



# Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

December 2007

## Letter from...

### Nancy Watson-Pistole, CCE, CICP CFDD National Chairman



The first National CFDD Conference was a success! We had 120+ attendees from all four corners of the United States—26 out of 30 chapters were represented at the conference held October 25-27 in St. Louis. The conference program provided an array of educational sessions, from business law and finance to business management and computer science. Attendees were able to further their education and receive continuing education units for certification or re-certification. There were several opportunities for networking with peers and credit professionals to also further our knowledge; and still time to establish new friendships and catch up with old friends who we only see at conferences. Thanks to all of you who showed your **Passion for Excellence** by attending and participating in the first National CFDD Conference.

At the mid-year Board meeting held in St. Louis after the conference, a new Distinguished Member Achievement Award application was submitted for review and approved by the Board. [Click here](#) for the new application form.

A new task force was appointed to review the current national programs and potential new programs with Mary Moore, CBA serving as the committee chairman. Your Board of Directors is continually working on potential improvement and development of YOUR organization. If you have comments or suggestions regarding national programs, please contact Mary.

Selection committee appointments were presented to the Board at the mid-year meeting. Thank you to everyone who has agreed to serve on this year's selection committees. As a member of a CFDD National committee, you provide a great service to our organization. As an added benefit, you earn points for your roadmap and increase your level of participation and opportunities to earn scholarships yourself.

As we approach the end of the calendar year, I look back at the work that has been done by the National Board and I am very proud of each and every Board member for their contributions to CFDD. Each year presents new challenges and opportunities and the board members have eagerly provided their time and energy to undertake each and every task that presents itself. I am grateful for their loyalty and determination to achieve professional excellence.

There are many CFDD members who share my **Passion for Excellence** and are dedicated to this organization. I am always thankful for your kind words of encouragement and your thoughtful suggestions to further the CFDD Vision:

*To dynamically impact the National Association of Credit Management's global vision by being the leader in educational programming and direction, thereby setting industry standards for professional excellence.*

Best wishes to everyone for a wonderful holiday season. May the New Year bring you happiness and a renewed spirit that sparks the flame to boost your **PASSION FOR EXCELLENCE**.

## Inside...

- P. 1 Letter from Nancy Watson-Pistole, CCE, CICP
- P. 2 Letter from Michael Meyer, CCE
- P. 3 Letter from Mary Moore, CBA
- P. 4 Chapter Spotlight: Los Angeles
- P. 4 Member Viewpoint
- P. 5 My Thoughts as a New Area Director ...
- P. 5 CFDD New Designees
- P. 6 CFDD National Conference Testimonials



## Letter from...

**Michael Meyer, CCE**  
**CFDD Vice Chairman,**  
**Member Services**



As I am writing this, it's only been a few weeks since the CFDD National Conference in St. Louis and I continue to refer to my notes from the different sessions. Some notes will be stored for future use and other notes are reviewed and implemented immediately, such as updating credit applications. Also, I am reviewing the notes I kept from the conversations I had with different members from around the country. The amount of networking that takes place is unbelievable and invaluable. Whether it's in a session or talking one-on-one, the ideas that are shared are priceless. I hope every attendee had a chance to accumulate a number of new ideas, take them back to your business and improve the company's bottom line.

Don't forget to contribute to your local and national newsletters. Share your ideas and expertise by writing an article or a Member Viewpoint. Check with your chapter president or publicity chairman for the deadlines on your local newsletter. For the national newsletter, the next publication will be in February with a deadline of January 28, 2008. Send your information and articles to [mike.meyer@jofco.com](mailto:mike.meyer@jofco.com).

We can never talk enough about membership. I don't have any sure-fire methods of increasing or retaining members, but I am sure the different chapters have tried many different methods. Since some

methods don't work in all the chapters, I would like the chapters to share their different membership ideas with other chapters. For the next newsletter, send me your membership ideas, mark them good or bad, and I will put together a list, by chapter, of ideas that did or did not work. What doesn't work in one area of the country may work in another area. As a reminder, I will send an email to the membership chairmen and request the same information. Send your information to [mike.meyer@jofco.com](mailto:mike.meyer@jofco.com).

The CFDD Scholarship Fund raffle continues thru February 4, 2008. The drawing will be held on February 11, 2008. The raffle is for one full registration to the 2008 NACM Credit Congress in Louisville, KY and the proceeds will go to the CFDD National Scholarship Fund. CFDD is only selling 500 tickets. Buy some for yourself or for the chapter. If you don't buy, you don't have a chance to win. An order form is on page 3.

Logo items are for sale online. Go to [www.cfdd.org](http://www.cfdd.org) and click on Logo Items. Review your budgets for 2008 and make sure logo items are included.

As 2008 approaches, we need to start thinking about the Distinguished Member Award (DMA) and Publicity Award. The application for the Publicity Award is on the Leadership Disk or online at [www.cfdd.org](http://www.cfdd.org). The revised application for the DMA will be sent to the chapter presidents in the next couple of months. The applications for these awards, original and three copies, need to be received by the executive director on or before March 17, 2008.

I would like to take this opportunity to wish you and your families a happy and safe holiday season.

# CFDD NATIONAL CONFERENCE

OCTOBER 23-25, 2008 KANSAS CITY, MO



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



## Letter from...

### Mary Moore, CBA Vice Chairman, Education and Program



It was wonderful to see so many familiar faces at the first National CFDD Conference. I want to thank all who participated in the "Movie Night—In and Out" basket fundraising effort. I am pleased that we raised \$1,315 for scholarships. Thank you to the past national chairman for sponsoring this and donating all the goodies and or money for the contents. I think it is awesome that we will be able to give a few more scholarships to deserving members due to this effort.

It is time to start thinking about applying for a National Scholarship. You cannot receive one if you do not apply. The scholarship application is available on the Leadership Disk or online. [Click here](#) for the current application. Contact your chapter president or me if you need assistance in completing it. Education is CFDD's primary focus, so encourage all your chapter members to apply.

I want to say thank you to Phyllis Truitt, CCE. Phyllis has spent an enormous amount of time on the national programs. Recently she updated the Financial Statement Analysis and Credit Scoring pro-

gram and also presented the Board with her Internal Audit Controls program, which the board approved to add to the national programs at a cost of \$100.

Thank you also to Wendy Legan, CCE for her demonstration of "Credit Jeopardy" to the Board. Wendy modified this PowerPoint presentation, which is both educational and fun. The Board approved and added this as a national program also, at a purchase price of \$50.

What an excellent article written in the last newsletter from Adrienne Murphy, CCE, president of the Los Angeles chapter. Adrienne wrote a Member Viewpoint article. If you have not read it, I encourage you to go back and read it. Adrienne's message really fits with our National chairman's theme of Passion for Excellence. Thank you, Adrienne for your **Passion** for CFDD.

Happy holidays to you and your family. Have a safe, happy and healthy New Year.

## CFDD National Fundraiser

**2008 NACM Credit Congress Registration  
Kentucky International Convention Center  
Louisville, KY  
May 18-21, 2008**

\$10.00/each

Tickets on sale until February 4, 2008.

Drawing to be held on Monday, February 11, 2008  
at NACM-National Headquarters.

All proceeds to support the CFDD National Scholarship Fund.  
Open to all members of CFDD and NACM.  
Opportunity for chapters to award a local scholarship!

Checks payable to NACM-CFDD should be sent to:  
NACM – CFDD  
8840 Columbia 100 Parkway, Columbia, MD 21045

Contributions or gifts to the NACM Credit and Financial  
Development Division are not tax deductible.

Please send me \_\_\_\_\_ @ \$10.00 each

Total Enclosed \$ \_\_\_\_\_

Name: \_\_\_\_\_

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It's all right here.

NACM's 112th  
Credit Congress  
Exposition  
May 18-21, 2008  
LOUISVILLE  
KENTUCKY

NACM  
National Association of Credit Management

www.nacm.org

# Chapter Spotlight: Los Angeles

The Los Angeles chapter is the oldest and only remaining charter chapter in the United States. It was started in 1920 by active credit women executives. The cities of Los Angeles, Philadelphia, New York and St. Louis led the way.

The first official recognition by NACM was at the Washington Convention of 1925 which led to the National CFDD founding date. The following year in New York City, a program was arranged for Credit Women.

Los Angeles chapter's original name was "Credit Women's Club" which later was changed to Credit Women's Association and then to CFDD.

In its heyday there were over 120 members and they put on many educational seminars and focused on education for the credit professional. Los Angeles has hosted many "Golden West Conferences" and other programs.

As other chapters know, in the last few years membership has shrunk and four years ago Los Angeles considered closing down. A few of us at a Western CFDD conference in Kansas City decided that we weren't going to quit and since then we have been trying to rebuild the membership.

We have 23 members right now and are trying to expand. We have high-quality speakers at our monthly meetings and have a fall seminar each year. This year the speaker was Scott Blakeley, Esq. He spoke on Sarbanes Oxley and other important credit issues affecting credit professionals today.

We also have a day at the races fundraiser, and this year it was held at Santa Anita racetrack. The weather was beautiful and we had 46 attendees. The "Losers Lottery" in which you write your name on the back of losing tickets and put them in a bucket and draw for donated gifts is always a lot of fun. We also ran a 50/50 drawing and more money was raised for scholarships.

The chapter right now has two CCEs and two actively attending classes for their CBAs. We don't have any serving on our local affiliate board but have two vice chairmen on the NACM National Board. Two of our members are instructors for all of the CAP and ACAP programs.

This year two members won local affiliate scholarships to attend the Western Region Credit Conference in Las Vegas and two other members won CFDD National Scholarships this year; one to attend Credit Congress in Louisville, Kentucky and one for the Business Credit Principles class.

We also gave two chapter scholarships to members to attend the National CFDD conference in St. Louis, Missouri, donated to the National Scholarship fund and are offering scholarships to our chapter members for half of the cost of sitting for one of the designation exams.

We have dedicated members and a terrific active board. The reason why our chapter is so successful despite the small membership is truly because of the dedication and participation of its members.

## Member Viewpoint

### Reflections on the First National CFDD Conference

On Wednesday, October 23rd, two of my business acquaintances and I began our road trip to St. Louis, MO. We were headed there to attend the first annual CFDD National Conference. To be honest I had not really planned on attending this conference but to my good fortune CFDD awarded me a scholarship to cover the registration and my decision was set. I have to explain that my reasons for not thinking about attending came from too much self confidence. My thought was that I was a know-it-all and there really wasn't any more I could learn. Boy was I ever wrong!!

My experience at this conference was more than I had imagined. Over the years the chapters have always done a good job of planning a conference that informative and fun. We all know that taking on a project like this is quite an undertaking but the national CFDD organization did a wonderful job of planning its first National Conference. I found the speakers to be informative and interesting. It also helped that they had a good sense of humor that could sometimes make a dry topic more interesting.

I was particularly interested in the Mechanic's Liens and Bonds program that was presented by Greg Powelson. Working in the construc-

tion industry, we have our own set of unique problems and he was successful at opening the doors of information that helped me to better understand that part of our industry. The information I gathered will help me to better communicate with my customers and will add more options in securing construction contracts.

It is my pleasure to report that three of us made it home with much to converse about on the return trip. I want to encourage all of the CFDD members to mark their calendars for October 23-25, 2008 and make sure they attend the second annual CFDD Conference in Kansas City. Not only do you get valuable information from the educational sessions but you have many opportunities to network with other credit professionals. You will also make some great friends and good memories. Again, I want to thank CFDD for awarding me this scholarship so I could attend this wonderful conference.

Lisa Pietrzak, CCE  
LP & Associates  
Grand Rapids, CFDD

## My Thoughts as a New Area Director...

I had the pleasure and honor of attending our first CFDD National Conference. And to top that, it was my first conference as an area director on your National Board. I was so excited to attend this conference and already preparing for next year.

Between the networking, education and just plain fun...all appeared to have a wonderful time. The sessions were diverse to meet the needs of a broad spectrum of attendees. It was great to see that the speakers were a diverse group as well. I heard wonderful comments when passing through the halls about their sessions.

It was such a delight to get to meet my fellow CFDD members from other regions. It is wonderful to know that there are other members that share the same **Passion** for education and networking. Many thanks to the vendors and supporters of our conference. Our vendor expo/reception was a great time as well. It gave an opportunity to mingle, browse vendor booths to learn more about their offerings and make new friends.

I am a newly appointed area director, and I was able to get such a different perspective on our organization. I have served my chapter in many ways, but serving nationally is such a difference. It is very exciting, and I urge all to serve in any form that they can. You can get so much from CFDD, in fact most things are priceless. And you will find that the more you serve, the more you get back without even asking or looking.

I hope you all mark your calendars to attend next year's CFDD National Conference. The dates are October 23-25, 2008 in Kansas City, MO. Do not forget to apply for scholarships!

Wendy Legan, CCE  
CFDD National Area Director

## Award Application Deadline Extended for 2008

Because March 15th is a Saturday in 2008, applications for all awards:

### Scholarships

**Marilynn Daugherty Spirit Award**

**Distinguished Member Achievement Award**

**Mentor Award**

**Program - Regular Monthly Meeting**

**Program - Special Program or Seminar**

**Publicity**

are due in the executive director's office by Monday, March 17, 2008. Please send to:

Carol Fowle, CCE  
Executive Director  
NACM-CFDD  
8840 Columbia 100 Parkway  
Columbia, MD 21045

Please check the CFDD website at [www.cfdd.org](http://www.cfdd.org) for the current applications.

## CFDD New Designees

CHAPTER	MEMBER	COMPANY	AWARD/ACHIEVEMENT
Jasper	Darrell K. Johnson, CCE	Stens, Inc.	CCE Designation
Minneapolis/St. Paul	Lin Gadacz, CICP Jason Skradski, CCE, CICP	Minnesota Rubber The Valspar Corp.	CICP Designation CICP Designation
Phoenix	Edwin D. Bell, Ph.D., CBA, CICP Vickie Taylor, CBF Pamela D. Todeschi, CBA	W.W. Grainger, Inc. Russell Sigler, Inc. Brown Evans Distributing Co.	CICP Designation CBF Designation CBA Designation
San Diego	Pilar Cruz, CBA Lorraine Seeley, CCE	LMA North America, Inc. LMA North America, Inc.	CBA Designation CCE Designation
Seattle	Sham Von Pawlak, CICP	Eldorado Stone, LLC	CICP Designation

## Testimonials

"I was inspired by the enthusiasm of the National CFDD Board of Directors. I never really understood what each Board position did so it was very interesting to hear their individual committee reports at the officer breakfast. It was also great to put a face behind the email names I sometimes read. The reception line of the Board members for the Reception and Expo was very up beat. You all work very well together and the **Passion** came through loud and clear. I gained lots of knowledge about the Board functions."

Christie Guttridge, CCE  
Denver Chapter



"I came back from the Conference with a renewed spirit and enthusiasm to better perform my job. I am ready to start using PMSI's on future and some current customers. I am ready to rewrite my department's mission statement, rewrite my credit policy and start a manual for my salesman and one for my customers. I am ready to make all those collection calls and get all of our money in. I have a new outlook when I look at financials. I came back with so many ideas on how to better handle my department; I could go on and on. The CFDD National Conference was money well spent. I learned a lot and I had fun."

Paulyne VanderSloot, CCE  
Seattle & Tacoma Chapter



"I was very happy to be attending the first National Conference and I was fortunate because I received a National Scholarship to do so. I

was really excited to go back to my chapter and share my experiences of this conference with them and help them understand how they can help themselves by applying for scholarship to attend such conference; they not only get education but the opportunity to meet people from other locations who share some of the same difficulties that they may have. I also learned about easier ways to help our chapter members with completing the scholarship applications by attending the Thursday Night Reception and Expo."

Connie Smialek, CBA  
Denver Chapter

"I was delighted to attend the first National CFDD Conference in St. Louis. The topics were right on target and the speakers were excellent. Surviving Credit Without a Law Degree by Wanda Borges, Esq., was an excellent presentation covering so many issues. Making Excel Work for You by Dwight Anderson, CCE — this presentation of Excel through the eyes of a credit manager was a unique and almost personal learning experience. My employers will certainly get the benefit of the knowledge that I gained from all the sessions that I attended. There is no price to be put on the networking opportunity that we experience at these conferences. I am already looking forward to CFDD National Conference 2008!"

Linda Williams  
Los Angeles Chapter



Nancy Strathearn  
Dayton Chapter

"The continuing education opportunities at the National Conference were excellent. There was definitely something of interest for everyone. Having the opportunity to attend and the support from our local chapter to do so is much appreciated. For me it is also personally gratifying to be able to see all of my friends from the Minneapolis Chapter, where I first belonged to CFDD, and to renew many friendships made during earlier conferences. The networking opportunities are endless."

Nadine Whitehead, CCE  
Kansas City Chapter

*Continued on page 7*

# Testimonials

"I had a wonderful experience at the first National CFDD Conference. I am a seasoned collections professional but still learned something new from the excellent speakers that can help make my work more efficient."

Lisa Pietrzak, CCE  
Grand Rapids Chapter



"It was my first time attending either an NACM- or CFDD-sponsored conference, thanks in part to a generous scholarship won from CFDD at the NACM Credit Congress earlier this year. I sought to expand my own credit knowledge and skills but also

attended with the eye of a manager looking for new educational opportunities for my credit staff. I was not disappointed. By the end of the first day, I was already impressed with the level of professionalism put into the conference by its organizers. That would only continue with the next day's speakers.

My first thought coming away from the CFDD National Conference was quite simply, "I have a lot of work to do!" The sessions I attended filled some gaps in knowledge and challenged me to implement what I learned. I recognized opportunities to take my company's credit work to an even higher level of excellence. A long term goal for me personally is to lead my department to world-class performance. The CFDD National Conference provided some tools and background through which I may achieve that goal!"

Angela Mundy  
Jasper Chapter

"Attending the CFDD conference has helped me discover a whole new level of finance that promises ongoing educational opportunities for self-improvement. The Legal, Statement of Cash Flows and Excel sessions delivered current and valued information that can be used to prevent mistakes, understand regulations and inject fresh ideas to simplify reports. The conference has inspired and motivated me to seek life changing skills and I appreciate my employer's support for the experience. It was a pleasure connecting with other finance professionals and I highly recommend CFDD membership to anyone in the industry."

Fran Reyes  
Kansas City Chapter



"Three days of powerful information from powerful speakers, valuable education on valuable subjects, super opportunity to network and make lasting friends — it gives one pride in what we do! Enough said. Thank you for letting me be a part of the big picture; it clears my vision for my future."

Mark Pate  
Evansville Chapter

"Since attending the CFDD conference a year ago in Charlotte, I had accepted a credit management position in a different industry from I had been involved with. At times it has been an overwhelming feeling considering all the opportunities for needed improvement with processes and the many gaps to be bridged. I looked forward to the conference in St. Louis to re-acquaint with friends, meet new ones and to learn something new to recharge myself in dealing with the daily challenges. All of these objectives were achieved in St. Louis. The programs and topics at the conference addressed many issues that I am now working with on a daily basis.

I could not reflect on the conference without mentioning one other factor. Since there presently is not a CFDD chapter in St. Louis, I did have a concern how the conference would be without a "host" chapter. No problem! Our National Board rose to the challenge and had everything covered. We should all highly applaud our National Board for a job well done!"

John Kippenbrock  
Evansville Chapter

