

CFDD News

The Official Publication of the NACM
Credit and Financial Development Division

September/October 2023



Heidi Lindgren-Boyce, CCE

Living Today in Yesterday's Future

Do you ever have moments in life when you suddenly realize you're living the future you previously imagined? Using technology that was mere fantasy in sci-fi shows or movies? Like communicator devices from Star Trek? (Can you say "flip-phones?") Or listening to vinyl records, then reel-to-reels, then cassettes, then boom boxes, then Walkmans and then iPods? And don't forget moving from wired headphones to wireless earbuds.

Does anyone out there remember standing in long lines to purchase a ticket to the latest Blockbuster movie release? Or the transition from at-home viewing with VHS/Beta tape rentals, to DVD rentals, to streaming movies online?

How about the days of driving to your NACM Affiliate or a restaurant for in-person learning or networking events, compared to now being able to sit at your desk (or comfy sofa wearing your bunny slippers) for your Zoom or Teams meetings?

Back in 2018, my friend and colleague, Brett Hanft, CBA, and I were discussing how to create a "Virtual CFDD Chapter" for our membership. We envisioned that this chapter could produce a monthly program that would be available to both our Direct and Chapter members. I taped my notes from that conversation onto my vision board because I believed in the importance of this concept.



DATE TO REMEMBER

3rd Quarter 2023
Membership Reports
Due by
October 10

IN THIS ISSUE ...

- 3 **An Unexpected "Hot Topic" at Credit Congress**
- 5 **From the Desk of an "Old Timer"**
- 6 **What's Our Value-Added Tagline?**
- 7 **S.T.A.R. and Can ZOOM Meetings Be a Blessing?**
- 9 **Chapter Programs**
- 11 **Join Team CMI!**

Merely five years later, the majority of our CFDD Chapters are not only producing webinar programs for their own members, they are also offering them to all CFDD members across the United States. Some chapters have even been able to combine their programs both virtually and in-person. We're living in yesterday's future. How astounding is that?

We now have a viable global product with our virtual webinars, allowing all of our Chapter and Direct members access to quality education across the United States. And we have an opportunity to bring back members virtually who were no longer able to make the drive for in-person learning.

I am humbled, honored, and excited to be your 2023-2024 CFDD National Vice Chair of Education and Programs.

I will be continuing with Chair Kelly Shock's protocol of emailing all of our CFDD Chapter Webinar Programs at the beginning of each month. Please send your fliers and program information to our new email address at CFDDPrograms@nacm.org. This new address will not change so that it's easier to remember. We will direct the mail to the proper recipients as we pass the leadership torch each year.

If your Chapter has a program, don't forget to take advantage of obtaining CEUs (continuing education units), which are points that can be accumulated to help you achieve your personal designations, through the [CFDD Members Only section](#) on the NACM website. It takes very little time to fill out. You can copy and paste your program content and speaker information right into the portal. Your Chapter covers the cost of the CEU application fee; there is no additional fee to request CEUs. You will receive the CEU assignment by email by the next business day. We use the information provided from CEU applications in our CFDD National Newsletter as a way to share topics offered by Chapters.

As Sarah Sledek of Membership IQ said in one of her podcasts, "...we never go backwards." I envision the continuation of virtual learning within CFDD and NACM and can't wait to see what new concepts (today's ceilings) get put into play in the next couple of years (tomorrow's floor.)

Heidi Lindgren-Boyce, CCE, is serving on the CFDD National Board as the 2023-2024 Vice Chair - Education, Programs & Chair Elect. Heidi is the Senior Credit Manager at Star Rentals, Inc. in Kent, Washington and she is a proud member of the CFDD Seattle Chapter.

Announcing a New Email Box for CFDD Chapter Program Announcements



Please email your Chapter program announcements to

CFDDPrograms@nacm.org



Brett Hanft, CBA

An Unexpected “Hot Topic” at Credit Congress: NOW Is the Time to Update Your Credit Policy

Public speaking has consistently been ranked as one of the greatest fears people face in life. While I’m fortunate not to have a fear that precludes me from speaking in front of an audience, I will share with you that, for many years, I was too intimidated to present an educational session as a speaker. I am surrounded by a network of respected and tenured peers within our NACM and CFDD organizations. I honestly didn’t believe I possessed an adequate level of knowledge to teach fellow credit professionals, colleagues and peers anything new. That may sound silly to you ... but I can assure you that was an honest fear of mine that held me back for way too long.



It was quite a revelation a few years ago when I started thinking about my 35 years of credit experience, including some specific and unique situations no one else had likely encountered. Could I share a personal experience, discuss the challenges I faced and the solutions I developed or used to address the issue? In that scenario, I had ownership of a topic I felt was worth relaying to fellow credit and finance professionals. As soon as my mindset changed from teaching to sharing key learnings that resulted from a specific situation I faced as a credit manager, then I had a worthwhile story to tell!

At this year’s Credit Congress, I created and presented a program in our CFDD Educational Track that discussed the need for our company to review our existing credit policy. We were faced with making several changes as a direct result of unexpected workforce challenges resulting from the COVID-19 pandemic. In my opinion, it’s of vital importance that your company’s credit policy serves as an extension of your credit department to support your efforts with managing the risk of your Accounts Receivable portfolio.

Budget Now to Attend NACM's 2024 Credit Congress



Early Registration Fee \$849
Hotel: \$195 per night + taxes
+\$20 per night resort fee

I was overwhelmed watching the audience grow, realizing this was a current and relevant “hot topic” many Credit Congress attendees wanted to hear. The audience was engaged and asked questions throughout the session. We had outstanding dialogue and exchanged a tremendous amount of valuable information. Feedback from the session made it very clear to me that we need to dive deeper into the topic at next year’s Credit Congress. Discussions have already taken place about walking through the appropriate steps necessary to create a credit policy from scratch. I never imagined this year’s session would be so well-received or that I would be working on a new program that expands upon this topic to provide more continuing education opportunities!

I’m so glad I changed my mindset and stepped out of my comfort zone. I want to send a huge shout-out to my CFDD peeps for standing behind me (especially when I thought my knees would buckle standing up in front of an audience), for providing an incredible amount of support and encouragement and boosting my confidence to make me believe I had something relevant and worthwhile to share.

I want to leave you with this final thought: Do you hold ownership to a story that’s worth sharing with your fellow CFDD members? Start out small—you likely have an informative and valuable monthly program topic to share with your own CFDD chapter membership!

Brett Hanft, CBA, currently serves on the CFDD National Board and is the elected CFDD Representative to the NACM Board of Directors. Brett served as CFDD’s National Chair from 2019–2020 and is a proud member of the CFDD Portland and CFDD Phoenix Chapters. Brett is the Credit Manager for American International Forest Products LLC in Beaverton, Oregon.

TO DO THIS MONTH

CFDD Chapter

- Send photos of any social gatherings for the national newsletter—use the new email address!
- Send program information to the new CFDD email address.
- Send news about members for inclusion in the newsletter—any promotions? Any news to share?
- Make sure National has our current Board roster on file!

CFDDPrograms@nacm.org

Now Accepting Speaking Proposals



We want **YOU** to lead one of our 9 exciting sessions on the CFDD Track. Showcase your expertise and power up our event with your knowledge.



Email your submissions to CFDDPrograms@nacm.org



Kim Lancaster, CCE, CICP

From the Desk of an “Old Timer”

I was so pleased to receive a request from Natalie Hawn, CBA, from Koch Industries, Inc., to supply the NACM/CFDD newsletter with an article. It has been a while since I put “pen to paper” and sat down to write an article that might mean something to all of those who read this newsletter.

Let me share what I think is the most important thing you can do for yourself as a credit professional—invest in your education. It is about building a foundation that allows you to succeed in the credit profession. Education is the cornerstone of everything you will do and are doing today.

NACM/CFDD is the best-kept secret around. But why do we keep it such a secret? Why do we not speak out more about this organization? What can we do as CFDD members and leaders to move our group forward?

Here are a few things to consider:

1. Someone you are working with or know in the credit profession is as hungry as you are for good seminars and classes. You can find these in every chapter represented in the CFDD family. The seminars offered by your NACM affiliate, in collaboration with NACM National Education, serve as a significant source of ongoing programs aimed at providing career-building classes.
2. Focus on a goal to improve yourself. You must educate yourself and choose the road less traveled. If you do not have company support (and I did not for several years), decide to eat lunch three times a week at the office and take the \$60 you saved and enroll in the CBA, CBF, CCRA, or CICP classes. Do it for YOU!
3. Decide to become involved in your local chapter. My first position was chapter secretary. I had only been a member for three months and I was hooked. I loved seeing everyone monthly, building relationships which have lasted since 1993 and seeing growth in my peers and friends through education.
4. Be open to finding harmony between your work life and personal life. There is a happy balance. CFDD and NACM National can provide a respite between the two worlds. Education can be found online through Zoom meetings, free webinars and white papers written about new ideas happening around the nation. You don’t have to leave home or take off work to get what you need to move ahead at work.

In closing, take the time to visit the website of all the CFDD chapters. You can belong to more than one chapter! Check out the NACM National and CFDD National websites for ideas and classes you can take. Contact your local and national CFDD Boards, NACM Affiliate Board and your NACM National Board and use them as sounding boards to help make YOU better for the future.

Let me know how it goes on your journey to excellence!

Kim Lancaster, CCE, CICP, served as CFDD National chair from 2016–2017. She is a proud member of the CFDD Oklahoma Chapter and is the Corporate Credit Manager for Standard Supply/Bartos Industries in Dallas, Texas.

Chorus of Words from Your National Chair: *When Lyrics Inspire*

“It’s my job to be cleaning up this mess
And that’s enough reason to go for me
It’s my job to be better than the rest
And that makes the day for me.”

It’s My Job—song by Jimmy Buffett
1946–2023



Kelly Shock, CCE, CCRA

What's Our Value-Added Tagline?

The CFDD National Board Is Working on Our Branding, and We Want to Hear from YOU!

The CFDD National Board of Directors continues its search to embrace a new tag line for CFDD. A catchy tagline captures what makes CFDD different and better by answering the question, "Why should I choose you?"

Great taglines accomplish three goals:

- Grab attention
- Keep the brand top-of-mind
- Communicate the value proposition of belonging to CFDD

A great tagline is like a friendly handshake (or hug) for the CFDD brand. It should be clear, short, and easy to remember, making members feel good about our CFDD brand. It should be unique and connect with our membership emotionally while staying true to our values.

Here are the ideas received so far:

Equipping! Branding! & Propelling!

CFDD: Where I Go to Grow

CFDD: Committed to Professional Excellence

Where Education and Networking Collide

CFDD: Your Foundation for Success

Your Educational Partner in Accounting & Finance

Where Family and Education Guide Our Futures

Your Partners in Building a Stronger You Through Growth, Education and Networking.

CFDD: Committed to Advancing Credit Professionals:
Education, Leadership, Mentoring

CFDD Where Friendships Are Made

Commit. Focus. Dedicate. Discover.

Driving a Culture of Recognition

Educate. Connect. Thrive. Together We Rise.

Purposeful Growth in Leadership Through
Education, Networking & Scholarship

Help us by improving upon the ideas we have received or by creating a new one!

Please send your ideas to Lauren Phillips at LaurenP@nacm.org.





Ellen Wodiuk, CCE, ICCE

S.T.A.R. and Can ZOOM Meetings Be a Blessing?

How do you execute your goals? What determines how you get there?

Who on your team knows the goal? Do they have a cornerstone of strategic work, a plan?

You have all heard of business acronyms, SMART Goals for example. Specific, Measurable, Aligned, Realistic and Time-based or SWOT, Strength, Weakness, Opportunities, Threats.

Have you heard of STAR? Well, it is one I created for myself in 2020. You see, not only did 2020 bring the Covid pandemic, but for me it brought a rare form of tongue cancer. Yes, one of my passwords became “Ihatemyself2020!”

And honestly, it has taken a good three years to fully heal, really “recover” and be able to share this story with you. For me, it also took a village.

I did not share this story with many people, only my “tribe.” A tribe of family and select friends who helped me through one of the worst experiences of my life. I share now, being happy, healthy and in the fullness of me again so that it continues to help me on that journey of healing, but also may help someone else.

Believe me when I say, “Everything worth having is on the other side of hard!”

I recently read the NACM/FCIB Author Chat book; *The Resilient Leader: Life-Changing Strategies to Overcome Today's Turmoil and Tomorrow's Uncertainty* by Christine Perakis, Esq. How I wish I would have had a “float plan” as she describes prior to surgery. This is the strategy for developing a plan for handling obstacles. Because I naively went into surgery to remove a tumor on my tongue (no big deal, right?), to after surgery with a tongue that looked like well, hamburger! It was so swollen that I could not eat, swallow medicine, food, or speak. The closest I was to prepared for the aftermath was a pen and paper packed in my overnight bag!

S.T.A.R. was my new acronym; Speech, Therapy, Action, Required. I heard myself say, “I speak for a living.” How silly does that sound now? Everyone speaks for a living.

Communication is key! How do I get from here to back to work and speaking to clients? What is my plan? **S.T.A.R. – Speech Therapy Action Required.** I love to read, so I did it out loud. It was comical at times, and I learned to take my time. When I called someone, it was okay to laugh a bit. Laughter is good medicine. How about ZOOM or Teams meetings? What if someone noticed that my words were not clear? **Guess what? No one noticed but me.**



Zoom was good, and it was a blessing in disguise! There were people, but they were not actually in the same room staring at me. I felt like I had a bit of bourbon in my coffee, and who doesn't like a little bourbon in their coffee? Well, it wasn't bourbon, of course, it was confidence. It was doing the same thing over and over and over until you get to where you want to be. Hard work, determination and a tribe. A tribe that encourages you, cheers you on and celebrates in the moment. The moment you get back to you and get back to being of service to others.

Put your S.T.A.R. plan into action, go ahead and volunteer to speak! Read books, out loud, if necessary, be brave and present through Zoom. I guarantee it will help you overcome your anxiety of speaking publicly. You can do it! Create your confidence by trying the S.T.A.R. method. I promise to be in the audience.

Ellen Wodiuk, CCE, ICCE, served as CFDD National chair from 2017-2018. She is a proud member of the CFDD Phoenix, CFDD Portland and CFDD Oklahoma Chapters and is the National Account Executive for the Law Offices of Mark A. Kirkorsky (MAK) in Mesa, Arizona.

SHOW OFF YOUR CREDITABILITY WITH YOUR DESIGNATION BADGE.

It reflects your knowledge, skills, abilities, accomplishments and leadership.

Visit nacm.org/certification or call the NACM Education Dept. at 410-740-5560 to find out about your next designation.

UPCOMING PROFESSIONAL CERTIFICATION EXAM

APPLICATIONS DUE
September 22

EXAM DATE
November 6

Apply to take the exam!



Enhance your reputation and advance your career by earning a designation.

Start prepping now!

Check out the exam review courses in NACM's Credit Learning Center.

Chapter Programs



Time Management

This session will cover strategies to help improve your time management skills, empowering you to be more successful both professionally and in your personal life—and, hopefully reduce your stress level.

Speaker: Christina (Kaklis) Newsome, Head of Talent Development, Elevate Textiles

The Promise and Perils of Artificial Intelligence

In this session, we will journey through AI's transformative arc, tracing its history while demystifying the key technologies behind today's applications, such as the various forms of machine learning. We will spotlight AI's promise in sectors like healthcare while directly addressing pressing ethical considerations like data bias, privacy and the need for governance. Designed to offer a nuanced perspective, this session aims to empower attendees with the insights needed to engage with AI responsibly and contribute to informed decision-making as the field becomes more entwined with our everyday lives.

Speaker: Michelle Frost, Senior Developer and AI Specialist, Grad Student at Johns Hopkins, Kansas City, Missouri



Performance Metrics and Collections

This presentation will explore:

- No right or wrong way: it comes down to mitigating risks (pre- and post- credit decisions, plus legacy customers, etc.) and understanding the tools and financial instruments, how to use effectively
- Company structure and culture has its pros and cons that may affect the end-to-end cycle
- Segmentation matters: it's not all about major, medium or small
- Performance metrics and KPIs at the credit & collections level
- The economic value credit & collections can contribute to bottom-line results
- Cost effective data management/analytics options on a low budget
- The collector's report card
- Profit margin: everyone needs to be aware because it affects us all

Speaker: Allison Patrice, CCE, Results in Motion

Self-Care and Leadership

This presentation will explore:

- The importance of practicing self-care at work
- Learning to set goals for yourself and add some purpose to your workday
- The SMART method: specific, measurable, attainable, relevant and time-bound
- Create an ergonomic workspace
- Limit your responsibilities
- Learning to say "no"
- Asking for feedback and understanding how you are doing at work can improve your awareness and emotional well being
- Most important self-leadership skills to develop: Self-awareness. Motivation. Decision-making.
- Set the example for your employees and coworkers
- Own and accept your mistakes and learn to be present
- Laughter is the BEST medicine

Speaker: Shelia Roames, CCE, Western Regional Credit Manager, Ergon Asphalt & Emulsions

The Essentials: Credit Applications and Guaranty Agreements

This presentation will explore:

- Credit Applications and Agreements
- Contracts Purpose
- Anatomy of a Lawsuit
- Credit Applications Tips and Traps
- Know Your Customer
- Terms and Conditions
- Personal Guaranty Agreement and Terms
- Obligation
- Liability
- Types of Guarantors and the Terms

Speaker: Karen L. Hart, Attorney/Partner, Bell Nunnally & Martin LLP



Positive Language in Communication

Written or spoken, words are continuously propelling us through life. They lift us up, drag us down, wound us deeply or heal our hearts. Words have the power to destroy confidences, build life-long alliances and start wars. Words can make or break us, both as individuals and as a society. What have you been saying lately? The words you speak or write can have a profound effect on the people they reach. Learn how to choose the words that will build people up and inspire vision, strength and influence. Join us for fun and interactive exercises—practicing and perfecting the use of positive vs. negative words. Attendees will take away tips for communicating in a kinder and professional manner in their in-person, online and electronic communications.

Speaker: Nancy Watson-Pistole, CCE, ICCE

The Time Is NOW To Review and Update Your Credit Policy

Credit departments have experienced many changes, including operating in a remote and, in many instances now, hybrid work environment because of COVID-19. The credit and finance professions were forced to make unexpected concessions on credit limit approvals to keep businesses operating, even though the decisions may have been out of compliance with existing credit policies. Every company's credit policy should be an empowering tool that assists credit professionals in making informed and sound credit decisions. However, in many cases, outdated requirements pose unnecessary challenges to satisfy company credit policy and audit requirements. Join this session to learn best practices to make your credit policy a useful tool in your risk management arsenal and to learn how to ensure that credit decisions and actions are in perfect alignment with your policy.

Speaker: Brett Hanft, CBA, Credit Manager, American International Forest Products LLC



PORTLAND

Taming Your Inner Godzilla

Credit Managers by nature are apex-predators when it comes to analyzing risk, collecting and protecting your company's AR. This often translates into how we interact with our employees and coworkers. Have you unknowingly become the 'Office Godzilla?' Do you gossip, publicly shame, deploy weaponized passive-aggressive behavior or share TMI? What is your communication style within your organization? What does your body language say about you? A combination of these factors shape how we are perceived by others, real or imagined. This session will explain what these behaviors look like (the good, the bad and the ugly), how they are interpreted by others and how they can be changed so that you are respected, liked, trusted and no longer the 'Office Godzilla.'

Speaker: Heidi Lindgren-Boyce, CCE, Senior Credit Manager, Star Rentals, Inc.

Antitrust Considerations for the Credit Department

Speaker: Jason Torf, Esq., Tucker Ellis LLP



RALEIGH/DURHAM

Credit Congress Past and Present

- Introduction
- Primary Goals: Credit Congress in the 90s versus now
- Areas of Growth
- Timeline
- Summary

Speaker: Ramona L. Johnson, CCE, Credit & Accounts Receivable Manager, Talbert Building Supply, Inc.



WICHITA

Automation & Credit Metrics

Our speaker will share how her company has adapted to the future and current state of business by implementing automation and creating bots. She will demonstrate what automation can look like in the credit sphere and answer questions about how this can be used in the workflow at our own workplaces for expedited access to information and providing better customer service.

Speaker: Pamela Krank, President, The Credit Department, Inc.

3 Simple Tools to Navigate Emotions in the Workplace

Traci will walk through:

- The Beat Method: a few easy steps to rewrite the story you're telling yourself and choose how you want to feel
- Trauma responses and identifying them
- The 4 R Protocol: Recognize, Ride, Release and Reach to cope, process and regulate through emotions & triggers in the workplace and beyond.

Speaker: Traci Hall, Traci Hall Coaching



SEATTLE

A Little Off the Cuff: Who Are You?

- Credit is not-profit sucking overhead
- Who am I?
- Who are You?
- Parrot Heads – Corn Fish – Beans
- Hear the Message: Build Strong Departments, TEAM, ABL
- Leaders Eat Last: Relentless
- Message # 53: Sometimes we must change!
- Phone a Friend.
- Are you intrigued?

Speaker: Ellen Wodniuk, CCE, ICCE, National Account Executive, Law Offices of Mark A. Kirkorsky, P.C.

Best Practices for Doing Business with a Financially Troubled Customer in Bankruptcy

This session will take a deep dive into best practices for dealing with a financially distressed customer in bankruptcy. In this session, you will learn practical strategies to walk the tightrope between continuing to do business with a customer in bankruptcy while taking steps to protect your company. You will learn the impact of debtor-in-possession financing on a vendor's ability to get paid and how to assess a customer's ability to pay your company when they are in bankruptcy. You will also hear about practical strategies to enable your company to continue shipping to your customer in bankruptcy while maximizing your ability to get paid and different types of credit enhancements that can be effective to enable vendors to continue the business relationship while hedging against unnecessary risk. You will also learn in greater depth about different types of priority claims and critical vendor status, as well as negotiating strategies that might help to elevate your company's status as a creditor in its customer's bankruptcy as a means to maximize recovery.

Speaker: Jason Torf, Esq., Tucker Ellis LLP

The Good, Bad & Ugly of a Chapter 11 Bankruptcy Critical Vendor

Speaker: Jason Torf, Esq., Tucker Ellis LLP

Information Literacy: How It Affects You

Our world is more expansive and connected than ever before, with nearly unlimited information available from seemingly unending sources. How can you be sure that the information you're receiving is what it purports to be? This webinar will discuss how to judge the veracity of the information pushed, how we're manipulated by it and why it's important in both the credit profession and everyday life.

Speaker: Eleanor Hartman, CCE, Credit Manager - North America, Autodesk, Inc.

Join Team CMI!

Business credit professionals are able to offer perspectives about the economy that no one else can. After all, commercial credit is the lifeblood of all economies as companies rely on credit to purchase everything from raw materials to inventory, equipment and services. Virtually every business transaction that involves another business depends on credit. NACM collects those robust perspectives every month in the form of a survey, called the Credit Managers' Index (CMI).

We know the CMI is an accurate, forward-looking economic index. The CMI detected that the U.S. economy was in a recession in 2008/2009 before the experts officially called the recession. Team CMI needs your support as we enter another period of economic turbulence. Help us keep a finger on the pulse of the U.S. business economy.

Intentions are not concrete and conjecture weakens the data of other indices. Other surveys cannot compare to the valuable information the CMI has to offer. It's the credit department that is on the front line of the economy at all times. Credit professionals see the first signs of a slowing economy as payments slow, collection claims rise or the number of bankruptcy filings increase.

The CMI can predict economic developments because of the very nature of credit management. Credit professionals look to the future because they are concerned about the condition of their customers 15, 30, 60 and 90 days from now. Credit professionals think ahead, which is why the index is so reliable.

Although many of the questions asked are fairly basic, a closer look reveals that they all suggest something that hasn't yet happened but will in the coming weeks and months. The questions in the survey take advantage of the forward-looking nature of credit management to accurately and intuitively suggest where the economy is headed.

As the leading advocate for B2B credit, NACM not only wants the credit profession to grow, but also wants to bring focus to the critical role it plays.

Every member of the CMI team helps grow the important economic indicator and helps spread the word about business credit. If you're interested in both growing the profession and bringing attention to the role of the credit professional, [join Team CMI](#).

Earn 0.1 roadmap points each month

- Receive email alerts when survey opens
- All responses confidential

SURVEY OPENS	SURVEY CLOSES
Mon., October 9	Fri., October 13
Mon., November 6	Fri., November 10
Mon., December 4	Fri., December 8

Read more about the CMI [here](#).



2 REASONS TO JOIN THE CMI TEAM

1 Credit professionals see the future and have made the CMI a forward looking, accurate economic indicator.

2 The CMI brings attention to the credit profession and the important role it plays in the U.S. business economy.

The CMI Team Needs Your Help.



SIGN UP FOR THE CMI

The **Mission** of the NACM Credit and Financial Development Division is to develop tomorrow's business leaders through core offerings.



Our **Vision** is to be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.