMPANY NAME \_\_\_\_\_

INDIVIDUAL NAME \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ WEBSITE \_\_\_\_\_



**Please return registration via:**

Email: CMAC@usa.net

Fax: (916) 441-3520

Mail:

CMAC

925 L Street, Suite 260

Sacramento, CA 95814

Questions? Please call the  
CMAC office at (916) 441-4533

## SPONSORSHIP PAYMENT

CHECK: \_\_\_\_\_ [ Please make checks payable to CMAC]    CREDIT CARD: \_\_\_\_\_ V ISA \_\_\_\_\_ M/C \_\_\_\_\_ A MEX

CARD NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_ CWV \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ AMOUNT TO BE CHARGED \$ \_\_\_\_\_