

5 Reasons to Register for NACM's Unlimited Webinar Program

Jamilex Gotay, editorial associate, NACM

Imagine having unrestricted access to a treasure trove of expertise, insights and cutting-edge industry knowledge right at your fingertips. Unlock a world of knowledge and professional growth for **all** employees, **all-year** round with [NACM's Unlimited Webinar Program](#).

By joining, you gain entry to an exclusive realm of webinars spanning a multitude of subjects, from the latest tech trends to leadership strategies. With unlimited access, you can attend as many webinars as you want, whenever you want, learning from top-notch experts and thought leaders without constraints. Whether you're looking to master a new skill, boost your career or explore diverse topics, this program offers it all.

#1 Challenge Yourself

Master all aspects of credit management and challenge yourself to learn something new. "Anybody on my team, or branch for that matter, has access to credit information no matter if it's on construction liens, accounting or financial analysis," said D'Ann Johnson, [CCE](#), credit manager at A-Core Concrete Cutting, Inc. (Salt Lake City, UT), who signed up all five branches of her company for the program just last week. "They can also hear about real-life experiences from credit experts, ask questions and dive deeper on specific topics. The best part is there's always something new to learn about."

#2 Increase Engagement

Webinars can be used as a means to increase staff engagement. Heidi Lindgren-Boyce, [CCE](#), NACM board director and senior credit manager at Star Rentals, Inc. (Kent, WA) signed up for the program when it was new in 2021. "We were still in the throes of COVID and our work volumes were less than normal," she said. "We signed up in order to keep our credit staff engaged and grow their knowledge base. The variety of topics offered included those not available pre-COVID, and that was very exciting to them. They loved the freedom to sign up for programs on their own without having to ask permission each time."

#3 Career Advancement Opportunities

The program offers opportunity for career advancement, whether it is earning CEUs for designations or learning new skills that make you eligible for a promotion. "We like to promote from within our company, so I encourage my staff to take a variety of programs that will help them grow into our future leaders and managers," Lindgren-Boyce said. She also has staff members take specific webinars to help them study for their [Credit Business Fellow \(CBF\)](#) exam. "I'm happy to announce that both employees passed their CBF's and received raises for their accomplishments."

#4 Team Building

The Unlimited Webinar Program is a powerful team-building tool. For Johnson, the program helps generate conversation for monthly meetings and encourages staff to ask each other questions. "I use it as a secondary team-building exercise," she said. "I have somebody in my Texas office and somebody in

my Oregon office who attended the same seminar and immediately after discussed what they learned with other colleagues who may not have had the time to sit in on this conversation. This way they can share their perspective on a topic which stimulates interest to listen to the webinars which can be similar to that.”

#5 International Expansion

Trade creditors from around the world and those who extend credit internationally can expand their knowledge. Brooke Wilson, ICCE, regional credit manager at Volvo Penta of the Americas (Chesapeake, VA) used the Unlimited Webinar Program as she pursued her [International Certified Credit Executive \(ICCE\)](#) designation. “It helped me advance in my career in that I received a promotion within my company and it also allowed me to be more involved in certain areas,” she said. “I work for a global company that covers a large area that at one point covered almost the entire Western Hemisphere and being able to attend as many webinars as I wanted, whenever I wanted, gave me great insight into the cultural differences in the four global regions I was less familiar with.”