



**COUNTY OF VENTURA**  
Hall of Administration  
800 South Victoria Avenue  
Ventura, CA 93009-1270



**DAN GOODWIN**  
**ASSESSOR OF VENTURA COUNTY**

**OFFICE OF THE ASSESSOR**  
**Huiling Tanouye**  
Deputy Assessor – Administration  
**Michael Winton**  
Deputy Assessor – Residential/Services  
**Frank Newell**  
Deputy Assessor – Business Valuation

**(805) 654-2181**  
FAX (805) 645-1305  
<http://assessor.countyofventura.org>

Dear Fellow Public Servants,

Ventura County is honored to host the Central/Southern California Assessors' Association Spring Conference of 2010 from April 19<sup>th</sup> thru the 21<sup>st</sup>. Please consider this my personal invitation to attend this conference located at the ocean front Crowne Plaza Hotel in Ventura. We have secured ocean view rooms for "everyone" at the unheard of rate of just \$84 per night. Yes, that is correct \$84 per night. I hope this "too good to be true" price will not only allow you to attend, but also make it possible to bring along some of your staff.

We have put together a great group of topics for your enrichment, some of which are: How Wall Street Changed Commercial Real Estate, Innovations in Agribusiness, Military Housing and California's Strategic Location, plus an assessors panel discussion on Property Tax System Development. Our meetings plus the breakfast buffets and luncheon will take place in the hotel's Top of the Harbor banquet room, with panoramic coastline views. As a bonus event to early arrivals, we have scheduled a series of half-hour vendor presentations on their property tax systems starting at 2 pm, April 19.

I know you will enjoy yourselves, out on the pier or along the beach with a mile long walk and bike ride promenade right outside the Crowne Plaza's front door. We will be hosting hospitality receptions both Monday and Tuesday evenings at the hotel. Dinner is on your own with a dozen restaurants within a ten-minute walk.

Please fill out the attached registration form soon and go online to register at the hotel. With the beachfront location and great speakers, this will be a conference not to miss. My wife and I have lived in Ventura for the past 40 years, I know you will be glad you came to California's Gold Coast.

Surf's up.

Dan Goodwin  
Ventura County Assessor

P.S. This is one conference to bring the family. There's a playground on the sand by the pier and an oceanfront pool at the hotel, if the Pacific's too cold.

P.S.S. Boards and wetsuits would be good too!



# 2010 Central/Southern Assessors' Conference Agenda

## Monday, April 19

- 2:00 - 5:00 pm Conference Registration - Lobby
- 2:00 – 6:00 pm Exhibitor Set Up – Bay View Room
- 2:30 – 5:30 pm Six Property Tax Systems Overview/Demonstration – Miguel Room
- 5:30 - 7:00 pm Welcome Hospitality Reception

## Tuesday, April 20

- 7:30 – 8:30 am Breakfast Buffet – Top of the Harbor
- 7:30 – 9:00 am Registration continues
- 8:00 – 8:30 am History & Preservation Committee Meeting – During Breakfast
- 8:30 Conference Opens  
Honorable Dan Goodwin, CAA Central/Southern President
- Invocation
- Pledge of Allegiance
- Welcome  
Bill Fulton, Mayor, City of Ventura
- Roll Call  
Honorable Dan Goodwin, CAA Central/Southern President
- CAA President's Message  
Honorable Ron Thomsen, CAA President
- 9:15 Captain McHugh, Port Hueneme Naval Construction Battalion  
“Military Housing Projects and California’s Strategic Location”
- 10:00 Break
- 10:15 Introduction of Exhibitors
- 10:30 Fred Ferro, Vice President, NAI Capital, Inc.  
“Market Trends – Industrial/Commercial Property”

- 10:50 Allen Greer, Managing Member, Greer Advisors, LLC  
“How Wall Street Changed the Commercial Real Estate”
- 12:00 Luncheon
- 12:30 Bill Leonard, Board of Equalization Board Member  
“State Budget Realities and BOE/Assessor Partnership”
- 1:30 Dr. Oleg Daugovich, Ph.D., UCCE Farm Advisor  
“Innovations in Agribusiness”
- 2:15 James Bias, Senior Appraiser, City and County of San Francisco  
“Getting the Most Out of Your County’s GIS”
- 2:45 Break with Dessert
- 3:00 Matt Carroll, Assistant County Executive Officer  
Elaine Crandall, Deputy County Executive Officer  
“Maximizing Efficiency Gains: The Ventura Model”
- 3:45 Panel Speakers (Orange, Riverside, Alameda and Santa Clara)  
“Updates on Property Tax Systems Development and Lessons Learned”
- 5:00 Session Ends
- 5:30 - 7:00 pm Hospitality Reception

**Wednesday, April 21**

- 7:15 – 8:30 am Education Committee Meeting – Top of the Harbor
- 7:30 – 8:30 am Breakfast Buffet – Top of the Harbor
- 8:30 Standards Committee Meeting
- 9:45 Break
- 10:00 Legislative Committee Meeting
- 11:30 Lunch
- 1:00 Executive Committee Meeting
- 3:00 (approx.) Conference Adjourns



# 2010 Central/Southern Assessors' Conference Registration Form

**Please complete one registration form per attendee (except spouse/guest) and return by March 29, 2010.**

Name of Attendee: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Agency/Company: \_\_\_\_\_ Title: \_\_\_\_\_

Day Phone \_\_\_\_\_ Ext \_\_\_\_\_ BOE Certificate No: \_\_\_\_\_

**Hotel Reservations:** Room rates will be **\$84** plus tax and surcharges, for single or double occupancy. These rates are guaranteed through March 29, 2010. Please call Crowne Plaza Beach Hotel Group Reservation phone line at 1-888-233-9527. Be sure to mention the Central/Southern California Assessors' Conference to secure the discount rate.

**Registration:** (Includes Monday & Tuesday Evening Hospitality Receptions, Tuesday & Wednesday Breakfast Buffet and Tuesday Presidents' Luncheon.)

	<u>By 3/29/10</u>	<u>After 3/29/10</u>	<u>Amount Paid</u>
Honorary (Retired Assessors)	\$ 0.00	\$ 0.00	
Assessors & Elected BOE Members	\$175.00	\$200.00	\$ _____
Industry / Vendor Guests	\$200.00	\$250.00	\$ _____
Exhibitor Booth (includes one registration) <b>Limited to the first 10 registrants</b>	\$700.00	\$750.00	\$ _____
Assessor Staff and BOE Staff	\$115.00	\$140.00	\$ _____

**Additional Function Charges:**

Tuesday President's Luncheon (Fee for Spouse/Guest)	\$ 30.00	\$ 35.00	\$ _____
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Vendor Advertisement in Program Booklet

**(Please provide ad design in PDF format before March 29)**

½ page	\$150.00	\$ _____
¼ page	\$ 75.00	\$ _____

**Total Amount Paid** \$ \_\_\_\_\_

**- Please Complete the Next Page -**

**Central/Southern Assessor's Conference (continued)**

	<u>Attending</u>	<u># Attendees/Guests</u>
<b>Monday, April 19, 2010</b>		
Six Property Tax Systems Overview/Demo	<input type="checkbox"/>	_____
Welcome Hospitality Reception	<input type="checkbox"/>	_____
<b>Tuesday, April 20, 2010</b>		
Buffet Breakfast	<input type="checkbox"/>	_____
A.M. Conference	<input type="checkbox"/>	_____
President's Luncheon (please indicate meal choice)	<input type="checkbox"/>	_____
<input type="checkbox"/> <b>Chicken Breast w/Pineapple Ginger Sauce</b>		
<input type="checkbox"/> <b>Marinated Petite New York Steak w/Sherry Mushroom Sauce</b>		
P.M. Conference	<input type="checkbox"/>	_____
Hospitality Reception	<input type="checkbox"/>	_____
<b>Wednesday, April 21, 2010</b>		
Buffet Breakfast	<input type="checkbox"/>	_____
Educational Committee Meeting	<input type="checkbox"/>	_____
Standards Committee Meeting	<input type="checkbox"/>	_____
Legislative Committee Meeting	<input type="checkbox"/>	_____
CAA Regional Lunch (Assessor's only)	<input type="checkbox"/>	_____
Executive Committee Meeting	<input type="checkbox"/>	_____

**MAKE CHECKS PAYABLE TO: CENTRAL/SOUTHERN ASSESSORS' ASSOCIATION**

**Return completed registration form and payment to:**

Ventura County Assessor's Office  
 ATTN: Kathleen Johnston  
 800 S. Victoria Ave.  
 Ventura, CA 93009-1270

Phone Inquiries: (805) 654-2159  
 Contact: Kathleen Johnston  
 kathleen.johnston@ventura.org

**NAME BADGE INFORMATION**

(Attendee)	(Spouse/Guest)
Name _____	Name _____
Title _____	Title _____
County/Agency _____	County/Agency _____

# Crowne Plaza Beach Hotel

450 East Harbor Blvd Ventura, CA 93001

(805) 648-2100 / (800) 842-0800

Hotel reservations for the event must be made by March 29, 2010 to guarantee the special negotiated rate of \$84.00 plus tax

## RESERVATIONS PROCESS & BOOKING WEBSITE

Online and phone reservations will be accepted until April 18, 2010 @ 4 p.m.

A dedicated booking website has been created for our event so you will be able to make, modify and cancel your hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel. To preview the website, please click the following link:

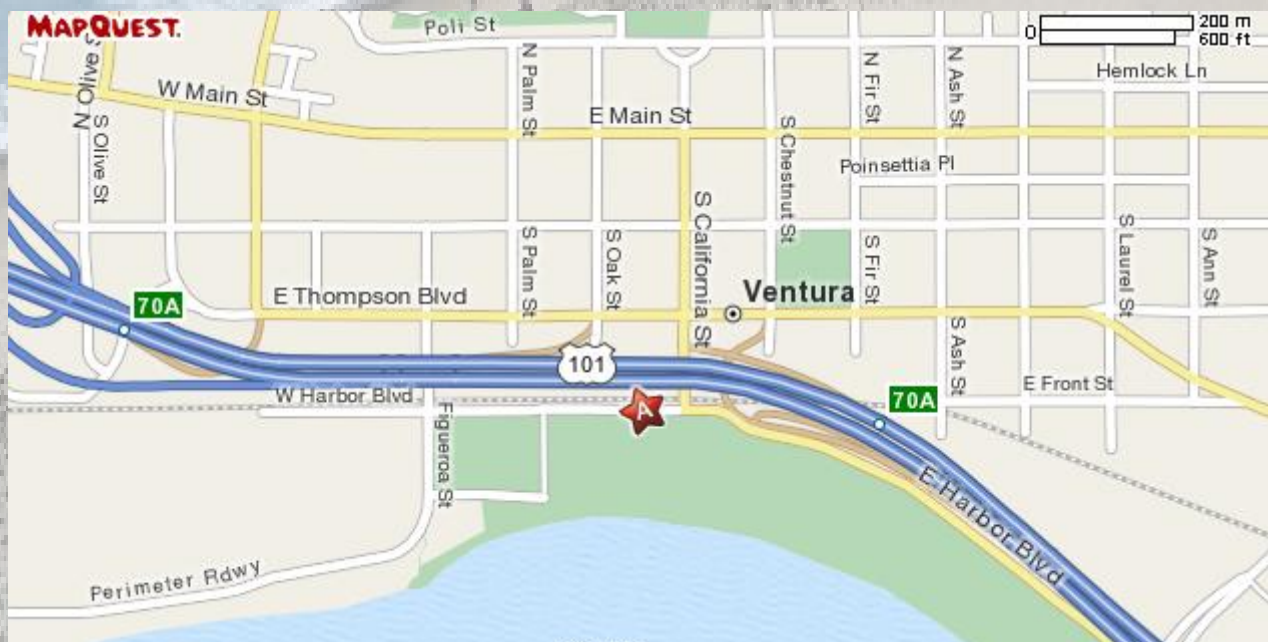
[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=1652971](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1652971)

If you cannot make your hotel reservations online via the hotel website, feel free to call the group reservation phone line 1-888-233-9527. Please mention Central/Southern California Assessors' Conference when calling.

The Crown Plaza Ventura Beach will treat you to a delightful stay and pamper you with consistent and friendly service. They are located right on the promenade. They have a wonderful restaurant on the main floor of the property. When parking in the Crowne Plaza parking lot be sure to have your parking ticket validated. There will be an \$8 per day parking fee unless it is validated or if you are staying at the hotel.

Directions from South: Traveling north on 101, exit California. Turn left to California St and make a right on Harbor Blvd. The Crowne Plaza Hotel parking lot is on your left.

Directions from North: Traveling south on 101, exit Ventura Ave. Turn right onto E. Thompson Blvd. Turn right onto California St; turn right to Harbor Blvd the Crowne Plaza Hotel parking lot is on your left.



## Request for Taxpayer Identification Number and Certification

Give form to the  
requester. Do not  
send to the IRS.

Print or type  
See Specific Instructions on page 2.

Name (as shown on your income tax return) Central/Southern Assessors' Association	
Business name, if different from above	
Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ ..... <input type="checkbox"/> Exempt payee <input checked="" type="checkbox"/> Other (see instructions) ▶ 501 (c) (6) Non Profit	
Address (number, street, and apt. or suite no.) 221 S. Mooney Blvd. Room 102-E	Requester's name and address (optional)
City, state, and ZIP code Visalia, California 93291-4593	
List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number
or
Employer identification number
20                      0677460

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

<b>Sign Here</b>	Signature of U.S. person ▶ <i>Cherry B Hardcastle</i>	Date ▶ <i>01/29/2010</i>
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

#### Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,