

LUNCHEON AT  
CREDIT CONGRESS  
MAY 21

SCHOLARSHIP  
APPLICATIONS DUE:  
JULY 15  
see page 6.

CFDD NATIONAL  
CONFERENCE  
OCTOBER 23-25  
see page 5.



Wendy Mode, CCE, CICP

## Attending NACM's Grad School

I highly encourage you to attend the NACM Graduate School of Credit and Financial Management, if the opportunity ever presents itself. I attended while working for a company where I was the credit and A/R department (department of one). I would use my breaks to check emails and after class I would post cash, along with taking care of other requests.

It is difficult to put into words the experiences and friendships you develop while attending this amazing course. You spend two weeks each summer, for two consecutive years. You enjoy meals together, providing time to network and get to know each other. The attendees stay on campus the entire two weeks, including sleeping in the dorm. We were fortunate to have private rooms with private bathrooms! The American University campus in Washington, DC, is beautiful and close to public transportation to the National Mall and other city attractions.

One of the highlights of the program is working on a team project with fellow students. Written between the first- and second-year sessions, it helps to not only develop relationships with classmates and program alumni, but also broadens your knowledge base. Each project takes team work, balancing a variety of perspectives on the topic, which

stretches everyone involved. GSCFM projects are posted to the NACM Knowledge Center, so check them out!

I would recommend that you have at least five years of experience in credit before attending. The course work is advanced, and you will find the experience in the field to be beneficial while in class and for testing.

In my class, we had five students who already had their CCEs. Do not think that if you already have your credentials, you will not benefit from this program. The course work and education exceeded my expectations. In fact, by having your CCE, you can serve as a mentor to others as they prepare to take the exam during year two.

There is definitely an expense to attending, not only the tuition, but also your time away from home and work. It's totally worth every penny and hour.

*Wendy Mode, CCE, CICP, is Corporate Credit Manager at ROMCO, Inc. and member of the Dallas/Ft. Worth Chapter.*

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- 2 Have Your Steak and Eat It Too: On Being an Effective Public Speaker
- 3 Be Involved, Not Just a Member
- 4 Creditor on the Street
- 5 Credit Department Shared Services: 'Doing More With the Same
- 6 Upcoming Webinars
- 8 Chapter News
- 9 Recent Chapter Program Topics
- 10 CMI
- 10 Dates to Remember

CFDD  
newsletter

may june 2019

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Credit and Financial Development Division





Christie Citranglo

## Have Your Steak and Eat It Too: On Being an Effective Public Speaker

Crafting a presentation for a superior, a group of strangers or a small handful of co-workers has its difficulties, riling up the nerves of the presenter, while challenging the authority and capability of the supposed expert in front of the audience. Despite the infamous nerves public speaking evokes and the pressures placed on the presenter, “it’s not about you.”

In a crowded conference room, Jackie Weathers, a public speaking expert with Successworks, instructed CFDD members at the CFDD National Conference last November in Charlotte, North Carolina, to stand up and turn to the back of the room. “This is what your audience sees,” she said, beginning her presentation by reminding members what public speaking is all about: What the audience takes away.

“It’s all about making a connection. Sometimes the presentation doesn’t land because you aren’t making that connection with the audience,” Weathers said. “How do you keep it interesting? An adult attention span is six minutes, so you better have some sizzle every six minutes.”

Weathers breaks down the basic components of an effective presentation into three categories: steak, sizzle and style. Steak, she explained, focuses on the core content of the presentation. If the information is relevant, vetted and useful for the audience, then the steak of the presentation succeeds. Sizzle refers to the “pizzazz” and the ability of the presenter to hold the attention of the audience. This can include audience participation, personal anecdotes, games, etc. Style, the last of the trinity, refers to the way in which the information is given to audience members. This can be achieved through a PowerPoint, series of videos or just speaking from a podium.

Keeping a smart balance of all three components—steak, sizzle and style—Weathers said, will create the ideal presentation. A common theme woven into each of the elements of presenting lies in preparedness: conducting ample research for the steak, preparing tactics to keep the audience engaged for sizzle and practicing at least six times for style.



“What happens when you just wing it is that you go down the rabbit hole. And when someone asks you a question, you’re not prepared for it,” Weathers said.

Steering the conversation away from the presenter, Weathers detailed what audiences expect from a presentation. Engaging with the sizzle, she asked the CFDD members in the audience what they look for during a presentation and combined these responses with her research. Weathers said most audiences look for enthusiasm, sincerity and a knowledgeable speaker. Major turn offs, Weathers said, include speaking in a monotone voice, reading directly from notes or a computer screen, and failing to bring the point back to the audience.

In line with sizzle, Weathers said nervous habits can take away from the presentation. Practicing at least once in front of a friend or colleague—being videotaped is even better—will help presenters understand

and learn about their nervous ticks that can be distracting.

Touching on all three elements of steak, sizzle and style, Weathers’ last point of advice involved what she calls “acting like a duck.” When a presenter is prepared, sharp and cool in front of the audience—then the conversation shifts away from the speaker

and onto the audience, where the attention belongs. At the end of the presentation, “it’s not about you.”

“Prepare, practice and act like a duck. You have to prepare yourself,” Weathers said. “Think about ducks on the lake. They’re cool and serene, but what’s going on underneath the water? They’re paddling like crazy. Don’t let them see you sweat.”

*Christie Citranglo, NACM editorial associate*



Jackie Weathers



D'On Maroney, CCE

## Be Involved, Not Just a Member

I was lucky enough early on in my career to have my NACM representative point me in the direction of the Denver CFDD Chapter to learn how to do my job. At that time, it was still called the Credit Women's Group of Denver, so you can imagine how long ago that was. I was blessed to have been mentored by some of the most wonderful people in our profession and have made lifelong friendships because of it. Through the years my involvement ebbed and flowed—some years I was very involved and then for a period of time I stepped back—but CFDD has always been the part of my career that kept me on track with education and kept me moving upward in my career.

In 2017, I achieved what I felt, and still feel, was my dream job—the goal of my career. I owed that job to the people who had mentored and believed in me through the years, and to the education I received through CFDD and NACM.

Unfortunately, less than two years later, my position was eliminated. As anyone who has become unwillingly unemployed, I was devastated.

Once again, my involvement with CFDD gave me exactly what I needed to keep me from giving up on my career. The people in this organization are there for one another no matter what. I've been given leads, good advice, scholarships to be able to continue to attend conferences, and emotional support while I continue to look for the next chapter in my career.

I've had the pleasure of being involved on the board of two different CFDD Chapters. One of those Chapters no longer exists because of the lack of involvement of all but a core group of members. The officers

in every single CFDD Chapter across the country need your help.

Membership in CFDD is worth more than you will ever pay for it. But, your involvement in CFDD is priceless! Step up, volunteer and get involved. You will get more than you will ever give in return.

*D'On Maroney, CCE, is an Area Director for the Minneapolis/St. Paul and Louisville Chapters and a member of the Minneapolis/St. Paul Chapter.*

### UPCOMING WEBINARS

<b>May 30</b>	<b>Corporate Credit Management in China: Bankers' On-the-Ground View</b>
<b>June 11</b>	<b>Forfeiting to For-Factoring: Increases International Sales, Mitigates Risk and Improves Cash Flow</b>
<b>June 13</b>	<b>Conducting Effective Meetings</b>
<b>August 22</b>	<b>Developing Your Team</b>

**Apply Now**

## Scholarship Application Deadline July 15

Take advantage of the opportunity to finance your continuing education through an NACM scholarship!

CFDD National Scholarships are offered in the following categories:

- Designation Application Fees
- Course Registration Fees
- Self-Study Courses
- NACM Credit Learning Center Designation Exam Review Package



**INVEST IN YOURSELF!** Scholarship application forms are available on the CFDD [website](#).





# Creditor on the Street

Christie Citrango, NACM editorial associate, asked members of CFDD about their involvement with the organization—“man-on-the-street” style.


## How has CFDD enriched your career?



**Debora Diamond-Burt, CCE, CICP**

“I started out in CFDD just as a guest. I was so impressed by the professionalism of the group that I wanted to be like all those people who were leading the group, and I wanted to exude the confidence and knowledge they all had.”


*Debora Diamond-Burt, CCE, CICP, Credit Manager, Schnitzer Steel Industries, Inc., member Portland Chapter.*



**Roberta Ortiz-Montoya**

“I have been enriched just in reviewing everything I do on a daily basis. When you’re attending a conference, you talk to others about the way they approach problems. After being in a position for 20 or so years, you sometimes need to be reminded and brought back to basics.”

*Roberta Ortiz-Montoya, Customer Account Representative, Wagner Equipment Co., member Albuquerque Chapter*



**Larry Parker, CCE, CCRA, CICP**

“Every time I go to an educational conference, whether it’s Credit Congress or a treasury convention, there’s always something I learn. I bring it back and integrate it into my program.”

*Larry Parker, CCE, CCRA, CICP, Senior Credit Manager, Clariant Corporation*



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Michael Miller

## Credit Department Shared Services: 'Doing More With the Same'

Credit departments are more involved in companies than ever before and are in need of keeping up in the 21st century. Corporations expect decisions to be quick, accurate and lead to profitable results—not just in the credit department but throughout the entire business. One way to improve credit decisions and the credit process as a whole is with shared services.

Credit managers are more like portfolio managers, said Scott Phillips in the NACM webinar "Standardizing Credit Operations With Shared Services." Throughout the presentation, Phillips, who is head of shared services with Kloeckner Metals, underlined how the transformation to a standardized shared services operation helped streamline the credit process and improve business in his company.

One of the biggest impacts of not having a standardized operation is how it affects customers. As the old saying goes, "The customer is always right." Wanting to have the best customer experience does not only live in the consumer

world but also the business-to-business atmosphere.

Before setting up shared services, the credit department had an inconsistent process, said Phillips. Regional credit managers were working independently, working for branches rather than the customer. Meaning one customer account might have more than one credit manager attached to it. There were different credit decisions for the same account because of the multiple credit managers on that account. This resulted in no credit limit visibility and a lack of proper approval workflows. Customers' accounts payable departments would be contacted by several credit managers, confusing them since they were being asked about the same invoice over and over. The finished product: poor customer experiences—something has to change.

"Identifying the issues was not a hard process," said Phillips. "The way to address them was more of a challenge." From the outset, there would never be a single version of the truth—multiple credit reports,



spreadsheets, invoice tracking, etc. This resulted in inefficiencies when it came time to collect, which was also disorganized. It was taking too much time to get paid on past due invoices because of the excessive number of steps: emails, phone calls, notes and documentation that did not line up,



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forcing the necessary change. Email is a great tool, but the credit department was stuck typing the same email over and over, while notes on the same account were practically identical. It was a confusing process and not really efficient, said Phillips.

Three items were addressed during this change: the people, the process and technology, with each having its own role throughout the transition to shared services. One of the biggest changes was that now customers would have one point of contact with the credit department rather than multiple credit managers servicing the same account. This would give credit managers the ability to focus on other projects. It is important to remember that customers should not be kept in the dark about the changes that are happening: educate them about the transition.

The credit process becomes more efficient and transparent with standardization as does the collections process. Technology can help with that, allowing credit managers to see the entire account hierarchy. Tech solutions also give credit managers more time to concentrate on other aspects of their job—troubled accounts, collecting past due invoices, etc. Another benefit is that products have automatically approved renewals based on an internal scoring system.

While some businesses are trying to do more with less, Phillips said he is looking to “do more with the same,” relocating employees to other roles within the company or department. He is trying to increase efficiencies by doing more work. Among the lessons learned are to make sure customers are part of this change and not surprised, to improve customer experiences with standardization and to drive efficiency.

*Michael Miller, NACM managing editor*

# CREDIT IN THE FAST LANE

**CFDD NATIONAL CONFERENCE**  
IN PARTNERSHIP WITH WESTERN CREDIT CONFERENCE

**October 23–25, 2019 • Portland, OR**

The CFDD Chapter Leadership will meet with the CFDD Board of Directors on Wednesday afternoon at 1:00 pm, October 23. The CFDD Board of Directors meeting will be held on Wednesday, October 23 at 3:00 pm.

## REGISTRATION Opens June 1

	By July 12	After July 12
Full Delegate Registration Fee	\$510	\$540
Guest* of Full Delegate Fee	\$280	\$280
Friday Closing Dinner Guest*	\$55	\$55

\*Guest may not be a colleague.

## HOTEL

The CFDD National Conference is being held at the Sheridan Portland Airport Hotel.

Complimentary hotel airport shuttle is available.

\$164 Single/Double Room Rate  
 \$184 Triple Occupancy Room Rate  
 \$204 Quad Occupancy Room Rate



# YOUR CUSTOMERS' FINANCIAL STATEMENTS ARE TRYING TO TELL YOU SOMETHING

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# CHAPTER NEWS



Ellen Wodiuk, CCE, ICCE, Wins Best Actress Award, playing 8-year-old Annie Fanny in the Murder Mystery Dinner Show held at the Western Credit Conference in Utah. Ellen is VP Client Services at the Law Offices of Mark A. Kirkorsky, PC and a member of the Phoenix, Dallas/Ft. Worth and Portland Chapters.

## Portland Chapter

The Portland Chapter enjoyed a program presented by a local attorney titled, “Best Practices for Doing Business with a Financially Distressed Customer, ‘Pre’ and ‘Post’ Bankruptcy Filing.” In March, they held their 2019 CFDD Portland Credit Retreat. It was a full-day educational event for new and seasoned credit professionals. Sessions included:

- Basic “Contract” Language, Understanding Collateral Availability and the Assurance of Payment Selling Post-Petition Businesses, Forcing an Insolvent Business into Involuntary Bankruptcy & Creditors’ Committees
- Making a Well-Informed and Confident Credit Decision
- Post-Judgment Options for the Successful Collection of Outstanding Debt

## Seattle Chapter

The Seattle Chapter is working hard to maintain members and thinking of ways to recruit. Recently, they discontinued their website and replaced it with a Facebook page. Their NACM Affiliate hosts a Lunch & Learn every month that Chapter members are invited to attend. Chapter fundraisers include a Silent Auction in July and December and a bidding war on desserts at monthly meetings that usually raise between \$50 and \$75 for the Scholarship Fund.

## Tacoma Chapter

The Tacoma Chapter has had a busy few months. In March, Jon Flora from NACM Business Credit Services in Seattle (NACMBCS) visited the Chapter and spoke on credit card surcharges and gave an update on the local NACM Affiliate. NACMBCS takes credit cards and charges a surcharge. Flora discussed the process and the rules that have to be followed.

The Chapter recently held its Spring Seminar. Topics included:

- Unclaimed Property presented by the State of Washington, Department of Revenue
- Bankruptcy Chapter 11
- Toys R US Fraud
- Securing Your Product
- Dealing with Conflict

A slate of new officers is being drawn up for the next term which begins in May. Many thanks to Paulyne VanderSloot, CCE, CICP, who will be completing her three-year term as President at that time.



# Recent Chapter Program Topics

## Elevating the Credit Profession Through Knowledge

Title	Program	Speaker	Chapter
<b>Managing Through Change</b>	How change affects employees and steps to take to help your staff adjust.	Employment placement company	Charlotte
<b>Sales and Credit: The Saga Continues</b>	Common causes for stress and strain between sales and credit. What to look for in yourself and others to be successful.	Chapter member	Dallas/Ft. Worth
<b>Elevating the Credit Department</b>	Champion your credit department to your company's upper management. Available tools to make the credit department more viable.	NACM Connect	Kansas City
<b>Your Job Is Gone: Now What?</b>	Learn the emotional issues as well as a "how-to" on marketing yourself in today's employment environment.	Chapter member	Minneapolis/St. Paul
<b>A Journey in Information Security</b>	Information security, both business and personal. in this age of internet and social networking.	Computer and network security specialist	Minneapolis/St. Paul
<b>Leadership vs. Managership</b>	The necessary tools to effectively communicate with all generations and levels of corporate hierarchy, mitigating the potential for conflict while maximizing self-branding.	Chapter member	Oklahoma
<b>Decision Fatigue</b>	Decision fatigue is based on the idea that the self, or ego, requires energy to make decisions. A guide to the steps to reduce the amount of energy required, so we are not depleted of energy at the end of the day and can live a less stressful life.	Chapter member	Oklahoma
<b>Credit Roundtable</b>	Credit management, current economic conditions, changes in Phoenix market.	Chapter member	Phoenix Chapter
<b>Understanding Collateral Availability &amp; the Assurance of Payment Selling Post-Petition Businesses</b>	Discussion of bankruptcy court processes to understand the protocol and procedures required before collateral availability can be determined and confirmed. Learn how to best insure you will be paid in a timely manner if you agree to sell to your customer post-petition.	Attorney	Portland
<b>Forcing an Insolvent Business Into Involuntary Bankruptcy &amp; Participation on a Creditors' Committee</b>	Rules and requirements necessary to confirm a business is insolvent. Steps to follow with the acquisition of additional creditors to initiate an involuntary bankruptcy filing. Responsibilities when participating on a creditors' committee.	Attorney	Portland
<b>Post-Judgment Options for the Successful Collection of an Outstanding Debt</b>	<ul style="list-style-type: none"> <li>• Steps/efforts to successfully obtain a judgment against a debtor</li> <li>• Till taps</li> <li>• Garnishments</li> <li>• Debtor exams</li> <li>• Transferring judgments out of state</li> </ul>	Attorney	Portland
<b>The Servant Leader</b>	Characteristics of the Leader as Servant <ul style="list-style-type: none"> <li>• Be Authentic</li> <li>• Be Vulnerable</li> <li>• Be Accepting</li> <li>• Be Present</li> <li>• Be Useful</li> </ul>	Attorney	Raleigh/Durham
<b>Set Yourself Apart From the Competition</b>	Stronger resume, where to look for jobs, how to handle the online application process and what to do once you've landed the interview. Incorporate your NACM/CFDD training when presenting yourself, and how these associations help in getting you on track with your career path.	Staffing specialist	Wichita
<b>Toot Your Own Horn: Elevating the Credit Department</b>	<ul style="list-style-type: none"> <li>• What can you do to make the function of the credit department more visible, and more important to the C-suite at your organization?</li> <li>• What does upper management want to know?</li> <li>• What tools are available to make the credit department more viable?</li> </ul>	NACM Affiliate President	Wichita

# We Need Input **You!** From the Experts!



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SURVEY OPENS	SURVEY CLOSES
Mon. May 13	Fri., May 17
Mon. June 17	Fri., June 21
Mon. July 15	Fri., July 19



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

## DATES TO REMEMBER

May 13 – Aug. 16	International Credit and Risk Management Online Course
May 18-22	Business Credit Principles class held at Credit Congress
May 18-22	Financial Statement Analysis 2: Credit and Risk Assessment class held at Credit Congress
May 19-22	123rd Annual Credit Congress & Expo
May 19	Certification exam date for CBA, CBF and CCE held at Credit Congress
May 21	CFDD Annual Awards Luncheon
May 31	Application deadline for July 22 professional designation exams for CBA, CBF and CCE
June 1	Registration opens for the CFDD National Conference in partnership with Western Credit Conference
June 17-27	Graduate School of Credit and Financial Management (GSCFM) in DC
July 10	Quarterly Membership Reports deadline
July 12	CFDD National Conference Early Bird Registration deadline
July 15	CFDD Scholarship Application Deadline
July 22	Nationwide certification exam date for CBA, CBF and CCE
October 23-25	CFDD National Conference in Partnership with Western Credit Conference

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.

