Greetings to everyone awaiting an update on the NWCA annual conference!

We finally have some details ironed out that give you the ability to book a luxurious hotel room at [Hotel Renegade](https://ch-1k04.na1.hs-sales-engage.com/Ctc/T6%2B23284/ch-1K04/Jl22-6qcW7lCdLW6lZ3l6W4h8pdg1xlw_GW1cLTxy4Qn08yW13H_zG4TxxCnVytdbw1V3NWHW60sZxL7-2YXmW6dpjJt7DGQkJW114dgF8v2WncW3VMClp68b-P5VyxQTL1fLBJ1W8ncWCd6T8mH1W6_dx1Q6qvRDqN10D7WwyGdpcW3Fm3gz3WhX_4W6wjFy454TYL4W84ZXwM7TxbL5W3B7RtZ5zqSQ2VF1myH95c5DhN2g6bDL3R-tYW1kJPkn7twYw5W2B5PM5637-cCVq68Xr4rc4kmN7YSPdNT7Jn4W4ptr4v5C-phDW1ywtfG6fl4y9dpwCHj04) in Boise!

You are encouraged to come out on Sunday, May 11th (we love Mother's Day for some reason) and stay through the 15th with the fantastic negotiated rate of 229/night at this boutique hotel. The attached registration form has the full info, but here's a quick summary:

* **Sunday, May 11** - arrive early for an evening at Top Golf. No golf experience necessary, just an evening filled with good food and laughter to get us all acclimated to Boise hospitality.
* **Monday, May 12** - conference check-in, some daytime activities including local sights, a poker tournament and the crowd favorite "Paint-n-Sip" prior to the welcome reception and Keynote.
* **Tuesday, May 13**- A full day of content - the presentations are still being formulated, but the intent is to give you and your team actionable information in every session. Guidance on how to make more money. Guidance on how to save money. Guidance on client strategies. Nobody will be summarizing problems for you and sending you out to figure it out on your own. Along with the ACA update from a representative, draft topics include:
	+ **CFPB/State Consumer Finance Bureau**updates with the CFB Chief for Idaho: Erin Van Engelen
	+ **Digital-first strategies Panel of Agency Owners/Operators** - strategies that work for making money with texting and email - featuring Joey Boekenoogan and more experienced operators
	+ **Client Perspective when Preserving a Relationship with the Debtor is Desired** - hear from a client representative, possibly more than one, outline their relationship with debtors they forward to our industry and their idea of best case outcomes.
	+ **The Zen Approach to Dealing with Consumer Attorneys** - Brian Watkins will reprise his acclaimed 2023 ACA presentation just for us.
	+ **Getting Your House in Order** - Tim Collins and Ralph Hall will give you a checklist of items to square away if you are anticipating a service provider change of any kind - whether a communication vendor or a full CRM change
	+ **And more!**

In the evening, there will be Axe Throwing and Ping Pong while we recognize PAC donors and give you a few additional opportunities to contribute in exchange for some great items.

* **Wednesday, May 14**- The morning will be dedicated to wrapping up some board business, then getting updates from the lobbyists regarding the legal landscape in each of the three states. After lunch, you will be free to explore the area and stay another night, or head back to real life.

This year's PAC contributions are requested in advance. There will be no bottle auction this year because we're trying something new that will be less exhausting. So, if you are unable to come to Boise (which we hope is a rare case as this hotel is incredible and the content is standard-setting), you can contribute to the 2025 PNW PAC Booklet.

In exchange for various levels of contribution, you will have corresponding real estate on the pages to showcase your agency, a fantastic employee, an inspiring consumer story, a remembrance for a fallen community member, or a practical joke if you're mean spirited. We'll print it if you pay for it! Details are included in the registration form.

Don't miss this year's event - we know it's time away from your businesses, but this is strategically mid-month and there are a lot of reasons to make the trip. While you are likely getting certifications and lots of education online via webinars and ACA resources, the in-person events are irreplaceable as opportunities to:

* build relationships
* trade strategies
* brainstorm solutions
* build referral networks
* meet policy or content experts
* get involved
* meet technology providers
* see your service providers in person
* laugh heartily
* get a change of scenery
* make new friends
* take a break from that oppressive diet

Need more reasons to make the trip? Call Aaron Reiter who's chairing the conference committee and he'll be happy to answer your questions or take your suggestions. His mobile number is (360) 907-5880 and his email address is: aaron.reiter@interprose.com

Book your hotel reservation now:

* [**HOTEL RENEGADE**](https://ch-1k04.na1.hs-sales-engage.com/Ctc/T6%2B23284/ch-1K04/Jl22-6qcW7lCdLW6lZ3l6W4h8pdg1xlw_GW1cLTxy4Qn08yW13H_zG4TxxCnVytdbw1V3NWHW60sZxL7-2YXmW6dpjJt7DGQkJW114dgF8v2WncW3VMClp68b-P5VyxQTL1fLBJ1W8ncWCd6T8mH1W6_dx1Q6qvRDqN10D7WwyGdpcW3Fm3gz3WhX_4W6wjFy454TYL4W84ZXwM7TxbL5W3B7RtZ5zqSQ2VF1myH95c5DhN2g6bDL3R-tYW1kJPkn7twYw5W2B5PM5637-cCVq68Xr4rc4kmN7YSPdNT7Jn4W4ptr4v5C-phDW1ywtfG6fl4y9dpwCHj04)

Fill out the attached form and bring a guest! Bring another representative from your office!

See you soon!

Cindy Gagne

Matt Inscore

Aaron Reiter