

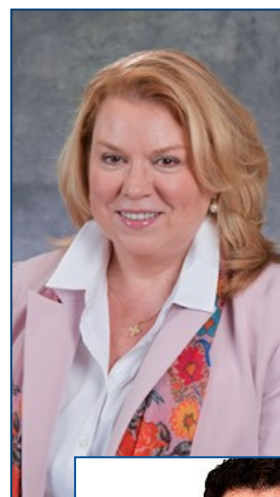
2025



CMAC

PECHANGA RESORT CASINO

TEMECULA CA.



FEATURED SPEAKERS

Timely updates, statistics,
insights, and projections on key topics
providing valuable
take-aways for CMAC members

BOB GORDON

2025 ICCFA President, President & CEO, Cypress Lawn Cemetery Association

GINA SANCHEZ

Chief, Cemetery and Funeral Bureau

DOUGLAS R. GOBER

Partner, The Foresight Companies

CARESSA HUGHES

Assistant Vice President, Government and Industry Relations, SCI

BARBARA KEMMIS

Executive Director, Cremation Association of North America

JERRY DESMOND

CMAC Executive Vice President



TENTATIVE CONFERENCE SCHEDULE

Wednesday, September 24

7:30 am – 3:00 pm

Jack West Memorial Golf Tournament [Optional Event]

Journey at Pechanga Golf Course [See page 5 for information]

1:00 pm – 5:30 pm

Exhibitor Set-up

Grand Ballroom East and Main

1:00 pm – 7:00 pm

Conference Registration

Grand Ballroom Foyer

4:00 pm – 5:30 pm

Board of Directors Meeting [Limited to Directors & Invited Guests]

Grand Ballroom West

5:30 pm – 7:30 pm

Opening Night Reception with Vendors

Grand Ballroom East and Main

Thursday, September 25

7:00 am – 6:00 pm

Conference Registration

Grand Ballroom Foyer

7:15 am – 8:00 am

Buffet Breakfast with Exhibitors

Grand Ballroom East and Main

8:00 am – 8:15 am

President's Welcome

Annual Membership and Organizational Board Meetings

Grand Ballroom East and Main

8:15 am – 8:30 am

In Memoriam

Grand Ballroom East and Main

8:30 am – 8:45 am

ICCFA Update, Bob Gordon Jr., President

Grand Ballroom East and Main

8:45 am – 9:15 am

Federal Government Relations Update

Caressa Hughes, Assistant Vice President, Government and Industry Relations, SCI

Grand Ballroom East and Main

9:15 am – 10:00 am

State Government Relations Update

Jerry Desmond, Executive Vice President, CMAC

Grand Ballroom East and Main

10:00 am – 10:15 am

AM Break with the Exhibitors

Grand Ballroom East and Main

10:15 am – 11:45 am

Douglas R. Gober, Partner, The Foresight Companies

Grand Ballroom East and Main

11:45 am – 1:15 pm

Luncheon—Grand Ballroom East and Main

12:00 pm – 12:30 pm

Exhibitor \ Vendor Introductions

12:30 pm – 1:00 pm

Cemetery and Funeral Bureau Update, Gina Sanchez,

Bureau Chief, Cemetery and Funeral Bureau

1:15 pm – 2:00 pm

Barbara Kemmis, Executive Director, Cremation Association of North America

Grand Ballroom East and Main

2:15 pm – 5:15 pm

Wine and Craft Brewery Tasting Event [Optional Event]

Akash Winery

2:30 pm Depart Pechanga Resort Casino

5:15 pm Arrival back to Pechanga Resort Casino

[See page 5 for information]

5:30 pm – 6:00 pm

President's Meeting with Vendors

Grand Ballroom East and Main

6:00 pm – 6:30 pm

Exhibitor Take-down

Grand Ballroom East and Main

6:30 pm – 7:30 pm

Reception

Journeys End Patio

7:30 pm – 9:00 pm

Dinner and Entertainment

Journeys End

Friday, September 26

8:00 am – 9:00 am

Breakfast Buffet

Grand Ballroom West

End of Program – Safe Travels!



CMAC 2024-2025 Officers and Directors

OFFICERS

President – Alma Ochoa, Catholic Cemeteries of the Diocese of Orange
President-Elect – Josh Tuttle, East Lawn
Vice President – Ray Ortnier, Lone Tree Cemetery Association
Secretary - Darin Drabing, Forest Lawn Memorial – Parks & Mortuaries
Assistant Secretary - Steve Schacht, SCI
Chief Financial Officer - Ken Varner, Cypress Lawn Cemetery Association
Past President – Bob Gordon, Cypress Lawn Cemetery Association

DIRECTORS

Lonnie Alvares – Turlock Memorial Park and Funeral Home
Kevin Brown - Inglewood Park Cemetery
Steve Doukas – Greek Orthodox Memorial Park – Greenlawn Memorial Park
Scott Drolet - Forest Lawn Memorial – Parks & Mortuaries
George Estes - Valley Memorial Park Cemetery and Funeral Home
Patrick Monroe – Rose Hills Memorial Park and Mortuary
Steve Mora – Carriage Services \ Conejo Mountain Memorial Park
Rafael Ochoa – Hillside Memorial Park and Mortuary
John Resich - Green Hills Memorial Park
Walt Scheffer - Cherokee Memorial Park and Funeral Home
Randy Thwing - Santa Barbara Cemetery
Michael Wesner - Catholic Cemeteries of the Diocese of Orange

Directors Emeriti:

Scott Atherton
Chuck Irwin
Dennis Poulsen
Mary Tripp

EXECUTIVE VICE PRESIDENT

Jerry Desmond

CMAC 2024-2025 Program Committee

Shawna De La Cruz, Forest Lawn Memorial - Parks & Mortuaries [Chair]
Monica Bracho, Inglewood Park Cemetery
Gregory Bradley, Rose Hills Memorial Park
Kevin Brown, Inglewood Park Cemetery
Andreea Koval, Forest Lawn Memorial - Parks & Mortuaries

John Resich, Green Hills Memorial Park
Ray Sala, Cypress Lawn Cemetery
Steve Schacht, SCI
John Silvestri, Cherokee Memorial Park
Mike Wesner, Catholic Cemeteries of the Diocese of Orange
Hal Wilkes, Christy Vault Company

ROOM RESERVATIONS, GOLF, & TASTING



MAKE YOUR ROOM RESERVATION EARLY!

PECHANGA RESORT CASINO

45000 Pechanga Parkway Temecula CA 92592

[Website](#)

The CMAC Program Committee has negotiated a special Group Room Rate of \$199 per night. To make room reservations under the Group Block, there are two options:

- Call (888) 732-4264, provide the group name 'CMAC 2025 Annual Conference' and the booking code **1105343**
- Book Online— [Click Here](#) for a direct link to the CMAC room reservation page

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 **Saturday, August 23.**

JACK WEST MEMORIAL GOLF TOURNAMENT

Journey at Pechanga

45000 Pechanga Parkway Temecula CA 92592

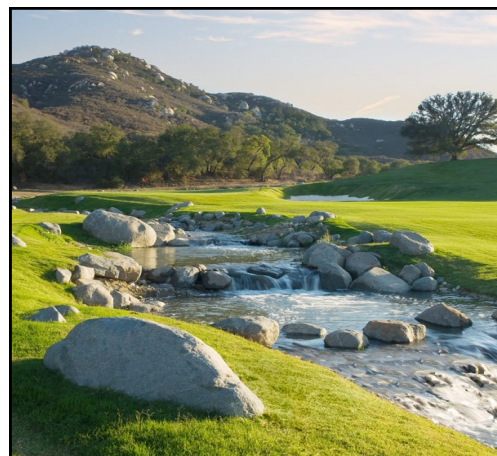
951-770-8210 [Website](#)

Wednesday, September 24

7:30 am—3:00 pm

\$245 Per Person

CMAC Golf Chair, Kevin Brown, has made arrangements for a fun-filled day of golf at this very special golf course! Registration fee includes green fees, cart, range balls, boxed lunch, and prizes!



WINERY & CRAFT BREWERY TASTING EVENT

Join colleagues and friends for a seated tasting at **Akash Winery and Brewery**; a family-run winery, brewery and vineyard in the heart of Temecula's wine-growing region. The guided tasting offers a set menu of wines or craft beers in which the group tastes together with a wine and beer educator. Charcuterie will be included as well as transportation by private shuttle.

Akash Winery and Brewery

39730 Calle Contento Temecula CA 92591

[Website](#)

Thursday, September 25

2:30 pm Depart Pechanga Resort Casino

3:00 pm - 4:45 pm Akash Winery and Brewery Tasting Event

5:15 pm Arrival back to Pechanga Resort Casino

\$85 Per Person





CEMETERIAN Registration

Please provide your registration information as you would like it to appear on conference materials—one registration form per person, please.

Deadline to register is September 8 to be listed in the conference materials.

YOUR NAME _____

PROPERTY NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

EMAIL _____ PHONE _____

Dietary requirements: _____

YOUR PARTICIPATION AS A CEMETERIAN

FULL CONFERENCE REGISTRATION - Includes Wednesday Reception, Thursday General Sessions, Thursday and Friday Banquet Events

☐ CMAC CEMETERY MEMBER \$686

☐ CEMETERY NON-MEMBER \$974

THURSDAY ONLY - Includes Thursday General Sessions and Thursday Breakfast and Lunch

☐ \$459

ADDITIONAL OPTIONS

SPOUSE/SIGNIFICANT OTHER - Includes Wednesday Reception, Welcome Gift, Thursday Guest Special Breakfast, Thursday Reception and Dinner

☐ \$555 Guest Name _____

THURSDAY RECEPTION AND DINNER ONLY - Guest of registered attendees only

☐ \$216 Per Person Guest Name _____

JACK WEST MEMORIAL GOLF TOURNAMENT - Includes greens fee, cart, range balls, boxed lunch, prizes and a day of fun!

☐ \$245 Per Golfer Cell phone or email address for golf event updates including foursomes _____

WINERY & CRAFT BREWERY TASTING EVENT - Includes tasting [wine or beer flight], light charcuterie, private shuttle transportation

☐ \$85 Per Person

☐ \$85 Additional Guest Name _____

PAYMENT

CEMETERY AND MORTUARY ASSOCIATION OF CALIFORNIA | 925 L STREET SUITE 260 SACRAMENTO CA 95814 | 916.441.4533 | CMAC@USA.NET

CHECK: _____ [Checks made payable to CMAC]

CREDIT CARD: ____VISA ____M/C ____AMEX AMOUNT TO BE CHARGED \$ _____

NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: _____ CITY _____ STATE _____ ZIP _____



SUPPLIER/EXHIBITOR Registration

Please provide your registration information as you would like it to appear on conference materials—one registration form per person, please.

Deadline to register is September 8 to be listed in the conference materials.

YOUR NAME _____

BUSINESS NAME _____

ADDRESS _____ WEBSITE _____

CITY _____ STATE/PROVINCE _____ ZIP _____

EMAIL _____ PHONE _____

YOUR PARTICIPATION AS AN SUPPLIER/EXHIBITOR

Dietary requirements: _____

FULL CONFERENCE REGISTRATION

☐ CMAC SUPPLIER MEMBER \$758 ☐ ADDITIONAL CMAC SUPPLIER MEMBER \$530

☐ SUPPLIER NON-MEMBER \$974 ☐ ADDITIONAL SUPPLIER NON-MEMBER \$682

What is included with a Supplier/Exhibitor registration - Wednesday reception, Thursday general sessions, Thursday and Friday banquet events, one 6' draped table for tabletop displays only, electrical power strip, supplier/exhibitor introductions during Thursday lunch, full company contact information including a list of your products and services in the conference program, electronic list of conference attendees with contact information in advance of the conference start. **Display table selection is on a first-come, first-serve basis, with the exception of sponsor companies who are provided a priority display table reservation in advance.**

ADDITIONAL OPTIONS

SPOUSE/SIGNIFICANT OTHER - Includes Wednesday Reception, Welcome Gift, Thursday Guest Special Breakfast, Thursday Reception and Dinner

☐ \$555 Guest Name _____

THURSDAY RECEPTION AND DINNER ONLY - Guest of registered attendees only

☐ \$216 Per Person Guest Name _____

JACK WEST MEMORIAL GOLF TOURNAMENT - Includes greens fee, cart, range balls, boxed lunch, prizes and a day of fun!

☐ \$245 Per Golfer Cell phone or email address for golf event updates including foursomes _____

WINERY & CRAFT BREWERY TASTING EVENT - Includes tasting [wine or beer flight], light charcuterie, private shuttle transportation

☐ \$85 Per Person

☐ \$85 Additional Guest Name _____

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NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: _____ CITY _____ STATE _____ ZIP _____



SPONSORSHIPS - CONFERENCE & GOLF

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** Recognition 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
- Reservation of Priority Display Table for a supplier registrant

Please provide your sponsorship information as you would like it to appear on conference materials. *Deadline to sponsor is September 8 to be listed in the conference materials.*

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 _____

PAYMENT

CEMETERY AND MORTUARY ASSOCIATION OF CALIFORNIA | 925 L STREET SUITE 260 SACRAMENTO CA 95814 | 916.441.4533 | CMAC@USA.NET

CHECK: _____ [Checks made payable to CMAC]

CREDIT CARD: ___VISA ___M/C ___AMEX AMOUNT TO BE CHARGED \$ _____

NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: _____ CITY _____ STATE _____ ZIP _____