



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

October 2010

Letter from...

Marlene Groh, CCE CFDD National Chairman



Every year, I look forward to the CFDD National Conference, and this year I also had the pleasure of attending PNWCC (Pacific Northwest Credit Conference). Like always, I am never disappointed when I spend time with my fellow CFDD members. It is like going to a big annual family reunion—plus you get the added bonus of improving yourself through educational sessions. The conferences are the perfect complement to my theme for this year, “CFDD: Enhancing Your Core Values.” I hope every attendee came away from these conferences enhanced in some way or another.

During the CFDD National Board Meeting, board members focused on CFDD’s future direction. After reviewing CFDD’s Mission and Vision Statements, the board is in the process of revamping both of these items to really represent what CFDD is about: professional development.

Professional development is a key factor in these economic times. With all the competition to get and keep jobs, employers are looking for professionals who invest in themselves. They want people who are seeking ways to improve their worth. Gone are the days when you could sit in the same chair and just perform your job. Expectations have changed. Money is tight and employers are looking internally to employees to help train the work force. Managers especially are

expected to save training dollars by becoming trainers, coaches and mentors. Does this sound like CFDD to you? This is exactly what CFDD offers. It helps individuals grow professionally: not only in their ability to mentor others but to develop professionally as well. CFDD helps to set you apart from your peers and stand out amongst the competition.

When I look back at my professional development, I clearly see how CFDD helped me along the way. I can fondly recount the numerous people who shared their knowledge with me and helped me become the leader I am today. For example, Nancy Brewer wasted no time getting me to volunteer for my first position with CFDD. She encouraged me to continue to grow and was always there to support me in my journey to serving as your national leader. Although retired, Nancy is still extremely active in CFDD’s Charlotte Chapter where she shares her knowledge and expertise. CFDD has so many members like Nancy, who are dedicated to mentoring, being leaders in the credit profession and developing themselves and others into the notable professionals of the industry.

I know Grainger, the company where I work, puts a lot of stock into growing leaders. They have programs that specifically seek out and develop leaders from within the organization. CFDD does the same thing. We bring in young professionals and help to make them great leaders. I look at the leadership of the chapters and the national board and am amazed at how much CFDD has helped each of them grow into the strong leaders they are today.

When the conference committee developed the programs offered at the National Conference, it took them no time at all to think of members who could enlighten the membership on so many different topics—and that they did. We had some wonderful speakers, and I want to thank them for taking the time to share their expertise with their fellow members. I personally look forward to the Open Forum session during the conference. It really opens your eyes to how diverse our jobs have become and how we must stay educated to keep up with the times.

My membership in CFDD has been such an important part in my professional development, and I hope each of you has had the same experience from your CFDD membership. I encourage you to be more involved in your chapter and commit to helping yourself and others to becoming the leading professionals in our industries. How you touch someone’s life will never be taken from you and the pleasure you get from seeing others grow will bring a smile to your face and warm your heart for many years to come. There is no greater joy to me than giving my time to help others. I hope you feel the same way.

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Letter from...

Wendy Legan, CCE Vice Chairman, Education and Programs and Chairman-elect



The last two months have been very busy! I was so excited to travel with National Chairman Groh and Vice Chairman Roames to Portland, Oregon for PNWCC and then to Minneapolis/St. Paul for our CFDD National Conference. Both conferences were huge successes, and all involved should be very proud of their hard work and time dedicated.

This year's conference in Minneapolis/St. Paul was very refreshing. First, the weather was wonderful. I am not sure how Duane, Barb and their team did it, but they called in perfect weather for us! We had a very diverse group of speakers representing all levels of experience and expertise. On Friday evening it appeared that the entire room was filled with laughter and good times; everyone enjoyed themselves, including the DJ. Many thanks to our "Murder Mystery Dinner" cast—they were awesome! I appreciated the cast members' efforts to "break out" of their shells and really get into character—some more than others! (Incidentally, Frenchman Bo Jalais [aka Dennis Thomassie, CCE] was the murderer.)

I am so proud and pleased to announce that we collected just under \$4,000 from the Silent Auction during the Thursday evening Expo/Reception. We later added nearly \$2,000, which we collected from the Dessert Auction. After combining those totals with chapter donations, we are well on our way to reaching our \$20,000 goal. I applaud each and every member and the chapters for their continued support of the CFDD Scholarship Fund, which offers deserving members the opportunity to continue their pursuit of education, networking and professional growth.

I strongly encourage you to make a note to attend the CFDD National Conference in 2011. We are excited to announce a tentative location:

Cincinnati, Ohio. Once budgets are approved, we can proceed with selecting the exact dates and other pertinent information.

I would be remiss if I didn't mention the wonderful weather we experienced in Portland as well. Jeff, Brett, Diane and other CFDD members did an outstanding job coordinating details and helping organize PNWCC. They were very welcoming and gracious. The breakout sessions were diverse and well attended. Many thanks to Rod Wheeland, CCE, CAE and NACM Oregon! They made us feel very welcome to be in attendance at this shared conference. We had a great CFDD luncheon, along with a president/vice president breakfast that stimulated beneficial talks among the chapter representatives present.

As I mentioned in my remarks at the business meeting during the National Conference, YOU are a vital piece of our organization. Without you, we are simply a group. Volunteer to help make a difference, both at the local and national levels. There are board positions and committees to serve on; your involvement will be deeply rewarding and greatly appreciated.

Letter from...

Sheila C. Roames, CCE Vice Chairman, Member Services



Hello everyone and happy fall! I have just traveled back with Chairman Groh and Vice Chairman Legan from the PNWCC and CFDD National Conference, both of which were phenomenal—everything from the educational sessions to the chance to be with my fellow CFDD members. My hope for all conference delegates is that they were able to discover great resources, networking links and educational opportunities through their participation as well as to reconnect with old friends and make some new ones! I would like to extend a HUGE "thank you" to NACM Portland, Forius Business Credit

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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.

Resources, CFDD Portland, CFDD Minneapolis/St. Paul and all committees for such fabulous conferences and fantastic weather!

It's my great privilege and responsibility to serve our CFDD organization as Vice Chairman, Member Services. I believe that CFDD enhances each of us not only as professionals, but also brings remarkable value to us as individuals. Chairman Groh's theme for this year—"CFDD: Enhancing Your Core Values"—is spot on. We all have a responsibility and a commitment to our NACM and CFDD organizations.

We "belong" because we all have the individual and collective desires for professional excellence and achievement. As members and credit professionals, we endeavor:

- to be the best at what we do;
- to work hard and do our jobs well;
- to achieve recognition and network with our professional colleagues;
- to advance our professional education; and
- certainly, to give back and share what we have learned and experienced through personal involvement in our individual CFDD chapters or through our direct membership.

This, my friends, is an example of CORE VALUES.

Membership in CFDD is the catalyst that brings all these things together. It is truly up to us to be the "CFDD Sales Force"—to tell our stories and to share the wealth and success of what we are as an organization of credit and finance professionals promoting professional development. As members, we can never talk enough about membership, as we are all interested in the growth of our chapters across the United States.

With the explosion of online networking, I encourage you to participate in CFDD's LinkedIn Group. As the group continues to grow, it has become the place to post questions for and offer solutions to your colleagues. My challenge to all members this year is to recognize the true value of our CFDD membership. I know that value can be defined as the worth in usefulness or importance to the possessor. 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? I believe variety is the key! As a CFDD member, you have access to a professional network of peers in your chapter, and when you attend your local CFDD chapter meetings, your network grows into a local network. By attending the National Conference and joining CFDD's LinkedIn Group, your network becomes national in scope.

One of the biggest benefits of networking is the ability to share ideas, expertise, challenges and solutions. Networking is a critical part of a successful career. Having a strong network of colleagues can lead to business referrals in other areas of the country; additionally, a strong network allows you to tap into the expertise of a group of fellow credit professionals that you can rely upon. It also provides you with the opportunity to help a company find that perfect candidate for an open position or, as we have seen over the last 16 months, offers an opportunity for you to distribute your own resume within the credit community to find that perfect new opportunity for yourself. Networking should be a priority that warrants some time and attention. Your professional network will serve you well throughout your career.

I want to thank each of you for your commitment to CFDD. By not only attending your local chapter meetings but the National Conference as well, you show that you believe in what CFDD stands for in this ever-changing environment. Please invest some time today, so that we will continue to see the success of CFDD tomorrow and in the future.

Great Googly-moogly!

Imagine a web-based tool that scours the information highway for news items about the latest developments in bankruptcy reform efforts, credit card interchange fees, new collection tools and other credit-related topics. **Google Alerts** is that resource—free, convenient and easy to use.

As introduced during the Open Forum of CFDD's recent National Conference, Google Alerts can be customized to fit any user's needs and interests. Simply visit the Google Alerts website (www.google.com/alerts) and sign up for this feature.

In order to use Google Alerts, you must have a Google account. After setting up your Google account, type in the search terms (bankruptcy, collections, preferences, etc.) you are seeking. Then specify the sources where Google will look for information (news sites, blogs, discussions, etc.); how often you will receive the alerts (real-time, once a day or once a week); and the volume or quality of the material you'll receive (only the best results or all results).

Google Alerts is a portable and efficient means to keep track of topics that could potentially affect you and your company's interests. Don't miss out on this unique and highly useful resource. Sign up today!

Collaboration at the Heart of CFDD Conference Success

Attendee-to-Presenter and Affiliate-to-National Collaborative Efforts Shine

Earlier this month, CFDD's membership took to the "Land of 10,000 Lakes" for the 2010 CFDD National Conference in Minneapolis, Minnesota. Attendance at the conference, held at the Minneapolis Airport Marriott, increased in 2010 from the previous year in part because of



the typically strong programming, but also because of significant support from one of the largest CFDD chapters, CFDD Minneapolis/St. Paul; about half of its membership was in attendance. Also pitching in with a big assist was local NACM Affiliate Forius Business Credit Services, which held its Fall Forum in conjunction with the National Conference. Additionally, its membership was key in helping to support the Silent Auction, which raised \$3,879 for the CFDD Scholarship Fund, and the Dessert Auction, which brought in an additional \$1,925.



exemplified how the professional sharing of information at such events can inspire workable solutions in the real world. "It turns

out that almost all of the attendees were having the same experiences as I was: customers having limited working capital, declining sales and profitability. Combine these issue with the limited possibility that customers face in receiving new funding or capitalization through banks or other financial companies, and it certainly makes for challenging times," said Beckel. "But the further we progressed the more it became apparent that these tight credit conditions were leading to new ways and considerations for extending credit."



This year's Open Forum, dubbed "Leaders Sharing Expertise," again was among the conference highlights. Dennis Thomassie, CCE, of the RSR Corporation, moderated discussion; he was joined by an insightful panel comprising Jeff O'Banion, CCE, CICP, of Northwest

Natural Gas Company; Jaci Barrows, CCE, CICP, of Ryerson Inc. and the Denver Association of Business Economists; and Duane Schwartz, CCE, of the Tile Shop LLC. Also garnering rave reviews was a three-plus hour session with Wanda Borges Esq., of Borges & Associates LLC, titled "Credit Tools and Techniques." Former NACM-National Chairman David Beckel, CCE, of MiTek Industries, noted "the topics were very relevant as my company had been considering several of the topics that Wanda covered—I was immediately able to show payback for the CFDD conference to our senior management."



CFDD members also discussed the emerging importance and proper use of social media, notably services such as LinkedIn, for everything from professional networking to learning from others' successes/mistakes

in an easy, not to mention free, medium. That's not to say anyone at the conference was promoting spending a significant amount of extra time in the confines of one's office—far from it, actually.

"Professional development is a key factor in these economical times...Employers want people who continue to improve their worth," said CFDD National Chairman Marlene Groh, CCE. "Gone are the days when you could just sit in the same chair and just do your job. The expectations have changed. Employers want more. This is exactly what CFDD offers."

Beckel himself co-presided (with Ed Bell, PhD, CBA, CICP) over a pair of well-received, interactive sessions, "Practical Analysis When Reviewing Financials" and "Delivering Credit Findings and Results to Upper Management." Although he was nervous that some of his topics might be too insular to his industry, Beckel's sessions successfully

Plans for the 2011 CFDD National Conference, to be held in the Cincinnati area, are already well underway. Be on the lookout for updates.

Brian Shappell, NACM staff writer



CFDD National Fundraiser

All proceeds to support
the CFDD National Scholarship Fund



2011 NACM Credit Congress Registration

Gaylord Opryland™ Resort and Convention Center

Nashville, Tennessee

May 22–25, 2011

\$10/each

Tickets are available for chapters to order to sell locally
to members. Please contact cfdd@nacm.org.

Drawing to be held on Tuesday, February 15, 2011
at NACM-National in Columbia, MD.

First-time Attendees Dive Into the National Conference

This was the first CFDD National Conference that Janie Helms and I have had the opportunity to attend. (I have attended some NACM Credit Congresses but never a CFDD National Conference.) We feel we walked away with some very valuable resources. Hopefully, we can attend more CFDD conferences in the future.

With the National Conference having a much smaller group, it gave us the opportunity to network and meet some new credit professionals who we feel we can call on for ideas for our CFDD Kachina Chapter here in Albuquerque, New Mexico.

We enjoyed many conference highlights. Though I have been a member of NACM since 1993, I finally got a chance to take in a live seminar by Wanda Borges, Esq. and to meet Jim McIntyre, CCE.

The Open Forum is an excellent way to get different views from others within our group who share common goals. The forum provided us with tips on how to become more effective credit professionals. We would like to extend our thanks to Dennis Thomassie, CCE, Jaci Barrows, CCE, CICP, Duane Schwartz, CCE and Jeff O'Banion, CCE, CICP for a job well done.

Mike Berrong was also very helpful and gave us some valuable information on credit cards. We would like to extend our thanks to him.

Nancy Watson gave a very informative session on how to get "LinkedIn"; however, I am sure she could spend a lot more time with some of us.

The Minneapolis Airport Marriott was an excellent location, and they deserve a BIG thank you from all of us for a very friendly staff that went out of their way to make sure we all had a pleasant stay.

*Barbara Herrera, CBA
Credit Manager*

*Janie Helms
Credit Assistant*

*Crane Service, Inc.
Albuquerque, New Mexico*

President/Vice President Breakfast Meeting Offers a Treasure Trove of Resources

At the CFDD National Conference's annual breakfast for chapter presidents and vice presidents this year, Chairman Marlene Groh, CCE, Vice Chairman Wendy Legan, CCE and Vice Chairman Sheila Roames, CCE took charge and led discussions on various topics. There was a lot of dialogue, and I jotted down some ideas and experiences that will be helpful to all of our chapters.

Demystifying Leadership Positions

In order to encourage CFDD members to run for a board or chairman position, a suggestion was made to feature a specific board/chairman position in the chapter newsletter. The feature would include an explanation of the position's responsibilities, the time involved and comments from the current board/chairman. We all liked this idea as we thought many members are unwilling to make a commitment to a leadership position either because they fear the responsibility of the position or they think it will be too time consuming.

Another problem with moving into a leadership position is the thought of whether the new member will be as effective or knowledgeable as the previous leader. If the departing position holder is willing to co-chair the position or provide mentoring, then this problem can be minimized or even eliminated. A final comment about board and chairman positions was that not all chapters need a full board. It's possible to adjust chap-

ter bylaws in a way to provide an effective board without having to fill every board or chair position that larger chapters might have.

Chapter Meetings Matter

One suggestion for reaching out to those members who rarely attend or who are unable to attend chapter meetings would be to send them the meeting information, handouts and/or PowerPoint presentation as well as a short note about the meeting. Along with those materials, be sure to include a calendar of future chapter meetings and an invitation to attend the next one.

Laura Jones, CBA suggested using [Skype.com](https://www.skype.com) or any other free web-based conferencing device to reach those members who cannot attend meetings; she has successfully used Skype for video conference calls. This would also be a good way to have a board meeting without having to actually travel from the office.

Mentoring Endeavors

Mentoring was another hot topic at this meeting. It was suggested that a mentor chairperson be created to lead other mentors after they finish the mentor workshop. Also, the chair might encourage chapter members to mentor new members through their first year of membership. This would give the new member someone specific to go to for

questions, concerns, educational opportunities, scholarship information, etc. It might help the new member overcome the awkwardness of the first few meetings when he/she is unfamiliar with others.

Spreading the Word

Advertising meetings and seminars through LinkedIn, other online networking groups, universities and related professional resources has been successful in bringing guests and potential new members to several chapters. Using the local/regional business journal or a similar business publication would be another way to get the word out about CFDD. The Wichita Chapter recently scheduled a joint meeting with the Wichita Association of Women Accountants, a professional group that meets monthly with educational segments similar to CFDD. This group was found while browsing the web for other professional chapters in the Wichita area. By attending a joint meeting, we can promote our chapter and reduce meeting costs.

What's New in Fundraising

Fundraising ideas are always an attention getter, and this year several suggestions were discussed at the meeting. The Denver Chapter has quarterly gift baskets they raffle; the chapter also has a 50/50 raffle in which they sell tickets for cash and the winner gets 50% of the cash proceeds. This isn't a big fundraiser, but it nets them about \$20-\$30 per event. Additionally, they promoted a peach fundraiser. A local peach orchard offers fundraisers for nonprofit organizations, and a portion of the peach sales goes to the organization. The Denver Chapter made about \$700 on this fundraiser.

A number of other fundraising ideas were suggested as well. For example, the Kansas City Chapter holds an annual silent auction, collecting items donated from local businesses, and the Dallas/

Fort Worth chapter holds a "Murder Mystery Dinner" night and a "Day at the Races" fundraiser.

Members Helping Members and Beyond

To encourage new membership, some chapters award gift cards to referring members who get a new person to join. All referring members are then put into a drawing at the end of the year for an additional gift card.

An idea to recognize mentors, management or anyone (including parents) who has made an impact on chapter members is to hold an "appreciation night." In some chapters, members nominate the person(s) who they feel are deserving of recognition, and all nominees are invited to the event (dinner or social hour). The nominees' names are put into a drawing for a prize, or all nominees are given a token of appreciation. One chapter gives small gifts annually to their CFDD members as a way to say "thank you" for supporting the chapter through meeting attendance and being active in the membership.

In conclusion, the President/Vice President breakfast meeting is a great way to foster new ideas and learn how other chapters meet the challenges of membership and leadership. I have only mentioned a few items; however, I felt these will be most helpful to your chapters.

Remember: Networking has to be the **#1 benefit** of your CFDD membership, and the CFDD National Conference is the perfect forum to move your network to a global playing field.

*Shelly Hart, CBA
CFDD National Area Director / Credit Manager
Wichita Sheet Metal
Wichita, Kansas*

RECOGNIZING EXCELLENCE WITHIN THE RANKS

As 2010 runs its course, a brand new year is waiting in the wings—and with it the annual initiative to recognize and honor excellence within the CFDD ranks.

Among the awards to be given at CFDD's 2011 Annual Luncheon, held during the 115th Credit Congress in Nashville, Tennessee, 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 begin working on 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 by March 15, 2011.**

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

Celebrating Membership Milestones

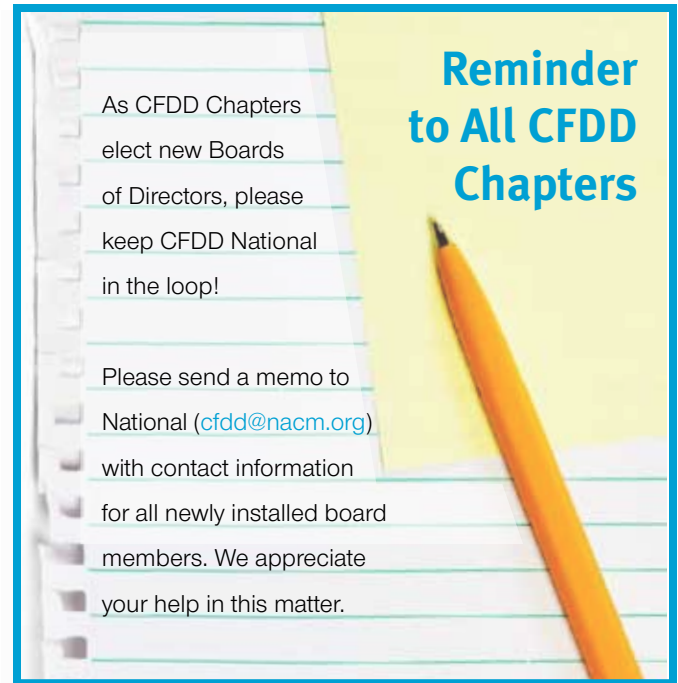
The 2010 CFDD National Conference offered the perfect setting in which to recognize several individuals who have reached membership milestones. The listing of honorees will be familiar to even the casual observer, for these CFDD members have made significant contributions to their chapters and the national organization throughout their many years of service.

Honored for 15 years of membership:

Jim McIntyre, CCE	Minneapolis/St. Paul
JoAnn Rettke, CCE	Minneapolis/St. Paul
Duane Schwartz, CCE	Minneapolis/St. Paul
Gwen Stroops, CCE	Phoenix
Cindy Vekas, CCE	Minneapolis/St. Paul

Honored for 25 years of membership:

Phyllis Truitt, CCE	Evansville
Dawn Wallace Cook, CCE	Toledo
Barbara Weersing	Grand Rapids



CFDD Chapters Give Generously

Undaunted by the nation's current economic unease, 21 CFDD Chapters generously donated more than \$5,000 to the CFDD Scholarship Fund—a tangible act that supports the organization's well-received efforts to invest in its members and the credit profession at large. The chapters were recognized at the Annual Business Meeting, which was held during the 2010 CFDD National Conference. We thank these chapters for their generous contributions.

Albuquerque	\$250
Birmingham	\$500
Charlotte	\$300
Cincinnati	\$100
Dallas/Fort Worth	\$500
Denver	\$500
Evansville	\$100
Grand Rapids	\$100
Jasper	\$150
Kansas City	\$500
Louisville	\$200
Minneapolis/St. Paul	\$250
Omaha/Lincoln	\$500
Phoenix	\$250
Portland	\$400
Salem/Albany	\$100
San Diego	\$300
Seattle	\$300
Tacoma	\$200
Toledo	\$300
Wichita	\$100

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!



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 Post-it® notes 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)

"Invest in Yourself" Chrome-finish Business Card Holder (\$15)

Junior Padfolio (\$15)

Personal Lunch Bag (\$15)

Acrylic Desk Tray (\$10)

Cork Mouse Pad (\$10)

Stainless Steel Tumbler (\$10)

Brass Ball Point Pen (\$7)

Laser Beam Pen (\$7)

Calculator (\$6)

Ball Point Pen (\$5)

Business Card Case (\$5)

Robotic Book Light (\$5)

Scratch Pad (\$3)

Can Holder (\$2.50)

Luggage Grip (\$2.50)

Post-it® Notes (\$1.50)



Don't forget— you can order your CFDD logo items directly from CFDD National.