



CMAC *Temecula* CA Annual Conference **2022**



Wednesday, October 5

7:30 am – 3:00 pm

Golf Tournament [Participation is Optional] - Temecula Creek Golf Club
www.temeculacreekgolf.com For more information, See Page Five

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 6

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 – 9:45 am

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

9:45 am–10:30 am

'Legal Update on Industry Issues'
Steve Gurnee Esq., Managing Partner, Gurnee Mason Rushford Bonotto & Forestiere LLP
Summit Ballroom E

10:30 am–11:00 am

Morning Break with Vendors – Summit Ballroom D

11:00 am–11:45 am

'The Future is Now for Funeral Service' - Summit Ballroom E
Chris Cruger, Chief Executive Officer, The Foresight Companies

SCHEDULE OF ACTIVITIES

11:45 am – 12:45 pm

Luncheon with Vendors – Summit Ballroom D

12:00 pm – 12:30 pm

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

12:45 pm – 1:30 pm

'From Gas to Electric – the Future of Landscape Maintenance'
Moderator: Don Winsett, Vice President of National Business Development, The Davey Tree Expert Company
Panelists: Roger Phelps, Corporate Communications Manager, STIHL Inc. and Andrew Bray, Vice President of Governmental Relations, National Association of Landscape Professionals [NALP]
Summit Ballroom E

1:30 pm – 2:15 pm

'Infrastructure – Reclaimed Water and Solar Solutions – A Panel Presentation'
Panelists: John Robinson, Principal, John Robinson Consulting [Reclaimed Water] and Ken Riley, Director of Renewable Energy and David Jordan, M Bar C Construction [Solar Solutions]
Summit Ballroom E

2:30 pm – 5:30 pm

Off-Site Wine Tasting [Participation is Optional]
Leoness Cellars
www.leonesscellars.com For More Information, See Page Five

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 7

8:00 am – 9:00 am

Breakfast Buffet – Summit Ballroom D

End of Program—Thank you for coming and safe travels home!

CONFERENCE HIGHLIGHTS

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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.

The Future is Now for Funeral Service

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.



Legal Update on Industry Issues

Steve Gurnee, Esq.

Managing Partner, Gurnee Mason Rushford Bonotto & Forestiere LLP

Since his admission to the California Bar in 1975, Mr. Gurnee has focused on civil trial work of all kinds with a particular emphasis on the defense of businesses and individuals. He is known as an expert in the field of funeral and cemetery law and is frequently called upon by owners of funeral homes, cemeteries and crematoria to provide advice and to defend litigation involving a wide spectrum of issues affecting those industries. He has a wide range of jury trial experience in high exposure cases involving professional negligence, employment, products liability, public entities, construction defects, flood, fire and agricultural losses, aviation, real estate and general personal injury matters.

Mr. Gurnee has wide experience and specialized training in alternative dispute resolution and often serves as an arbitrator, mediator or neutral in settlement conferences. He lectures to bar groups, other lawyers and client trade associations on trial practice techniques, claims avoidance, employment and management issues, and new developments in the law. Mr. Gurnee has been retained with regard to cases filed in courts located throughout the State of California and beyond including the States of Oregon, Washington, Hawaii, Florida and Texas.

CONFERENCE HIGHLIGHTS



Infrastructure - Reclaimed Water

John Robinson

Principal, John Robinson Consulting

John has worked on recycled water projects throughout his 28-year career and has completed over 2,000 recycled water customer conversions (i.e. water through the meter) mostly in Southern California, as well as completed an additional 1,000 recycled water customer conversion assessments.

He specializes in assisting clients with identifying and assessing customers, evaluating potential non-potable reuse system components as well as managed the customer development for all customer conversions; developed recycled water conversion plans, worked with customers and developed conversion construction costs. John has developed and conducted training seminars for both client staff as well as end use customers.

He is particularly adept at working closely with State Water Resources Control Board Division of Drinking Water and local public health departments for coordination of site issues and approvals and he understands how to make the regulatory approval process go smoothly.

Infrastructure - Solar Solutions

Ken Riley

Director of Renewable Energy, M Bar C Construction

Ken Riley has been entrenched in the Renewables industry for over 10 years and has a strong background in project development and construction management. Ken has over 20 years in the construction industry and has managed and developed over \$100 Million in construction projects and over 15 MW of installed solar.

Ken's experience is now being utilized as Director of M Bar C's Renewables Division. With support from the Structural division he oversees the development, design, permitting, and completion of renewable EPC projects for our Commercial, Federal, and Municipal clients. Ken holds a California Electrical Contracting license (C-10) and is currently in process of continuing his formal education in addition to obtaining a B license.



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.

CONFERENCE HIGHLIGHTS

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From Gas to Electric - The Future of Landscape Maintenance

Don Winsett, Moderator

Vice President of National Business Development, The Davey Tree Expert Company

Don is a 30-year veteran of the green services industry and a pacesetter thought leader. He's an oft-quoted industry expert and a frequent speaker on tree maintenance, storm readiness, irrigation management, and landscape industry success. For the past eight years, Don has led Davey's business development team through a visionary growth plan, connecting the Company's research-based best practices with customer experience innovation, exponentially expanding Davey's already-impressive client portfolio.

His passion and dedication to the industry is best exemplified by active leadership involvement in the International Society of Arboriculture (ISA). Don currently serves on the ICCFA Sales and Marketing Committee, the National Association of Landscape Professionals (NALP) Foundation Board, and the Student Conservation Association (SCA) board.



Roger Phelps, Panelist

Corporate Communications Manager, STIHL Inc.

Roger Phelps joined STIHL Inc. in 2001 and is currently the Corporate Communications Manager. In that position he is responsible for creating and telling the STIHL story through integrated event marketing, strategic partnerships, associations and public relations, as well as digital and social media with the goal of increasing the visibility of and affinity for the STIHL brand and over 10,000 STIHL dealers.

He attended the U.S. Naval Academy and served 10 years in the U.S. Navy attaining the rank of Lieutenant Commander. He has served on the National Association of Landscape Professionals Foundation Board of Directors, and currently serves on the National Association of State Park Directors Leadership School Board of Regents.



Andrew Bray, Panelist

Vice President of Government Relations, National Association of Landscape Professionals

Andrew Bray is a driven Government Relations professional and a tireless advocate with over 15 years of legislative, regulatory, campaign and legal experience. Andrew is currently the Vice President of Government Relations at the National Association of Landscape Professionals (NALP). In this role Andrew leads all legislative and regulatory initiatives at the federal and state level. Andrew routinely engages Congressional offices on Capitol Hill, Regulatory Agencies and industry coalitions to craft policy initiatives that protected the interests and needs of the landscape industry.

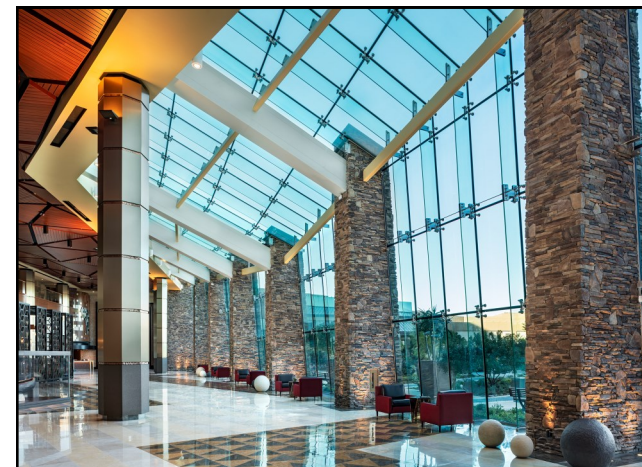
Prior to joining NALP Andrew also worked in a government relations capacity for the National Pest Management Association, North American Meat Institute and the Grocer Manufacturers Association.



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 5

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

\$199 per person

Temecula Creek Golf Club

44501 Rainbow Canyon Road Temecula, CA 92592 www.temeculacreekgolf.com
(844) 290-7372

Golf Chair, Kevin Brown, has made arrangements for a great tournament this year! Registration fee includes greens fee, cart, range balls, boxed lunch and prizes.

WINE TASTING EXCURSION

Thursday, October 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

\$75 per person

Leoness Cellars Winery

38311 De Portola Road, Temecula, CA 92592
www.leonesscellars.com

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

The word Leoness, meaning "village of dreams," is the inspiration behind their lifelong 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, Leoness Cellars offers a warm, enchanting setting where visitors can enjoy great wines, spectacular views, and wonderful times with family and friends.

GOLF, WINE TOUR, & MORE

GUEST AND SPOUSE BREAKFAST

Thursday, October 6

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 6. 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 \$169 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 2022 Annual Conference' or online at www.pechanga.com and enter the conference code 1386958 to obtain the \$169 room rate.

Please be advised to make your room reservations early as the room block may sell out prior to the deadline date.

The deadline to make room reservations under the Group Block is Friday, September 2 at midnight.

REGISTRATION

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

[The deadline to register for the CMAC 2022 Annual Conference is Friday, September 23 2022]

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

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

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

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!

Guest Name _____

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

Guest Name(s) _____

REGISTRATION INFORMATION

PROPERTY/COMPANY NAME _____

1st ATTENDEE NAME _____ EMAIL _____

Please let us know if you have dietary requirements _____

2nd ATTENDEE NAME _____ EMAIL _____

Please let us know if you have dietary requirements _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ WEBSITE _____

PAYMENT

PAGE SIX

CHECK: _____

[Checks made 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? CMAC Office - (916) 441-4533



COVID-19

Our 2022 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]:

www.cdc.gov

California Department of Public Health:

www.cdph.ca.gov

Pechanga:

www.pechanga.com



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, Shawna de la Cruz, 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 Level recognition plus: Logo and Company Name on Conference Program

☐ **GOLD \$750**

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

☐ **SILVER \$500**

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

☐ **BRONZE \$250**

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? CMAC Office -

(916) 441-4533

SPONSORSHIP PAYMENT

CHECK: _____ [Please make checks payable to CMAC] CREDIT CARD: _____ VISA _____ M/C _____ AMEX

CARD NUMBER _____ EXP DATE _____ CVV _____

NAME ON CARD _____ BILLING ADDRESS _____

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