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California Revenue Officers Association

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April 14, 2025

Dear Members,

You are invited to attend the 2025 Annual Conference of the California Revenue Officers Association (CROA), a non-profit organization composed of various county, city, and court governmental entities throughout California, focused on debt billing and collection. The conference will take place from September 16 to September 19, 2025, at the Hyatt Palm Springs, 285 N. Palm Canyon Dr., Palm Springs, CA 92262.

Room rates are \$165.00 per night (single/double occupancy), plus applicable taxes and fees when the code **G-CROA** is used. These rates are available two days before and after the conference, based on room availability. Reservations must be made by September 2, 2025, to access discounted rates. You may call the hotel at (760) 322-9000 or use the link on the CROA website (<http://www.croa.info>) under **ANNUAL CONFERENCE** for bookings. Early reservations are recommended, as discounted rooms may sell out prior to the cutoff date.

This year's theme is: Desert Bloom: Revitalizing Revenue Recovery.

Enclosed are the tentative agenda and registration form. Full conference registration includes materials, networking reception, lunches, and morning breaks on September 17 and 18. Registration fees are outlined in the form within, and payment **MUST** be received by the cutoff date for early registration eligibility.

For updated conference details, visit <http://www.croa.info>. For maps and amenities, refer to the Hyatt Palm Springs website at <https://www.hyatt.com/en-US/hotel/california/hyatt-palm-springs/palms>.

Refund requests must be submitted by 5:00 PM, August 29, 2025. No refunds will be issued after this date.

For inquiries, contact:

- Linn Smith at croa-linn@surewest.net (conference details)
- Travis Andreas at Treasurer@croa.info (payment and membership details)

We look forward to welcoming you to this valuable event.

Sincerely,

Leshay Shaw

President, California Revenue Officers Association