

2026 Conference Agenda

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: Kathyne 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: Kathyne 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

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		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		Accurant® 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 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.