



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

April 2008

Letter from...

Nancy Watson-Pistole, CCE, CICP
CFDD National Chairman



As the old saying goes, “Time flies when you’re having fun.” The months have flown by. And yes, it’s been fun. It’s hard to believe that the Credit Congress is just around the corner and my term as your National Chairman will soon come to an end. I remember how excited I was standing before the members at the CFDD Luncheon during the installation and then sharing with everyone what CFDD has meant to me. It was important for me to give back to CFDD and share with all members a message that could help them grow personally and professionally. That message was to instill the desire, the **passion** for each and every member to be the best leaders, educators, mentors — and to use CFDD as a resource to achieve goals that would bring out the best in everyone. CFDD continues to be committed to professional excellence!

My goal was to ignite a passion in each CFDD member a **Passion for Excellence**. If I was able to inspire members to achieve great things as individuals and as members of CFDD by sharing my passion for excellence, we are all winners!

It has been an honor and a privilege to serve as your National Chairman. I am extremely grateful to the National Board members for their dedication to CFDD. They have shared their **passion** by providing leadership in guiding the members and chapters to successes. A special thanks to Vice Chairmen Mike Meyer, CCE and Mary Moore, CBA — they have been delightful to work with and are well equipped to continue to provide leadership that shows our organizations commitment to professional excellence. I wish them well.

Last, but not least, my personal thanks to each and every member for your support over the last year. I appreciate your comments, suggestions and observations. Most importantly, thank you for your friendships — they will continue to fuel my **Passion for Excellence** for many years to come.

Inside...

- P. 1 Letter from Nancy Watson-Pistole, CCE, CICP
- P. 2 Letter from Michael Meyer, CCE
- P. 2 On the Way Up
- P. 3 Letter from Mary Moore, CBA
- P. 3 Networking
- P. 3 CFDD New Designees
- P. 4 Chapter Spotlight: Portland
- P. 5 Member Viewpoint:
Education: The Foundation of CFDD
- P. 6 Awards & Achievements
- P. 6 Member Viewpoint

CFDD NATIONAL CONFERENCE
October 23-25, 2008
Embassy Suites,
Kansas City Country Club Plaza
Kansas City, MO
www.cfdd.org

Letter from...

Michael Meyer, CCE CFDD Vice Chairman, Member Services



It's hard to believe we are approaching another year-end for CFDD. It seems like yesterday I was installed as Vice Chairman of Member Services. I was looking forward to contributing to CFDD. The National Board hit the ground running at the organizational meeting in Las Vegas. Committees were formed and assignments were made. Everyone was ready for the coming year.

I was given the responsibility of chairing the committee to review and reorganize the application and score sheet for the Distinguished Member Achievement (DMA) Award. The committee had many conversations via email and worked on multiple drafts until the final draft was presented to the National Board at the CFDD National Conference in St. Louis. I would like to thank all the committee members for their input and dedication to the DMA and CFDD.

Communication is always important for a national organization. I was very fortunate to work with a responsive group of area directors, chapter presidents and membership and publicity chairmen. In July 2007, I started sending emails requesting all types of information for the National Newsletter. I didn't stop asking until April 2008. As you have seen in the bi-monthly newsletters, CFDD National and the local chapters were never short on information. At this time, I would like to thank everyone who contributed information and "Member Viewpoints" to the newsletter. Also, I would like to thank those individuals who gathered and presented their information for the "Chapter Spotlights." I enjoyed learning more about the history of CFDD and NACM through the history of the local chapters.

Through the dedication of CFDD members and assistance from the National Board, CFDD is on the verge of starting three new chapters.

Dave Beckel, CCE, with help from NACM Gateway in St. Louis, has been working to reorganize the St. Louis Chapter. Marlene Groh, CBF has been working on two chapters in North Carolina: Wilmington and Fayetteville. We wish them the best. If anyone has an interest in starting a chapter, please contact me or any of the CFDD National Board members.

This is the time of year many of the chapters are changing leadership. Don't forget to use the Officers Training Manual located on the Leadership Disk or at www.cfdd.org. All the new officers and committee chairmen will benefit from the information in the Training Manual. I strongly recommend everyone to review all the information and forms on the Leadership Disk.

In closing, I was very honored to serve CFDD and its members in 2007-2008. I had the opportunity to meet and associate with many great and wonderful people. I also gained a great appreciation for the work that is involved in running a national organization. I am always available for questions or comments at mike.meyer@jofco.com. Don't forget to attend the CFDD Awards and Installation Luncheon at the NACM Credit Congress in Louisville. Keep the **passion** alive.

MEMBERSHIP INCENTIVE

To encourage development and involvement of our new members, we are offering an incentive program.

One lucky member will win registration to the 2008 CFDD Conference in Kansas City and \$200 towards airline or hotel.

Any new CFDD members listed on the June 30, 2007 through March 31, 2008 Quarterly Membership reports will be eligible. The name of the winner, as well as two alternates, will be drawn at the CFDD luncheon at the NACM Credit Congress in Louisville in May 2008. You do not need to be present to win.

Registration donor: Mary Moore, CBA
\$200 expense donor: Anonymous

On the Way UP

CHAPTER	MEMBER	COMPANY	POSITION/PROMOTION
Direct Member	Wanda McPhillips, CCE	First America	Director, Accounts Receivable
Dallas/Fort Worth	Carolyn Hussey, CBF	Chemical Lime Co.	Credit Manager
Kansas City	Steve Rodvelt, CBA Nancy Watson-Pistole, CCE, CICP	Office Source Inc. Cargill Animal Nutrition	Corporate Credit Manager Regional Credit Manager
Louisville	Barbara Hays Kathy Hibdon, CCE	AAF International AAF International	Credit Manager A/R Supervisor
Portland	Jessica Lankford Rita Peters	Quimby Corp. Quimby Corp.	Retired Credit Manager

Letter from...

Mary Moore, CBA Vice Chairman, Education and Program



Where has the year gone? As your Vice Chairman, Education and Program, my focus this past year was to encourage the membership to take advantage of all educational opportunities and scholarships that are available to them.

Currently, several area directors and others from the National Board are reviewing the National Programs. We will give a time recommendation for each program, see if anything needs updating and ask for volunteers to develop PowerPoint presentations for a few of the programs. If you would like to volunteer to prepare a PowerPoint, please send me an email. I would love to hear from you.

I pledge my continued support to the development of new programs and other tools that will help strengthen CFDD locally and nationally. We released two new programs this year and we have one more currently being developed. Please keep the National Programs in mind for your Spring Seminar.

I hope that each of you applied for a National Scholarship. What a wonderful way to show your company one of the many benefits CFDD has to offer. If you did not get your application in on time, please check with your local chapter. Many of them offer scholarships.

CFDD is dedicated to support its members in their quests for professional education and development. I urge each of you to take advantage of all CFDD has to offer you from the scholarships to the education, mentoring, networking and so much more.

In closing, I hope to see each of you in Louisville. Please plan to attend the luncheon to support CFDD. I will be available to answer any questions or concerns you may have.

I am looking forward to the next year with excitement and energy. If you have suggestions, questions or comments, please feel free to email me at mmoore@csystems.com.

Networking

Do the hangers in your closet reproduce and multiply?

Well, networking in CFDD has done the same for me in meeting new people, making new friends, expanding my horizons, learning and growing.

I had the pleasure of visiting the Evansville chapter. I was very proud of my friend, Lynn Kendrick, CBA. As our area director, she installed their officers. She gave a very inspirational presentation on “Opportunities and Leadership” (of CFDD and of life). Speaking of inspiration, Chapter President Bill Riat, CCE is a great cheerleader for CFDD and positive living. I have copied his mantra many times: “It’s better to keep green and growing than ripe and rotten.”

It was interesting to attend another chapter. Evansville meets during the day at lunch time, which works out well for their members. They have had their challenges, like most chapters, in declining membership; but now they have had a turn-around and membership is increasing.

“It’s better to keep green and growing than ripe and rotten.”

It was also interesting to learn some of their ways of keeping their chapter thriving. And what is most important, I made some new friends. Every time I take the opportunity of attending any CFDD or NACM function, I always come away inspired and renewed, and with a little more knowledge. The best part is seeing and being with old friends, meeting and making new friends.

Like the hangers in my closet, my involvement and networking from the benefits of CFDD and NACM have reproduced and multiplied many times.

Susie Secuskie, CBA
Louisville CFDD Chapter

CFDD New Designees

CHAPTER	MEMBER	COMPANY	POSITION/PROMOTION
Seattle	Terry A. Smith	Cutter & Buck	CBA Designation
Tacoma	Mary Bodhaine	Superlon Plastics Co., Inc.	CBA Designation

Chapter Spotlight: Portland

CFDD Portland, which serves northwest Oregon and southwest Washington, has a long and interesting history and track record of success in providing education and scholarship opportunities for its members.

In 1896, the Portland Association of Credit Men (PACM) was founded. Women participated in activities, but not as official members. In 1931, the Women's Chapter of the Portland Association of Credit Men was organized and officially recognized, and Ruth Gooch was installed as its first chairman.

1934 was a hallmark year. The Women's Chapter sent its first representative to attend a Northwest Creditmen's Conference, PACM began to routinely appoint credit women to standing committees (two women were on standing committees in 1931 and by 1936-1937, the number had grown to 27) and Portland member Elisabeth Moorman, second president of the chapter, was appointed to the National Credit Women's Executive Committee.

In May of 1960, the PACM changed its name to Oregon Association of Credit Management (OACM), while the Women's Chapter remained the Portland Credit Women's Group (aka Credit Women's Group). In 1981, the Credit Women's Group began to allow male membership; in 1985, the chapter became Portland Credit Career Group and in 1988 became Credit Financial Development Division (CFDD) Portland.

Jeff O'Banion, CCE, CICP, who was CFDD National Chairman 2006-2007 and a 2007 Class A National Distinguished Member Award recipient, joined the Portland Chapter in 1981 and was the first male member of the Credit Women's Group/CFDD Portland.

Here are some Portland Chapter 2007 highlights:

- Recognized for 25 years service: Jeffrey O'Banion, CCE, CICP, Northwest Natural Gas; Nancy Reed, CCE, Lampros Steel; Lourdes (Lou) Rice, Pacific Metal.
- Elected to NACM Oregon Foundation Board: Jeffrey O'Banion, CCE, CICP, chairman; David Erickson, CCE, vice-chairman; Lourdes Rice, director; Betty Beeson-Bauder, CBF, director; Alice Campbell, CBF, CICP, Director; Charlene Gothard, director.
- Awarded \$4,045 in scholarships, a 95% increase from 2006 when awards totaled \$2,075.
- The Portland Chapter currently has 79 registered members, of which, we are proud to say, 25 are professionally certified — 13 CCEs, 6 CBFs, 8 CBAs and 4 CICPs.
- In addition to fund raising events and attending the Pacific Northwest Credit Conference (thank you, Tacoma Chapter), monthly educational meeting topics included bankruptcy update, sales tax, time management, leadership skills, a question and answer presentation by an expert credit panel, credit scoring and fraud investigation via the Internet.

A monthly newsletter, *Creditline*, has been published since the days of the Credit Women's Group and is used to keep members informed of upcoming events, member success, education and scholarship opportunities, stay abreast of news impacting the credit market and to share special events and bits of humor. Thanks to the continued support of NACM Oregon, under the direction of Rod Wheeland, CCE, CAE, existing and potential members receive *Creditline* via email at no charge.



Our current dynamic officers and directors are: Marilyn Rea, CBF, Pacific Architectural Wood Products, president; Diane Snyder, CCE, Rodgers Instruments, vice president; Skip Dailey, Schnitzer Steel Industries, secretary; Jeffrey O'Banion, CCE, CICP, Northwest Natural Gas, treasurer; Jessica Lankford, Quimby Corp, 1 year director; Ruth Moehnke, Columbia Steel Casting, 1 year director; Nita Fritzler, United Tile, 2 year director; Jackie Maze, Cadet Manufacturing, 2 year director; and Charlene Gothard, Land O' Lakes Purina Feed, chairman of the board. Sandee Texley, CCE, Bowtech, is the area director.

The Portland Chapter continues to work with CFDD National, NACM Oregon and other CFDD chapters to fulfill CFDD's goals of promoting the interests of credit professionals, fostering credit management as a career, encouraging credit education, providing opportunities to discuss problems affecting credit, building confidence in business relations, networking with other credit professionals, working with civic and national bodies and encouraging friendship among credit professionals.

We're looking forward to 2008 being another great year!

Education: The Foundation of CFDD

I became involved in CFDD in the mid 1990s, shortly after I took a position as credit supervisor for a manufacturing company and started looking for ways to improve my knowledge of credit management. Most of what I knew I had learned on my own by asking lots of questions of my local NACM affiliate. NACM was a great source for information and tools and also offered occasional local seminars on relevant topics, but I wanted more. I wanted to learn from people who experienced what I did on a daily basis. I wanted to develop a network of credit professionals who would be able and willing to provide guidance and expertise relative to any situation I might face on any given day. With CFDD, I found all that and more.

What I found through membership in CFDD was a close knit group of individuals who were extremely knowledgeable, helpful, encouraging and supportive. The more experienced members of my local CFDD group mentored me and provided opportunities for me to learn and grow through involvement in the local chapter. I have held positions as secretary, member-at-large, vice president, president, and have also been on various committees throughout the years. My mentors encouraged me to take advantage of the many educational opportunities provided by NACM and CFDD. I attended the Credit Management Leadership Institute and countless local, regional and national CFDD and NACM conferences and seminars. With support and encouragement, I ultimately obtained my Certified Credit Executive (CCE) designation.

Because I have benefited so much from my involvement in NACM and CFDD, I try to give back and mentor others who may be just like I was all those years ago. I currently serve on the Board of Directors as chairman for NACM-Ohio. When the Cincinnati chapter of CFDD folded, I joined the Dayton chapter and drove an hour each way to continue my participation. I have had the pleasure of serving as an area director on the CFDD National Board of Directors. I am also an instructor for our local CAP and ACAP classes and I always encourage my students to become involved in CFDD and NACM. Each role that I filled within the local chapter has helped me to grow both personally and professionally, and I have become more knowledgeable, more confident and a better rounded individual with each accomplishment.

I have changed jobs several times since I became a member of CFDD, and I can say with certainty that my involvement in both NACM and CFDD has been a strong selling point with new employers. Additionally, my CCE designation has helped me to advance faster, and with greater rewards, than I ever could have imagined. Each time I changed jobs, I was given greater responsibilities and I was rewarded with an average 20% pay increase with each new position. My current salary is two-and-a-half times what it was when I first joined CFDD. I went from a supervisor of one to managing a department of 26 people.

I am not naïve enough to think that my involvement in NACM and CFDD and my CCE designation are solely responsible for the career

advancement that I have been fortunate enough to achieve. However, I know without a doubt that I would not have obtained the knowledge and the experience that has gotten me where I am today if I had not participated in these wonderful organizations. I cannot stress enough how important it is for everyone to take advantage of the educational and networking opportunities that are presented to you as a member of CFDD. The cost of membership is minimal compared to the rewards that could be realized.

As credit managers, we are very aware of the continually changing environment in which we operate. If we don't change with it, we won't survive. What better way to change than to embrace all that CFDD has to offer? Become involved and continue your education so that you have the chance to learn, grow, and change your future. The opportunities are endless.

Wanda McPhillips, CCE
CFDD Direct Member
Cincinnati, OH



September 17-20, 2008
Salem Conference Center
& Grand Phoenix Hotel
Salem, OR


www.cfdd.org

**NACM-CFDD
Pacific Northwest
Credit Conference**

The poster features a background image of the Oregon State Capitol building and a church steeple. The text is overlaid on the image in various colors and fonts. The CFDD logo is a circular emblem with 'NATIONAL ASSOCIATION OF CREDIT MANAGEMENT' around the perimeter and 'CFDD' in the center.

AWARDS & ACHIEVEMENTS

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Birmingham	Sherry Smith Kay Boosa, CCE Gina Kennedy Diane Kemp, CBA Brenda Weaver, CCE Marilyn Poremba, CCE	Mayer Electric Lehigh Cement Sherman Industries Air Engineers LLC Kirkpatrick Concrete Mayer Electric	Chapter Scholarships: Self Study Course Credit Congress Credit Congress Credit Congress Credit Congress Credit Congress
Grand Rapids	Gay Meekhof	Seven's Paint and Wallpaper	NACM Western Michigan Credit Executive of the year
Kansas City	Steve Rodvelt, CBA Mark Perkins Shawn Ismert, CBA	Office Source Inc. Dex Sioux Chief Mfg.	Chapter Awards: Credit Professional of the Year Distinguished New Member Presidential Citation
Omaha	Todd Banchor, CCE	ConAgra Foods	Nominated by NACM Midwest for Instructor of the Year
Seattle	Julie Putman, CBA Loren (Spike) Perrigo	PCS Millworks Inc. PCS Millworks Inc.	Chapter Awards: Distinguished Member Award Boss of the Year

Member Viewpoint

The Omaha/Lincoln chapter of CFDD used one of the National Programs for our meeting in March. The program that was presented was Credit Jeopardy. A few of the members (including myself) were a little hesitant in using this, but it ended up being a huge success. It was very educational, as well as a great deal of fun. Some of the categories are: UCCs, International Law, 7/11 (Bankruptcy), Sea to Shining Sea (5 Cs of Credit), Financial Statement Analysis, CFDD Past and Present, etc. I really feel that this could be used for study sessions for the CBA and CBF designations, as well.

I understand that this program is new to the programs offered by National and I highly recommend it for your monthly meeting. Continuing Education Units (CEUs) have already been approved for it; all you have to do is apply for them. The cost is \$50 and well worth the investment.

Dave Chicoine, CBA
President, Omaha/Lincoln Chapter

NACM RESOURCE LIBRARY



The quickest and easiest way to research the most current information on business credit topics is now a benefit of membership for CFDD members!

These NACM publications are now available online:

- Antitrust Guide for NACM Group Members (brochure)
- Art & Science of Financial Risk Analysis
- Bankruptcy Abuse Prevention & Consumer Protection Act of 2005
- Construction Law Survival Manual
- Credit Management: Principles and Practices
- Equal Credit Opportunity Act (brochure)
- From the Cutting Board to the Cutting Edge
- Manual of Credit and Commercial Laws
- Principles of Business Credit

Please visit www.nacm.org to take advantage of the continually updated Resource Library!