

**TWENTY EIGHTH (28<sup>th</sup>) ANNUAL**  
**National Bureau of Business License Officers'**  
**State & Local Business Licensing Conference & Exhibitor Showcase**

**July 11-13, 2012**

**Red Lion Hotel**

**Anaheim, CA**

**WHO ATTENDS THE NBBLO ANNUAL CONFERENCE?**

- *Business License Officers*
- *Managers, Supervisors and Senior Officers*
- *Public Safety, Code Enforcement and Health Department Officials*
- *Legal Services and Administrative Support*
- *Elected Officials and Policy Makers*
- *Exhibitors of products and services important to the above attendees*



**ABOUT THE CONFERENCE**

The conference is designed to provide a **full and in-depth** treatment of both **regulatory and revenue** issues that affect business licensing officials. There will be a wide variety of subjects presented by excellent speakers and valuable written materials distributed. The formal presentations will be enhanced by enjoyable social activities to increase the interaction with colleagues. The theme this year is **"Keeping the Money Local!"** The conference will include seminars by representatives of several of the state business licensing organizations about their organization's ability to *collect more of the money they are entitled to* and issues of current relevance in their states, which have applicability to licensing officials throughout the country. All activities associated with the Annual Conference will take place at the **RED LION HOTEL**.

**AUDIENCE**

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

**HOTEL ACCOMMODATIONS**

A limited block of rooms has been reserved at the **RED LION HOTEL**, Anaheim. The hotel is within walking distance to Downtown Disney and is conveniently located across the street from Disneyland. All the many attractions in southern California are but minutes away: beaches, mountains, theaters, Hollywood, Knott's Berry Farm, Universal Studios, Venice Beach, and many more.

The limited block of rooms has been secured for conference participants at the discounted nightly rate of **\$119.00** (including internet service) for single or double occupancy, plus taxes, TOT and other charges, Monday through Saturday. The block of rooms **will ONLY be available until June 11<sup>th</sup> 2012**. So please be sure to make your reservations early. To make hotel reservations, call direct at 714/750-2801. **Please be sure to identify your affiliation with the National Bureau of Business Licensing Officials!**

**ATTRACTIONS**

**Explore the Excitement of Anaheim!**

Disneyland, California Adventure and Downtown Disney are just a five minute walk away. So, get ready to have the time of your life. There's never a dull moment at when you attend a NBBLO conference.

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## REGISTRATION

You may [register online](#) or just fill out the form, print it and send it to us. (The form is in PDF format. If you cannot access it, click here to download a free copy of [Acrobat Reader](#).) Note that, **January 31, 2012** is the deadline for early registration. *The registration fee includes: the course materials, the reception, continental breakfasts, lunch, and liquid refreshment at 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 via email at [confmgr@nbblo.org](mailto:confmgr@nbblo.org) or by fax at (866) 936-0963.

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

### Wednesday, July 11 2012

9:00 AM	<b>DOWNTOWN DISNEY TOUR:</b> 1.5 hours-includes Coffee & Beignets at “Ralph Brennan’s Jazz Kitchen” <i>Those interested in this <b>FREE walking tour</b> should be ready to leave the hotel lobby promptly at 8:30am!</i>
12:30 PM	Registration Opens
1:15-1:30 PM	Welcome and Introduction from our Anaheim Host:
	Awards to Dedicated Attendees
1:30-3:15 PM	Licensing & Taxation Case Law Update - A review of the previous year’s cases dealing with both regulatory licensing and occupational taxation - <i>Paul Morris, <b>NBBLO Founder</b></i>
3:15-3:30 PM	<b>BREAK</b>
3:30-5:00 PM	Case Law Updates (continued)
5:00 PM	Registration Closes; ADJOURN to Reception
5:20-6:15 PM	Bar hosted by <i>Progressive Solutions Inc.</i> for registered conference participants
6:25 PM-??	Reception at Bubba Gump’s sponsored by <i>Progressive Solutions Inc.</i> for registered conference participants

### Thursday, July 12 2012

7:30-8:30 AM	Registration Open (Breakfast Buffet provided )
8:30-10:00 AM	Updating Sexually Oriented Business Licensing Ordinances- <i>Scott D. Bergthold, Esq.</i>
10:00-10:10 AM	<b>BREAK</b>
10:10-11:30 AM	Landlord Compliance Audits Juliana Demers, <b>Auditor &amp; Business Tax/System Admin at Oakland CA</b>
11:30-11:40 AM	<b>BREAK</b>
11:40-noon	NBBLO Updates– <i>Ken Musgrave, <b>NBBLO Conference Manager</b></i>
noon-1:10 PM	Lunch Buffet (Provided)
1:10-2:00 PM	Cannabis Ordinance and Business Tax Collection- David McPherson, <b>Revenue &amp; Tax Administrator at Oakland, CA</b>
2:00-2:10 PM	<b>BREAK</b>
2:10-3:00 PM	Business Licensing Insight from the Other Side of the Counter- <i>Arianne Turnier, <b>San Diego, CA</b></i>
3:00-3:10 PM	<b>BREAK</b>
3:10-4:00PM	Strategies to Keep the Money Local- <i>Noah Moerbeek &amp; Glenn Vodhanel, <b>Progressive Solutions Inc.</b></i>
4:00-4:10 PM	<b>BREAK &amp; REGISTRATION CLOSSES</b>
4:10-5:00 PM	Exchange of Expertise
5:00 PM	ADJOURN

### Friday, July 13 2012

7:30-9:30 AM	Continental Breakfast Service
8:30-8:45 AM	<i>Distribution of Awards</i>
8:45 AM-noon	How to Outsmart Interstate Commerce and Keep the Money Local!- <i>Mark &amp; Brian Arnold, <b>NBBLO Founder &amp; son</b></i>
Noon	ADJOURN to 2013 Conference in District of Columbia

*For the latest information please visit: [www.nbblo.org/conferences](http://www.nbblo.org/conferences)*

**Housing and Registration Information:** All activities associated with the Annual Conference will take place at:

**Red Lion Hotel (714/750-2801)**  
1850 S Harbor Blvd, Anaheim, CA 92802

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## 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 in business organizations, the various aspects of organizing and choosing a business entity, and land use and construction law.

**PAUL MORRIS** is one of the co-founders 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.

**DAVE MCPHERSON** is the Revenue and Tax Administrator in charge of the Revenue Management Division with the **City of Oakland** and is currently responsible for the collection and compliance of various revenues. Previously he was employed at the **City of San Jose** for 12 years. David has been recognized in California as one of the strategic leaders in the field of local sales tax issues. He has conducted several workshops for local municipalities, private industry and various organizations on helping them implement the “best practice” in complying or enforcing the collection of business and sales/use taxes. He served two terms as State President of the California Municipal, Revenue and Tax Association that represents over 210 cities Statewide. Before going to San Jose he was employed with the City of Newport Beach for over eight years where he was successful at developing a sales tax auditing program. He received his Bachelors degree in History from California State University, Fullerton and his Masters Degree from California State, Long Beach in Public Administration.

**SCOTT D. BERGTHOLD** has a national practice focused on the drafting and defense of municipal adult business regulations. A recognized leader in assisting cities and counties with sexually oriented business matters, the firm's goal is to leverage its expertise on behalf of municipal clients to provide constitutionally sound ordinances and effective resolution of industry challenges.

**ARIANNE TURNIER** assists large corporations to maintain compliance with local business tax regulation and shares her insight into how municipalities may more efficiently and successfully increase revenue from her clients.

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

**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.

*Bios for other speakers will be added as they become available.*

**Exhibitors** may review available Exhibitor opportunities and registration costs by clicking [HERE](#).

Please direct questions to Ken Musgrave, our Membership Manager:

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- by Fax at (866) 936-0963