



CMAC



2026 ANNUAL CONFERENCE

WEDNESDAY THROUGH FRIDAY SEPTEMBER 16-18, 2026



1122 Highway 41, Fish Camp, CA 93623

FEATURED SPEAKERS



Best Practices from the HR Perspective

The full employee life cycle from recruitment to separation—and the legal requirements

Monica Bracho

Sr. Vice President/Human Resources, Risk Management & Community Outreach, Inglewood Park Cemetery

Valerie Lopez

Sr. Vice President, Human Resources, Forest Lawn Memorial - Parks & Mortuaries

Data Privacy and Data Security for the Deathcare Industry AI and the Deathcare Industry — How to Manage the Operational Risk

Dr. William Calvin Witcher

Vice President of Information Technology, Inglewood Park Cemetery



Low & Slow:

What Barbecue Teaches Us About Hospitality & Gathering

John Bolton

Vice President Operations—Development, Park Lawn Corporation

Cemetery and Funeral Bureau Update

Gina Sanchez

Chief, Cemetery and Funeral Bureau



Natural Organic Reduction: A New Path for Your Cemetery or Mortuary

Mike Reagan

CEO, The Natural Funeral Inc.

CMAC Government Affairs Update

Jerry Desmond

CMAC Executive Vice President





CONFERENCE SCHEDULE

Wednesday, September 16

7:30 am – 3:00 pm

Jack West Memorial Golf Tournament [Optional Event]

River Creek Golf Course, Ahwahnee CA

[See page 5 for information]

8:00 am — 4:30 pm

Yosemite Valley Day Tour & Picnic [Optional Event]

Transportation from Tenaya Lodge

[See page 5 for information]

3:00 pm – 5:00 PM

Exhibitor Set-Up

2:00 pm – 7:00 pm

Conference Registration Open

5:00 pm – 6:00 pm

Board of Directors Meeting [Directors & Invited Guests Only]

5:30 pm – 7:30 pm

Opening Night Reception with Exhibitors

Thursday, September 17

7:00 am – 6:00 pm

Conference Registration Open

7:15 am – 8:00 am

Buffet Breakfast with Exhibitors

8:00 am – 8:15 am

CMAC President Josh Tuttle - Welcome

8:15 am – 8:45 am

Annual Membership Meeting & Organizational Board Meeting

8:45 am – 9:00 am

In Memoriam

9:00 am – 9:45 am

State Government Relations Update

Jerry Desmond, Executive Vice President, CMAC

9:45 am – 10:30 am

Morning Break with Exhibitor Showcase

10:30 am—11:30 am

Low and Slow:

What Barbecue Teaches Us About Hospitality & Gathering

John Bolton, Vice President of Operations for
Development, Park Lawn Corporation

11:30 am – 1:00 pm

Luncheon

11:45 am – 12:00 pm Vendor Introductions

12:15 pm – 12:45 pm

Bureau Update

Gina Sanchez, Chief, Cemetery and Funeral Bureau

1:00 pm – 2:00 pm

New Workplace Protection Requirements for California Cemeteries and Funeral Homes

Monica Bracho, Sr. Vice President/Human Resources,
Risk Management & Community Outreach,
Inglewood Park Cemetery

Valerie Lopez, Sr. Vice President, Human Resources,
Forest Lawn Memorial - Parks & Mortuaries

2:00 pm – 3:00 pm

**Data Privacy and Data Security for the Deathcare Industry
AI and the Deathcare Industry—How to Manage the
Operational Risk**

Dr. William Calvin Witcher, Vice President of Information
Technology, Inglewood Park Cemetery

3:00 pm—3:30 pm

Natural Organic Reduction:

A New Path for Your Cemetery or Mortuary

Mike Reagan, CEO, The Natural Funeral Inc.

4:00 pm—5:00 pm

Team Archery at the Tenaya [Optional Event]

[See page 5 for information]

5:30 pm—6:00 pm

Meeting with Vendors/Exhibitors

6:00 pm—6:30 pm

Exhibitor Take-Down

6:30 pm – 9:00 pm

Reception, Dinner and Evening Fun

Friday, September 18

8:00 am—9:00 am

Breakfast Buffet

End of Program—Safe Travels!

TENAYA ROOM RESERVATIONS & MORE HELPFUL INFORMATION!



Tenaya at Yosemite is an all-season Yosemite top resort nestled in the Sierra Nevada mountains. Just two miles from Yosemite National Park's south gate entrance, Tenaya at Yosemite offers lodge rooms, multiple restaurants, Ascent Spa services, indoor and outdoor pools, and millions of acres to explore on your doorstep.



MAKE YOUR ROOM RESERVATION TODAY!

TENAYA AT YOSEMITE

1122 Highway 41 Fish Camp, CA 93623

[Website](#)

The CMAC Program Committee has negotiated a special Group Room Rate of \$339 per night.

To make room reservations under the Group Block, there are two options:

- Call (800) 635-5807, provide the group name '2026 CMAC Conference' or use the booking code **NTK09152026CMAC**
- 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 **Friday, August 14.**

CONFERENCE ATTIRE

We are ditching the business attire once again at this year's CMAC Annual Conference in Yosemite!

Our conference location is in the mountains surrounded by towering pine trees, the Sierra mountains and plentiful recreational opportunities.

Thursday's reception and dinner will be a BBQ buffet at the outdoor Pavilion with open-air walls and a spectacular view of the Sierras!

So, it's official.....dress casual!



DATES TO REMEMBER

Friday, August 14

Deadline to make room reservations at the Tenaya
Deadline to register for the Yosemite Full Day Tour

Monday, August 24

Deadline to register for the conference
[to be listed in the conference materials]

Deadline to be a conference sponsor
[to be listed in the conference materials]

GOLF TOURNAMENT, YOSEMITE TOUR & TEAM ARCHERY

JACK WEST MEMORIAL GOLF TOURNAMENT

River Creek Golf Course

In such pristine surroundings, it can be hard to keep your focus on the golf ball. But at River Creek, the beauty of the course matches the majestic terrain and this championship course will keep you on your toes. All levels welcome to play!

41709 Road 600 Ahwahnee, CA 93601

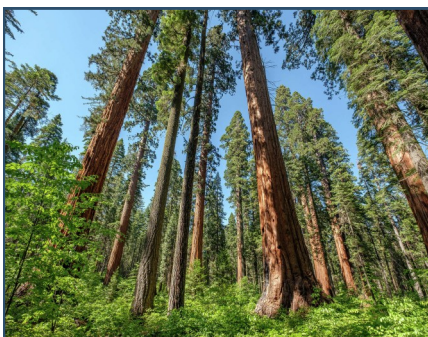
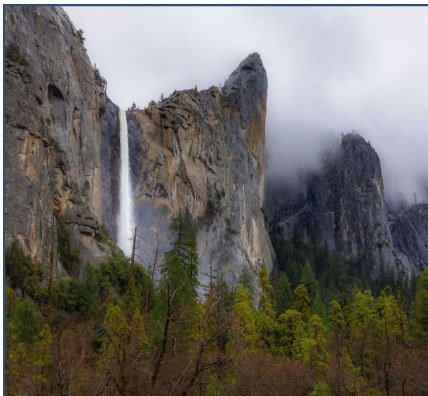
559-683-5600 [Website](#)

Wednesday, September 16

7:30 am—3:00 pm

\$219 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!



New This Year— on Wednesday!

YOSEMITE FULL DAY TOUR - LIMITED AVAILABILITY

Join colleagues and friends for a private tour of the world-renowned Yosemite National Park. This full day guided tour includes stops at the towering sequoias at Mariposa Grove, the magnificent vista of Glacier Point, the scenic Valley floor, waterfalls and many others.

A picnic lunch, snacks and goodie bags are included and transportation is by private shuttle with an experienced tour guide. This is a great opportunity to relax with friends and enjoy the views of one of the most beautiful places on earth!

Wednesday, September 16

8:00 am: Depart Tenaya Lodge

4:30 pm: Arrival back to Tenaya Lodge

\$285 Per Person

**Tour attendance is open to friends and family
[deadline to register for the tour is Friday, August 14]**



TEAM ARCHERY

Unwind from an informative day of learning by taking a shot at fun at Tenaya's Sierra Mountain Archery Range. Anyone age 5 and up can quickly develop or hone archery skills and become masters of the bow. After a short safety course, it's off to Tenaya's archery target range to join colleagues for a friendly team competition. Prizes will be awarded to the top team!

Thursday, September 17

4:00 pm - 5:00 pm on Tenaya property

No charge [reservations are limited to the first 20 registrants]





OFFICERS

President – Josh Tuttle, East Lawn
President-Elect – Ray Ortner, Lone Tree Cemetery Association
Vice President – Rafael Ochoa, Hillside Memorial Park and Mortuary
Secretary - Darin Drabing, Forest Lawn Memorial – Parks & Mortuaries
Assistant Secretary - Greg Bradley, Rose Hills Memorial Park and Mortuary
Chief Financial Officer - Ken Varner, 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 , Colma
Scott Drolet - Forest Lawn Memorial – Parks & Mortuaries
Bob Gordon - Cypress Lawn Cemetery Association
Patrick Monroe – Rose Hills Memorial Park and Mortuary
Steve Mora – Carriage Services \ Conejo Mountain Memorial Park
Sal Orozco - NorthStar Memorial Group
John Resich - Green Hills Memorial Park
John Silvestri - Cherokee Memorial Park and Funeral Home

DIRECTORS EMERITI

Scott Atherton
George Estes
Dennis Poulsen
Randy Thwing
Mary Tripp

EXECUTIVE VICE PRESIDENT

Jerry Desmond



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
John Silvestri, Cherokee Memorial Park
Hal Wilkes, Christy Vault Company

CEMETERIAN REGISTRATION



One Registration Form Per Person

Please provide your registration information as you would like it to appear on conference materials.

Deadline to register is Monday, August 24 to be listed in the conference materials.

YOUR NAME _____

PROPERTY NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

EMAIL _____ PHONE _____

DIETARY RESTRICTIONS _____

SELECT YOUR PARTICIPATION

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

☐ CMAC CEMETERY MEMBER \$707

☐ CEMETERY NON-MEMBER \$1003

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

☐ \$473

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

☐ \$572

THURSDAY RECEPTION AND DINNER ONLY - Guest of registered attendees only

☐ \$222 Per Person

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

☐ \$219 Per Golfer Cell phone or email address for golf event updates including foursomes _____

YOSEMITE FULL DAY TOUR - Includes guided tour, private shuttle transportation, picnic lunch and a full day of outstanding scenery.

☐ \$285 Per Person

Note: Deadline to register for the Yosemite Tour is Friday, August 14

TEAM ARCHERY - Includes a brief archery safety course, friendly team competition and prizes.

☐ No Charge, but must register to play **Note: Team Archery is limited to the first [20] registrants.**

PAYMENT

CHECK: _____ [Checks made payable to CMAC] - mail to CMAC, 925 L Street, Suite 260 Sacramento CA 95814

CREDIT CARD: ___VISA___M/C___AMEX AMOUNT TO BE CHARGED \$ _____

NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: STREET _____ CITY _____ STATE _____ ZIP _____



SUPPLIER / EXHIBITOR REGISTRATION

One Registration Form Per Person

Please provide your registration information as you would like it to appear on conference materials.

Deadline to register is Monday, August 24 to be listed in the conference materials.

YOUR NAME _____

COMPANY NAME _____

ADDRESS _____ WEBSITE _____

CITY _____ STATE/PROVINCE _____ ZIP _____

EMAIL _____ PHONE _____

DIETARY RESTRICTIONS _____

SELECT YOUR PARTICIPATION

FULL CONFERENCE REGISTRATION

- ☐ CMAC SUPPLIER MEMBER \$781 ☐ ADDITIONAL CMAC SUPPLIER MEMBER \$546
☐ SUPPLIER NON-MEMBER \$1003 ☐ ADDITIONAL SUPPLIER NON-MEMBER \$702

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

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.**

☐ \$572 Per Person

THURSDAY RECEPTION AND DINNER ONLY - Guest of registered attendees only

☐ \$222 Per Person

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☐ \$285 Per Person

Note: Yosemite Full Day Tour is limited to the first [25] registrants.

TEAM ARCHERY - Includes a brief archery safety course, friendly team competition and prizes.

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NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: STREET _____ CITY _____ STATE _____ ZIP _____

SPONSORSHIPS: CONFERENCE AND 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 Monday, August 24 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

CHECK: _____ [Checks made payable to CMAC] mail to CMAC, 925 L Street, Suite 260 Sacramento CA 95814

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

NAME ON CARD _____

CARD NUMBER: _____ EXP DATE _____ CVV _____

BILLING ADDRESS: STREET _____ CITY _____ STATE _____ ZIP _____