



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

May 2007

Letter from...

Jeffrey L. O'Banion, CCE, CICP
CFDD National Chairman



This will probably be my last message to you all as CFDD National Chairman and, I must say, it's been quite a year. I am sure when the Selection Committee advanced me to the Chairman position they must have thought, "What have we gotten ourselves into?"

What that Committee did was take a risk... with me. I like to think that they recognized that I had a few talents and skills that would mesh with our organization and that I would continue to benefit and grow professionally and personally with the experience of serving as a national officer. And, as everyone knows, being Irish I certainly have the requisite gift of gab!

That's one of the greatest attributes of CFDD; our organization is willing to take a risk on individuals and give them a chance to grow and contribute for the betterment of themselves if they will also take the risk to participate, learn and share their experiences.

My Portland Chapter has helped me immensely over the years. It has taught me the "nuts and bolts" of credit and financial management, helped me hone my public speaking and writing skills, exposed me to individuals in the credit arena who have become life-long friends and professional resources, and allowed me to make mistakes — followed by positive and constructive criticism — and then move on to the next challenge.

I truly believe that I am a better person and a better credit professional simply because of my membership and involvement in the CFDD experience. The continuing "investment in myself" has been most rewarding—don't get me wrong, there have certainly been difficult times as well, as there is any investment program—but I am far richer because of my years with CFDD.

My father was a rancher and a public official for many years. I can remember asking him, "Why do you do this?" His reply was, "To protect the public trust and to put a little hay in the barn." I hope that this year finds that I have put a little hay in the barn for those that follow. Only by working together, volunteering and sharing what we all have can our organization continue to thrive. Please keep CFDD an active part of your personal and professional lives. I know that I will!

For me (and for those of you old enough to remember) this year has been the ultimate "E" ride! Thank you all for the unique opportunity to serve with CFDD National. I wish you all the very best in your many future endeavors.



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AWARDS & ACHIEVEMENTS

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Birmingham	Marilyn Poremba	Mayer Electric Supply Co, Inc.	CCE Designation
Charlotte	Drue Rutledge Cobb Steve Byrd	Continental Tire North America Inc. John Boyle & Company, Inc.	CCE Designation CBA Designation
Dayton	Michelle Massie	Cemex, USA	CBF Designation
Louisville	Delinda Goodman	Yum Brands Inc.	CCE Designation
Minneapolis/St. Paul	Robin Johnson Betty Melby, CCE	Edie Bailly LLP Dayton Rogers Manufacturing	CBF Designation Forius Credit Executive of the Year
Omaha/Lincoln	James Hushka	Warren Distribution	CBA Designation
Portland	Toni Schimming Marilyn Rea, CBF David Erickson, CCE Barbara Davis, CCE Rod Wheeland, CCE, CAE David Erickson, CCE Alice Campbell, CBF, CICP	Liberty Northwest Insurance Pacific Architectural Wood Products Allsports Forwarding Liberty Northwest Insurance NACM Oregon Allsports Forwarding Oregon Steel Mills	CBA Designation CBF Designation of Excellence, NACM Oregon Credit Executive of the Year, NACM Oregon Mentor of the Year, NACM Oregon CAE Designation (Certified Assoc. Executive) NACM Oregon Foundation Board NACM Oregon Foundation Board
Wichita	Shelley Hart	Wichita Sheet Metal	CBF Designation

Seminar Information

Minneapolis/St. Paul holds one half-day seminar each year in March, followed by dinner and their regular monthly meeting. They charge \$85 for both afternoon and evening. Funds are deposited into the general fund and it is up to the Education Committee to determine the number of scholarships to budget and award. Speakers are found by word of mouth and through some of the law and accounting offices in the Twin Cities area.

Wichita usually has one seminar per year for half a day or 2 1/2 hours. They normally charge between \$35-50 and usually look for sponsorships to assist in defraying the cost. Depending on the outcome, profits are given for scholarships.

Grand Rapids has not had a seminar recently, but in the past they would have had two per year. Usually the speakers were attorneys that they knew or used. The half-day seminars would be for \$50 depending on the room charge. The profits go into the scholarship fund.

Dallas Fort Worth generally presents a three-hour session, which includes a meal. Last year they had one seminar and charged \$60 for CFDD members. The previous year, they held three seminars and offered a reduced rate of \$165 if members attended all three sessions. The individual session fees were \$60 per session. Dallas Fort Worth also offers reduced rates if more than one employee from the same company attends. Speakers are chosen depending on the topic. Several local attorneys speak as well as a variety of credit professionals that hold designations. Seminar profits go directly toward local scholarships and their annual national contribution.

Omaha/Lincoln holds two half-day seminars per year. They normally charged \$49 per person, which includes a light snack in the middle of the afternoon. Speakers are chosen from local attorneys or experts in the field that is to be covered. Seminar profits go directly into their scholarship fund.

Salem-Albany holds two to four seminars a year, usually for a half-day each. They normally charge \$75 for members. Funds from the scholarships go to the general operating/scholarship fund.

Chapter Spotlight: Richmond

The CFDD Chapter of Richmond, Virginia was established in 1958. Like many of our chapters, we started out as the Credit Women's Association of Richmond, which was officially changed in 1988 at that year's Credit Congress. The size of our membership has fluctuated over the years and we currently have 22 members. Even though we are not a large group, our members are and have been very active at the local and national levels with NACM and CFDD. We currently have two members that serve on our local NACM Board and over the years have served in many capacities, including Chairman. Many of our members have served on our local CFDD Board and at the national level, including many area directors, a Chairman of the National Credit Women's Executive Committee and as hosts of four Eastern Credit Conferences.

We have always strived to achieve the CFDD mission of promoting the credit and financial professions with educational programs that enhance our members, whether they are new or seasoned professionals. We have monthly meetings from September through May that include a wide variety of topics. In February, our area director explained the process of applying for a National CFDD scholarship. One of our monthly meeting programs (Check 21 Act) received the National CFDD award for programs. Most of our programs are awarded CEU points, which our members can use toward their Roadmap designations. We currently have four members with designations (1 CBA/3 CCEs) and several that are in the process. In addition to these opportunities, we are having a full-day seminar in April covering five credit topics that were picked by our membership.

It is our goal to increase our membership each year and our members are very passionate about passing along information about our group at every opportunity. This is the first seminar we have had in



quite a while and we are hoping that it will showcase what a great group we have and how much we can offer. We sent out 500 invitations to the seminar, which we hope will result in some new members. Recently, we were awarded the Membership award for our class by CFDD National.

While our members are getting educated, we are also having a lot of fun with our scholarship drives. We usually hold two, themed silent auctions a year — Christmas and Spring. The annual raffle is usually very successful with prizes such as NASCAR tickets, spa treatments, dinner for two, personal chefs, etc.

As you can see, this little group may be small but we are busy and committed to "Investing in Ourselves" and others.

A promotional poster for the CFDD National Conference. The background features the Gateway Arch in St. Louis. The text reads: "CFDD National Conference October 25-27, 2007 St. Louis, MO Hilton St. Louis Airport www.cfdd.org". A CFDD logo is in the bottom left corner.

A promotional poster for the NACM-CFDD Pacific Northwest Conference. The background features a suspension bridge over a river. The text reads: "NACM-CFDD Pacific Northwest Conference September 20-22, 2007 Tacoma, WA Tacoma Sheraton www.pnwcc2007.com".

PROGRAM PICKS

CHAPTER	TOPIC	SPEAKER/PRESENTER
Minneapolis/St. Paul	Everyone's Business – White Collar Crime Toastmasters – Speaking in Front of an Audience	White collar felon and prosecuting atty. Member of Toastmasters
Wichita	Guidelines to Complete National Scholarship App. SBA Services and Assistance for Your Customers	Member SBA Specialist
Dallas/Ft. Worth	Certification Process Strategies for Selling Marginal Accounts	CCE Panel Discussion
Richmond	Time Management	TBD
Louisville	Scholarships, Education and Mentoring Escheatment	CCE, Area Director CCE
Portland	Antitrust Ethics	Affiliate President CCE/CICP/CEW
Albuquerque	Internet Searching Tips and Tricks Submitting Checks to the Attorney General	CFDD member TBD
Jasper	Dun & Bradstreet UCC Filings	Service Provider Attorney
Salem-Albany	Past-Due Collections Preparing Scholarship Applications	Credit Team CFDD President
Raleigh/Durham	Summary of 2006 Changes to Notary Public Act E-Credit	NC Dept. Secretary of State Service Provider
Los Angeles	How to Create and Use a Balanced Scorecard The Lean Office	CMA Business Credit Services Consultant

On the Way UP

CHAPTER	MEMBER	COMPANY	POSITION/PROMOTION
Portland	Marsha Johnson	TEC Equipment	Promotion-Credit Manager
Portland	Cindy Warren	Franz Bakery	Promotion-A/R Supervisor