



Brett Hanft, CBA

## Look How Far We've Come!

My fellow CFDD members,

I pride myself on my writing skills. That being said, as I sit down to compose this article, I find myself in a unique situation: being at a loss for words. We are all in the midst of a viral pandemic – certainly the first health crisis in my lifetime that has brought our country, and most of the world, to an unprecedented halt. While it's very challenging to shelter in place, work from home and adjust our lives to preclude most social meetings and gatherings for an indefinite period of time, it's sobering to see how COVID-19 has turned our world upside down. As you read this, I truly hope you, your family, friends, co-workers and peers are safe and healthy. I keep thinking about the incredible "family dynamic" that CFDD members have for one another. I am exceptionally proud to belong to CFDD and tremendously value the colleagues, peers and friends I've met during my credit career. Please remember we need to take care of each other during this exceptionally challenging time in our lives.

This article intends to summarize and recap your National Board's working list of projects and initiatives to strengthen our organization. It's been exceptionally busy. I hope everyone has taken the time to access the new and

(significantly) improved CFDD website! You will find, without a doubt, a much more user-friendly, modern, fresh look to promote our CFDD organization. Changes will continue to take place as we tackle some of the forms and documents that are a bit outdated.

One of the most significant changes this year has been to streamline our membership reporting. Instead of having multiple forms to complete with each quarterly membership report, each Chapter's Membership Chairman (or President) can now access their own Chapter's membership roster to make additions, changes, and terminations online, updated in the member records at National. Your National Board is working very hard to make positive changes and improve efficiencies to help make information on the website easier to access, timely and relevant!

The Board also undertook a massive project to review and refresh our National Educational Programs. Some of the new programs have already been uploaded. I encourage you to access and use these programs for your Chapter's educational meetings. The program content is outstanding and gives someone in your local Chapter the chance to earn Roadmap points by serving as your program speaker.



**CFDD newsletter**  
m a y j u n e 2 0 2 0  
The Official Publication of the NACM  
Credit and Financial Development Division

Early Bird Registration for  
CFDD National Conference  
**July 10**

CFDD Summer  
Scholarship Applications  
**July 15**

CFDD National Conference  
**Sept. 10-11**

- 2 Where Did the Time Go?
  - 4 Navigating a Global Crisis in the Credit Department
  - 5 Chapter News
  - 6 A New Normal
  - 7 COVID-19 Legislative Update
  - 9 Recent Chapter Program Topics
  - 10 Securing the Credit Department and Avoiding Coronavirus-Related Fraud While Working from Home
  - 11 New Designees
  - 12 Meet Your National Board
  - 13 Avoiding What the CCPA Is and Is Not
  - 15 Dates to Remember
- CMI

I'm so proud to see how our newsletter has evolved during the past few years. We truly have reinvented our National newsletter into a consistent publication that has become a must-read. I'm happy to see new additions like *Meet the Board*, *Creditor on the Street*, and *Dates to Remember*. Please continue to submit articles of interest and Chapter news. We will continue to provide the most timely and relevant information to you, our CFDD members, in this professional publication.

Membership retention and growth are always important issues for our organization. Our economy will most assuredly be impacted by the COVID-19 pandemic. The unanswered question is—how dramatic will it be and how long will it take to recover? I would remind

you that your CFDD membership provides a forum for personal and professional growth through continuing education, mentoring, networking and leadership development. Your CFDD network is more important now than ever as we work together in the credit and finance profession to rebound from these unprecedented circumstances.

Everything you see and everything that happens “behind the scenes” is the result of countless hours of brainstorming, research, rough drafts, edits and modifications that guide us in making decisions we collectively feel will provide the greatest benefit to our CFDD organization. I want to extend my deepest thanks and gratitude to every member of the CFDD National Board and

the entire NACM National staff. You have poured your heart and soul into many challenges and tasks this past year that have taken us way out of our comfort zone. You deserve recognition for your commitment and dedication to the CFDD membership. I am proud to stand beside you as respected credit professionals, colleagues and peers. I am truly in awe of what we've been able to accomplish by working together as a team.

Stay safe and healthy.

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*Brett Hanft, CBA, is CFDD National Chairman. Brett is also a proud member of the CFDD Portland Chapter. He is Credit Manager at American International Forest Products in Portland, Oregon and can be reached by email at Hanft@lumber.com.*



Cheryl Barnett, CBF

## Where Did the Time Go?

I woke up this morning and realized spring is half over! I had a plan. I had goals. Then life happened. How many of you feel your life and job is evolving and changing weekly? This can be very disheartening or it can be very exciting. It all depends on your perspective. We often don't have much control over the direction our company or new leadership has for us, or what life throws at us.

All we can really control is our own actions. The best way to do that is to control our perspective: Is the glass half-full or half-empty? Looking for the positive in a chaotic or stressful situation at work can make all the difference. Yes, you may have new leadership and they may be changing things, but this might give you an opportunity to challenge yourself to find faster and easier methods to complete your work. Or, you can eliminate items on your to-do list that may not be necessary any longer or that should not fall under your umbrella. Take time to align your daily activities with the new goals of the company or your department.

One of the best ways to keep a healthy perspective is to have a healthy home life. Make time for yourself so that you have the energy and emotional clarity to give to your

family and friends. Take time to exercise, meditate and feed your mind. Don't wait to live your life because tomorrow is not promised. Find ways to enjoy your family and your life every day and renew your spirit.

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*Submitted Cheryl Barnett, CBF, President of the Oklahoma Chapter and a member of the Relationship & Transition Support Department at Johnson Controls in Norman, Oklahoma.*





**EARLY BIRD  
DEADLINE:  
JULY 10, 2020**

# CFDD

# NATIONAL CONFERENCE

SEPT. 10-11, 2020 • OKLAHOMA CITY

## Sheraton Oklahoma City Downtown Hotel

The special conference room rate is \$149 for single/double occupancy.

Please call 800-325-3535 and request the group rate for the CFDD National Conference block.

Or, to make reservations online: [Book Your Group Rate](#)

## CONFERENCE KEYNOTE: Gratitude Creates Peak Performance

Featuring David George Brooke "That Gratitude Guy"

David George Brooke, "That Gratitude Guy," presents an entertaining, enlightening and empowering keynote that provides you with the tools and techniques to take charge of your life. Whether you have suffered tragedy or the loss of loved ones or are just looking to manage the stress in your life, then this program will be inspiring. By embracing the incredible power of gratitude, and by using simple exercises to break old habits and beliefs, you are able to re-form and re-focus your life with much higher expectations. By utilizing gratitude principles, and developing an attitude of gratitude, you will learn how to successfully fend off the negative forces that work against you and create a very positive set of coping skills.

## REGISTER NOW TO SAVE!

	By July 10	After July 10
Member	\$495	\$550
Non-CFDD Member	\$575	\$625
Guest Dinner Ticket (Friday evening)	\$69	\$69

\*Guest may not be a colleague.



Christie Citranglo

## Navigating a Global Crisis in the Credit Department

During major global shifts, learning how to adapt to the current climate is key to making sound credit and collections decisions. Following the outbreak of COVID-19, businesses across several industries found themselves scrambling to adjust to the new normal amid a pandemic—once they figured out what the “new normal” was.

There is no right or wrong way to handle a pandemic, especially since the previous global pandemic came generations prior. The workplace has evolved considerably since then, and the global market is now more connected than ever, tossing new challenges into the office environment while disrupting links in the supply chain.

### Tip 1: Lead with Conviction

During times of uncertainty, having a leader who commands with clear direction helps teams feel more grounded in reality. According to recent polling data from Gallup, only 39% of employees “strongly agree” that their employer “communicated a clear plan of action in response to COVID-19.”

“Our credit department didn’t miss a beat; really our company hasn’t missed a beat,” said Tacoma Chapter member Julie Putman, CCE. “Our upper management went right into crisis mode and started devising different plans: best-case scenario, middle-of-the-road scenario and worst-case scenario.”

Responding quickly to crisis and navigating around the situation immediately, Putman’s company put the entire credit department on work-from-home status. Since her company, Convoy Supply, is deemed an essential

business, it was crucial for her company to continue to move and find solutions quickly.

A meta-analysis from the Gallup polling data said managers “need to go back to the basics of clarifying expectations, reviewing material and equipment needs, and readjusting roles so people can leverage their strengths in new ways.” Following the initial shock of the pandemic—worrying about personal and public health, learning to work from home, adjusting to daily life at home with the family, etc.—finding a place in the company can feel challenging. Reassuring teammates regularly and taking any necessary action can help keep things moving.

### Tip 2: Help Others in the Office in New Ways

Even when leading with a sense of conviction, employees and customers can both feel directionless. Now more than ever, leaning on one another and helping out in any way possible can keep businesses afloat.

For Val Hardesty, CCE, CICP, of Elevate Textiles, this means working more closely with the sales department. She said the sales team has been commissioned in part to assist with collections efforts since the collections team has become more overwhelmed. Getting together now is even more crucial for Hardesty, especially when she thinks about the long-term effects COVID-19 will have.

“After the pandemic, I suspect that the way we communicate will change, in that, we will likely rely more on technology, and will continue to be a paper-free department,”

Hardesty said. “We all certainly plan to come back to the office in full force, and can’t wait to rejoin our colleagues once again!”

### Tip 3: Practice Compassion and Patience

Customers will not have answers right away. They are likely putting out fires each day in their personal lives and in their work lives, trying to triage payments owed. By understanding that most people are in precarious positions, the tough work is left to the credit managers.

Shifting perspectives from traditional work environment to crisis environment can mean loosening up on usual restrictions. The money simply isn’t there for some customers, and instead of fighting for payment, credit managers will need to understand the situation from the customer’s point of view—now more than ever.

“I am trying to practice compassion myself,” Putman said. “I had a customer call me the other day who was falling apart about \$500. I could tell it was going to be a hardship for him, like, ‘How am I going to feed my kids?’ I just said ‘Hey, don’t worry about it.’”

Relationships with customers are crucial during times of crisis and will mean the difference between retaining and losing these customers after the pandemic. Stepping out of the usual bounds and being sympathetic is a necessary step for credit professionals.

*Christie Citranglo, NACM editorial associate*

**COMMITMENT**  
Commitment to Excellence  
as a Credit Professional

**FOCUS**  
Focus on Your Personal  
and Professional Growth

**DEDICATION**  
Dedicate Time to  
Achieve Your Goals

**DISCOVERY**  
Discover Your  
Leadership Potential

# Chapter News

## CFDD Oklahoma

### Still Providing Value to Its Members

Adapting to change in the world of “new normal” amid the COVID-19 pandemic, CFDD Oklahoma continues to provide value and support to its membership.

Our regular March meeting featured speaker David Barnes, Director of the Oklahoma County Emergency Management Department. The topic was entitled, “Disaster Planning for Business and Home,” originally planned as a preparation for the tornado season. Though this was in the “early days” of the U.S. pandemic, the presentation also included COVID-19 information provided by the CDC and the Oklahoma Department of Health. We changed up the seating arrangements, allowing extra distance between members to allow “social distancing” for those in attendance.

We canceled our regular April meeting early on in an effort to protect our members. Instead, CFDD Oklahoma’s VP and Program Director Michele Miller, CBF, arranged for a lunchtime webinar for our members. Dallas attorney Karen L. Hart presented “COVID-19—Impact on Oklahoma and Arkansas—Knowing Your Legal Rights and Managing Credit in Crisis Mode.” Arkansas was included in the topic, as many of our Tulsa members do business with customers in Northwest Arkansas.

We don’t know when we will be able to return to having our regular meetings, but in the meantime, CFDD Oklahoma remains committed to providing useful information for its members.

## CFDD Portland

### Retreat Still Held Despite Challenges

With many forces seemingly against us (increased exposure confirmations from COVID-19, constantly changing travel restrictions, and the initiation of “work from home mandates,” just to name a few) the CFDD Portland Chapter forged ahead and was able to successfully hold our annual Credit Retreat.

Considering our event was held on Friday the 13th in the “haunted” ballroom at a local historic resort a few days after the “super moon,” our attendance was very close to 100% of those who registered. The icing on the proverbial cake was when Mother Nature decided to turn spring back into winter and our Oregon rain became white, fluffy snowflakes. What a day!

Despite our challenges, we had a great day of educational offerings. Thanks to the committee, speakers and attendees for making this event successful... and memorable.



### CFDD LOGO ITEMS

Looking for a gift or award for a special CFDD member. Go to the CFDD homepage and click on Logo Items.





Sam Bell

## A New Normal

This is an odd time for all of us in the United States, as well as the entire world. The COVID-19 pandemic has affected each of us in different ways; we are all facing a new normal.

I hope everyone is doing well, staying safe and healthy. It's a very difficult time in our country and world right now. Please practice social distancing to remain healthy. Be sure to check on co-workers, family and friends. As we get further into this pandemic, each day seems to bring something new to learn about how to get through this. As our Governor "Andy" here in Kentucky says each day at 5pm during his daily updates, "We will get through this together." And we will.

Many of us are working from home to practice safe distancing procedures. We have been limiting our trips to the grocery store, not



being able to get haircuts or getting to a salon. Social distancing is difficult when it comes to our friends and family. We have, however, been able to Zoom conference call, Skype call, Facebook messenger to keep in contact with not only our family and friends but also our co-workers.

Not having the social interaction at the office has proven more difficult for some than for others. I, for one, miss the daily interaction with my co-workers on a face-to-face basis. Don't get me wrong, I enjoy working from home, but being able to interact; see

smiling faces, say good morning (not only on Microsoft Teams) is missed by many of us.

We will get through this difficult time and we will undoubtedly be faced with future unknowns—one thing for sure is that we'll tackle the unknowns together.

*Sam Bell is Vice Chair Membership and Publicity, member of the Louisville Chapter and AR Supervisor at Louisville Ladder.*

## Smart members are educated members. We want you to be the smartest person in the room.

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

### National Scholarships are offered in the following categories:

- CFDD National Conference Registration
- NACM Credit Congress Registration
- Designation Application Fees
- School Registration Fees
- Self-Study Courses
- NACM Credit Learning Center Designation Exam Review Package

### Scholarship application forms are available on the CFDD website.

Applications must be typed or computer generated and signed. Scholarships are valid for 12 months following the award date.

[Click here to access the Scholarship Application forms.](#)

## INVEST IN YOURSELF!



# APPLY NOW

Scholarship Application Deadline

# July 15

### \*\*Important Note\*\*

Two scholarship offerings are available annually: Spring (due **March 15**) and Summer (due **July 15**.) You may earn two scholarships in the same year. Limited to only one conference scholarship in any calendar year.



## COVID-19 Legislative Update

### Summary and Current Outlook

Social distancing necessitated by COVID-19 has shut down more than 60% of the U.S. economy, creating a unique, temporary recession combined with the largest spike in unemployment in U.S. history. Congress has addressed this in a series of three legislative packages, to provide emergency funding for existing programs, as well as to help stabilize businesses that have had to shut their doors during the crisis.

The largest of the three packages by far was the Coronavirus Aid, Relief, and Economic Security (**CARES**) Act, which was signed into law on March 27, 2020. The legislation included several new programs to support businesses to maintain their payroll, along with other liquidity programs to keep larger business afloat during social distancing.

A summary of the minor collections provisions is included below.

Members of Congress have since left Washington, DC, to be in their home districts during social distancing and aren't expected to return until May 4th at the earliest. While initially House Speaker Pelosi wanted to move onto the next COVID-19 stimulus package with a focus on infrastructure, talks have shifted to another bipartisan round of economic stability measures and funding, similar to the CARES Act.

### Collections Provisions Included in the Final CARES Act

The CARES Act included one section dealing with bankruptcy, which is summarized below. All of the provisions will sunset after one year, returning back to current law.

- Temporarily increases the eligibility threshold to file under Subchapter V of Chapter 11 of the U.S. Bankruptcy Code to businesses with less than \$7,500,000 of debt. The increase sunsets after one year and the eligibility threshold returns to \$2,725,625.
- Amends the definition of income in the Bankruptcy Code for Chapters 7 and 13 to exclude coronavirus-related payments from the federal government from being treated as "income" for purposes of filing bankruptcy.
- Clarifies that the calculation of disposable income for purposes of confirming a Chapter 13 plan shall not include coronavirus-related payments.
- Explicitly permits individuals and families currently in Chapter 13 to seek payment plan modifications if they are experiencing a material financial hardship due to the coronavirus pandemic, including extending their payments for up to seven years after their initial plan payment was due.

### Of Concern: Collections Provisions Introduced in the House and Senate

Two bills have been introduced in the House and Senate that, while they are very unlikely to advance, are of concern to the credit community. NACM asks that members reach out to their House Member and their two Senators in opposition to S. 3565 and the very provisions that harm American manufacturers' ability to recoup losses in the event of bankruptcy. [See Sample Message on the next page] Call the Capitol Hill Switchboard at 202-224-3121, or send an email by visiting this U.S. [Senate website](#) page or the [House of Representatives](#) website to locate your Congressional Representative.

### H.R. 6379, the Take Responsibility for Workers and Families Act (Lowey, D-NY)

Negotiations leading up to the passage of the CARES Act involved lawmakers introducing many new legislative ideas, with an expectation that many would not be included in the final package. At one point, negotiations broke down for nearly a week, and House Democrats introduced their own version of the CARES Act, H.R. 6379, that was effectively their "wish list." H.R. 6379 was largely ignored as the two sides came together eventually to pass the much more bipartisan CARES Act. As soon as progress started again on the CARES Act, H.R. 6379 was discarded, and hasn't seen any movement. NACM's Lobbyists do not expect it to advance.

### Summary of H.R. 6379 Collections Provisions

H.R. 6379 contained language that would significantly impact debt collection throughout the duration of the emergency declaration. The prohibitions and limitations would go into effect on the date the bill is signed into law and would expire upon the termination of the national emergency declaration from the Federal Emergency Management Agency (FEMA). There are some actions which could not be commenced or continued until the 120-day period following the end of the COVID-19 emergency, which are noted below.

While debt collection which began before the date of enactment could continue, there would be serious curtailment of mechanisms to recoup payment. A debt collector—which would, by definition in the bill, include all NACM members—would not be able to do

the following during the duration of the emergency:

1. Capitalize unpaid interest;
2. Apply a higher interest rate triggered by nonpayment;
3. Charge a fee triggered by nonpayment;
4. Sue or threaten to sue for nonpayment;
5. Continue litigation to collect a debt that was initiated before the emergency;
6. Submit or cause to be submitted a confession of judgment to any court;
7. Enforce a security interest through repossession or foreclosure;
8. Take or threaten to take any action to enforce collection of debt or for nonappearance at any hearing relating to a debt;
9. Commence or continue any action to collect a debt through garnishment of wages or Federal benefits, until after the 120-day period following the end of the emergency;
10. Cause or seek to cause the collection of a debt by levying funds from a bank account or by seizing any other assets of a consumer, until after the 120-day period following the end of the emergency;
11. Evictions; or
12. Disconnect or terminate utility services.

Collectors also would not be able to add any interest or fees to the debt collection once these restrictions have been removed, following the termination of the emergency declaration. The bill also would mandate that collectors communicate with consumers in writing only during the COVID-19 emergency and that the communication must indicate that it is for informational purposes only and not an attempt to collect a debt.

### **S. 3565, Small Business and Consumer Debt Collection Emergency Relief Act of 2020 (Brown, D-OH)**

S. 3565 has, similarly, seen little attention. Originally introduced on March 22, the bill has not gained any additional cosponsors, indicating that Sen. Brown is not aggressively pushing the bill or asking other Senators to support it. NACM's Lobbyists have not heard anything about the bill from Financial Services Committee staff. At this point, it remains just a messaging bill for Senator Brown.

From a policy perspective, S. 3565 is substantively almost identical to the debt collection language proposed in the House appropriations bill, H.R. 6379. The primary difference is that the time period begins the day after the president declared a major disaster and/or the day after the date of enactment of the Act and ends 120 days after the end of COVID-19 emergency.

This means that some provisions could be back-dated to March 11, 2020, the date of the federal emergency declaration, and that all prohibitions/restrictions would terminate 120 days following the end of the emergency declaration, as opposed to only a few provisions in the House bill that include this extended timeframe. The bill would go into effective whenever the president declares

a national emergency (but would not apply in the event of a regional emergency, such as a hurricane).

If advanced, S. 3565 includes the same restrictions and prohibitions on collecting a debt as H.R. 6379, including prohibiting the addition of fees or interest on past due balances following the end of the incident period, and also mandates communication in writing only and for the sole purpose of providing information.

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*Written by PACE, LLC, NACM's Washington Lobbyists*

#### **SAMPLE MESSAGE to Senators and Congressional Representatives**

[DATE]  
[Senator / Representative]  
Room # [Office Building]  
[Address]

Dear [Senator/Representative]:

On behalf of [business] and our [# of employees], I write to express concern with changes to the U.S. trade collections process that could jeopardize the U.S. product supply chain and the ability of many small businesses to access the product they need to serve their customers. In particular, provisions like those included in S. 3565, the Small Business and Consumer Debt Collection Emergency Relief Act of 2020, while well-intentioned, would have a negative ripple effect across the U.S. trade and manufacturing industries.

Our business is one of thousands that, collectively, are represented by the National Association of Credit Management (NACM). The vast majority of NACM members are small manufacturing or product-based businesses that provide products – from steel to paper products – to retailers and contractors across the country. These products are commonly provided in the form of unsecured credit to businesses, which are paid off when sold.

During this unprecedented pandemic, we have continued to provide unsecured credit in the form of products to support the businesses across the country selling products to the American people. While we take these risks for the benefit of these small businesses, we do so with the expectation that we can recover at least a portion of our assets through the collections process. Provisions like those in S. 3565 would force our business to only provide product to certain low-risk businesses, cutting off supply lines to thousands of small retailers in the U.S.

We realize these are extraordinary times, and we do not wish to bring about any additional hardship to businesses impacted by COVID-19. We also acknowledge that certain limitations on credit collection, particularly protecting consumers, may be necessary and appropriate to deal with this crisis. Despite this, we urge the utmost caution as Congress tackles this complex issue. Eliminating business-to-business collections would only serve to shift the burden from one business onto another. Rather than create a system of winners and losers in the collections industry, we request that you support proposals that keep small business afloat so that the collections process can be avoided altogether.

Thank you for your time and consideration.

# Recent Chapter Program Topics

## Elevating the Credit Profession Through Knowledge

Title	Program	Speaker	Chapter
<b>Credit Jeopardy</b>	Rounds 1 and 2 from the new version of Credit Jeopardy from the CFDD National Programs.	Chapter members	Charlotte
<b>Goal Setting</b>	<ol style="list-style-type: none"> <li>1. The Importance of Setting Goals</li> <li>2. Types of Goals</li> <li>3. 10 Steps to Setting and Achieving Goals</li> <li>4. Examples of Goals (Bad)</li> <li>5. SMART Goals</li> </ol>	Chapter members	Charlotte
<b>It's All About Trust: Building Relationships with Respect and Integrity</b>	<ol style="list-style-type: none"> <li>I. Trust, Respect, Integrity</li> <li>II. Benefits of Trust, Company/Team, Individual</li> <li>III. Legal and Policy Requirements: Credit Laws, Business Code of Practice</li> <li>IV. Ways to Build Trust with Customers, Co-workers, Peers, Managers, Employees</li> <li>V. How hard is it to earn trust? How easy is it to lose it?</li> </ol>	Chapter member	Charlotte
<b>Extended Terms: Good Thing or Bad Thing</b>	<ol style="list-style-type: none"> <li>1. What are extended terms requests?</li> <li>2. Possible reasons customers request extended terms.</li> <li>3. How customers seek extended terms.</li> <li>4. Pushing back/responding to these requests.</li> <li>5. Other approaches/counteroffers.</li> </ol>	Chapter member	Dallas/ Ft. Worth
<b>Your Credit Toolbox: Tools of the Trade</b>	Joint Check Agreements, Promissory Notes, Security Agreements. These tools will give you the cutting edge to focus on what every credit manager/professional needs to do: collect money.	Attorney	Dallas/ Ft. Worth
<b>IRS Criminal Investigations</b>	IRS Criminal Investigation is the federal law enforcement agency responsible for investigating potential criminal violations of the U.S. Internal Revenue Code and related financial crimes to foster confidence in the tax system and deter violations of tax law.	IRS supervisory special agent	Kansas City
<b>Disaster Preparedness for Business and Home</b>	<ol style="list-style-type: none"> <li>1. Self-Intro</li> <li>2. Inventory (Participant Roles, Expectations from the Meeting)</li> <li>3. Personal Responsibility</li> <li>4. Two Critical Elements—Preparation &amp; Awareness</li> <li>5. Other Factors</li> </ol>	Emergency management professional	Oklahoma
<b>Data Privacy/Security</b>	Understand the real story, to get a pulse on the landscape of data privacy and cybersecurity regulation today and in the future, and for a roadmap to better protect your company from being the next cyber hacker target.	Attorney	Portland
<b>Understanding Receiverships and How They Impact Your Business</b>	The basics of receivership, including different types of receiverships and what they mean for your company when you are a creditor.	Attorney	Portland
<b>A Typical Day in the Life of a Credit Manager. Is It a Traditional Bankruptcy or Could Data Security Issues Be Brewing Instead?</b>	Learn about what seems like a traditional credit risk issue but instead might be data security issues and how to deal with those problems when they arise.	Attorney and data security professional	Portland
<b>Antitrust</b>	Overview of essential antitrust issues, including price fixing, group boycotts, monopolization and price discrimination. How these laws impact the commercial credit industry and best practices to avoid potential problems.	Attorney	Portland
<b>It's Time We All Work Happy</b>	<ul style="list-style-type: none"> <li>• Why Robert Half Undertook This Project</li> <li>• Our New Research Report</li> <li>• Why Workplace Happiness Matters</li> <li>• The Top Three Drivers of Happiness</li> <li>• Six Factors That Influence Employee Happiness</li> <li>• Strategies for Managers</li> </ul>	Senior staffing executive	Raleigh/ Durham
<b>Generational Differences</b>	An interactive conversation outlining the five generations to assist in the discovery of common ideas to learn more about relating to each other not just at work but anywhere.	University manager of faculty HR	Seattle
<b>A How-To Field Guide to Credit Certifications</b>	The start to finish, A—Z explanation about how to earn each certification, what is required to be submitted, what courses are needed, benefits received, etc. Also, scholarship procedure, especially for those without employer support.	Chapter members	Wichita
<b>Impact of Positive Psychology</b>	Positive Psychology aka Appreciative Inquiry defined. How it can be used in daily life and in the workplace in dealing with co-workers, supervisors, collection calls, etc.	Corporate solutions specialist	Wichita
<b>Emotional Intelligence</b>	Building strong, cohesive working relationships is an important part of maintaining an efficient and productive workplace. Building, strengthening and managing your emotions is an important component in developing better interaction and success on the job. The tools to enhance the way you work, communicate and build cooperative networks in the workplace discussed.	Business school lecturer	Wichita



Andrew Michaels

## Securing the Credit Department and Avoiding Coronavirus-Related Fraud While Working from Home

Fraudsters will exploit just about anything if it means walking away with some financial or other confidential information—and that includes putting the COVID-19 pandemic to criminal use. Once the first U.S. case was reported in mid-January, many capable businesses, including their credit professionals, began operating remotely to comply with the nation's social distancing efforts. Unlike

via email and impersonates the company's CEO or another higher-up to get confidential information. FTC states criminals are leaning on this tactic because companies are engaging in "a flurry of unusual financial transactions" during COVID-19, including expedited orders, cancelled deals, refunds, etc.

"That's why an emergency request that would have raised eyebrows in the past might not set off the same alarms now," FTC reported. "Compounding the problem is that teleworking employees can't walk down the hall to investigate a questionable directive."

Working remotely also makes companies more prone to tech scams. Similar to BEC fraud, IT scams are occurring with criminals impersonating an employee from a company's technology support staff and then offering to fix a tech issue or sharing a new link for software. To fix the "issue," FTC states, the fraudster requires access to the individual's computer and, if granted, could lead to financial and/or confidential exposure. Clicking on fraudulent links could also lead to similar losses.

With credit professionals now working from home, businesses either already have plans in place for secure remote working or are attempting to establish external security features. The former applies to Credit Manager Margaret Thompson, who said her company, Samuel, Son & Co., implemented a couple of steps within the past year due to a few instances of outside hackers attempting to access their data. Thompson said they have dual Microsoft verification that requires them to send a code to their cell phones when they need to enter the systems from outside the office on non-office equipment. Employees also have tokens provided by the company that sends a passcode allowing them to access and enter their network from home through a separate VPN connection.

"Even with this, perpetrators have attempted to access [our information], as I have



many workplaces and their top-of-the-line technical security features, home offices aren't necessarily as equipped, therefore, increasing the risk of a potential breach. In addition to utilizing previous anti-fraud measures, credit managers should be wary of coronavirus-related fraud to further protect company information from unwanted exposure.

The Federal Trade Commission (FTC) has identified several coronavirus-related scams currently roaming the business-to-business credit industry, some of which are already familiar to credit professionals, albeit with slight twists. First and foremost is the business email compromise scam (BEC) when a fraudster communicates with a company

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received Microsoft verification attempts at the strangest times of day, including on the weekends and in the early morning hours,” she said. “Our IT department traced these back to foreign countries on the other side of the world. I have been told these attempts are made to anyone who does business in the money world.”

Per the Payment Card Industry Data Security Standard (PCI DSS), Samuel, Son & Co. created a credit card form that customers must complete. Customers can only confirm the last four digits of their credit card number as well as the security code and expiration date, Thompson noted. Then, the company’s system will store the credit card and expiration date but not the CVV code. If the company does not have the card on the customer’s profile, they will personally contact the customer to obtain the complete credit card information from them. The customer information is completed over the phone when appropriate and the necessary documents are shredded if the customer has sent it via email. Credit card information on the customer’s profile is only kept if the customer gives the company permission.

“I do not think we have seen any evidence of fraud in the credit arena during this pandemic,” Thompson said. “I would just tell

others to be smart—do not take unnecessary risks and if it something seems shady, it probably is.”

After more than a month of working from home, MPW Industrial Services Credit and Collections Manager Lee Tompkins, RGCP, said all of his direct reports and those of all employees working from home connect to the company’s servers through a VPN. Prior to everyone working remotely, all employees had to take two online courses a training team put together months ago from the company’s Learning Management System. Those two courses covered working remotely and how to be safe with the internet as well as phishing scams and what emails should and should not be opened.

“I’m of the opinion we are just as safe working from home as we are working in the office,” Tompkins said. “We still have some vulnerability at the office and that would apply to home as well. Those attacks mainly come via emails that contain links that could compromise our servers.”

*Andrew Michaels, NACM editorial associate*

## New Designees

Congratulations to these new designees who earned a professional certification in March.

### CBA

**Lindsey Giglio, CBA**  
Credit Specialist  
Keen, Inc.  
Portland, OR

### CBF

**Melissa Garcia, CBF**  
Credit Portfolio Manager  
Bridgewell Resources LLC  
Tigard, OR

**Julie Gieber, CBF**  
Secured Transactions Specialist  
OrePac Building Products, Inc.  
Wilsonville, OR

**Alaina Worden, CBF**  
Credit & Collections Manager  
CECO Inc.  
Portland, OR

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# Meet Your National Board



**Marlene**  
Groh, CCE, ICCE

**Marlene Groh, CCE, ICCE**, has more than 20 years of credit management experience, and is currently the Regional Credit Manager for Carrier Enterprises, LLC, in Charlotte, North Carolina. She's mostly worked in distribution companies in addition to her experience with manufacturing. Marlene is also an alumna of NACM's Graduate School of Credit & Financial Management, and she has used her credit wisdom to teach CAP classes, mentor credit professionals and speak on professional topics. Marlene is currently serving on the NACM Board of Directors as the Representative elected by CFDD.

**Wendy Mode, CCE, CICP**, Chapter President for Dallas/Fort Worth, is currently a Corporate Credit Manager at ROMCO, Inc., in Carrollton, Texas, with nearly 20 years of credit management experience. Wendy has also served on both national and local boards for CFDD, serving as CFDD National Chairman in 2011. She graduated from NACM's Graduate School of Credit & Financial Management in 2018 and earned the GSCFM Student Leader Award in 2019. She continues to use her professional education to mentor other credit professionals.



**Wendy**  
Mode, CCE, CICP



**Mary**  
Moore, CBA

**Mary Moore, CBA**, has nearly 40 years of credit professional experience, joining NACM and CFDD early-on in her career. She is currently the Director of Credit Services at Southern Carlson in Omaha, Nebraska. Mary has held offices both nationally and locally, serving as CFDD's National Chairman from 2008–2009 and as a local Chapter president from 1997–1999. Mary also served as the CFDD Representative to the NACM National Board of Directors from 2015 to 2017.



Michael Miller

## Avoiding What the CCPA Is and Is Not

Protection is essential in all walks of life. For someone's health, car and home there's insurance. But what about their privacy and the security of knowing their data and information is safely owned by no one but themselves? Unfortunately, in 2020, this is not the case for consumers. People and businesses must continually watch for breaches, e.g., the Equifax in September 2017 of nearly 150 million people, and other data collection practices that could potentially land a company in hot water or put a consumer in a vulnerable position.

The topic of data protection was the key focus of a recent NACM webinar, "The California Consumer Privacy Act," presented by Christopher Ng, Esq. and Missy Griffin, Esq., with Gibbs Giden LLP in Los Angeles. Ng and Griffin represent suppliers and others

in the credit industry by drafting terms and conditions and working through disputes and payments issues.

While the new California Consumer Privacy Act (CCPA) seems fairly straight forward on the surface, similar statutes always have ambiguity. Ng likened the CCPA to the Americans with Disabilities Act, which on the surface is straight forward, but thousands of cases have been brought within the last 10 years.

The webinar highlighted main points of the CCPA, which went into effect Jan. 1, 2020. One of the first key takeaways is knowing there is a lot of information on the internet—4.1 billion internet users worldwide and five billion Google searches per day—because people freely and willing put data

out there, such as social media profiles. But there is also data over the internet that is unwillingly/unknowingly available.

The CCPA is not the first of its kind—California has three other laws in place to protect online users. There's the Online Privacy Protection Act, which Griffin said is often cited as the broadest privacy law in the U.S. This act applies to commercial sites only. It is designed to clearly and easily announce privacy policies like the cookies popup on a website. The second is Privacy Rights for California Minors in the Digital World, which prohibits certain ads on sites for minors. Both of these carry a \$2,500 per violation fine. The third California law is Shine the Light, which covers selling information to third parties. This has a \$500 per violation fine or \$3,000, if found to be willful.

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## Credit Learning Center

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The European Union was one of the first to take action with the General Data Protection Regulation, which is similar to the CCPA. The real push for the California law was the Cambridge Analytica breach where consumer information from Facebook was sold to a company that used the information to create a physiological profile for political gain.

The CCPA “creates new consumer rights relating to the access to, deletion of and sharing of personal information that is collected by businesses,” said California Attorney General Xavier Becerra.

One of the biggest questions about the CCPA is to whom does it apply? Any business that collects or processes personal information of consumers and meets at least one of these requirements: earns \$25 million or more per year in revenue; buys, sells or receives personal information of 50 thousand or more consumers, households or devices for commercial purposes; or derives 50% or more of annual revenue from selling consumer information is affected. Most businesses fall into the first category, said Ng.

The word consumer is throughout the law, but it’s not a typical definition, said Griffin. “Consumer, when I hear the word, it’s an individual going on Amazon and making a purchase.” The CCPA defines the word consumer in a broader sense, and it does apply in the business-to-business context, noted the speakers. “If a business collects any personal information from an individual from another business, the CCPA applies,” Griffin continued. Some examples of this include information on a credit application—birth date, names, address, etc.—and a personal guarantee.

Consumers have the right to know if their personal information is collected and for what purpose. This includes names, addresses, email address, Social Security numbers, etc. Businesses must comply with the right to knowledge within 45 days or are allowed to extend the request from the consumer once by 45 days as long as the extension is done within the first 45 days.

Consumers also have the right to have personal information deleted unless the

personal information is still needed for a specific purpose such as completing a transaction or to comply with a legal obligation. Consumers cannot be discriminated against for exercising their rights under the CCPA, which includes denying goods or services, charging different rates or providing varying levels of service.

One of the biggest hurdles for businesses is how to comply with the CCPA. Internally, businesses need to define how their privacy policy will be managed and who is managing it. Externally, businesses need to describe what information is collected, and they must define how they will respond to consumer CCPA requests. While it went into effect Jan. 1 2020, strict enforcement will likely follow after a six-month grace period to allow businesses to comply, according to the webinar.

*Michael Miller, NACM managing editor*

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## DATES TO REMEMBER

May 4	<b>Webinar:</b> Full Price vs. Unpaid Balance Liens
May 6	<b>Webinar:</b> Washington Update: NACM's Most Relevant Issues on Capitol Hill
May 11–Aug. 9	International Credit & Risk Management Online Course
May 12	<b>Webinar:</b> How to Use Trade Credit Insurance
May 13	<b>Webinar:</b> Predicting Customer Bankruptcies Fast & Accurately in the Coming Depression
May 14	<b>Webinar:</b> LC Series—Choosing the Right Incoterms: Why They Matter and the Role They Play
May 18	<b>Webinar:</b> Joint Check Agreements: A Quick Primer
May 19	<b>Webinar:</b> Debt Collection in Italy
May 19	<b>Webinar:</b> Stay Energized in a Draining World: The Power of Attitude in Times Like These
May 27	<b>Webinar:</b> The Impact of Covid-19 on the Construction Industry and How to Protect Yourself
May 29	Application Deadline for the CBA, CBF and CCE Nationwide Exam on July 27
June 1	Contributions to July/August Newsletter Deadline
July 10	Quarterly Chapter Membership Reporting Deadline
July 10	Early Bird Registration for CFDD National Conference Deadline
July 15	Chapter Leadership Reports Deadline
July 15	CFDD Summer Scholarship Application Deadline
July 27	Nationwide Certification Exam Date for the CBA, CBF and CCE
Aug. 1	Contributions to September/October Newsletter Deadline
Aug. 3	Donations to Silent Auction Deadline
Aug. 10	Hotel Registration Deadline for CFDD National Conference in Oklahoma City
Aug. 14	Area Director Presentation for CFDD Annual Business Meeting Deadline
Aug. 31–Nov. 29	International Credit & Risk Management Online Course
Sept. 10–11	CFDD National Conference in Oklahoma City

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