



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

December 2011

Letter from...

Lynn Kendrick, CBA
CFDD Vice Chairman,
Member Services and Publicity



I would like to tell everyone how honored I am to be serving as your CFDD Vice Chairman, Member Services and Publicity. I feel privileged to have such a responsibility, and I am so grateful to be able to give back to this great organization.

I am sure all chapters have already sent out their invoices to their members for annual dues. Remember, your membership report that is due January 10 is the report National uses to calculate how many members to invoice your chapter. Please encourage all of your members to renew their membership. There is nowhere else they can get the education and professional development that they need for their careers. There is no other organization that has the kind of networking that CFDD has, and I do not know of any other organization that awards scholarships like CFDD does. In just 21 years, CFDD at the chapter and national levels has disbursed a combined total of more than 7,000 scholarships valued at more than \$1.5 million. Just in 2011 alone, National has awarded 63 CFDD members from across the country scholarships totaling almost \$24,310. Now, tell me, where can you get that kind of Bang for your Buck?

As most of you already know, either from attending the 2011 CFDD National Conference in Cincinnati or reading our last newsletter, we have started a special membership campaign. As CFDD celebrates its 86th anniversary this year, we thought that it would be remarkable to

salute our history by acquiring 86 new members, so our campaign is titled “86 in 86.”

For CFDD members who successfully recruit new members, your name will be entered into a drawing for each new member. The winner of the drawing will receive a complimentary registration to next year’s 2012 CFDD National Conference, which is tentatively set to be held in Seattle. This registration is non-transferable (use it or lose it). To add to the fun, each CFDD member who successfully recruits five or more new CFDD members will receive a \$50 gift card from National.

Chapters can also win. Each time a chapter reports a new member, the chapter’s name will be entered into a drawing. Once the campaign is over, the winning chapter will receive two free NACM teleconferences. These will be on a digital replay format, allowing the chapter to take advantage of them anytime they choose, which could be a great resource for monthly meetings.

Direct members, you can also join this campaign. Every time you recruit a new member, your name will be entered into both the member and chapter drawings.

Chapters, please offer incentives at your local level too. Perhaps form a new “Welcoming Committee” to help new members feel like they are a part of this wonderful group. We need new members—and to get them involved as soon as possible.

We have provided some tools to help you get started on the CFDD website. Please go to CFDD.org, click on “Members Only Area” and log in. Click on the “Leadership Guide” and then “Officers Training Manual.” We have provided you with some membership drive suggestions, sample letters, a sample new member letter and a sample flyer/brochure where you can add your local chapter’s information.

We need everyone’s help so we can reach our goal of “86 new members for our 86th anniversary.” If you need any help or have any questions, please feel free to call me or another national officer.

I would like to wish all of you a Merry Christmas and Happy New Year. I am looking forward to another wonderful year for CFDD!

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Chapter News

The **CFDD Birmingham Chapter** is pleased to share the following news items:

- **Joel Rotenstreich**, a member of CFDD Birmingham, has received the Tikkun Olam Community Service Award, which is awarded by the Jewish Community Relations Committee of Birmingham Jewish Federations. This award is presented every two years to an outstanding volunteer leader whose life and service have been devoted to making the world a better place. For decades Rotenstreich has been widely recognized and admired as a volunteer leader within the Jewish and broader Birmingham communities.
- Two chapter members have received scholarships. **Linda Robinette** and **Pete Bessierre** each received a \$175 scholarship, which will be applied toward their Professional Certification Program fees.
- We welcomed one new member this quarter.

The **CFDD Evansville Chapter** held its annual Business Writing Workshop on November 15, 2011. The chapter also previously held two Power Lunches, which explored the topics of Financial Statements and Internal Controls, respectively. These events have provided the Evansville Chapter with an opportunity to open its doors to the public, letting them see what CFDD can do for them.

New CFDD Designees – December 2011

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Denver	Karen Planchon	Rio Tinto Minerals	CBA Designation
Jasper	Robert Alvey	Stens, Inc.	CBA Designation
Phoenix	Ellen Wodiuk	Fort McDowell Yavapai Materials	CBF Designation
Phoenix	Ayrika Williams	Sherwin-Williams Co.	CBF Designation
Phoenix	Rosa Apodaca	Western States Petroleum	CBF Designation
Direct Member	Connie Bentley	The Loxcreen Company, Inc.	CBF Designation

CFDD'S NATIONAL EDUCATIONAL PROGRAMS

CFDD Chapters may now order CFDD's National Programs free of charge! Program topics include:

- Credit Policies and Procedures
- Ethics—It's a Matter of Choice
- Financial Statement Analysis and Credit Scoring
- Mediation—An Alternative to Dispute Resolution
- Selling Marginal Accounts—Are the Rewards Worth the Risk?



These programs can be conveniently downloaded from the CFDD Members Only Area of the CFDD National website. Please check out these timely resources!

Reminder to All CFDD Chapters

As CFDD Chapters elect new Boards of Directors, please keep CFDD National in the loop!

Please send a memo to National (cfdd@nacm.org) with contact information for all newly installed board members. We appreciate your help in this matter.

CFDD National Fundraiser



2012 NACM Credit Congress Registration

Gaylord Texan Resort & Convention Center

Grapevine, Texas

June 10–13, 2012

\$10/each

Tickets have been distributed to all chapters to sell locally
to members of CFDD and NACM.

Please contact your Chapter President to purchase a ticket today!

Tickets on sale until February 10, 2012

Drawing to be held at NACM-National Headquarters

Winner will be notified immediately following the drawing and
will be announced in the March issue of the CFDD-National Newsletter

All proceeds will support the CFDD National Scholarship Fund

Open to all members of CFDD and NACM

Opportunity for chapters to award a local scholarship!

PROGRAM PICKS

CHAPTER

Birmingham

TOPICS

Update on New Alabama Retainage Law
FAQ about Credit Card Processing
Defending Bankruptcy Preference Claims

SPEAKER

Attorney
Banker and Vendor
Attorney

RECOGNIZING EXCELLENCE WITHIN THE RANKS

As the close of 2011 approaches, a brand new year is waiting in the wings—and with it the annual initiative to recognize and honor excellence among CFDD members.

Among the awards to be given at CFDD's 2012 Awards and Installation Luncheon, which will be held during the 116th Credit Congress in Dallas, Texas, are the following:

- Special Seminar/Workshop Award
- National Publicity Award
- Distinguished Member Achievement Award
- National Mentor Award
- Marilyn Daugherty Spirit Award

Now is the time to complete applications for the members and chapters that best exemplify what makes CFDD a professional organization *par excellence*. All national award applications may be downloaded from the CFDD website as Word documents; each has been formatted to be easily completed from the convenience of one's computer. **National award applications must be submitted to CFDD via email by Thursday, March 15, 2012.**

For more information, visit the [Membership Resources section](#) of the CFDD website.

CFDD National Scholarships for 2012

The scholarships are coming! The scholarships are coming!

Are you planning to attend the 2012 CFDD National Conference and/or the 116th Credit Congress & Exposition? Are you working on an NACM designation? Taking a self-study course or completing the designation exam review package through the Credit Learning Center?

If that's a "yes," then make certain to visit the CFDD website and apply for a 2012 CFDD National Scholarship. Thanks to the generosity of fellow CFDD members, you may qualify for one of the following categories of scholarships:

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

All scholarship applications are due by Thursday, March 15, 2012. To learn more about the scholarships, visit the [Members Only Area](#) of the CFDD website. Let CFDD help you make 2012 a banner year for life-long learning and leadership development!

CFDD MISSION STATEMENT

The mission of the NACM Credit and Financial Development Division is to develop tomorrow's business leaders through core offerings.

CFDD VISION STATEMENT

To be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.

CFDD Logo Items



Searching for that perfect gift that combines practicality, value and pride? Look no further than CFDD's extensive selection of logo items! From pens and mouse pads to portfolios and personal lunch bags, CFDD logo items can satisfy even the most discerning recipient. They also make great gifts for speakers and special guests. Don't delay! Browse the [CFDD logo item web pages](#), part of the online NACM Bookstore, and purchase merchandise that reflects your investment in the CFDD professional credit community!

CFDD logo items currently available:



- Portfolio (\$18)
- Junior Padfolio (\$15)
- Personal Lunch Bag (\$15)
- Acrylic Desk Tray (\$10)
- Cork Mouse Pad (\$10)
- Stainless Steel Tumbler (\$10)
- Brass Ball Point Pen (\$7)
- Calculator (\$6)
- Ball Point Pen (\$5)
- Business Card Case (\$5)
- Robotic Book Light (\$5)
- Can Holder (\$2.50)
- Luggage Grip (\$2.50)



New items!

- Business Card Album (\$15)
- Super Mini Umbrella (\$15)

