

California Revenue Officers Association

Annual Conference

September 16 - September 19, 2025

Desert Bloom: Revitalizing Revenue Recovery



StockCake.com

Hyatt Palm Springs

Palm Springs, CA

Meet your CROA Executive Board



LeShay Shaw
President



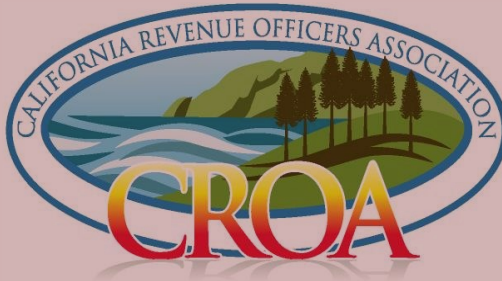
Linn Smith
President-Elect



Jon Humann
Secretary



Travis Andreas
Treasurer



Nina Cockren
Board Member



Lucinda Coleman
Board Member



Sharon Sampaulesi
Board Member



Sherry Thompson
Board Member

2025 Conference Agenda - Tentative

TUESDAY, September 16, 2025

10:00 am - 1:30 pm	CROA Board Members - Conference Preparation and Setup
2:00 pm - 4:00 pm	Registration - Grand Marble Foyer
2:00 pm - 4:30 pm	Vendor Showcase - Information Session - Palm Canyon Room
5:00 pm - 6:00 pm	Opening Business Meeting for all CROA Members Hospitality Suite
6:00 pm - 7:00 pm	Networking Reception Hospitality Suite

Dinner is on your own

WEDNESDAY, September 17, 2025

8:00 am - 8:30 am	Vendor Exhibits Open	Registration - Grand Marble Foyer
8:30 am - 9:00 am		President's Welcome LeShay Shaw, San Diego County, Office of Revenue & Recovery - CROA President Grand Ballroom
9:00 am - 10:15 am General Session		Keynote Speaker: Jeff Johnson, Professional Credit Grand Ballroom
10:15 am - 10:30 am		Break in Vendor Exhibit Area - Palm Canyon Room
10:30 am - 11:55 am General Session		Keynote Speaker: Jeff Johnson, Professional Credit Grand Ballroom
12:00 pm - 1:15 pm		Lunch - Atrium
1:15 pm - 1:30 pm		Announcements LeShay Shaw, San Diego County - CROA President Grand Ballroom
1:30 pm - 3:00 pm General Session		Artificial Intelligence: Transforming Government Collection Keynote Speaker: Andy Sullivan, City of Nashville, TN Grand Ballroom
3:00 pm - 3:15 pm		Break in Vendor Exhibit Area - Palm Canyon Room
3:15 pm - 5:00 pm General Session		Exploring the Latest Trends in Collection Technology Keynote Speaker: Andy Sullivan, City of Nashville, TN Grand Ballroom
5:30 pm - 7:00 pm		Networking Reception Hospitality Suite

Dinner is on your own

2025 Conference Agenda - Tentative

THURSDAY, September 18, 2025

8:00 am - 8:30 am	Vendor Exhibits Open	Registration - Grand Marble Foyer
8:30 am - 8:45 am		President's Welcome LeShay Shaw, San Diego County, Office of Revenue & Recovery - CROA President Grand Ballroom
8:45 am - 9:45 am General Session		Revitalizing Revenue Recovery LeShay Shaw, San Diego County, Office of Revenue & Recovery - CROA President Grand Ballroom
9:45 am - 10:00 am		Break in Vendor Exhibit Area - Palm Canyon Room
10:00 am - 11:00 am General Session		Revitalizing Revenue Recovery LeShay Shaw, San Diego County, Office of Revenue & Recovery - CROA President Grand Ballroom
11:00 am - 12:00 pm General Session		Legislative Updates and Q&A: Judicial Council of California Grand Ballroom
12:00 pm - 1:15 pm		Lunch - South Atrium
1:15 pm - 1:45 pm		Vendor Recognition and Presentations Linn Smith, CROA President-Elect/Conference Planner Grand Ballroom
1:45 pm - 3:00 pm General Session		Enhancing Customer Service to Drive Revenue Recovery Jennifer Busskohl, San Diego County, Auditor and Controller Grand Ballroom
3:00 pm - 3:15 pm		Break in Vendor Exhibit Area - Palm Canyon Room
3:15 pm - 5:00 pm General Session		Revitalizing Victim Restitution and Supporting Crime Victims Kelly Dulin, San Diego County, Office of Revenue & Recovery Grand Ballroom

Dinner is on your own

FRIDAY, September 19, 2025

8:30 am - 11:30 am	Closing Business Meeting/CROA Board Elections For all CROA Members Grand Ballroom
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The Board of Directors and the Planning Committee have carefully reviewed feedback from last year's conference evaluations and have worked tirelessly to create a conference designed to empower attendees knowledge and tools needed to revitalize revenue recovery and transform challenges into opportunities for growth. Thank you for attending; we wish you safe travels!

2025 Conference Overview

- **CROA Opening Business Meeting and Networking Reception:** Join us for the kickoff of the Association's Annual Business Meeting, where we will discuss vital information. Following the meeting, enjoy a Networking Reception, providing an opportunity to connect with fellow members.
- **Vendor Showcase:** This is an opportunity to connect with leading vendors in the industry and learn more about their companies, services, and products. Attendees will have time to ask questions, and discover how these technologies and services can enhance your operations.
- **Keynote Speaker:** Jeff Johnson, Professional Credit
- **Artificial Intelligence: Transforming Government Debt Collection:** Learn how artificial intelligence is revolutionizing government debt collections, showcasing the benefits of AI integration in improving efficiency, recovery rates, and customer engagement.
- **Exploring the Latest Trends in Collection Technology:** Explore the latest trends in collection technology and gain insights into how innovation can optimize collection strategies to achieve better results.
- **Revitalizing Revenue Recovery:** This session covers effective strategies in improving collection processes, boosting efficiencies, and overcoming challenges. It includes small group breakouts, providing an opportunity for collaboration and the development of actionable solutions to enhance recovery efforts.
- **Legislative Updates:** Learn more about upcoming and pending legislation affecting collections in the state and gain a deeper understanding on how these changes may impact operations and strategies moving forward.
- **Enhancing Customer Service to Drive Revenue Recovery:** Discover strategies that balance empathy and efficiency to enhance the customer experience and drive sustainable revenue growth while fostering positive relationships.
- **Revitalizing Victim Restitution and Supporting Crime Victims:** Emphasizing a victim-centered approach, this session will address the importance of empathy, transparency, and accountability in the collection process, learning strategies to overcome challenges while promoting trust and supporting crime victims throughout the process.
- **CROA Closing Business Meeting and Board Elections:** Join us as we conclude the current business year, finalize any remaining items from the opening meeting, and elect officers for the upcoming term. Current vacancies: President-Elect, Secretary, and two Board Member positions.

NOTE: *Agenda subject to change.*



Hyatt Palm Springs
285 N. Palm Canyon Dr.
Palm Springs, CA 92262

The CROA Conference rate:

- \$165 plus applicable taxes per night for a 1 bedroom executive suite, king deluxe room, or king premium pool room.
- \$190 (triple) plus applicable taxes per night for a 1 bedroom executive suite, king deluxe room, or king premium pool room.
- \$215 (quad) plus applicable taxes per night for a 1 bedroom executive suite, king deluxe room, or king premium pool room.
- Resort fee is discounted to \$10 (per room per day plus applicable tax.)
- CROA conference attendees staying at the hotel will receive a reduced self-parking discounted price of \$10 per day.



Room rates are based on first come, first served until CROA allocated rooms are booked.

Reservations can be made by clicking the link <https://www.hyatt.com/en-US/group-booking/PALMS/G-CROA>

NOTE:

- **Breakfast is not included with hotel stay.**
- **Hotel Reservations must be made by September 2, 2025.**



Near-by Attractions



Agua Caliente Cultural Plaza

Features a tribal museum, a state-of-the-art spa and an outdoor Oasis Trail. It is the second largest of its kind in the United States.



Palms Springs Aerial Tramway

The world's largest rotating tram car—travels along the breathtaking cliffs of Chino Canyon, transporting riders to the pristine wilderness of the Mt. San Jacinto State Park.



Discovery Nature Trail

1.2 mile loop trail near Palm Springs. Generally considered an easy route, taking an average of 34 minutes to complete. Popular area for hiking and walking.



VillageFest

An old-fashioned street fair with sidewalk performers, musicians, farmer's market, gifts, and lots of food every Thursday, 6:00pm-10:00pm.



Desert Hills Premium Outlets

Upscale outdoor shopping center featuring high-end designer fashion outlets, plus casual dining.