



Sam Bell

## Fast Track to Leadership

As I continue to read articles and blog posts about the five generations in today's workforce, it occurs to me that across generations, we have more in common than we realize. I keep reading that for the past 34 years, the Boomers have dominated the workforce—that's more than three decades! Towards the end of 2015, the Boomers ceded control of the workplace to the millennials, who brought more changes.



We've all read how quickly technology, especially the prolific growth of social media, has also caused a tidal wave of change. Of course, the workplace transformation during COVID ushered in a tsunami of technological changes and working from home or anywhere became a norm. Every generation has had no choice but to learn to build, and adapt faster—thanks to technology.

As I continue to think about all of this, it occurs to me that every generation has wanted the same thing: their voices to be heard. Every generation wants to matter—whether that means making a difference, contributing to something, or simply adding value.

The youngest generation entering the workforce is not all that different, although they are less willing to “earn their stripes” and silently watch and learn. Thanks to social media, our Gen Z staff, or Zoomers, want to immediately engage, immediately make a difference and immediately matter. They are seeking out mentors and they want a professional network they can turn to, at a moment's notice. I don't think any of these “wants” are so different from the generations who have come before; the younger generation is just more comfortable vocalizing their expectations.

As you read the articles in this issue, you'll realize that CFDD is exactly the stepping stone the newest entrants in today's workforce need. CFDD welcomes fresh talent—the DD in CFDD stands for “development division.” Our CFDD Chapters have devised new ways to ease the members of younger generations into leadership roles: our Kansas City Chapter pioneered the idea of an apprentice

### DATES TO REMEMBER

National Award  
Nominations Due by  
**March 15**

CFDD National Board  
Applications for Positions by  
**April 1**

1<sup>st</sup> Quarter 2024 Membership  
Reports Are Due by  
**April 10**

Annual Leadership  
Report Due by  
**April 15**



CFDD Scholarship  
Applications Are Due by  
**May 10**

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Director position as it searched for a Director Representative for the CFDD National Board. The concept is that a new Director will be mentored for one year by an experienced Director, who will then step away, passing the leadership reins over to the apprentice.

Some of our Chapters are creating “co” leadership roles—we’re learning about co-program chairs and co-membership chairs. The “co” strategy allows many members to engage, with the promise of a lighter volunteer workload, which is perfect in today’s environment where every credit professional is doing more with less. The concept of job sharing is not new—it became prevalent during the 2000s as professionals sought out alternative work arrangements, and technology made it all possible.

The “co” strategy provides opportunity to work in a collaborative environment and in an asynchronous manner. As responsibilities are shared, organic mentoring relationships blossom, and new ideas and strategies abound. More importantly, the “co” strategy provides instant access to leadership positions and a high-profile way to make a difference and to matter.



There’s no greater feeling than the one that comes from knowing you’ve made a difference. This feeling transcends generations: we all want to know that we’ve made an impact, left an impression and made a difference. If you are managing new team members, encourage them to dip their toe into the CFDD fast track to leadership; encourage them to step into an apprentice role or a “co” role. Offer to cover the cost of their CFDD membership and cheer them on as they bravely volunteer.

Encourage your Board to embrace the concept of apprentice helpers and “co” members of the Board. Inspiring your Chapter’s senior leaders will help them feel great by teaching, sharing and mentoring apprentices and “co” members of your Board. My bet is that we’ll all benefit from an infusion of new ideas and new enthusiasm.

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*Sam Bell is Credit Manager at Louisville Ladder in Louisville, Kentucky and a proud member of the CFDD Louisville Chapter. Sam served as the 2021–2022 CFDD National Chair.*

### CFDD Chapter To Do List

1. Send photos of any social gatherings for the national newsletter—**use the CFDDPrograms email address!**
2. Send program information to the **CFDDPrograms email address.**
3. Send news about members for inclusion in the newsletter—any promotions? **Any news to share?**
4. Make sure National has a current Chapter Board roster on file!

**CFDDPrograms@nacm.org**



## Check out CFDD’s Simplified Scholarship Application Form



**Now Accepting Applications  
Through May 10, 2024**



# 2024 CFDD SESSION TRACK



## Mastering Leadership and Performance Excellence

### ➤ Discover the Five Practices of Exemplary Leadership

Speaker: Kelly Simon, CCE



### ➤ Death at the Podium: How to Control & Overcome Your Fear of Public Speaking

Speakers: Brett Hanft, CBA & Heidi Lindgren-Boyce, CCE



### ➤ You Deserve an Upgrade: Leadership Wellness

Speaker: Sheila Roames, CCE



### ➤ Supervisor Essentials

Speaker: Natalie Hawn, CBA



### ➤ Credit Policy Boot Camp

Speakers: Brett Hanft, CBA & Tawnya Marsh, CCE



### ➤ Here Comes the Judge: Turn White Paper into Green

Speaker: Ellen Wodiuk, CCE, ICCE



### ➤ Performance Conversations: An Alternative to the Dreaded Annual Review

Speaker: Nancy Watson-Pistole, CCE, ICCE



### ➤ Best Practices Roundtable

Moderator: Wendy Mode, CCE, CICP



Session descriptions are online for your convenience at [creditcongress.nacm.org](http://creditcongress.nacm.org).

➤ Empower

➤ Engage

➤ Elevate



DeLinda Goodman, CCE

## Divide and Conquer: Will This Work for Your Chapter?

Having been a member of CFDD for almost 20 years now, I have often had the opportunity to attend many meetings, both at the local and national levels. At these meetings, there seems to be common struggles that the organization faces. All too often, one of the major challenges faced is that the same core group of individuals seems to carry a major portion of the burden of running the organization. This includes serving as an Officer or Board Member, organizing fundraisers or events, or even something as simple as attending meetings.

How do we engage new members or even retain existing members? What can be done to motivate members to step up and take on a role to help move the organization forward? In what way can our purpose be refreshed to gain the attention of younger members, who will be the future of our group?

We know that in our families, our jobs, and our professional organization, managing our time and attention is a strategy for success. When we develop detailed, goal-oriented schedules, we are more productive and less stressed.




If you think about similar challenges that we face in everyday life, what are some of the things that we implement or initiate to make things easier when we just seem to have too much on our plate? Families with multiple children often face such a reality. How do they handle this? In many cases, the parents implement the “Divide and Conquer” method. What does this mean? It means that if one of your children is playing in a basketball game on one side of town, and another child has dance class in another location, the parents must “Divide and Conquer,” by separating the responsibilities to assure the goals of everyone are met.



## CFDD Chapters now offer education virtually.

Having lost so many members due to commute times and traffic, re-engage former members by inviting them to your virtual education offering from the comfort of their offices or sofas. *Bunny slippers encouraged!*

Re-engage members through virtual education.

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

The Louisville Chapter has adapted this “Divide and Conquer” method into our organization. This year, we installed Co-Presidents and Co-Treasurers as Officers of our group. In an effort to make an Officer position less intimidating (and yes, less stressful), the concept is to break this down into a shared role, with each person responsible for specific areas or tasks. For example, one of the Co-Presidents may be responsible for creating the agenda for a meeting, while the second person presides over the meeting. Likewise, for the Co-Treasurers, one may be responsible for creating and maintaining the budget and monthly Treasurer’s Reports, while the other may be responsible for the bank account and writing checks.

This strategy allows for new members stepping into these roles to manage their time and allows for appropriate attention for their area of responsibility without feeling as though the position is overwhelming.

One of my favorite things about being a part of this organization is the exchange of ideas and concepts amongst other members or Chapters. My hope is that others will be able to use this unique way of approaching this challenge and that they, too, will achieve success in doing so.

Please feel free to reach out if you have any questions, or if you’d like to share a success story you have achieved using this innovative approach. We love to hear about different experiences others have had when implementing change!

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*DeLinda Goodman, CCE, is Accounts Receivable Supervisor at Rotex Global, LLC, in Cincinnati, Ohio and a proud member of our CFDD Chapter in Louisville. DeLinda served as the 2020-2021 CFDD National Chair.*

**Announcing a New Email Box for CFDD Chapter Program Announcements**



Please email your Chapter program announcements to

**[CFDDPrograms@nacm.org](mailto:CFDDPrograms@nacm.org)**

## April 2024 Membership Milestones



**Jennifer Putnam**  
CFDD Kansas City Chapter

**Heather Spencer, CBF**  
CFDD Kansas City Chapter

**Rochelle Wilson, CGA**  
CFDD Kansas City Chapter



**Melanie Etzel, CCE**  
CFDD Portland Chapter

**Mandy Scott**  
CFDD Charlotte Chapter

**Alaina Worden, CCE**  
CFDD Portland Chapter



**Stan Godbehere**  
CFDD Phoenix Chapter



**RESCHEDULE**



**CFDD’s National Board of Directors**

will meet on

**Sunday, June 9, 2024**

**in Las Vegas**



Please check the schedule of events for the exact time. CFDD Past National Chairs are invited to attend the meeting.



Nancy Watson-Pistole, CCE, ICCE

## What Is an Apprentice Director?

**apprentice** *noun* ap·pren·tice ə-ˈpren-təs

A: one bound by indenture to serve another for a prescribed period with a view to learning an art or trade

B: one who is learning by practical experience under skilled workers a trade, art, or calling

**apprenticeship** *noun* ap·pren·tice·ship ə-ˈpren-tə(sh)-ship

A: a position as an apprentice: an arrangement in which someone learns an art, trade, or job under another

Throughout the history of United States, apprenticeships in business have been used as a way to provide workers with occupational skills and applied knowledge. Companies have found that developing talent through apprenticeships result in a more dedicated, flexible and loyal workforce that is poised to rise into leadership positions and make companies more competitive.

Can the apprentice concept work within CFDD? Could we embrace the idea for leadership development for Chapter and National Board positions? If it's good for business, why not professional associations? If our organization is to thrive and lead our members into the future, we must prepare members for future board positions and sustainable leadership.

Early in 2023, our Kansas City Chapter was challenged with what the future held for a once-thriving large Chapter—now a small Chapter with aging board members that have served numerous terms in various positions. Our Chapter excels at providing education that members need to thrive within their career positions and acquire the leadership skills needed to advance within their companies. Looking back now, we realize that there was insufficient focus on educating members about CFDD and the concept of serving in board positions to gain further leadership skills. Sustaining the Chapter was becoming a challenge.

When it came time to identify a Kansas City member to serve on our National Board, we were faced with the challenge of new members with very little knowledge about Chapter bylaws and how CFDD is managed at the local and national level. How can we move forward and grow these new members and use the knowledge of our veteran Board members? The concept of apprentice Chapter Director was suggested, discussed and adopted by our National Board on a trial basis.

As the current National Board Director representing our Chapter, I prepared a curriculum of required knowledge for potential candidates within our Chapter. The local board discussed and agreed on the member for the apprentice position and sent our submission to National for approval. I scheduled training sessions with our apprentice director to review our Chapter bylaws, provide an overview of the national website and a detailed review of the member-only resources. Time was spent sharing information about preparation and timely submission of various Chapter reports.



from Kelly Shock, CCE, CCRA

CFDD friends, these lyrics describe perfectly the mentoring, coaching, and enlightenment we give one another through CFDD.

Think about new members of your Chapter or perhaps someone on your staff who is new to the credit profession, and what we as knowledgeable CFDD and NACM members can give them.

**"I only see things black and white  
Never shades of gray  
My eyes don't work that way  
If only you could reach me now  
Can you teach me how**

**Teach me how to dream  
Help me make a wish  
And if I wish  
Will you help my wish come true  
I'm a stranger here  
Strange as it may seem  
Take me by the heart  
Teach me how to dream  
You lift me up and give me hope  
Every single day  
I never dreamed that I could feel this  
way and when I'm down  
I know where I'm gonna turn  
I've got so much to learn**

**I turn to you for my inspiration  
Long as we're together  
You and me (and CFDD)  
We're gonna dream forever**

Have YOU found someone to mentor?  
Teach them how to dream!



**Teach Me How to Dream**  
Composed by David Foster &  
Dean Pitchford

CFDD's first apprentice Chapter director was installed at our annual meeting in June of 2023. The apprentice began attending National Board meetings and is learning by practical experience under skilled National Board members.

Apprenticeships can offer a host of advantages that can transform the way our organization grows and thrives:

- Attracting fresh talent can provide rejuvenation to others;
- Bringing fresh perspectives—an apprentice is not burdened by preconceived notions and can approach tasks with innovative solutions; and,
- Injecting new ideas can revitalize processes and drive efficiency improvements.

The presence of apprentices boosts morale for others who take on mentorship roles, which can be personally fulfilling and boost their own level of satisfaction. More importantly, apprentices can foster a culture of innovation with unique insights, pushing the boundaries of what is possible. We believe that apprenticeships can lead to higher retention rates; apprentices who invest time in their training are more likely to remain loyal to an organization that supported their development.

Can apprenticeships emerge as a strategic solution to strengthen our National Board? For the Kansas City Chapter, the apprentice program provided a framework for preparing a new member to learn more about managing our Chapter, understanding how Chapters work and how the national organization interacts with Chapters. What's the result for Kansas City? It has been a success for our Chapter! Our apprentice director is more confident and eager to provide leadership at both the chapter and national level. And it has been personally fulfilling for me as a mentor to our first apprentice director.

The key to sustaining an apprentice program over time is to balance the interests of the organization, apprentice, and the incumbent board members. A successful apprenticeship program would see all three groups benefit.

Apprenticeships add a new element/dimension to CFDD's commitment to professional development. Apprenticeships can strengthen our Chapters by providing new members with the basics of Chapter structure, functions and leadership roles which are vital to preparing the next generation to lead us into the future. Ultimately, investing in apprenticeships can be an investment in the long-term success and sustainability of our organization.

From another perspective, Tracey Nealy, Apprentice Director, added, "As an Apprentice Director, I also looked at this journey as a mentorship. Therefore, throughout this mentorship I was able to develop a strong bond, understand my strengths and see growth from this experience. It has given me confidence in stepping into my new role, making myself available for projects and connecting with other Chapters to advance in the network or even my career. It has given me the opportunity to take a chance to do something different and embrace being a little uncomfortable."

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*Nancy Watson-Pistole, CCE, ICCE, 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 2007-2008.*

## Step into a National Leadership Role



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

1st Quarter

# MEMBERSHIP

Reports Due by April 10





Heidi Lindgren-Boyce, CCE

## Growing Our Culture of Recognition

Under the leadership of Chris Birdwell, an annual awards revitalization work group was formed to expand CFDD’s longstanding culture of recognizing the work of its Chapters and the contributions of its members.

After deliberation, the work group decided that Chapters and members should drive the reasons recognition should be bestowed, citing the following reasons as examples:

- Outstanding New Member
- Leadership Development
- Outstanding Networking Event
- Outstanding Speaker/Best Member Speaker of the Year
- Comfort Zone Expansion
- Outstanding Virtual Hybrid Meeting
- Stair Stepping to Success
- Best Fundraising Event

Now is the time to scour your Chapters and submit entries describing who and why the Awards Revitalization Committee should bestow an “Outstanding” award.

The Committee did not want the standard awards to limit the recognition we bestow: we know there are many more reasons than the ones listed above to recognize fellow CFDD members, so please let us hear from you! A great example is cheering on a member as they step forward to deliver a presentation for the first time! Another example could be to recognize a member who invites non-members to participate in a Chapter meeting for the first time.

Everyone enjoys being celebrated! Even the quietest or most humble person loves to receive an award because awards are such an important form of gratitude. We know that gratitude is good for your own personal wellbeing, so make it your mission to nominate someone and invest in your own wellbeing.

To submit an entry for a new award category, simply send an email to Chris Birdwell at [chrisb@pioneerballoon.com](mailto:chrisb@pioneerballoon.com). Be sure to clearly identify the CFDD member you are nominating along with the reasons you feel recognition is due. We ask for nominations by Friday, March 15—which will be here sooner than you think!

*Heidi Lindgren-Boyce, CCE, is Senior Credit Manager at Star Rentals, Inc. in Kent, Washington. She currently serves as CFDD’s 2022-2023 Vice Chair-Education, Programs and Chair Elect. Heidi also serves as a Director on the NACM National Board. She is a proud member of the CFDD Seattle Chapter.*

Submit Your Nomination for a CFDD National Award by **March 15**

### Award Nominations Welcome

- In Recognition of **Chapter Excellence**
- Outstanding Regular Program
  - Outstanding Seminar or Workshop
  - Outstanding Chapter Publicity Award



- In Recognition of **Member Excellence**
- National Mentor Achievement
  - Distinguished Member Achievement (DMA)
  - The Spirit Award

Completed applications should be sent as an email attachment to [cfdd@nacm.org](mailto:cfdd@nacm.org).

**Download the Application**



# silent AUCTION

EXPO HALL + JUNE 10TH

## Benefiting the NACM Scholarship Foundation and the CFDD Scholarship Fund

CFDD is teaming up with NACM at the Silent Auction being held at our 2024 Credit Congress. Interesting, fun, unique and trendy items are what makes the auction thrive and succeed.

New this year, we are pleased to have a CFDD section of items that will specifically support the CFDD Scholarship Fund.

Funds raised during the auction will be used to provide scholarships to individuals in need of assistance to continue their education in credit, benefiting both the NACM and CFDD Scholarship Foundations.

The silent auction will take place in the Expo Hall on Monday night, June 10th during the Beer & Browse Reception.

To confirm a donation, you may use the form on the next page, or complete the online donation form at [nacm.org/silent-auction-donor](https://nacm.org/silent-auction-donor).



**We encourage donations by April 26th for logistical purposes.**

(Sooner than later is appreciated though!)



# Silent Auction Donor Form

Please complete this form to make a donation to the annual Silent Auction held at Credit Congress.

**Contact Name: \***

First Name

Last Name

**Company Name: \***

**Company Address: \***

Street Address

Street Address Line 2

City

State/Province

Zip/Postal Code

**Phone Number: \***

Area Code

Phone Number

**Email \***

Example@example.com

**Approximate Value: \***

**Donation Item \***

**Description of Donation Item \***

**This Donation is \***

Corporate

Personal

Yes, I would like to be sent a receipt for my donation for tax purposes.

Please ship your item to the following address:

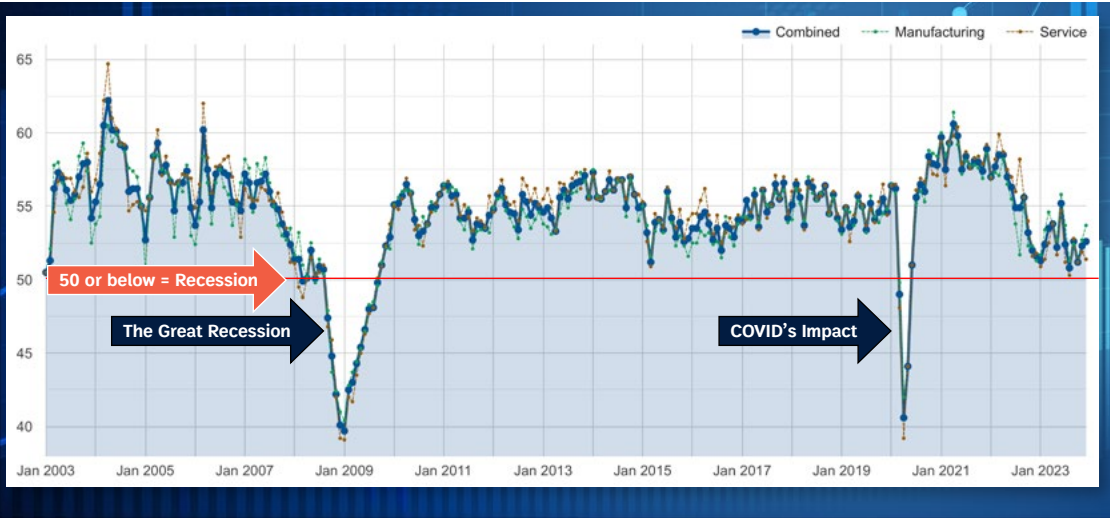
NACM

Attn: Cara Crown

8840 Columbia 100 Parkway, Columbia, MD 21045-2158

Email questions to [carac@nacm.org](mailto:carac@nacm.org).





# Capturing Real Time Cash Flow and Financial Distress Problems

When Barron's wrote about the CMI, they said, "in an age of information overload, some would argue that the last thing we need is another economic indicator. But, given the dismal track record of some dismal scientists calling market trends, there probably can never be too much data on the economy. The CMI captures real time cash flow and financial distress problems that companies have with their customers."

The CMI was created to show the business press what an important role credit management plays in business. No single profession is better positioned than credit to see what's happening in the business economy. When businesses do well, the economy does well.

## Join Team CMI!

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 CLOSES
Mon., March 11	Tues., March 19
Mon., April 8	Tues., April 16
Mon., May 6	Tues., May 14

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

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.