



CFDD—What’s our value-added tagline?



The CFDD National Board is working on our branding, and we want to hear from YOU!

NACM’s brand is “NACM Driving Results.” What is CFDD’s value-added line? What’s our brand? What words or verse best represent CFDD? The Board would like suggestions from you individually or from your chapter. You are welcome to submit more than one. We want to see it all! Please send submissions to Lauren Phillips at lauren@nacm.org by April 19 so that the National CFDD Board can review and choose one that best represents CFDD and hopefully unveil it at this year’s NACM Credit Congress in Grapevine, TX.

DATES TO REMEMBER

1st Quarter Membership
Reports Are Due by
April 10



CFDD Scholarship
Applications
Are Due by
April 30

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Commit

*to Excellence as a
Credit Professional*



Focus

*on Your Personal and
Professional Growth*



Dedicate

*Time to Achieve
Your Goals*



Discover

*Your Leadership
Potential*



Heidi Lindgren-Boyce, CCE

A Credit Manager's Journey

At last year's Credit Congress in Louisville, KY, I was awarded the 2022 Credit Executive of Distinction honoring O.D. Glaus. This forced me to reflect on how far I've come in my credit and collections journey by taking advantage of all that NACM and CFDD have to offer, staying educated, volunteering and helping others.

Way back in the "olden days" before PCs were on everyone's desk, I was working for a small subcontractor as their receptionist in charge of billing, accounts payable and payroll—using one of those awesome technological wonders: the IBM Selectric typewriter (does anyone even remember those? I miss that beautiful silver ball—sigh).

In the early 1990's, I started working for a construction rental company that happened to be a member of NACM. I quickly learned that belonging to NACM was the best thing ever! I got to attend my first trade group meeting, my first Bankruptcy seminar and my first Washington lien law seminar—all within the first two months of my employment. How amazing is that?

The benefits of NACM membership just kept getting better the more I learned about what they offered, for example, the CAP and ACAP courses. I paid for my first course out of pocket, but afterwards my company reimbursed me and continued to pay for the rest of my classes.

I often hear people upset about how their employers will not pay for their education and I am even more shocked that they're not willing to either pay for the classes themselves or worse, apply for free money—these things called 'scholarships' (pronounced "*skaa-lr-shuhps*"). Yes—say it with me folks and put your hands in the air like you just don't care because **scholarships = free money**.

Use scholarships to invest in yourself with education. There were very limited scholarships back in the 1990's and yet I was able to do it. Today, NACM and CFDD offer all levels of scholarships to pay for conferences, webinars, seminars, national credentials, self-learning courses and more. So, if I hear you complaining that your employer won't pay for your education, I am going to give you the "*are you kidding me?*" look. You know 'the look'—it's the one your mom gave you when you told her you were bored as a kid.

When I transitioned to my current employer, I learned about CFDD and all it had to offer (monthly education, networking and a dinner)! Through my current employer, Star Rentals Inc., and scholarships from NACM and CFDD, I have attended **16** NACM Credit Congresses, **11** CFDD Pacific NW Credit Conferences, **5** CFDD National Credit Conferences, **5** NACM Western Regional Conferences, **3** CFDD Midwest/Eastern Conferences and **2** NACM National Legislative Conferences for a total of **42** conferences.



Check out
CFDD's *Simplified*
Scholarship
Application Form



Application Forms Are Due by
April 30, 2023

That's insane! How can anyone possibly remember all of that? (My secret professional life hack: keep a running Excel spreadsheet on all your classes, seminars, conferences, accreditations and NACM/CFDD involvement.)

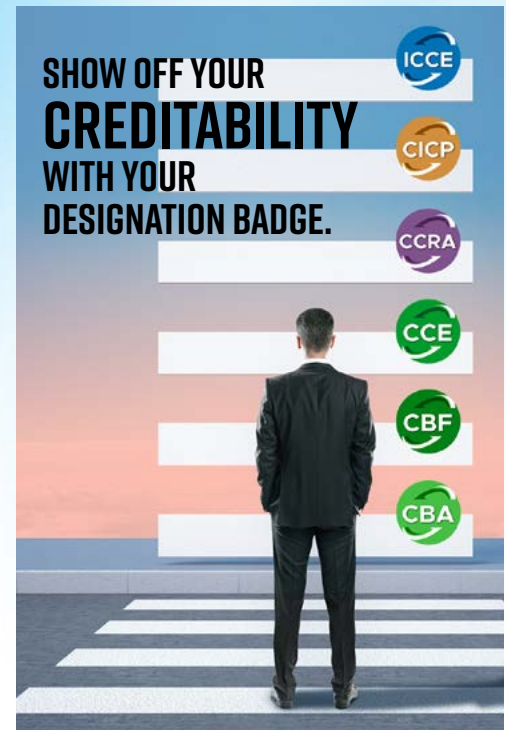
Education makes you better at your job. If you are better at your job, you're more likely to be noticed. If you're noticed, you're more likely to get promoted. If you're promoted, you're more likely to make more money.

A few seminars and classes likely won't be enough to get you ahead of the 20 people applying for the same job or position you want, especially in 2023. You will want to make sure you take every educational opportunity possible so you can stand out as a skilled, well-rounded credit professional.

You need to continue to invest in yourself by taking classes and seminars every year, as well as getting involved by volunteering. NACM and CFDD need volunteers to serve on their boards, education committees, scholarship committees, fund-raising committees, 'Ask an Expert' committees and more. There are endless opportunities to serve—you just need to start with one and the road will unfurl in front of you and your career path.

Stay relevant by volunteering and learning. Why is "relevant" important? I will answer with a question: How many people have you worked with over the years who were stuck in their old ways, refusing to change and/or refusing to use technology? To the level that you wished they would just retire and get out of your way? I have run into lots of them. They drive me nuts! Like people who drive in the passing lane below the speed limit.

Continuing education and volunteering keeps you ahead of the slow-moving traffic of the annoying "speed bump" workers. Someone who is relevant and educated makes for the best protector of a company's biggest assets. If your employer does not appreciate how great you are, take all of your education with you to your next job.




SHOW OFF YOUR CREDITABILITY WITH YOUR DESIGNATION BADGE.

ICCE
CICP
CCRA
CCE
CBF
CBA

It reflects your knowledge, skills, abilities, accomplishments and leadership.

Visit nacm.org/certification or call the NACM Education Dept. at 410-740-5560 to find out about your next designation.



TODAY'S SUCCESSFUL CREDIT PROFESSIONALS ARE STRATEGIC LEADERS

REGISTER TODAY FOR NACM'S ANNUAL CREDIT CONGRESS & PARTICIPATE IN THE STRATEGIC LEADERSHIP TRACK.

NACM'S 125TH CREDIT CONGRESS & EXPO
DALLAS • TEXAS
JUNE 11-14, 2023

Credit professionals make hundreds of decisions each day—decisions that play a critical role in the success or downfall of their company. To get recognition from the C-suite, credit professionals need to develop a strategic mindset as they make decisions that shape their company's vision. Attend NACM's new series of sessions on the topic of Strategic Leadership to focus on professional development and prepare credit professionals to work with the C-suite of players. Session topics include: Creating a Culture of Trust; Building a High-Performance Team; Building a Leadership Pipeline; and Relationship Building.

So, take it from someone from the “olden days” who hand-typed progress billings on white/yellow/pink carbon paper, uncurled thermal fax paper, used 8” IBM floppy discs for data storage and manually folded and stuffed invoices/statements into envelopes, to someone who’s rocking it with the internet, billing portals, Excel spreadsheets and Zoom. Invest in yourself, embrace the technology, volunteer and stay educated so that you’re not the one being “passed” by the go-getters of tomorrow.

Heidi Lindgren-Boyce, CCE, currently serves as CFDD’s 2022-23 Vice Chair-Member Services and Publicity. She is a proud member of the CFDD Seattle Chapter and is Senior Credit Manager at Star Rentals, Inc. in Kent, Washington.



REGISTER NOW TO ATTEND THE CREDIT PROFESSIONAL’S PREMIER EDUCATION EVENT

RATES

NACM Members ¹	\$1,079
Nonmembers ¹	\$1,229
First-time Attendee—Come with a Colleague ²	\$249
CFDD Annual Awards Luncheon & Business Meeting	\$89

HOTEL (GAYLORD TEXAN RESORT)

Single/Double Room	\$185 plus resort fee/ applicable taxes
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CFDD LEADERSHIP MEETINGS @ CREDIT CONGRESS

CFDD National Board of Directors Meeting
Tuesday, June 13 • 10:45am–1:45pm

CFDD Annual Awards & Installation Luncheon
Wednesday, June 14 • Noon–2pm



¹These fees apply to all delegates staying at the Gaylord Texan Resort, our official conference hotel from June 11–14. A Facilities Usage Fee of \$250 applies to anyone not staying at our conference hotel. (This does not apply to those who permanently reside in the Dallas area.)

²First-time Attendee—Come with a Colleague
This special offer is for credit practitioners who have never attended Credit Congress before and will attend with a member or non-member full delegate from the same company. Both delegates must have an individual room reservation at The Gaylord Texan during the conference. Housing will be verified through our housing block. Offer is not valid with the Teams, Service Provider or Guest rates and cannot be combined with other offers, discounts or scholarships. Only one first-time attendee registration is permitted per each full delegate registration. Should the full delegate cancel, the first-time attendee will replace the full delegate registration at that rate. Should the new attendee cancel, the \$249 registration fee is nonrefundable.

REGISTER ONLINE OR DOWNLOAD A FORM AT CREDITCONGRESS.NACM.ORG.

CFDD AT CREDIT CONGRESS



Chris Birdwell



Heidi Lindgren-Boyce, CCE



Brett Hanft, CBA



Mary Moore, CBA



Val Hardesty, CCE, CICP

CFDD Members share their knowledge and expertise by leading the following sessions:

32011. Unveiling the Hidden Costs of Customer Pushback Terms, Web Billing Portals and How to Win Back Your Company's Payment Terms

Speakers: Chris Birdwell, Credit Strategies Manager, Pioneer Balloon Co. and Heidi Lindgren-Boyce, CCE, Senior Credit Manager, Star Rentals, Inc.

32021. The Time Is NOW to Review and Update Your Credit Policy

Speaker: Brett Hanft, CBA, Credit Manager, American International Forest Products, LLC

32031. Leadership Speed Learning

Moderated by Mary Moore, CBA, Director of Credit, SouthernCarlson International, Inc.

32041. Lifeline for Implementing New ERP/Software Programs

Speakers: Valarie Hardesty, CCE, CICP, Director of Credit, Elevate Textiles, Inc. and Marlene Groh, CCE, ICCE, Regional Credit Manager Southeast, MidSouth and Mid-Atlantic, Carrier Enterprise

32051. Take Your Game to the Next Level—Using Emotional Intelligence to Advance Your Career

Speaker: Jake Hillemeier, Director, Learning & Organizational Development, Dolese Bros. Co.

32061. Fifteen Ways to Minimize Delinquency and Maximize Customer Service Before the First Collection Call

Speaker: Bob Karau, Credit and Collections, Merchant & Gould, P.C.

32071. Building Relationships with Customers

Speaker: Alaina Worden, CCE, Credit & Collections Manager, CECO, Inc.

32081. Best Practices Roundtable Discussion

Moderated by Wendy Mode, CCE, CICP, Delta Steel

32091. Mindfulness for Improved Performance

Speaker: Natalie Hawn, CBA, Koch Industries, Inc.



Marlene Groh, CCE, ICCE



Jake Hillemeier



Bob Karau



Alaina Worden, CCE



Wendy Mode, CCE, CICP



Natalie Hawn, CBA



Kendall Payton

When a Colleague Becomes the Boss

You just received an email: Congrats! You got the promotion. You are excited for the opportunity to move up in your career ... but before too long, a feeling of awkwardness sets in. Will your peers be as happy about the news now that they are under your management? Opportunities and challenges tend to come hand-in-hand. How do you move forward and lead prior peers to success as their new manager?

Create a Transparent Environment

Creating a safe environment for your employees and colleagues will minimize the potential for conflict. Employees like to feel seen and heard. Clear communication between teams with set expectations and the opportunity for concerns to be voiced is essential.

“Before you communicate, listen,” said Henley Rowe-Anderson, CCE, CICP, revenue risk manager at Carrier Enterprise, LLC (Charlotte, NC). “Listen to the concerns your peers may have about how the dynamic itself has changed and facilitate a resolution. The worst thing you can do is disregard your employees and make decisions without taking their viewpoints into consideration.”

It’s also important to remember that not all colleagues will clap for you—and some may even think the promoted peer is undeserving of the spot, especially if one is chosen over the other. Address those concerns early so animosity does not grow instead of sweeping the issue under the rug in hopes that colleagues will forget with time.

“Some of my colleagues were not happy when I was promoted at first,” Rowe-Anderson explained. “Talking it through with them helped tremendously so they did not feel ignored. It did not change everyone’s mind, but it was better than avoiding the conversation.”

Gaining Trust from Your New Team

Being trusted as a peer is different than being trusted as a manager. It is essential to gauge what your employees expect out of you as a leader, and to learn the best ways to support them. A great way to learn your employee’s needs is by setting up one-on-one meetings instead of only talking to them in a group.

“I had close, personal friendships with some of the team members—and in order to build trust and to be perceived as a manager who did not show favorites, I had to work very hard to treat everyone equally,” said Val Hardesty, CCE, CICP, director of credit at Elevate Textiles, Inc. (Charlotte, NC). “I realized the perception was already working against me. I had to prove that I was capable of equal treatment for everyone, and that definitely took some time to overcome.

That exercise alone opened my eyes to the importance of listening to others and doing what I said I was going to do.”

Hardesty asked her employees to share their vision for the team so everyone felt valued from the start. She also made sure to follow through on her promises. “I assured them that I was committed to incorporating their objectives in a way that would benefit not only the team, but each of them professionally,” she said.

Another way to gain trust is by encouraging the team to work together and to rely not only on you, but on each other. “Take the time to set the expectations as a team,” said Marlene Groh, CCE, ICCE, regional credit manager at Carrier Enterprise LLC (Charlotte, NC). “Let them have a say but then hold them accountable to the standards they set.”

Learning Your Leadership Style

Before you can help your employees, you must first help yourself. Take some time to learn who you are as a leader. “I had always prided myself on being self-sufficient, so learning how to delegate was not an easy task for me to do,” said Hardesty. “But as a leader, we must learn to lean on others for task completion, without micro-managing the process. Delegating certain responsibilities showed my team that I trusted them and valued their contributions.”

Interested in learning more about leadership? Be sure to attend the Leadership Speed Learning Session at Credit Congress this summer. Similar to how speed dating enables singles to meet several potential partners in a brief amount of time, our Leadership Speed Learning session will offer five, 15-minute conversations about essential leadership books.

- Val Hardesty, CCE, CICP: *Leading Change* by John Kotter
- Ellen Wodiuk, CCE, ICCE and Sheila Roames, CCE: *A Year of Self-Care: Daily Practices and Inspiration for Caring for Yourself* by Dr. Zoe Shaw
- Nancy Watson-Pistole, CCE, ICCE: *Performance Conversations: How to Use Questions to Coach Employees, Improve Productivity, and Boost Confidence* by Christopher Lee
- Wendy Mode, CCE, CICP: *Tiny Habits: The Small Changes That Change Everything* by B.J. Fogg
- Brett Hanft, CBA: *Reviving Work Ethic: A Leader’s Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce* by Eric Chester

Kendall Payton, editorial associate

Congratulations to our new Credit Business Associate Designees



Dusty Lomeland, CBA
Portland Chapter
Regional Credit Manager
Consolidated Supply Co.

JoLynn Palinkas, CBA
Portland Chapter
Credit & Collections Rep III
Epic Aviation LLC

Learn more about NACM’s
Professional Certification Program
at nacm.org/certification.

Chapter Programs



CHARLOTTE

Talent Strategy and Automation

This presentation will cover:

- State of the market
- Candidate experience and employee retention
- Accounting automation and talent attraction

Speakers: Jake Getti and Heather Peets



OKLAHOMA CITY

Negotiating Skills for the Credit Professional

Paul's presentation will cover everything you need to know about collections including risk reduction, current trends and statistics, using credit and collections to increase sales and collecting past-due accounts.

Speaker: Paul Krause, Manager of Collections, NACM Southwest

2023 Economic Outlook

All aspects of the 2023 Economic Outlook from Dr. Evans' economic studies comparing past year to current projections, trends and education based on his many years of research.

Speaker: Dr. Russell Evans, Executive Director, Economic Research and Policy Institute, Oklahoma City University

Make an Impact: Engage in a Mentoring Relationship!

Mentor means something different to everyone. How do you define mentorship?

- Mentor: What do they bring to the table? What can they gain?
- Mentee: Benefits to last a lifetime!
- Mentorship relationship: What are you trying to accomplish?
- Does your company have a mentorship program in place? If not, how will you help build one?
- But we're REMOTE—now what?!
- Recruit top talent!

Speaker: Val Hardesty, CCE, CICP, Director of Credit, Elevate Textiles, Inc.

The Evolving World of Cybercrime and Ransomware

We'll go over a little history of cybersecurity, where it was, where it is and where it's going. We also will cover:

- Impacts in the financial world.
- Chat through ransomware and its many aspects.
- Identity theft and the nightmare it is.
- What can you do to protect yourself.
- How to be a good cyber citizen in the workplace.

Speaker: Alan White, Sr. Director of IT, Dolese



LOUISVILLE

Taming Your Inner Godzilla

Credit Managers by nature are apex-predators when it comes to analyzing risk, collecting and protecting your company's A/R. This often translates into how we interact with our employees and co-workers. Have you unknowingly become the 'Office Godzilla?' Do you gossip, publicly shame, deploy weaponized passive-aggressive behavior or share TMI? What is your communication style within your organization? What does your body language say about you? A combination of these factors shape how we are perceived by others, real or imagined. This session will explain what these behaviors look like (the good, the bad and the ugly), how they are interpreted by others and how they can be changed so that you are respected, liked, trusted, and no longer the 'Office Godzilla.'

Speaker: Heidi Lindgren-Boyce, CCE, Senior Credit Manager at Star Rentals, Inc.

The 7s Cs of Business Communication

This presentation will show you the benefits of effective communication within our companies. We will cover Completeness, Clarity, Courtesy, Concreteness, Consideration, Conciseness and Correctness. Communication: It's not just what you say, but how (effectively) you say it.

Speaker: Sam Bell, Credit Manager, Louisville Ladder



PORTLAND

Career Courage

Our speaker will provide insights and coaching tips on how to set ourselves up for 2023 by helping us to explore what we want and deserve to have professionally! She will open the session by sharing some considerations as how to evaluate your current leadership profile. We will dedicate time to engage together about overcoming obstacles and reframing your current opportunities for growth.

Speaker: Katie Kelley, Vice President, Client Partnerships at bluSPARC™

Taking your Game to the Next Level: How Can You Use Emotional Intelligence to Advance Your Career?

You can find many articles about how EQ is more important than IQ in almost every role, and many times more important in leadership roles. Why? For one thing, emotions don't stay home just because we head to work. Understanding and managing your emotions is the only way to get the most from each day and head where you want to go in your career. Although emotional intelligence seems to come naturally to some, our brain's plasticity means we can increase our emotional intelligence if we are willing to work.

Speaker: Jake Hillemeier, Director, Learning & Organizational Development, Dolese



Credit & Collections Round Table Discussion

Topics include:

- Terms: With customers, asking, demanding, taking longer terms, have you taken different actions?
- Making sure payment is received within the actual terms
- Quicker dispute process
- Invoice errors: How does your department handle invoice errors?
- What is your internal process?
- How do we get final resolution?
- Protection from companies that just shut their doors; this is happening more and more—how can we protect ourselves or what recourse do we have?
- First example: one company just closed, didn't file bankruptcy, just walked away.
- Second example: how do you protect yourself from a company that sells itself to another, but doesn't sell the liabilities, yet claims has no money to pay you

Speaker: Nan Hannah, Esq., Hannah Sheridan & Cochran, LLP

Creating, Perfecting and Maintaining Security Interests in Collateral Under the UCC

This session will cover:

- Debtors' rights in the collateral or power to transfer rights
- Security agreements
- What collateral may be attached and to what interests?
- Timing for attachment
- Automatic perfection on attachment
- Maintaining perfection

Speaker: Jared Willis, Attorney, Hannah Sheridan & Cochran, LLP



Career Matchmaking

Have you fallen out of love with your current job? In the mood for a change of scenery, or a new career? Join CFDD Wichita for a lunch & learn presentation and Q&A with an expert from The Arnold Group. Topics covered will include:

- Resume tips
- Interview tips
- Best practices for changing jobs
- And much more!

Speaker: Kristy Hawkins of The Arnold Group

Excelling at Excel

Go beyond the basics to enhance your knowledge of data management in Microsoft Excel and learn ways to communicate meaningful analyses of your work. This will be an intermediate level session covering topics such as:

- Visualize with charts
- Navigate with links
- Identify data with conditional formatting
- Understand data and data types
- Manage entry with data validation
- Summarize data with tables and pivots
- View trends with sparklines
- Best practices for handling data.

Speaker: Dawn Monroe



Customer Insolvency and Small Business Chapter 11

Our presenters will discuss legal issues and your credit rights based upon their experiences over the past 40 years with customer insolvency proceedings including Chapter 11, Small Business Chapter 11 and receiverships.

Speakers: Danial Pharris, Principal and Paul Spadafora, Principal, Lasher Holzapfel Sperry & Ebberson



CFDD Chapter Membership Growth Tip

Prior to 2020, our Chapters had been meeting in person for years. Over time, Chapters meeting within large metropolitan cities lost members due to traffic, parking difficulties and late evenings.

Fast forward to today where most of our CFDD Chapters have permanently migrated to holding their educational programs virtually, either via Zoom or MS Teams.

This means that your Chapter has the opportunity to bring back members who want their education from the comfort of their offices or sofas (bunny slippers included). Take this opportunity to reach out to your lost members and consider strategies to re-engage them in your Chapter's virtual programs.

Join Team CMI!

Business credit professionals are able to offer perspectives about the economy that no one else can. After all, commercial credit is the lifeblood of all economies as companies rely on credit to purchase everything from raw materials to inventory, equipment and services. Virtually every business transaction that involves another business depends on credit. NACM collects those robust perspectives every month in the form of a survey, called the Credit Managers' Index (CMI).

We know the CMI is an accurate, forward-looking economic index. The CMI detected that the U.S. economy was in a recession in 2008/2009 before the experts officially called the recession. Team CMI needs your support as we enter another period of economic turbulence. Help us keep a finger on the pulse of the U.S. business economy.

Intentions are not concrete and conjecture weakens the data of other indices. Other surveys cannot compare to the valuable information the CMI has to offer. It's the credit department that is on the front line of the economy at all times. Credit professionals see the first signs of a slowing economy as payments slow, collection claims rise or the number of bankruptcy filings increase.

The CMI can predict economic developments because of the very nature of credit management. Credit professionals look to the future because they are concerned about the condition of their customers 15, 30, 60 and 90 days from now. Credit professionals think ahead, which is why the index is so reliable.

Although many of the questions asked are fairly basic, a closer look reveals that they all suggest something that hasn't yet happened but will in the coming weeks and months. The questions in the survey take advantage of the forward-looking nature of credit management to accurately and intuitively suggest where the economy is headed.

As the leading advocate for B2B credit, NACM not only wants the credit profession to grow, but also wants to bring focus to the critical role it plays.

Every member of the CMI team helps grow the important economic indicator and helps spread the word about business credit. If you're interested in both growing the profession and bringing attention to the role of the credit professional, [join Team CMI](#).

Earn 0.1 roadmap points each month

- Receive email alerts when survey opens
- All responses confidential

SURVEY OPENS	SURVEY CLOSSES
Mon., April 10	Fri., April 14
Mon., May 8	Fri., May 12
Mon., June 5	Fri., June 9



Read more about the CMI [here](#).

2 REASONS TO JOIN THE CMI TEAM

1 Credit professionals see the future and have made the CMI a forward looking, accurate economic indicator.

The CMI brings attention to the credit profession and the important role it plays in the U.S. business economy. **2**

The CMI Team Needs Your Help.



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



Our **Vision** is to be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.