



# Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

December 2009

## Letter from...

**Mike Meyer, CCE**  
**CFDD National Chairman**



I hope everyone has made their advance preparations for winter. The cold and snow have come early to many parts of the country. Take your time and slow down while traveling on the roads and take breaks when shoveling the snow; your safety is a top priority.

I would like to send another "Thank You" to all those involved in planning and participating in the October CFDD National Conference. You made the conference a big success. Thank you for your commitment to CFDD.

Don't forget about the March 15, 2010 deadline for the submission of the CFDD National Scholarship and Awards forms. All forms can be

completed online in the Member Resources area at [CFDD.org](http://CFDD.org). I encourage all Chapters to have an educational session on completing the CFDD National Scholarship form. CFDD offers a PowerPoint presentation in the Leadership Guide, which is available in the Members Only Area. Go to the Education Chairman section and click on scholarship qualifications and criteria. Best of luck to everyone.

Marlene Groh, CCE, Wendy Legan, CCE and their committees are hard at work completing their projects and goals by April 2010. Also, your Area Directors are working to stay in contact with their Chapters. If you have a question or concern about CFDD, contact your Chapter President, Area Director, any of the National Officers or me ([mike.meyer@jofco.com](mailto:mike.meyer@jofco.com)). If we don't have the answer, we will find it for you.

As 2009 comes to an end, I would like to wish everyone a happy holiday season and a safe and successful New Year. I'll see you in Las Vegas.

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# The Presidents'/Vice Presidents' Meeting at the CFDD National Conference

At the CFDD National Conference in Denver, CFDD National Officers and Directors met with Chapter leaders during the Presidents'/Vice Presidents' meeting. The format used last year in Kansas City was continued, allowing for more interaction between the Chapter leaders and members of the CFDD National Board of Directors. The purpose of the meeting was to share ideas and gather information to help with the challenges our Chapters and members are facing. Tables were set up for six areas of responsibility: membership, mentoring, program, publicity, scholarship and chapter administration. Chapter leaders had time to visit four tables of their choice. At each table a moderator led discussion and a monitor took notes so that a report could be made to all members on what was discussed. The following are the reports from those discussions.

## Membership

Wendy Legan, CCE, Vice Chairman, Member Services, was the moderator for the discussion about membership issues. Wendy opened each session with an overview on membership and then encouraged discussion. Participants shared a variety of promotions that Chapters are currently using or can consider using:

- Send letters to all NACM members inviting them to a meeting.
- Offer a \$50 gift card to the member who brings in the most guests and who becomes a member within a specified time frame. For example, each quarter of the year each member can bring one guest free for one time.
- Hold a membership drive in which each new member and the sponsor member who brought them to CFDD receive a small cash award that can go toward any fees for CFDD, such as meeting fees, membership fees, classes, etc.
- If a member brings in a guest who becomes a new member, their name is put in a drawing and the winner wins a gift or award of some kind.
- Each member who brings in a new member receives a \$25 gift card and their name is put in a drawing for a grand prize at the end of the promotion.
- Hold a gas card drive in which every new member and their sponsor member receives a \$25 or \$50 gas card and then their names are put in a drawing for a grand prize.
- Chapters pay the dues for any of their members who have lost their jobs.
- Chapters use LinkedIn to recruit members.
- Chapters hold a meet-and-greet, bosses' night or mentor night.
- Allow members to prepay for their monthly meetings at the beginning of the year in order to receive one month free.

Many of these ideas need money to implement. Chapters have held raffles for their membership drives just like they have for their scholarship funds.

As you can see, this Presidents'/Vice Presidents' meeting was successful again this year, and we all left with a variety of ideas that we can take back to our Chapters.

*Lynn Kendrick, CBA  
CFDD National Area Director  
Member, CFDD Louisville Chapter*

## Mentoring

This topic is near and dear to my heart! I had the pleasure of working with Marlene Groh, CCE, U.S. Foodservice. We met with Chapter Presidents and Vice Presidents to discuss what mentoring techniques are being used within each Chapter.

Most Chapters have a well-developed mentoring program, while smaller Chapters are informal and mentor one on one. Some Chapters have used the CFDD Mentoring Program for their monthly meetings (breaking it into four meetings), while the Seattle Chapter has an "Ask a Mentor" program through its local NACM Affiliate, which is working quite well for them. Minneapolis/St. Paul has a member who assigns a "mentee" to each new member but has not put on a formal mentoring program.

Most Chapters have a mentoring program for new incoming officers; outgoing officers exchange material and ideas, which really helps the new officers in their new roles. This type of mentoring takes the scare out of volunteering for a position on your local CFDD Chapter Board.

Each Chapter President was asked how they felt about the new "CFDD LinkedIn" site, and each felt that once they get used to the site it will be beneficial, and they are looking forward to receiving more information about the site. Each Chapter President was also asked what CFDD National could do for them, and it was suggested that Chapters receive more information on the Mentoring Program and how it can be used within each Chapter.

The very best comment I heard was: "Mentors evolve; you will have more than one mentor during your life and mentors learn from mentees."

*Barbara J. Condit, CCE  
CFDD National Area Director  
Member, Minneapolis/St. Paul Chapter*

## Programs

Pam Foreman, CCE, led discussion on Programs.

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## Topics of Discussion

### Where to Find Speakers

There were many excellent suggestions on where to find topics and speakers for CFDD meetings and seminars. Pam Foreman suggested using NACM Affiliate presidents to do a program. Other suggestions were speakers from Robert Half, in particular one who would discuss resume writing. Taking a survey of what members are interested in hearing about is another great way to come up with ideas.

[Meetup.com](http://Meetup.com) is a source for topics and speakers; this website lists certified professionals who need continuing education units and are willing to do a presentation to get them. FCIB and CRF were also suggested as speaker resources. Also, the online Resource Library at [www.nacm.org](http://www.nacm.org) has many programs that a CFDD member can present to his/her Chapter.

LinkedIn and Chapter newsletters are a great way to find out what other Chapters have used for topics. Round table discussions encourage the sharing of knowledge and experience. Local attorneys are generally willing to do a presentation for a free lunch, especially if they have a relationship with a member. Members can take a program from the Credit Congress and present it to the Chapter.

Both the SBDC (Small Business Development Center) and SCORE (a local organization comprising of retired business owners who help new business owners) were suggested for topics and speakers. Likewise, Department of Revenue, State Board of Equalization, Secretary of State or Federal Reserve Department employees have been used

for various topics including sales tax and escheatment. One member suggested contacting a local author who has published works that are relevant to credit or business. Several members have contacted local colleges and brought in a professor or instructor to do a presentation. Using a bonding company employee as a speaker was suggested as well. Vendors can be excellent speakers as long as their topics are educational and not a sales pitch. Industry trade group members also make good speakers.

### Topics

Some of the topics that were suggested and have been used by the Chapters are: “New School Thinking,” which presented new technology and how it can be used in business (great for younger members); fraud on the Internet; research on the Internet; the “Red Flags” Rules; writing skills; resume skills; diversity in the workplace; Credit Jeopardy!; ask the experts, a panel discussion consisting of members as panelists or various invited professionals; sales tax; mechanic’s liens; and round table topics such as “You Be the Judge” or “Creditor’s Edge,” which provide scenarios that small groups of members have to resolve and then present to the membership. A program on credit cards might discuss hidden charges, the level of fees based on the information obtained at the point of sale, and how these factors can be negotiated.

One member suggested a topic that would interest the sales department or the accounting department. Having other departments attend a meeting can give credibility to the CFDD organization. Another member suggested having a seminar that customers would be interested in—and then inviting those customers to attend.

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## New CFDD Designees – Nov/Dec 2009

| CHAPTER  | MEMBER              | COMPANY               | AWARD & ACHIEVEMENT |
|----------|---------------------|-----------------------|---------------------|
| Denver   | Kim McBride Claxton | CVI Digital Solutions | CBA Designation     |
| Portland | Lori Kimball        | Norpac Foods, Inc.    | CBF Designation     |

## CFDD MISSION STATEMENT

The mission of the NACM Credit and Financial Development Division shall be to promote active interest in the credit and financial profession, to develop and market educational programs that are vital to the development of the effective professional, and to be a viable force within the NACM network.

## CFDD VISION STATEMENT

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.

Seminar topics might be along the lines of sales tax, mechanic's liens or accounting functions. Pam Foreman noted that 80% of the topics presented in a year must be credit or business related. She said it's important to keep in balance the level of education and experience between new credit managers and seasoned credit managers when scheduling meeting programs.

### Attendance Issues

A member asked how they can get their members interested in CAP and ACAP classes so that their NACM Affiliate will continue to sponsor them, rather than relying on online courses which do not always fulfill all the requirements for designations. Pam suggested to keep talking about the benefits of certification and show the benefits of the programs to members. This brought up the use of webinars or programs through NACM's new Credit Learning Center (see page 1) for earning CEUs. Pam noted that a facilitator would have to be present in order to verify attendance.

A reminder was made that each Chapter should offer CEUs for their meetings, as this is a great marketing tool. One member said her Chapter uses her Chamber of Commerce membership to promote and advertise its monthly meetings. Many members use local newspapers and their Affiliate to promote upcoming meetings.

Some Chapters have cancelled meetings or seminars due to lack of interest. Some Chapters cancel due to lack of attendance prior to the meeting, and some leave it up to the speaker on whether to cancel. A suggestion was made to offer scholarships for annual membership fees to members who attended meetings. This helps to keep members coming to meetings—and it keeps members in the Chapter. Another suggestion was to call members who haven't attended in a while and invite them to come to a meeting. There was discussion about allowing non-members to attend meetings; according to the CFDD Bylaws, a non-member is allowed to attend two meetings per year.

A great suggestion was made to follow up with non-attending members after each meeting. Either call them or send them an email with highlights of the meeting or an attachment of the speaker's outline. Pam asked each group what time of day they hold their meetings and whether they offer half- or full-day seminars. It was about 50/50 on lunch and dinner meetings, and half-day seminars seem to be better attended.

### Program Scheduling

There were many suggestions as to who should schedule the programs. Several members use their Chapter Board members to schedule programs. One member uses the Vice President for monthly programs and the Board for seminars. One member suggested forming a committee rather than place the burden of all programming on the program chairperson. One Chapter requires each Board member to schedule two programs per year so the task is shared. Another Chapter's program chairman schedules the meeting in sections by topic: every two to three consecutive meetings have a related subject under a specific topic.

Some Chapters have meetings scheduled up to a year in advance and have meeting calendars distributed at the first meeting of the year and/or have them available on the Chapter website. Other Chapters schedule meetings from month to month.

*Shelley Hart, CBF  
CFDD National Area Director  
Member, CFDD Wichita Chapter*

## Publicity

This year I was honored to sit in at the publicity table for our Presidents'/Vice Presidents' meeting, along with Past National Chairman

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**LAS VEGAS**

In May 2010, Las Vegas welcomes NACM and its 114th Credit Congress & Exposition! Make plans to join us as Credit Congress outshines them all in the City of Lights.

For 114 years, NACM's Credit Congress has been a glowing beacon—educating, uniting and empowering the credit community. We invite you, as dedicated, enthusiastic credit professionals, to continue this tradition with us May 16-19, 2010, at the Rio Hotel Las Vegas.

Don't delay—check out these time-sensitive, money-saving offers:

**Early Bird Registration Fees**  
**Amazing Hotel Rates End December 31st!**

And don't forget to make plans to attend the CFDD Awards and Installation Luncheon on Tuesday, May 18!

**NACM's 114th CREDIT CONGRESS & EXPOSITION**  
**MAY 16-19, 2010**  
**RIO HOTEL LAS VEGAS**



Mary Moore, CBA. The Chapters had several great ideas for advertising and for keeping our members informed and involved. Those ideas are as follows:

## ADVERTISING

- Email your meeting announcements.
- Remind members at least two-three times before your monthly meetings.
- Your local Affiliate may publish meeting announcements for you. Remember to ask them and, if possible, send them a calendar of your meetings for the year.
- Advertise your meetings in the local newspaper, such as in the “Business Journal” section under “Meeting Notices.”
- Advertise your seminars in the local newspaper as well. Suggested information to include in that ad would be: National Association of Credit Management/CFDD, (insert seminar name), (insert seminar date/time), call (insert contact name & phone) for more information.
- Advertise for free on [www.craigslist.com](http://www.craigslist.com). You can go to your state and then city, and under the “Community” heading there is an “Events” section.
- Affiliates may have a website and may host a page for your Chapter. Ask them.
- Report good news about members to NACM such as promotions or when they acquire a BA, MBA, doctorate, etc. NACM already knows when a member achieves a designation (CBA, CBF and CCE).
- Remember to apply for the National Publicity Award through NACM!

## CHAPTER NEWSLETTERS

- There is an online chapter newsletter template that can be found at [www.cfdd.org](http://www.cfdd.org). Go to the Members Only Area, select Leadership Guide, scroll to the bottom under Chairmen Resources and select the drop-down box labeled Publicity Chairmen. You will see a selection for the Newsletter Template.
- Some Chapters have websites and use the website as their newsletter.
- You can set up your website to have a Members Only Area that is password protected. You can post the Chapter’s financials and sensitive information in that area.
- Include pictures of events on your website and/or in your newsletter whenever possible. Members enjoy seeing pictures.
- Include articles in your newsletter. You can find articles about credit on many websites, such as [www.crfonline.org](http://www.crfonline.org) to name a few. When you use an article, remember to cite the source. You can also place a link to the article as a way of citing the source.
- One member suggested creating a special folder on your desktop where you would place information that you plan on including in your newsletter. During the month, if you come across a good article, save it in that folder. When you are ready to put together the current month’s information, it will be easier to compile, as it will be together in one location.
- Ask a NACM-National/CFDD National Board Member to write an article for your newsletter.
- Include a classified ads section in your newsletter where you place job postings or members looking for work. Sometimes your Affiliate advertises jobs as well. Be sure to check with them to verify that your job posting resource does not conflict with theirs.

- One Chapter has a “Missing” section where they will post a picture of a member who has not been to a meeting in awhile. Of course, this is all in good fun.
- Include write-ups about scholarship conference attendees in your newsletter.
- Include a copy of the upcoming speaker’s business card in your newsletter as free advertising for that speaker.
- Some Chapters keep the financials and meeting minutes separate from their newsletter so that they can give the newsletter out to potential new members.
- Include upcoming dates in your newsletter, such as NACM designation testing deadlines.
- Announce new designees (CBA, CBF and CCE) from your Chapter in your newsletter and announce when a member acquires a BA, MBA, doctorate, etc.
- Announce member promotions and when a member finds a new job.
- Include a meeting agenda or yearly calendar in your newsletter.
- One Chapter places a “hidden character” within their newsletter. Whoever finds it first wins a small prize or a CFDD logo item. In this way, they encourage their members to read the newsletter.
- Interview a member and do an article about them. Place that article in your newsletter.

I hope this information is as helpful to the Chapters as I found it to be. The Presidents’/Vice Presidents’ meeting was excellent this year.

*Cindy Hayes  
CFDD National Area Director  
Member, CFDD Albuquerque Chapter*

## Scholarships

There were many great ideas shared about scholarships in the sessions led by Mike Meyer, CCE, CFDD National Chairman. Some Chapters pay 100% of the registration for Credit Congress or the CFDD National Conference for all members in good standing, and some Chapters give preference to first-time attendees. One Chapter has a drawing at each meeting that is open to all members in attendance to win a scholarship for any education offering. The recipient has 60 days to choose how the scholarship will be used within one year. An alternate name is also drawn in case the winning member can’t use the scholarship. All scholarship winners must show a registration or payment receipt to claim the scholarship.

Other ideas included awarding scholarships based on a point system; giving scholarships for CFDD dues, specific educational events or any educational opportunity or college class; or to encourage members to become more active by providing scholarships for Board members and some Committee Chairs. Another Chapter sends scholarship applications to each member with a list of available scholarships, and that seems to generate a good response. Another Chapter offers members two scholarships, up to a maximum of \$500 annually, and another provides scholarships for all members who attend a certain number of meetings each year.

All Chapters reported they go through the scholarship application process and calendar at a meeting each year. Some Chapters have a

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membership program dedicated to scholarships and outline what scholarships are available and how to complete the scholarship applications. Many of the scholarship forms are now available online.

It was suggested that Chapters review the NACM-National Scholarship application during a meeting before the December 31 deadline, and review the CFDD National Scholarship application at the January meeting so applications can be submitted by the March 15 cutoff. There is a PowerPoint presentation on how to fill out the application on the CFDD National website, which can be put on a CD and shown at a CFDD meeting.

In all of our sessions we discussed the scholarships through CFDD National and NACM-National. The CFDD National Scholarship application is due by March 15 of each year. These scholarships are awarded at the CFDD Luncheon during Credit Congress, and recipients have one year to use the scholarship. CFDD National Scholarships can be used for registration or for hotel or airfare if the registration is already paid. Chapters were cautioned to be careful about the due date for the application and the dates of conferences for which awarded scholarships can be used. The CFDD National Scholarship application is available through the [CFDD.org](http://CFDD.org) website, and is submitted online. It is no longer required that these scholarship applications be signed by the Chapter president. However, it was recommended that members print out the completed application and have a past president or previous scholarship judge review the application for completeness before it is submitted. Judging is done only on the information contained on the application, so it is important that an applicant provide a separate and thorough explanation why the scholarship is needed and how he or she is active in the credit profession. Applicants should review past scholarship applications to see what type of information was provided to receive scholarships. The minimum score to be awarded a scholarship is 65. Members cannot apply for the same category of scholarship two years in a row.

The deadline to apply for NACM-National Scholarships is approaching very soon: December 31, 2009. Applications can be accessed online at [www.nacm.org](http://www.nacm.org). These scholarships are provided in four different categories and only can be used for registration at conferences and classes. Examples of the scholarships are registration for Credit Congress and the Graduate School of Credit and Financial Management (GSCFM), as well as other classes and educational opportunities. There are different scholarship requirements for CCE designation holders, who can apply for these scholarships every other year. The amounts and types of scholarships have increased in recent years, and can be used only for registration for the educational event specified in the scholarship award.

Raising funds for scholarships is done in many ways. One idea mentioned was raising scholarship funds from putting on a business writing seminar each year; another Chapter has a dessert auction at each meeting to raise scholarship funds. Other Chapters reported that raising funds for scholarships has become more difficult, as they face unpredictable or low turnout for classes. Some Chapters reported they consider their scholarship funds as restricted funds; some transfer money from the general fund to the scholarship fund as needed. Some Chapters maintain separate bank accounts for scholarships and general funds.

This was a great session that allowed CFDD members from across the country to talk with each other about things vitally important to our organization. Thank you to everyone who participated.

*Diane Snyder, CCE, CICP  
National Area Director  
Member, CFDD Portland Chapter*

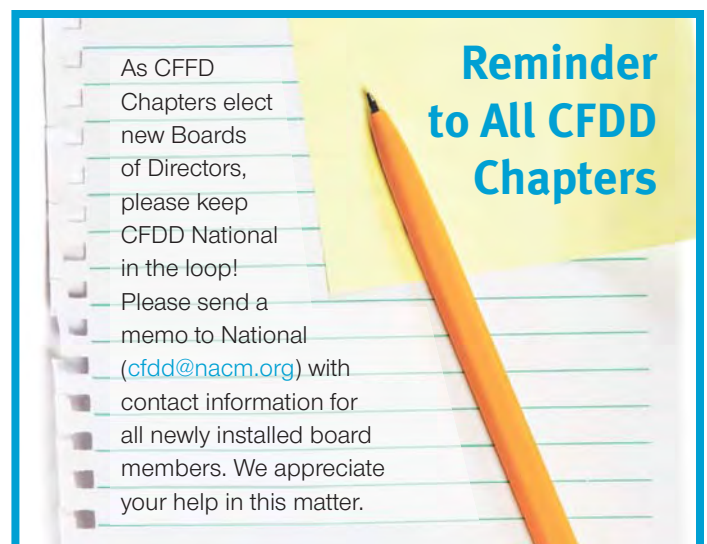
## Chapter Administration

I had the honor of participating at the publicity table with Past National Chairman Carol Fowle, CCE and Anne Cahanin, CFDD Administrator. We discussed every topic about CFDD Chapters such as:

- CFDD Bylaws—How often should they be updated? Who should work on them? We all discussed that a committee or the Board of Directors should work on the bylaws. Most Chapters review their bylaws every year with every new board of directors.
- We discussed members who pay at the door. We discovered that the majority of Chapters do indeed bill for meetings; payment usually is received within two weeks of the event.
- We also shared ideas about how to get new faces on the Board. We found out that some Chapters had A LOT of officers, therefore requiring A LOT of people. We suggested that it could be helpful to reduce the number of officers and go back to the positions of president, vice president, secretary and treasurer, and then have committees from that point.

I enjoyed participating in the Presidents'/Vice Presidents' meeting. I really feel that this session allows the officers to bring some great information back to their Chapters that they can use right now!

*Sheila C. Roames, CCE  
National Area Director  
Member, CFDD Phoenix Chapter*



# PROGRAM PICKS

| CHAPTER            | TOPICS  | SPEAKER   |
|--------------------|---|---|
| Dallas/Fort Worth  | Team Building   | Business Coach                                    |
|                    | “Red Flags” Regulations                                     | Attorney  |
|                    | Texas Bonds & Liens   | Attorney  |
|                    | Communication—Do You Hear What I Am Not Saying?             | Member/Credit Manager                             |
| Denver             | Resume and Interviewing Do’s and Don’ts                     | Staffing Representative                           |
|                    | Sales Tax for Suppliers                                     | Credit Assistant                                  |
|                    | The Business Triangle: You, Your Customer and the Banker    | Bank President                                    |
| Evansville         | Data Mining   | Accountant  |
|                    | Credit Risk—Managing, Identifying Problems & Loan Policies  | Accountant  |
|                    | Cash Flow Methods, Statements & Restructuring               | Accountant  |
| Greater Cincinnati | Your Credit Score   | Banker (or someone familiar with consumer credit) |
|                    | Troubled Waters: Legal Issues in an Uncertain Economy       | Attorney  |
| Omaha/Lincoln      | Risk & Fraud Management Tips                                | Vice President of Operations (local bank)         |
| Raleigh            | Pandemic Flu Planning                                       | Attorney  |
|                    | Managing Credit in Challenging Times                        | Credit Manager/Area Director                      |
|                    | Mediation & Arbitration: Differences, Pros & Cons           | Attorney  |
| Wichita            | Cash Flow Analysis  | Accountant  |
|                    | Demystifying the Creditors’ Committee Process in Bankruptcy | Attorney  |
|                    | Introduction to the Kansas Department of Commerce           | International Trade Representative                |