



# CMAAC



## 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



## 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

**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

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

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 **NTK0152026CMAC**
- 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

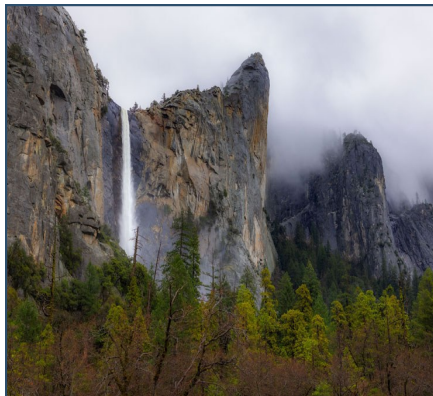
559-683-5600 [Website](#)

**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
- Chuck Irwin
- 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 \_\_\_\_\_

### 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

Dietary Requirements: \_\_\_\_\_

**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 \_\_\_\_\_

### SELECT YOUR PARTICIPATION

Dietary Requirements: \_\_\_\_\_

#### 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

\$572 Per Person

**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.**

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

**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

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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 \_\_\_\_\_