

PROGRAM

Wednesday, October 24, 2007

8:00AM	5:00PM	Registration	Ballroom Foyer
1:00PM	3:00PM	CAEZ Board Meeting	San Joaquin Room
3:00PM	3:30PM	Break	Ballroom Foyer
3:30PM	5:00PM	Breakout Sessions	
		1. "EZ Jeopardy" <i>Ron Stumpt- Elliott, Lewis, Lieber & Stumpt, CPA's</i>	Magnolia Room
		2. "Tricks of the Trade" <i>Paul DiTomaso - CEON</i>	Ginko Room
6:30PM	8:30PM	Reception – Hosted by Ernst & Young <i>"A Taste of Stanislaus"</i>	Gallo Arts Center

Thursday, October 25, 2007

8:00AM	5:00PM	Registration	Ballroom Foyer
7:30AM	8:15AM	Continental Breakfast Roundtable Networking	Grand Ballroom
8:30AM	9:15AM	Opening Session <i>Welcome – Lydia Moreno, President, CAEZ Bill O'Brien, Chair, Stanislaus Board of Supervisors Presentation – Bill Bassitt, CEO The Stanislaus Economic Development and Workforce Alliance - "Working Together"</i>	Arbor Theater
9:15AM	10:30AM	General Session <i>CAEZ – Legislative Issues- Panel</i>	Arbor Theater
10:30AM	10:45AM	Break	Ballroom Foyer
10:45AM	12:15PM	Breakout Sessions	
		1. "EZ 101- The Basics" <i>Kathy Robles and Wendy Clements</i>	Magnolia Room
		2. "Marketing in a Crowded Market" <i>Audrey Taylor - Chabin</i>	Ginko Room
		3. "Franchise Tax Board" <i>Jeanne Harriman- FTB Staff</i>	Ash Room
12:30PM	1:45PM	Lunch <i>Lydia Moreno ,President, CAEZ, MC Interaction Exercise – Gary Buse and Cindy Trobitz-Thomas</i>	Grand Ballroom

2:00PM	3:30PM	General Session <i>HCD – Vouchering Regulations/TEA Updates/ Expansion Process</i> <i>Frank Luera – HCD Staff</i>	Arbor Theater
3:30PM	3:45PM	Break	Ballroom Foyer
3:45PM	5:00PM	General Session <i>“Other Programs for Your EZ Toolbox” – Panel</i>	Arbor Theater
5:00PM	6:00PM	LAMBRA Managers Meeting	TBD
5:30PM	7:00PM	Reception – Hosted by RSM McGladerey and CAEZ Raffle Drawings	Grand Ballroom

Friday, October 26, 2007

7:30AM	8:30AM	Continental Breakfast	Ballroom III, IV, V
8:30AM	10:00AM	Closing Session <i>EZ Q & A and Conference Wrap-Up – Frank Luera, HCD and Jeanne Harriman - FTB</i> <i>General comments, Questions, Etc.</i>	Ballroom III, IV, V

BREAKOUT SESSIONS

EZ Jeopardy

Moderator: Brad Satterwhite – Presenter, Ron Stumpt

A fun and interactive approach to identifying and discussing the various components of the Enterprise Zone program

Tricks of the Trade

Moderator: Mary Cervantes – Presenter, Paul DiTomaso

Learn a variety of ways in which to approach

CAEZ Legislative Panel

Moderators: Tonya Dowse and Lina German – Panelists – Toni Symonds, Wayne Schell and Mark Stivers

A discussion of the current legislation impacting the overall Enterprise Zone program. Learn about those proposed bills and regulations that could impact your program

EZ 101

Moderator: Gary Buse – Panelists – Kathy Robles and Wendy Clements

What are the basics in running an Enterprise Zone program. Learn about the “do’s” and don’ts” that will help make you a better Zone manager.

FTB Update

Moderator: Cindy Trobitz-Thomas – Presenter, Jeanne Harriman

Jeanne Harriman will address the issues from the perspective of the Franchise Tax Board that could affect returns and data presented for credit by your local firms. A discussion of those “grey areas” so many firms experience when filing their tax returns.

Marketing in a Crowded Market

Moderator: Linda Wammack – Presenter, Audrey Taylor

How to effectively market your organization and your zone to stand out from the competition. Learn what is being done in other areas that have developed effective marketing programs.

HCD Update

Moderators: Susan Laputz and Kathy Robles – Presenter, Frank Luera, HCD

An update from HCD addressing the changes in vouchering regulations, the new zone application process and other issues regarding the implementation and running of your zone from the perspective of HCD

Other Programs in Your EZ Toolbox

Moderator: Yolanda Lee – Panelists – Charles Lundberg, Elizabeth Baker and Ray McDonald

In addition to the benefits from the EZ, what are the other programs available to assist your local firms in becoming more competitive and successful

Conference Wrap up – Q & A – Ask Those Questions Not Discussed During the Conference

Moderators: Lydia Moreno and Kathy Robles – Panelists – Jeanne Harriman, FTB and Frank Luera, HCD

An opportunity to ask those questions that were not addressed during the conference. An informal gathering to discuss any aspect of the EZ program.

BIOGRAPHIES

Elizabeth Baker

Bill Bassitt

Gary Buse

Mary Cervantes

Wendy Clements

Paul DiTomaso

Tonya Dowse

Lina German

Jeanne Harriman

Susan LaPutz

Yolanda Lee

Frank Luera

Charles Lundberg
Ray McDonald

Lydia Moreno

Bill O'Brien

Kathy Robles

Brad Satterwhite

Wayne Schell

Mark Stivers

Rom Stumpt

Toni Symonds

Audrey Taylor

Cindy Trobitz-Thomas

Linda Wammack

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Board meetings are held quarterly. For information regarding the scheduled meetings, that are open to the membership, connect to the CAEZ website. www.caez.org

CONFERENCE HOST COMMITTEE

Teri Adams-Jones, Keith Boggs, Mary Cervantes, Mary Hansen, Dave Heyer, Lea Ann Hoogestraat, Bernadette Machado, Jennifer Mullin, Doug Sweetland, Suzie Younan

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