



# Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

August 2008

## Letter from...

**Mary Moore, CBA**  
**CFDD National Chairman**



Greetings!

I am so excited to be your National Chairman. What a wonderful opportunity! I am honored to have been selected to serve this outstanding organization and I look forward to working with the excellent team serving on the Board of Directors. Attending the Credit Congress each year always renews my CFDD spirit. I hope you had the chance to attend the installation and awards luncheon in Louisville. I am proud and in awe of the achievements of our members this last year. Please make sure that these members are recognized at your local chapters. They deserve it!

My theme, **“CFDD: Today’s Investment, Tomorrow’s Success,”** was chosen because it is my belief that the time you invest will pave the way for your future successes and your personal and professional growth. As most of you are aware, our current economy has tightened the belt for many of us. Improve your position in a tight job market by setting yourself apart from the rest. Belonging to CFDD can actually help you maintain focus and develop a plan of action. Find a mentor or become a mentor to others in your chapter to assist with your plan for the future. Share the benefits of CFDD with others and encourage them to join.

I have always felt that involvement in CFDD leads to the success of both the individual as well as the chapter. Once our members attend a conference and see the many benefits we have to offer, they want to be involved at both the local and national level. Because of this, I decided to once again to pay for one new member’s registration to the CFDD National Conference in Kansas City in October. An anonymous donor again gave \$200 toward other expenses. The drawing took place at our luncheon in Louisville and the winning member is checking with her superiors to see if she can attend. If she cannot, we drew the names of several alternates and will contact them accordingly.

I have set a number of goals for the coming year. Of primary importance is for the Board of Directors to begin the process of developing strategies and objectives that can be incorporated into NACM’s Strategic Plan. I feel it is vital to the success of our organization. Vice Chairman Mike Meyer, CCE is continuing the project of having PowerPoint presentations added, when applicable, to our National Programs, while Marlene Groh, CCE is focusing her efforts on new chapter development. Over the years, awards judging committees have expressed

**CFDD NATIONAL CONFERENCE**  
October 23-25, 2008  
Embassy Suites,  
Kansas City Country Club Plaza  
Kansas City, MO

[www.cfdd.org](http://www.cfdd.org)

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concern regarding our National Awards. Last year, applications for Scholarships and the Distinguished Member Achievement (DMA) Award were reviewed. This year I appointed Millie DeMariano and Dennis Thomassie, CCE to chair committees to review the Marilyn Daugherty Spirit Award (MDSA) and the Mentor Award, respectively. Other ideas and goals will be discussed at our Midyear Board Meeting in October. If you, as a member, have any suggestions for the board, please do not hesitate to contact me or any other board member.

Remember the logo items as gifts for speakers, your chapter officers or directors or for member appreciation. If you have not checked them out recently, take a look at the new items online at the NACM Bookstore. The Junior Padfolio is what I purchased for gifts for the new board. A small notepad (up to 5-1/2" x 8-1/2") can fit inside. Also new in the last year are Can Holders. Purchase some for yourself and keep your drinks cool for the remainder of this summer.

I will be attending the Pacific Northwest Conference in Salem, OR, September 17-20. I am looking forward to the opportunity to visit with the members in that area and to renew friendships that I made over the last few years. If this is your first time attending, please make sure to stop me and introduce yourself!

The CFDD National Conference in Kansas City is fast approaching. I hope you all have made your reservations to attend. This will be an excellent source of educational and networking opportunities, and a great way to obtain Continuing Education Units (CEUs) and participation points needed for your NACM Career Roadmap. There will be excellent breakout sessions as well as general sessions available. Saturday morning in Kansas City, we will have Leigh Wintz, CAE on Strategic

Planning; this will be excellent for all leaders and I hope that all of you take advantage of her wonderful expertise.

The board will meet with the presidents and vice presidents at both conferences to share information. This exchange provides ideas for chapter officers and the National Board of Directors. As I stated earlier, if any of the board members can be of assistance to you, please feel free to contact us.

**New CFDD Logo items are available in the NACM Bookstore!**



**[Click here to see these and more!](#)**

## On the Way *UP*

CHAPTER	MEMBER	COMPANY	POSITION/PROMOTION
Tacoma	Melinda Wells	Northwest Cascade	Credit Supervisor
Dallas/Ft.Worth	Carolyn Hussey, CBF	Chemical Lime	Credit Manager
Dallas/Ft.Worth	Kim Lancaster, CCE	TXI	Senior Credit Analyst
Dallas/Ft.Worth	Bambi Spaete, CICP	Wesco Distribution	Credit Supervisor
Portland	Marsha Johnson	Tec Equipment	Elected to NACM-Oregon Board of Directors
Phoenix	Georgeann Weinhandl, CBA	Freeport-McMoRan Copper & Gold	Credit Manager
Phoenix	Debra Ball	Sherwin Williams Company	Region Manager Financial Operations

## Letter from...

### Michael Meyer, CCE CFDD Vice Chairman, Education and Programs and Chairman-Elect



As your 2008-2009 Vice Chairman of Education and Programs, I would like to welcome everyone to a new year for CFDD. The new leadership year brings more chapter meetings, conferences, educational opportunities, networking and mentoring. Everyone is working hard to make CFDD bigger and better.

The CFDD National Programs are there for use by all the chapters. Over the past few years, the programs have been updated. Last year, new programs were added and a time requirement was given to each program. This year, PowerPoint presentations are in the works for some of the programs — CFDD members have volunteered to work on the presentations. You will be updated when the PowerPoint presentations are added to the programs. For a list of program names and the cost of each, visit [www.cfdd.org](http://www.cfdd.org) and click on Education Programs. These are great investments for your chapter. One of the newest and hottest programs is “Credit Jeopardy.”

For a professional to perform well, practice and education are always necessary. CFDD is here to offer the opportunities for education. The National Programs can be used for monthly meetings and seminars. The CFDD National Conference, Kansas City in 2008, is offering over one full Continuing Education Unit (CEU) for two-and-a-half days. What a great value! And, all members can use the services of NACM's Educational Department. **\*\*Remember to apply for CEUs for all educational sessions.\*\*** There is always room for improvement and CFDD/NACM have the tools.

For questions about National Programs, Education, Certification or Scholarships, first contact your chapter president or committee chairs. If you need additional information, contact me at [mike.meyer@jofco.com](mailto:mike.meyer@jofco.com).

Have a great CFDD year and I'll see you in Kansas City!

## Letter from...

### Marlene Groh, CCE CFDD Vice Chairman, Membership and Publicity



Why did I want to be your next Vice Chairman of Membership and Publicity? Because I believe in what CFDD stands for and I want to share my enthusiasm with others so everyone will understand the value of their membership in CFDD and share that with others. Someone once said to me, “Education is one thing no one can ever take from you.” CFDD and NACM have shown me how important education can be and how once you have it, it is yours for keeps. I am keeping mine and I want everyone else to have some, as well.

Growing membership is a key goal for all of us. I am working closely with CFDD members on starting new chapters throughout the U.S. If you have any ideas on where we might be able to grow, please email me at [marlene.groh@usfood.com](mailto:marlene.groh@usfood.com). We must also be concerned about increasing our membership at the chapter level and keeping our existing members pleased and engaged in the chapters. It will take action from every member to keep CFDD going strong. Find out where your strengths can be used, whether at the local or national level. Make it a priority to give one hour a month to doing something to help grow CFDD. It can be as simple as making a few phone calls to perspective members to invite them to your next meeting. Do your part!

My other area of responsibility is publicity. I encourage every chapter to have a newsletter and to use it to promote your chapter. My plan this year for the national newsletter is to focus on one theme for each newsletter. This newsletter is focused on the value of your CFDD membership. In each newsletter, one of the past national chairmen will contribute their thoughts and experience on the topic that is presented. Our past nationals have a wealth of knowledge about CFDD and can help enlighten us. Our next newsletter will focus on mentoring. If you have thoughts to share with your fellow CFDD members on this topic, please send them to me.

I look forward to serving you in this coming year. If anyone has any thoughts or ideas on membership or publicity, I look forward to hearing from you. Hope to see everyone in Kansas City!

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

NATIONAL ASSOCIATION OF CREDIT MANAGEMENT  
CFDD

[www.cfdd.org](http://www.cfdd.org)

**NACM-CFDD  
Pacific Northwest  
Credit Conference**

## The Value of My CFDD Membership

**Maxine Wood, CCE**  
**CFDD Past National Chairman**

I have had the pleasure of being a member of CFDD for 33 years. My first job in credit was as an assistant to Vera Cook. Vera had been very active in the Credit Women's Group (now CFDD), having served as an area director. She introduced me to the Credit Women's Group to further my credit education. I immediately felt at home and found several women to mentor me — I specify women, because in those days, there were no men members. It made for an interesting dynamic in the group.

Like most organizations, our group needed members to serve on the board of directors. I dove in and was elected secretary after only three months in the organization.

As I continued serving on the board, I noticed some very special benefits from my membership. Not only was my credit knowledge growing from attending the monthly educational meetings, but my confidence was growing, too. The networking introduced me to many local credit professionals who were willing to share their knowledge. I also became accustomed to speaking before the group and quickly lost my fear of public speaking. The meetings and seminars provided the impetus to take credit classes through NACM and graduate courses at the university.

One of the prime benefits I found in CFDD was the scholarship money available on both the local and national levels. I have always worked for small, regional companies who had very limited funds for education and travel. My participation in CFDD allowed me to apply for many scholarships and to receive a significant number of them. From Mid-Career School to NACM's Credit Congress, from regional conferences to local classes and seminars, attending these sessions has enhanced my credit education. I have long since lost track of how many scholarships I have been awarded, but I do know that 33 years of dues were covered by just one scholarship to Mid-Career School. I couldn't have attended many of these programs without the CFDD scholarships to pave the way. Talk about a fantastic return on investment!

CFDD has always been on the cutting edge of education. The emphasis that it places on designations and the encouragement that members provide to each other was instrumental in attaining my CCE. CFDD has benefited by personal life as well as my career. The leadership skills I learned helped me serve for seven years on the board of my HOA. The mentoring program provided ideas and direction for serving many years as a collegiate advisor to my sorority. The friendships I have found in the organization enrich my life daily.

I have belonged to three different chapters and visited more as a CFDD national officer. Each is different, and yet all of them offer the same exciting benefits to their members. All you have to do is make the commitment to CFDD for them to enrich your life, too!

## CFDD Designees 2008

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Direct Members	Jill Detrick, CCE	KEN/API Supply, Inc.	CCE Designation  NACM Graduate School of Credit and Financial Management – Executive Award
	Mark Tuniewicz, CCE	Keystone Automotive, Inc.	NACM Graduate School of Credit and Financial Management – Executive Award
Charlotte	Marlene Groh, CCE	US Foodservice	CCE Designation  NACM Graduate School of Credit and Financial Management – Executive Award
Dallas/Fort Worth	Bambi L. Spaete, CBA, CICP	Wesco Distribution, Inc.	CICP Designation
Omaha/Lincoln	Dora Klein, CICP	ConAgra Foods, Inc.	CICP Designation
Seattle	Jeremy Keenan, CCE, CICP	Physio-Control Corp.	CICP Designation
	Maryallene Otis, CCE, CICP	Nucor Steel Seattle, Inc.	CICP Designation

## The Value of CFDD Membership

Value can be defined as the worth in usefulness or importance to the possessor; utility or merit: the value of an education. What makes this term difficult to apply, in a broad sense, is how do you define value to those who may, and likely do, value different things? Variety!

Networking, volunteering, serving, socializing, learning... these are all aspects of CFDD that create value. What makes CFDD so appealing is that we offer it all! It can be difficult to find such a group that provides a more diverse wealth of opportunity. When you join CFDD, you are investing in yourself by participating. All you have to do is show up and you've already created high value through items such as our educational speakers. However, as a member you can increase your value at any time by increasing your participation!

The great thing about value is that by creating your own through participation, sharing knowledge and growing professional and personal friendships, you create value for those around you. Albeit cliché, the sum is truly greater than its parts and CFDD is a shining example of this. As with anything in life, you can only get what you are willing to give. Within the CFDD membership of the Minneapolis/St. Paul chapter, you find some of the most giving people in the profession. They are the backbone of our chapter who freely give their time, knowledge and value to any in which you choose to participate. There really is no question that CFDD can provide value to any that choose to join; we pride ourselves in that fact. However, the bigger question may be what value are you adding to yourself or your company by not participating? So please join us to participate, listen and learn.

Let CFDD show you the value in not only membership, but also the value in YOU!

Jason Skradski, CCE, CICP  
Credit Manager, The Valspar Group  
Education Chairman, CFDD - Minneapolis/St. Paul Chapter

A couple of weeks ago Marlene Groh, CCE, our National Vice-Chairman Membership/Publicity, sent out an email asking for member's viewpoints on the title subject: The Value of Your CFDD Membership.

I was going through some old CFDD papers and found our flier from October 2004 when Louisville hosted the Regional Conference. Our theme for our conference was **INVESTING IN YOUR CAREER**.

I thought I would share some of the wording from our flier:

*YOU CAN'T PREDICT WHAT MAY HAPPEN TO YOU OR YOUR BUSINESS, BUT IT'S NEVER TOO LATE TO BUILD A FOUNDATION FOR THE FUTURE.*

**INVEST IN YOUR CAREER:** *TO HELP YOU REACH YOUR PERSONAL AND FINANCIAL GOALS FOR YOU AND YOUR BUSINESS — NOT ONLY FOR TODAY, BUT FOR TOMORROW.*

### Some of the benefits of CFDD:

- Build self-confidence and expand your horizons
- Learn new skills and sharpen old skills
- Obtain accreditation
- Network with your peers
- Gain confidence in your skills
- Broaden your career path
- Lifelong friendships

Our conference that year was a success. I have attended every conference since 2004 and my life has been enriched in so many ways from my involvement with CFDD.

In a nutshell, the value of my CFDD membership is INVALUABLE!

Susie Secuskie, CBA  
Secretary/Treasurer-Credit Manager, Graft-Pelle Co., Inc.  
Publicity Chairman, CFDD – Louisville Chapter

CFDD provides a tremendous financial value for credit education. In addition, CFDD's value is in providing a forum for the exchange of knowledge, and providing members with professional development and leadership training. The credit function in each of our companies provides us all with unique experiences, perspectives and knowledge. CFDD provides a pathway to help us expand on that knowledge and to share it with others in the group, no matter where we are in our career path. Not only do I learn from the educational topics at the monthly CFDD meetings, but membership in CFDD also allows me to learn from a group of seasoned credit professionals who are dedicated to credit education and mentoring others. At a recent Portland education meeting, the credit professionals in attendance had over 700 years of combined credit experience. Talk about value!!

Diane Snyder, CCE  
Credit Manager, Rodgers Instruments LLC  
President, CFDD - Portland Chapter

## National Conference Sponsors

**We extend a special thanks to these companies and organizations for their generous sponsorship of the 2008 CFDD National Conference.**



and the CFDD Chapters of  
Grand Rapids  
Minneapolis/St. Paul  
Portland  
San Diego



## Successful Credit Management

To be a successful credit manager, it is important to be able to direct your staff to make good decisions and focus on the best practices to yield results. But it is also important that your staff have a solid knowledge base. You may wonder, "How can I assure that my staff has the best knowledge base without breaking my budget?" The answer is easy: NACM and CFDD!

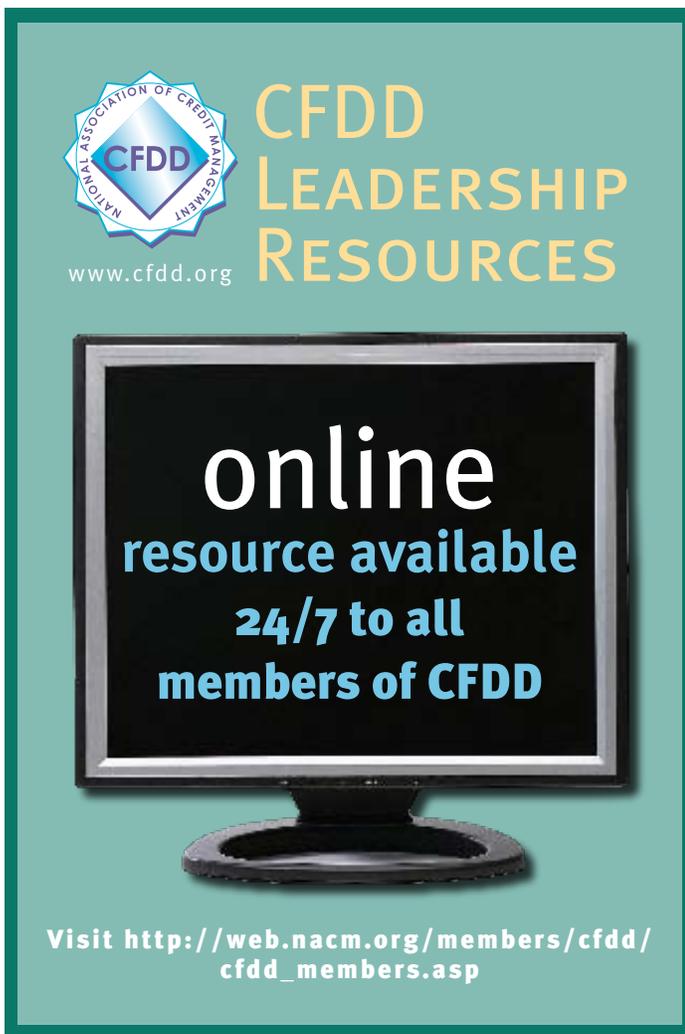
Personally, NACM and CFDD helped propel my career. When I first started in credit, I worked for a company that did not have well-established credit and collection practices and I realized that I needed NACM and CFDD as tools to manage our A/R risk. I set policies and procedures that helped protect our company; as a result, we were soon following best industry practices.

When I became a supervisor, I learned that my staff needed NACM and CFDD, as well. The classes help them realize that credit is a career, not

just a paycheck. My staff is committed to their own professional development. They feel rewarded and challenged and can see advancement opportunities for themselves. Some managers are hesitant to invest in their staff's education, in fear that the employee will leave and they will not reap the return on investment. However, I have learned that the only thing worse than losing a well-educated employee is retaining an uneducated one.

Approve a membership in CFDD for your staff today, and reap the benefits tomorrow!

Kelly Simon, CCE  
Supervisor of Credit & Collections  
Starbucks Coffee Company  
Member, CFDD - Seattle and Tacoma Chapters



The advertisement features the CFDD logo (National Association of Credit Management) in the top left corner. To its right, the text "CFDD LEADERSHIP RESOURCES" is displayed in large, bold, yellow letters. Below the logo, the website "www.cfdd.org" is listed. In the center, a computer monitor displays the text "online resource available 24/7 to all members of CFDD" in white and blue. At the bottom, a URL is provided: "Visit http://web.nacm.org/members/cfdd/cfdd\_members.asp".

## Credit Words

REAL-LIFE STORIES OF VICTORY AND DEFEAT

***It's a short story contest! Share your most memorable credit experience for a chance to win \$250.***

Tell us about the biggest success, proudest moment or most humorous situation experienced during your career. It's not a perfect world, either. You can tell us about an unexpected turn in what should've been an easy task, or even a story of failure that will serve to help other credit professionals in the future.

**Deadline: November 1, 2008.**

**Prize: \$250 for the winner;**

**Two honorable mentions will receive \$50 each.**

Published articles will earn five (5) points on the NACM Career Roadmap or two (2) points towards CCE Recertification.

**For more information and contest rules, please visit <http://www.nacm.org/images/CreditWords.pdf>.**