

CALIFORNIA REVENUE OFFICERS ASSOCIATION
ANNUAL CONFERENCE

SEPTEMBER 15-18, 2026

Hilton Sacramento Arden West

GOLDEN
Opportunities

STRENGTHENING COLLECTIONS
STATEWIDE



COLLABORATE • INNOVATE • SUCCEED

Meet your CROA Executive Board



Linn Smith
President



LeShay Shaw
Past President



Nina Cockren
President-Elect



Travis Andreas
Treasurer



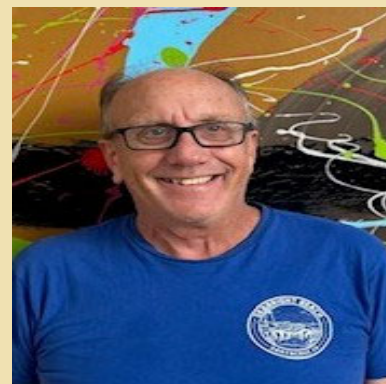
Kendra King
Secretary



Kelly Dulin
Board Member



Donald Roberson Jr.
Board Member



Steven Rosich
Board Member

2026 Conference Agenda **Tentative**

TUESDAY, September 15, 2026

10:00 am - 1:30 pm Concierge Lounge	CROA Board Members - Conference Preparation and Setup
2:00 pm - 4:00 pm Solarium	Registration
5:00 pm - 6:00 pm Concierge Lounge	Opening Business Meeting for all CROA Members

Dinner is on your own

WEDNESDAY, September 16, 2026

8:00 am - 8:30 am Solarium	Vendor Exhibits Open	Registration
8:30 am - 9:00 am Eagle-Berryessa Room		President's Welcome Linn Smith, CROA President
9:00 am - 10:00 am Eagle-Berryessa Room		Elevating the Customer Experience: Creating Win-Win Opportunities Keynote Speaker: Kathyryne Rouse
10:00 am - 10:15 am Tahoe Room		Break in Vendor Exhibit Area
10:15 am - 11:15 am Eagle-Berryessa Room		Elevating the Customer Experience continued Keynote Speaker: Kathyryne Rouse
11:15 am - 11:55 am Eagle-Berryessa Room		Spotlight on Success: Attendee Showcase
12:00 pm - 1:15 pm		Lunch out on the Terrace
1:15 pm - 1:30 pm Eagle-Berryessa Room		Announcements Linn Smith, CROA President
1:30 pm - 3:00 pm Eagle-Berryessa Room		Negotiations and Customer Service: Dealing with Difficult Situations Franchise Tax Board
3:00 pm - 3:15 pm Tahoe Room		Break in Vendor Exhibit Area
3:15 pm - 4:15 pm Eagle-Berryessa Room		Quality Assurance, Quality Control, and Supportive Accountability Kelly Dulin, County of San Diego, Revenue & Recovery
4:15 pm - 5:00 pm Eagle-Berryessa Room		State of CROA CROA Executive Board

Dinner is on your own

2026 Conference Agenda **Tentative**

THURSDAY, September 17, 2026

8:00 am - 8:30 am Solarium	Vendor Exhibits Open	Registration
8:30 am - 8:45 am Eagle-Berryessa Room		President's Welcome Linn Smith, CROA President
8:45 am - 10:00 am Eagle-Berryessa Room		Customer Assistance by Design - Behavioral Science in Collections Shunna Austin, Orange County Superior Court
10:00 am - 10:15 am Tahoe Room		Break in Vendor Exhibit Area
10:15 am - 11:15 am Eagle-Berryessa Room		Demystifying Collections Data: Building Data Pipelines and Visualizations Los Angeles County Superior Court
11:15 am - 12:00 pm Eagle-Berryessa Room		Making Golden Connections LeShay Shaw, County of San Diego, Revenue & Recovery
12:00 pm - 1:15 pm Terrace		Lunch out on the Terrace
1:15 pm - 1:45 pm Eagle-Berryessa Room		Vendor Recognition and Presentations Linn Smith, CROA President/Conference Planner
1:45 pm - 3:00 pm Eagle-Berryessa Room		Legislative Updates Judicial Council of California
3:00 pm - 3:15 pm Tahoe Room		Break in Vendor Exhibit Area
3:15 pm - 4:30 pm Eagle-Berryessa Room		Accurint® for Government: Contact & Locate Strategies Rebecca Iali, Education Consultant, LexisNexis
4:30 pm - 5:00 pm Eagle-Berryessa Room	Closing Remarks Nina Cockren, CROA President Elect	

Dinner is on your own

FRIDAY, September 18, 2026

8:30 am - 11:30 am Eagle Room	Closing Business Meeting/CROA Board Elections for all CROA Members
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The Board of Directors and the Planning Committee have thoughtfully reviewed feedback from last year's conference evaluations and worked diligently to design a conference that empowers attendees with the knowledge and tools needed to revitalize revenue recovery and transform challenges into opportunities for growth. Thank you for attending, we wish you safe travels!

2026 Conference Overview

- **CROA Opening Business Meeting and Networking Reception:** Kickoff of the Association's Annual Business Meeting, where we will discuss vital information.
- **Elevating the Customer Experience: Creating Win-Win Opportunities that Strengthen and Drive Results:** Transforming everyday interactions into meaningful gold standard experiences that build trust, improve outcomes, and elevate collection success.
- **Spotlight on Success - Attendee Showcase:** Celebrate success and learn from your peers as they showcase successful initiatives, innovative solutions, practical ideas, best practices that are making a difference.
- **Negotiations and Customer Service: Dealing with Difficult Situations:** Explore effective listening, communication, and negotiation techniques for managing difficult interactions. Learn how to ask the right questions, de-escalate difficult situations, build rapport, and work toward positive resolutions while delivering quality customer services.
- **Quality Assurance, Quality Control, and Supportive Accountability:** This session will explore the role of quality standards, performance measurement, and supportive accountability in strengthening collection operations while developing engaged, high-performing teams.
- **Customer Assistance by Design - Behavioral Science in Collections:** How can behavioral science principles transform collections from just a transactional process into a customer-centered experience? Well, this session will share how Orange County Superior Court used concepts such as choice architecture, nudges, messaging, and decision-making psychology to improve engagement, encourage timely payments, and assist customers to reach a decision that is best for their situation. Attendees will gain practical strategies for designing interactions that balance empathy, compliance, and performance; creating better outcomes for both customers and organizations.
- **Demystifying Collections Data: Building Data Pipelines and Visualizations:** Drowning in messy payment and collections data can make even the calmest professional want to scream! Ready to stop wrestling with CRT chaos and start getting clarity? This session breaks down the roles, skills, and tools you need to build a sustainable data pipeline and create budget-friendly dashboards. You'll leave with clear guidance on how to create actionable dashboards, streamline workflow, and choose software that fits your department's resources and skillset.
- **Making Golden Connections:** Interactive working session to designed to exchange ideas, discuss challenges, and identify opportunities that strengthen revenue 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.
- **Accurint® for Government: Contact & Locate Strategies:** Designed for agencies focused on debt recovery and enforcement, this session emphasizes efficient search workflows, relationship discovery, and the use of reliable data to enhance contact rates and streamline collection operations. Learn practical strategies to locate individuals with outstanding debt using Advanced Person Search. Leverage unique data assets to identify current and historical contact information to improve debtor outreach and recovery efforts. Uncover connections between phone numbers, addresses, and individuals.
- **CROA Closing Business Meeting and Board Elections:** We will conclude the current business year, finalize any remaining items from the opening meeting, and elect officers for the upcoming term. Current vacancies: President-Elect, Treasurer, and two Board Member positions.

NOTE: Agenda subject to change.

Hilton Sacramento Arden West

2200 Harvard St.

Sacramento, CA 95815



The CROA Conference rate:

- \$159 (single occupancy) plus applicable taxes per night
- \$169 (double occupancy) plus applicable taxes per night
- Triple and Quad occupancy also available



Room rates are based on first come, first served until CROA allocated rooms are booked. Room rate available 3 days pre and post days based on availability.

Group Name	CROA
Group Call-in Code	93W
Phone Number	(916) 922-4700
Online Reservation Link	https://hil.tn/vsddvf



All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card.

NOTE:

- **Hotel Reservations must be made by Monday, August 31, 2026.**
- Guests will be expected to leave a valid credit card or a cash deposit of \$50 with the hotel at time of check-in for incidentals.
- Room rates include breakfast and Wi-Fi in guestrooms
- Complimentary parking
- Complimentary shuttle to and from Arden Fair Mall



Near-by Attractions



Arden Fair Shopping Mall

Conveniently located in the heart of the city, Arden Fair is Sacramento's premier shopping destination.



Haggins Oak Golf Course

The Haggins Oak Golf Complex boasts two championship golf courses regularly voted Sacramento's favorite. Players can choose to play 9 or 18 holes.



Sutters Fort State Historic Park

This is the oldest restored fort in the West. Construction of the adobe fort began in 1840 by Captain Johann Augustus Sutter.



California State Capitol

The California State Capitol is the seat of the California state government and contains the chambers for the State Assembly and Senate, as well as the office of the Governor.