

**Conference Agenda**  
(Subject to Change without Notice)

NATIONAL BUREAU OF BUSINESS  
LICENSING OFFICIALS  
P O Box 67, New Creek, WV 26743-0067



**Wednesday, July 14, 2010**

10:40 AM	Audit	12:00 PM	Lunch buffet (included)
12:30 PM	Registration Opens	1:15 PM	New NBBLO Transparency Award plus Tax vs. Fee or Fine Discussion — <i>Glenn Vodhanel</i>
1:30 PM	Annual Business Case Law Update – A review of the previous year’s cases dealing with both regulatory licensing and occupational taxation — <i>Paul Morris</i>	2:05 PM	Break
3:15 PM	Break	2:15 PM	Enhancing Revenue by Engaging your Businesses as Customers & Offering Value! — <i>Linda Roberts</i>
3:30 PM	Annual Business Case Law Update (continued)	3:05 PM	Break
5:00 PM	Registration closes; Adjourn to Exhibit Area for Reception	3:15 PM	Audit Panel of Experts — <i>Steve Bullivant</i>
5 - 7 PM	Exhibits open. Reception for all conference participants. Exhibits and Light refreshments are sponsored by <b>Progressive Solutions Inc..</b>	5:00 PM	Adjourn; Registration closes

**Thursday, July 15, 2010**

8:00 AM	Exhibits & Registration open. Breakfast buffet provided in Exhibit Area.
8:50 AM	Enforcement protocol - When do you shift from being proactive to reactive. — <i>Jim DiFiore</i>
9:40 AM	Break
9:50 AM	Maximize Audit Resources & Postal Discounts by Outsourcing Mailings — <i>Madeline Navarro</i>
10:30 AM	Break

**Friday, July 16, 2010**

8:00 AM	Continental Breakfast Service begins
8:45 AM	The Road to Revenue, Effectiveness and Efficiency — <i>Dedrick Stephens</i>
9:35AM	Break
9:45 AM	The Present State of Business License Law — <i>Mark Arnold</i>
12:00 PM	Adjourn to 2011 Conference

**TWENTY SIXTH ANNUAL STATE  
and LOCAL BUSINESS LICENSING  
CONFERENCE**

**LICENSING & TAXATION  
CASE LAW UPDATE**

**ENHANCING REVENUE BY  
ENGAGING YOUR BUSINESSES AS  
CUSTOMERS & OFFERING VALUE!**

**MAXIMIZE AUDIT RESOURCES  
BY OUTSOURCING**

**ENFORCEMENT PROTOCOL -  
WHEN DO YOU SHIFT FROM BEING  
PROACTIVE TO REACTIVE**

**MAXIMIZE POSTAL DISCOUNTS  
BY OUTSOURCING**

**THE ROAD TO REVENUE,  
EFFECTIVENESS & EFFICIENCY**

**PANEL OF AUDITING EXPERTS**

**CURRENT STATE OF  
BUSINESS LICENSING LAW**

**Las Vegas, NV  
July 14– 16, 2010  
New York New York Resort**

EVERY ATTEMPT IS MADE TO PROVIDE A CONFERENCE AGENDA THAT CATERS TO REGULATORY LICENSING OFFICIALS. THOSE WHO COLLECT REVENUE, AND THOSE WHO DO BOTH SUGGESTED TOPICS FOR FUTURE CONFERENCES ARE APPRECIATED.

## Additional Proposed Speakers:

**KEN MUSGRAVE** based in New Creek, WV serves as our NBBLO conference manager. Ken formerly a professor at [The George Washington University](#) received his Ph.D from Yale University. His work doctoral was featured in an article in the January 1996 [Scientific American](#) (Playing Slartibartfast with Fractals; January 1996; by Gibbs), about fractal curves. The article described computer software that he had designed to generate entire planets at random and allow a user to walk about that world, exploring mountains, forests or any other conceivable creation.

## ABOUT THE CONFERENCE

The conference is designed to provide a full and in-depth treatment of *regulatory* and *revenue* issues affecting business licensing officials. There will be a wide variety of subjects presented by excellent speakers and valuable written materials will be distributed. The formal presentations will be enhanced by enjoyable social activities to increase your interaction with colleagues. This year's theme is "[Audit your way to Recovery!](#)" Presentations will include seminars by representatives of several state licensing organizations concerning their ability to *audit and ensure your agency receives all the money it is entitled to*, as well as issues of current local and national relevance which have applicability to licensing and code enforcement officials throughout the country.

## AUDIENCE

This conference is geared toward practitioners who administer and work in local government administration, business licensing, code enforcement departments and attorneys who represent such departments. The topics will be given comprehensive coverage, though an extensive background in licensing or code enforcement is not a prerequisite.

## HOTEL ACCOMMODATIONS

A limited block of rooms has been reserved at the [New York, New York Hotel & Casino](#), the best-located hotel on the Las Vegas Strip. To reserve a room [via the internet](#) click on the following link: <https://reservations.mgmirage.com/bookingengine.aspx?pid=010&host=offer&code=SCNBBL0710> , This limited block of rooms has been secured for conference participants at \$79.00 single or double, Tuesday through Thursday and \$159 on Friday and Saturday plus taxes and charges. (The block of rooms *IS LIMITED* and **will be held only until June 14<sup>th</sup>, 2010**, so please make your reservations early. To make hotel reservations **by phone**, call the toll-free number at **800-693-6763** and identify your affiliation with the National Bureau of Business Licensing Officials with code **SCNBBL0710**.

The Las Vegas Airport (Airport Code: LAS) is located approximately 3 miles away and is known for reasonable rates and many flights. Shuttles and taxis are readily available at the airport.

## REGISTRATION

You may [register online](#) or complete the form on-line, print it and mail it in. (The form is in PDF format. If you cannot access it, click here to download a free copy of [Acrobat Reader](#).) Note this year additional discounts are available for registration by 2/28/10 with early registration ending June 14, 2010. *The registration fee includes: course materials, reception, continental breakfast, Thursday lunch, and coffee breaks.*

Please contact us at least seven days prior to the conference should you require reasonable accommodation under the Americans with Disabilities Act of 1990.

For more information about the conference, contact Ken Musgrave, our Membership Manager at (801) 261-8266, via email at [confmgr@nbblo.org](mailto:confmgr@nbblo.org) or by fax at (702) 943-3300.

## Membership and Conference Registration

To become a member or to renew your membership visit [www.nbblo.org/membership](http://www.nbblo.org/membership).

To register for the Twenty Sixth Annual State and Local Business NBBLO Licensing Conference please obtain and complete your registration at [www.nbblo.org/conferences](http://www.nbblo.org/conferences) or print out the completed form and send the proper payment postmarked by the deadlines . to **NBBLO, P O Box 67, New Creek, WV 26743-0067**.

## SPEAKERS

**MARK ARNOLD** is presently in private practice in Salt Lake City. He is formerly the City Attorney for Layton, Utah. He graduated from Pepperdine Law School. Mark has made business licensing law a part of his practice. He has addressed many state and local licensing organizations and is one of the co-founders of NBBLO. In his private practice he is heavily involved with business organizations, various aspects of organizing a business entity, land use and construction law.

**PAUL MORRIS** is another co-founder of NBBLO. At this conference Paul will have been presenting Business Licensing Case Law Updates at the annual conference for 25 years. He is a graduate of Brigham Young University Law School and has a B.S. degree in Business Management and a MPA from the University of Utah. Paul was a city attorney for over 20 years and is currently in private practice and a founder of UTOPIA a high speed communications consortium in Utah.

**DEDRICK STEPHENS** is the Commissioner of Assessments & Licenses at the city of Cleveland in Ohio. He is in charge of licensing, code enforcement, excise taxes, weights & measures, billing & collections along with assessments. Formerly, Dedrick was an Asst. Director of Finance for the consulting division of Ernst & Young LLP. He will share his experiences regarding Cleveland's road to revenue, effectiveness and efficiency.

**MADLINE NAVARRO** worked 25 years in the Marketing Department of the U. S. Postal Service and for the last 14 years with "The Presort" in Fresno, CA. While working at the post office she worked with major mailers as well as city and county government agencies helping them resolve mailing issues and to exploit the lowest USPS rates available.

**STEVE BULLIVANT** has worked for the City of Oakland for over 20 years and processes tens of thousands of payments tendered via lockbox . He ensures the accuracy and sufficiency of those payments so the city receives most of the funds to which they are entitled.

**JIM DIFIORE** is the manager of the Business Services Division of Finance & Business Services. He has been employed by the city since 1977 starting out as license investigator and promoted to his current position of manager since 1989. He has the responsibility for oversight of nearly 40,000 business licenses and supervision of 50 staff members who are responsible for administration and enforcement of licensed businesses in the city. He is a certified business license official through the National Bureau of Business License Officials (NBBLO) and has been instrumental in many of the business license code provisions found today in the Las Vegas Municipal Code. He has lived in Las Vegas since 1963 and is a graduate of Valley High School and UNLV holding a Bachelor of Science degree in business management

**LINDA ROBERTS** Linda Roberts has worked for the City of Minneapolis for over 14 years and has worked most of her years of service in Business Licensing.

Linda's current role allows her to supervisor license inspectors, coordinate business process improvements for the department and to work with the City Council office to amend and create business license ordinances. Recently Linda was the project manager for a business process improvement project for the licensing renewal process. During this process she learned the value of listening to our customers.

Minneapolis Business Licensing now has regular forums to ask for input from our customers and it has helped us to gain compliance and to generate revenue.

**GLENN VODHANEL** is the president of **PROGRESSIVE SOLUTIONS®** located in Brea, CA. Progressive Solutions, an associate member of both the CMRTA & NBBLO has developed state of the art software since 1979. His company facilitates the NBBLO conferences & website. Glenn received his B.A. degree in Accounting from California State University at Fullerton and earned the designation of Certified Revenue Officer from the California Municipal Revenue and Tax Association (CMRTA).