



NACO PARTNER



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Conference Schedule

Sessions located at the Renaissance Long Beach, **Bixby Rooms** unless otherwise noted.
Education credits awarded by the University of Missouri-St. Louis.

Please visit with our generous Sponsors in Farell's Lounge.

Tuesday, July 19th

6:30pm - 7:00pm Registration and Check-in, near Farell's Lounge

7:00pm - 8:00pm Welcome Reception and Ice Cream Social, Room: Farell's Lounge

Sponsored by Multi-Bank Securities, Inc.

Wednesday, July 20th

8:00am - 8:30am Registration/Check-in, Bixby Rooms

8:30am - 10:00am Educating Your Public - Being media savvy isn't a choice anymore — it's a must. During this session, participants will tap into practical tips for developing a message strategy, forging relationships in a changing media landscape and utilizing social media, as well as examine case studies and cautionary tales to help launch engaging campaigns for target audiences.

10:00am - 10:15am Break

10:15am - 11:30am Educating Your Public (con't)

11:30am - 1:00pm Lunch on your own

1:00pm - 2:15pm Practical Ethics - Using real world case studies, participants will explore how values may conflict in the public sphere. Participants will use their moral intuition and reasoning, alongside digital instant polling technology, to address complex ethical questions.

2:15pm - 2:30pm Break

2:30pm - 3:30pm Practical Ethics (con't)

4:30pm - 5:30pm Bus departs to The Queen Mary; one bus will make three trips.

4:45 pm - 5:45pm Upon arrival, tour The Queen Mary

6:00pm - 8:30pm Reception & Dinner at The Queen Mary, *Sponsored by Thomson Reuters*

8:30pm - 9:30pm Bus returns to the hotel.

Thursday, July 21st

8:00am - 8:30am Registration/Check-in, Bixby Rooms

8:30am - 10:00am Regulating Banks in a Global Economy - Financial crises at home and abroad triggered a series of national and international efforts to reform bank regulations. How have the new and prospective rules from Basel and Washington affected the business of banking? Participants will discuss how banks are regulated in the United States, specifically the role of capital requirements in bank supervision. A particular focus will be the link between new capital rules and the cost and availability of credit for municipal borrowers.

10:00am - 10:15am Break

10:15am - 11:15am Regulating Banks in a Global Economy (con't)

11:30am - 1:30pm Business Meeting/Luncheon, *Sponsored by OPEX Corporation*

1:30pm - 2:15pm California Best Practices - This session will explore the duties and best practices of tax collectors in California. A panel of officials from Southern California jurisdictions will give their perspectives and relate their experience.

2:15pm - 2:30pm Break

2:30pm - 4:00pm California Best Practices (con't)

6:00pm - 7:00pm President's Reception, Room: Farell's Lounge

7:00pm - 9:30pm Awards Banquet & Installation of Officers

Sponsored by The Missouri County Collectors' Association