



Kelly Shock, CCE, CCRA

I'd Like to Thank the Academy

We've heard the speeches made by actors receiving Oscars from the Academy of Motion Picture Arts and Sciences. When accepting their awards, the actors thank those who have influenced their careers and helped them to perfect their craft, making the Oscar a reality rather than a dream. Many of the people named by the actors could be referred to as mentors.

The word mentor, when used as a noun, is "an experienced and trusted advisor." When used as a verb, its meaning is "to advise or train" someone, especially a younger colleague.

In your own career and professional life, who would you thank in your acceptance speech? Would you thank the people who encouraged you to explore various pathways to your present and your future? Or perhaps you would thank your parents, gifted teachers who encouraged your thoughts to soar beyond the classroom, managers who have trained and encouraged you to grow and excel in your profession, or co-workers and acquaintances who have influenced who you would like to become? Some have actively mentored you through actions, guidance and encouragement. Others may have simply been role models who influenced your career choices and goals, maybe without even realizing the impact they have had in your choices.

Now, think about those individuals around you throughout your work life. Have you trained others, providing knowledge and a foundation for their own careers? Are you a role model who influences others through your actions, interactions and career choices? As you make your New Year's resolutions, why not add "mentor others" and "act as a role model for others" to your list for 2022? I know what you're thinking: I am doing so much already; I can't possibly add anything more! But think about it, you are probably already doing these things through your job and professional networking. By acknowledging that you are a mentor and role model, and thinking of yourself as such, you will expand your influence.

I personally know of several CFDD members who are currently taking classes and working on degree programs to obtain bachelor's and/or master's degrees. Others of you may be working to obtain professional designations through NACM's CAP and ACAP programs. Without even realizing it, you are serving as role models

DATES TO REMEMBER ...

Quarterly Membership Reports
for December 31 due by
Jan. 10

National Scholarship
Application extended to
Jan. 31

CFDD National Award
Nominations due by
Mar. 15

CFDD National Board
Applications for Positions due by
Apr. 1

IN THIS ISSUE ...

- 3 **Apply for a CFDD Scholarship to Attend NACM's 126th Credit Congress & Expo**
- 4 **Profile of a Mentor**
- 6 **Participating in the CMI Really Matters**
- 7 **Do You Know the Origin of Mentor?**
- 8 **New Designees**
- 9 **Recent Chapter Program Topics**
- 11 **CMI**

to others ... investing time and effort to better others and their careers (often with great personal sacrifice) and showing how that ambition and effort also advances your career growth.

So, are you still not convinced you can easily step into a role as a mentor or role model? Why not invite a co-worker, colleague, or professional acquaintance to attend your Chapter's next educational meeting and join as a member? It's that easy to become an influencer!



I'd like to take this opportunity to recognize my friend and mentor, Chris Hooker, CCE, ICCE, who passed away in 2013. Chris was a CAP and ACAP instructor for NACM Colorado. He helped me and many, many others earn our professional designations. He was the Chapter President of CFDD Denver when I first joined CFDD in 1998. Chris was a kind and gentle man who was always willing to help and encourage others.

Kelly Shock, CCE, CCRA, currently serves as CFDD's 2021-22 Vice Chairman-Member Services & Publicity. She is a proud member of the CFDD Oklahoma Chapter and is Credit Analyst for Continental Resources, Inc., in Oklahoma City, OK.



Scholarship applications being accepted until January 31st!

Apply for a CFDD National Scholarship to attend the 2022 Louisville Credit Congress by January 31, 2022!

Upcoming Professional Certification Exam

Applications due: January 14, 2022
Exam date: March 7, 2022

Apply to take the exam!

Call the NACM Education Dept.
at 410-740-5560 or visit
www.nacm.org/certification.html.



Start prepping now!
Check out the exam review courses in NACM's Credit Learning Center.

Visit clc2.nacm.org to sign up.

Apply for a CFDD Scholarship to Attend NACM's 126th Credit Congress & Expo

NACM's 126th Credit Congress & Expo takes place June 5-8, 2022, at the Kentucky International Convention Center in Louisville, KY. Attendees will have the opportunity to network with other credit professionals and expand their credit knowledge by attending a wide variety of educational sessions. The CFDD National Board of Directors extended the CFDD National Scholarship deadline to January 31st, so there is still time to apply for a scholarship!

Topics range from construction credit to navigating bankruptcies post-Covid. CFDD is proud to host an entire track of sessions, so plan to attend and support your colleagues. In addition to having time to catch up with your colleagues and peers, you'll have time to visit with NACM's exhibitors to learn about newest industry trends.

On June 6, Mark S. Babbitt and S. Chris Edmunds, authors of *Good Comes First*, will officially kick off the 2022 conference with their keynote address during the general session. Mark and Chris will provide actionable inspiration to help understand how to build a team of good people, doing good work, in a good company. By attending this keynote, you'll learn the keys to creating an uncompromising culture and defining what "good" means to your organization. Attendees will have the option to purchase their book at the registration desk at any time (while supplies last), and speak face-to-face with the authors following the general session.

NACM is offering an extra-special discount in honor of its 126th Credit Congress: Any first-time attendee who attends along with a fully paid delegate can register for \$126. (That's right ... \$126!) Both delegates must occupy separate hotel rooms at the host hotel, The Galt House, to qualify. By taking advantage of this opportunity, NACM hopes that all attendees will have the opportunity to share the very unique Credit Congress experience with team members in their company who have not had the chance to attend!

We can't wait to greet you in Louisville!



Take advantage of the opportunity to finance your continuing education through an NACM scholarship.

National Scholarships are offered in the following categories:

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

Scholarship application forms are available on the CFDD website.

Applications must be typed or computer generated and signed. Scholarships are valid for 12 months following the award date.

Application deadline extended to January 31.

[Click here to access the Scholarship Application forms.](#)

INVEST IN YOURSELF!

****Important Note****

You may earn two scholarships in the same calendar year, but you are limited to attending only one conference using a CFDD National Scholarship in any one calendar year.



Stephanie Moore, CCE, CICP

Profile of a Mentor

Merriam-Webster.com defines a mentor as “a trusted counselor and guide.” When I think of a mentor, the first person who always comes to my mind is Marlene Groh, CCE, ICCE. She has been a trusted guide and an enthusiastic cheerleader to many Charlotte credit professionals as they sought to pursue their NACM certifications or just to grow their credit careers. I don’t know anyone else who has the passion for both the credit profession and for continued education that Marlene does.



Marlene is an important member of the Charlotte Chapter CFDD. She has served in numerous positions on the Charlotte Board through the years. When she finishes her tenure on the Board, she doesn’t stop serving. She still volunteers and assists behind the scenes maintaining and growing the group. Recently when we were having trouble finding new Board members, she stepped up to fill a role again.

Many local meetings and regional seminars have benefited from Marlene’s presence and involvement. She is a gifted speaker who encourages participation and collaboration from the audience. When she is not speaking, she is always participating. She asks great questions and adds personal examples to any topic. Her participation enhances the learning experience for everyone else.

Sixteen people have received NACM certifications thanks to the five CAP classes and several study sessions for the CCE exam that Marlene has conducted. She has also mentored many others through the process. A recent participant in her CAP classes, Amber Gould, CBA, said, “Marlene is the type of credit manager I can only hope to become one day. She is so knowledgeable and is always encouraging others to keep learning and developing.”

The impact of Marlene’s influence extends beyond the Charlotte area. Val Hardesty, CCE, CICP, said, “At conferences, without fail, Marlene strikes up conversations with people outside of her circle, especially VIPs (first-time attendees). She asks them about themselves—their name, where they work, and what they do at their company. She will often ask if they’re enjoying the conference and what their favorite class has been. She does this because she is truly interested! She doesn’t talk over them—she listens—and people’s reactions are so appreciative!”



Marlene also is a Past National Chairperson for CFDD and has served on the Regional and National Board for NACM. She is a frequent presenter at National conferences.

I first came to know Marlene Groh about eight years ago when she reached out to me on LinkedIn to invite me to attend the Charlotte Chapter of CFDD. She later taught and mentored me through my CBA and then my CCE. She is the one who encouraged and convinced me I could do it in the first place. She was instrumental in getting me to serve on the Board of the Charlotte CFDD where I now serve as Chapter President. She also has been a role model for what effective leadership looks like. Through the years she has not only has been a great mentor, but she also has become a good friend.

Because of Marlene's contagious passion and commitment to the credit profession, I and many others are also more passionate about our profession.

Stephanie Moore, CCE, CICP, is Chapter President of the Charlotte Chapter of CFDD. Stephanie is the Credit & Finance Manager at Atlas Copco Compressors, LLC, in Rock Hill, SC.



Shape the Future of CFDD

Submit your application to join the National Board of Directors by April 1

NACM Credit Learning Center

TARGETED EDUCATION, 24/7/365

Learn More, Earn More: **INVEST IN YOURSELF!**



Kick off the new year by mapping out your education journey.

Now is the time to invest in yourself and your future! When you apply to participate in the Professional Certification Program, you are on your way to demonstrating that you are among the best. You'll join a select group of individuals who have made the commitment to excellence in credit management, career advancement, and an ongoing pursuit of knowledge.

The **CLC online and self study courses** make it convenient to learn on your own schedule and help you earn your designation with quality education from expert instructors:

Business Credit Principles | Financial Statement Analysis 1 | Accounting | Business Law | Credit Law

Learn more at clc2.nacm.org or contact the NACM Education Dept. at education_info@nacm.org or 410-740-5560.

Participating in the CMI Really Matters

Because business credit professionals' perspectives on the business economy are robust, meaningful and insightful, NACM decided to harness those perspectives in the form of a monthly survey, called the Credit Managers' Index. After all, commercial credit is the lifeblood of all economies as companies rely on credit to purchase everything from raw materials, inventory, and equipment to services—or just about everything that sustains the business economy. Virtually every business transaction that involves another business depends on credit.

NACM's Credit Managers' Index not only serves as an accurate, forward-looking economic index taking the pulse of the U.S. business economy, the CMI also reminds the business press that credit management is a profession and that credit plays a critical role in the economic system. NACM shares the monthly CMI survey results with business newspapers and press outlets across the country, which is a great way to spread the word about the important role credit plays in business.

Although other indices try to measure what's expected to happen by asking respondents what they intend to do in the next several months, intentions are not concrete and conjecture weakens the data. It's the credit department that sees sales growing or shrinking and it's the credit department that understands whether increases or decreases in sales are due to same customer sales or new customer sales. 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 the 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 into the future, 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 happened yet, but will in the coming weeks and months. Altogether, the questions on the survey take advantage of the forward-looking nature of credit management to accurately and intuitively suggest what the economy will see in the months to come. And, it's accurate: the CMI predicted the Great Recession before it was politically correct to call it a recession!

As the advocate for the credit profession, NACM not only wants the credit profession to grow, but also wants to bring focus to the critical role it plays. Every CMI respondent helps grow an important economic indicator, the CMI, and helps to spread the word about business credit. If you're interested in both growing the profession and bringing attention to how important the role of the credit professional is, participate in the CMI every month. [Sign up](#) to receive a plain text email letting you know that the CMI is open. We need you to participate in the CMI. Your participation really matters.



You're the Expert!


When you participate in the Credit Managers' Index, you are contributing to a leading economic indicator.

It only takes a minute—no math is involved. Just indicate if something is better, the same or worse than the month before.

Visit www.nacm.org/cmi to sign up for our monthly email reminder to participate.



NACM CMI podcast Listen to NACM Economist **Chris Kuehl, Ph.D.**, discuss the latest CMI and give his view of what's to come. bcm.nacm.org/index.php/podcasts



Please share your Chapter news and newsletter by sending them to CFDD@nacm.org.

Perspectives from CFDD's Past National Leaders

Do You Know the Origin of Mentor?

We acquired “mentor” from the literature of ancient Greece. In Homer’s epic *The Odyssey*, Odysseus was away from home fighting and journeying for 20 years. During that time, Telemachus, the son he left behind, grew up under the care of Mentor, his trusted companion, whose job it was to protect and guide him. When the Greek goddess of wisdom, Athena, decided it was time to complete the education of young Telemachus, she visited him disguised as Mentor and they set out together to learn about his father.

Because of Mentor’s relationship with Telemachus, the word *mentor* became used in Latin and other languages, including English, as a term meaning someone who imparts wisdom to, and shares knowledge with, a less-experienced colleague.

I’d like to ask a question. Why did YOU join CFDD? It’s OK to pause and give that some thought. Your initial reason may have been to become part of your professional community—perhaps you were seeking a sense of belonging. For me, it initially was professional development—an opportunity to attend educational offerings that would provide roadmap points required to qualify for a certification exam. Unbeknownst to me at the time, there were many other benefits:

- Leadership opportunities
- Professional relationships
- Networking opportunities
- Discounted access to conferences/scholarships
- Business profile enhancement
- Mentorship programs

Soon after I joined the Kansas City Chapter, I was asked to serve in a leadership position on the Board of Directors. That leadership position helped me develop professional relationships with other members as well as with our Chapter’s educational speakers. I began to network with other chapters and their members and benefitted from scholarships, which provided discounted access to conferences. As I continued to gain knowledge and accept new Chapter leadership roles, I received promotions that enhanced my business profile and career. Becoming a member and subsequently accepting a leadership position within the Kansas City Chapter was the beginning of a mentorship that led to a very long and satisfying career in credit and accounts receivable management.

Mentoring aligns directly with the goals of a professional association: to facilitate an exchange of academic, career and industry knowledge to



**Nancy Watson-Pistole, CCE, ICCE
2007-2008
CFDD National Chair**



**Chapter Annual
Statistical Reports Are
Due by April 15**

professionals and members to further their professional development. While mentees and mentors both benefit from the advice, friendships and career opportunities that often come because of these relationships, another goal for CFDD is to *reinforce the value of membership*.

The lifeblood of CFDD is our membership. It is our primary economic imperative to *attract and retain members*. Evidence shows that association members who participate in a mentoring program, either as a mentee or a mentor, are more likely to retain their membership. Does this surprise you? Mentoring engages members within our organization. By providing value to participants, mentoring provides a *reason for membership*. And that value goes beyond getting new members; mentoring supports member retention.

There is sufficient evidence that mentoring programs help to *prepare another generation of leaders*. Mentoring relationships help bridge the gap between different generations of members, giving younger professionals an opportunity to gain knowledge from senior members. High quality mentoring skills can develop new leaders who are prepared to accept Chapter Board of Director positions as well as National Board of Director positions. The future of CFDD lies in the members we mentor and prepare to lead our chapters and this organization into the future.

The CFDD organization clearly recognizes the value of mentoring and how a successful mentoring program can contribute to the growth and success of credit professionals, local chapters and the National organization. To support chapters in the role of mentoring, a Mentorship Program Workshop was developed and training materials are available to facilitate intentional connections within your Chapter that will lead to growth opportunities. Those materials are free and available on the CFDD website.

Is your Chapter actively and purposefully extending mentorships? Consider the possibilities! Successful mentoring could attract and retain members needed to grow each of our chapters. Most importantly, mentoring will strengthen leadership succession planning for CFDD Chapters and our National organization.

In closing, I'd like to acknowledge and express my sincere gratitude to my mentor, Deb Hollins Yount, CCE. Thank you for your guidance, your support and your friendship.

Is there a Telemachus with whom you should share your wisdom and knowledge?

Nancy Watson-Pistole, CCE, ICCE, currently serves as the Chapter Director representing the Kansas City Chapter on the CFDD National Board of Directors. Nancy served as the CFDD National Chair from 2007-08. Nancy is the Senior Accounts Receivable Analyst for Hostess Brands, LLC in Kansas City, MO.

Congratulations to our new designees who recently earned a professional certification.



Amber Gould, CBA
Charlotte Chapter
Credit Analyst
Atlas Copco Compressors LLC

Demarius A. Stinson, CBA
Charlotte Chapter
Collection Supervisor
Atlas Copco Compressors LLC

Kristy Bishop, CBA
Raleigh/Durham Chapter
Retailer Change Underwriter
Cary Oil Co., Inc.



Daniel Efird, CBF
Charlotte Chapter
Credit Manager
Carrier Enterprise LLC

**NEW
DESIGNEES**

Recent Chapter Program Topics

Elevating the Credit Profession Through Knowledge



Internal Customer Service

This presentation will focus on the tensions that exist between sales and credit and collections. We will discuss the underlying causes and look at possible solutions to build trust and partnerships and change the (sometimes) negative perceptions and attitudes that sales has towards the credit team. We will look at ways the credit and collections department will be seen as adding value to the sales process and the enterprise as a whole.

Speaker: Mark Levine, CCE, Credit Risk Manager, American Tire Distributors, Inc., Huntersville, NC



Financial Investigations, Online and Offline security, Workplace Violence Prevention and related Covid trends

Get ready for a fresh, fast-paced, 60-minute entertaining and interactive session on ways Pinkerton Consulting and Investigations, Inc. can help your company mitigate risks and maximize profits.

Speaker: Heidi Kadlec J.D.



Out of the Abyss: Restructuring and Bankruptcy After the COVID-19 Pandemic

As the adverse effects of COVID-19 on the economy recede, this program focuses on where bankruptcy and restructuring are heading for the balance of 2021 and 2022 and the impact on credit professionals. The speakers will focus on the following issues:

Where are the Bankruptcy Cases?

The macroeconomic factors that kept the flurry of Chapter 11 filings in 2020 from spilling over into 2021, the recent and upcoming policy changes that threaten to drive a resurgence in Chapter 11 filings, and the industries most likely to be affected.

Bankruptcy and Restructuring in the Post-Pandemic Era

Trends speeding up bankruptcy cases (prepackaged or pre-negotiated plans, sale cases and the increased frequency of structured dismissals of failed Chapter 11 cases) changes in bankruptcy court practice and creditors' committee formation, small business bankruptcy trends, upcoming surge in preference litigation, and the increased frequency of alternative non-bankruptcy insolvency proceedings.

Speakers: Bruce S. Nathan and Andrew Behlmann, Partners Lowenstein Sandler LLP



Navigating the Recovery: Working with Customers during Unprecedented Economic Challenges

This presentation will focus on the current situation, best practices and collecting accounts receivable balances. Also included will be the critical importance of creating and updating meaningful credit file documentation and reviewing your credit policy to ensure it supports effective risk management. The strength of the relationships developed with your customers can facilitate tremendous assistance with potential cash flow and collection challenges. Finally, we will tackle the topic of requests and negotiations for revisions to established terms of sale, using the pandemic to justify the necessity of exceptions to the norm. When does it make sense to say "Yes" or "No"?

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

How to Email Like a Rock Star & Win Your Case

Join us as we discuss the best practices for business communications for credit managers, with an eye toward minimizing legal risk and helping (as opposed to hurting) your company's position and claims in court.

Speaker: Karen Hart, Esq., Attorney/Partner, Bell Nunnally & Martin LLP



The Dynamic Duo: Credit & Sales

Please join us for an informative 'best practices' session about cultivating a successful relationship between your credit and sales departments. This program will dive into a detailed discussion about how this relationship plays a critical role in the overall success of your business. Sales, arguably, are the 'life blood' of a business while credit professionals always respond by saying 'cash is king' in any business!!! Key strategic discussion points include evaluating, formulating efficiencies, communicating, and collaborating with your sales team to achieve the greatest success from this 'Dynamic Duo'. This is a program you don't want to miss!

Speakers: Chris Birdwell, Credit Strategies Manager, Pioneer Balloon Co. and Brett Hanft, CBA, Credit Manager, American International Forest Products



Navigating the Recovery: Working with Customers during Unprecedented Economic Challenges

This presentation will focus on the current situation, best practices and collecting accounts receivable balances. Also included will be the critical importance of creating and updating meaningful credit file documentation and reviewing your credit policy to ensure it supports effective risk management. The strength of the relationships developed with your customers can facilitate tremendous assistance with potential cash flow and collection challenges. Finally, we will tackle the topic of requests and negotiations for revisions to established terms of sale, using the pandemic to justify the necessity of exceptions to the norm. When does it make sense to say "Yes" or "No"?

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



2020 National Award Nominations Requested by March 15



Effective Collections

The daily task of collections gets a refresher in this month's educational session. John will share from his years of experience in the industry and will cover real-scenario question & statement examples, instantly applicable tips, negotiation tricks, and more!

Speaker: Professional Commercial Collector

Keep the CMI Accurate!

As we monitor today’s turbulent business environment, we need your participation to allow NACM’s CMI to continue to be an accurate, forward-looking, leading economic indicator. Commercial credit is the lifeblood of all economies as companies rely on credit to purchase everything from raw materials, inventory, and equipment to services—or just about everything that sustains the business economy. Virtually every business transaction that involves another business depends on credit.

The few minutes you invest to answer the CMI’s 12 questions, indicating if something is better, the same or worse than the month before, the more accurate the reading.



- Earn 0.1 roadmap points each month
- Receive email alerts when survey opens
- All responses confidential

SURVEY OPENS	SURVEY CLOSES
Mon., January 10	Fri., January 14
Mon., February 14	Fri., February 18
Mon., March 14	Fri., March 18

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



CFDD Chapters wishing to publicize their virtual meetings nationwide should email details to Vice Chairman - Education, Programs & Chairman Elect Chris Birdwell at chrisb@pioneerballoon.com. Chris will share the program information with all Chapter Presidents.

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.