

# NEWS LETTER

The Official Publication of the NACM Credit and Financial Development Division

February/March 2018

**H**appy New Year! The New Year started off with such excitement for me with a fresh adventure as your new CFDD Representative on the NACM National Board. Wendy Mode, CCE, CICP, whom I replaced, left some big shoes to step into. Wendy has been and will continue to be such a servant leader to CFDD and all of our members. She has given selflessly of her time and energy to ensure that our organization continues to be a source for today's credit professionals. Wendy, thank you, we truly appreciate all you have done for CFDD. You have made us a better organization.

My first stop was San Antonio, TX at the NACM National Board Meeting. It was a very eye-opening weekend. It brought a deeper understanding of NACM and the unity it is trying to bring to the organization. No matter how many different Affiliates or CFDD chapters there are throughout the U.S., we are all one and must work together to support the collaborative vision of the organization. Over the last year, there have been some important changes. First, there was the introduction of a unified brand look with the new logo and later, the new Affiliation agreements. It was apparent that the NACM Board listened to the members and began taking steps to strengthen the organization by acting on the feedback from the collective membership.

February is the month to start preparing your CFDD National scholarship applications. The applications are due by March 15. The scholarship committee has worked diligently to review and make changes to the scholarships that are being offered this year. The biggest change was creating two scholarship application cycles—one in March and adding a second round in July. Take time to review the new scholarship award values and categories—don't miss any opportunity that might be available to you to support your professional development.

This year, the CFDD National Conference will be held in Charlotte, NC on September 13-14. "Race on in to Charlotte" to enjoy some quality educational offerings and many networking opportunities. We had so much fun in Omaha, NE this past September. It was a pleasure to see so many of our CFDD members present at the conference. If you have never attended a conference before, apply for a scholarship and come join us in Charlotte. You will not be disappointed!!!

What is the next big adventure? Mark your calendars for June 10-13. The destination is NACM's 122nd Credit Congress & Expo in Phoenix, AZ. Remember to attend the CFDD Meet-and-Greet on Sunday and the CFDD Luncheon on Tuesday. Pull out the sunglasses and let's all enjoy the sunshine together.



Marlene Groh, CCE, ICCE  
CFDD Representative  
NACM-National Board

## Inside...

- P. 2 Recognizing Excellence Within the Ranks!
- P. 3 SWEEPING Changes to the CFDD National Scholarship Program for 2018
- P. 4 The Arizona Chiles Phoenix in June! Yes, HOT!
- P. 5 Build Your Leadership Skills Through CFDD National Board Service
- P. 6 Beware of Business Email Compromise
- P. 8 National CFDD Scholarship Award Application and Guidelines
- P. 10 Educating Customers About Credit
- P. 11 Credit Congress Highlights for CFDD Members
- P. 13 Upcoming Webinars
- P. 13 Credit Managers' Index
- P. 13 Program Topic Swap: Ideas for Your Educational Session Planning
- P. 14 CFDD Mission & Vision Statement

**NACM's 122ND**

**CREDIT CONGRESS and EXPO**

**JUNE 10-13, 2018**

**PHOENIX, AZ**

**Mark your calendar now and plan to join us on Tuesday, June 12, for the Annual CFDD Luncheon at the 2018 Credit Congress**

You can register for the luncheon when you fill out your Credit Congress [registration form](#).

For more information, please contact CFDD National at [cfdd@nacm.org](mailto:cfdd@nacm.org).

# Recognizing Excellence Within the Ranks

## Call for Applications for Program, Publicity and Special Awards



### **Distinguished Member Achievement (DMA) Award:**

The Distinguished Member Achievement Award was established to recognize outstanding individual achievement in the NACM Credit and Financial Development Division. One award will be presented from each membership-size classification (A=40+ members, B=20-39 members, C=0-19 members). The candidate must be a CFDD member for a minimum of five years, have held at least two offices and been a chairman of at least two committees. The application must be accompanied by a chapter letter of recommendation. This award will be acknowledged during the CFDD luncheon at the NACM Credit Congress. (One entry per chapter.)

### **Marilynn Daugherty Spirit Award:**

The Marilyn Daugherty Spirit Award will be judged annually by the MDSA Selection Committee, but will only be awarded when the committee feels an individual merits such an honor. Anyone can submit a candidate for this award. The candidate must be a CFDD member for a minimum of eight years and currently a member in good standing. The judges will focus on participation in and promotion of CFDD and the credit profession, candidate dedication, character and integrity. This award will be acknowledged during the CFDD luncheon at the NACM Credit Congress. (One entry per chapter.)

### **National Mentor Achievement Award**

This award was established to recognize outstanding achievements by a CFDD member in the field of mentoring. The CFDD National Mentor Achievement

Award will be judged by the Mentor Award Committee, but will only be awarded when the committee feels an individual merits such an honor. Any CFDD member or chapter may submit a candidate for this award. The candidate must be a CFDD member for a minimum of five years and must have completed the CFDD Mentor Training Program. A letter of recommendation from an

individual or chapter and testimony(ies) of mentee(s) must be attached to the application, along with a biography of the candidate, including:

1. Their participation in and promotion of the credit profession and CFDD through the mentoring process;
2. The achievements of those mentored; and
3. Their dedication, character and integrity.

This award will be acknowledged during the CFDD luncheon at the NACM Credit Congress. (One entry per member or chapter.)

### **CFDD National Regular Program Award**

In recognition of outstanding chapter programs, CFDD National presents one award in each membership-size classification in the category of Regular Monthly Meeting. Applications must be completed and signed by an authorized representative of the chapter. Awards will be acknowledged during the CFDD luncheon at the NACM Credit Congress. (One entry per chapter.)

### **CFDD National Special Program/Seminar Award**

In recognition of outstanding chapter programs, CFDD National presents one award in each membership-size classification in the category of Special Seminar/Workshop. Applications must be completed and signed by an authorized representative of the chapter. Awards will be acknowledged during the CFDD

luncheon at the NACM Credit Congress. (One entry per chapter.)

### **CFDD National Publicity Award**

In recognition of outstanding chapter publicity, CFDD National presents one award in each membership-size classification. Applications must be completed and signed by an authorized representative of the chapter. Awards will be acknowledged during the CFDD luncheon at the NACM Credit Congress. (One entry per chapter.)

The annual initiative to recognize and honor excellence among CFDD members is rapidly approaching. All awards will be given at CFDD's 2018 Awards and Installation Luncheon, June 12, 2018, which will be held during the 122nd Credit Congress in Phoenix, AZ.

Now is the time to complete 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](#). **Award applications must be submitted to CFDD via email by Thursday, March 15, 2018.**

### **NEW Educational Program Uploaded on the CFDD Website!**

A new educational program has been added to the CFDD [website](#) for CFDD chapters to present at an upcoming chapter meeting. "Collection Policies and Procedures" is a timely and relevant topic that every credit department needs to review periodically.

**Thanks to DeLinda Goodman, CCE, for creating this new program.**

**Make sure you check it out!!**

# SWEEPING Changes to the CFDD National Scholarship Program for 2018

The CFDD National Board of Directors is very excited to announce sweeping changes to the existing CFDD National Scholarship Program effective immediately. We've added new scholarships, increased funding in all scholarship categories, and doubled how often a CFDD member can apply for scholarships in categories 4 through 7.

## NEW SCHOLARSHIPS ADDED:

- NACM Regional Conference (New Category 3): Added 50% of the registration fee
- NACM/FCIB Designations (Category 4): Added ICCE certification and recertification

## INCREASED FUNDING:

- CFDD National Conference: Full conference registration plus an additional \$75 hotel room credit (terms apply)
- NACM National Credit Congress: Increased to 50% of registration fee plus the fee that covers your attendance at the annual CFDD Luncheon
- NACM/FCIB Designations (Category 4): Increased funding to cover 100%

of ALL professional designations and recertification application fees, including the newly added ICCE

- Course Registration Fees (Category 5): Increased funding to 50% for all scholarships in this category
- Self-Study Courses (Category 6): Increased funding to 100%
- Credit Learning Center/Exam Reviews (Category 7): Increased funding to 100%

## ADDED SECONDARY OPPORTUNITY FOR SCHOLARSHIPS:

- A SECOND scholarship opportunity has been added with a deadline of July 15 for Scholarship Categories 4 through 7 only. This is in addition to the normal March 15 application deadline wherein applicants

working toward their professional designations can get additional funds for their designation fees, exam fees, self-study courses, online course fees and exam reviews.

- All Category Scholarships (1-7) can still be applied for on the usual March 15 deadline.

To view the scholarship forms, please click [here](#) and search for Scholarship Applications under Quick Links. There are three types of applications available: for seasoned CFDD members, for CFDD members of three years or fewer and for members without company support. See the sample application on page 8 with the new additions highlighted.

Having received CFDD National Scholarships myself over the past 20 years, I've never before seen such dramatic increases to the financial assistance being provided to our entire CFDD membership. I am extremely proud to introduce these new changes and can't wait to see how many more CFDD members benefit from the CFDD National scholarship program this year.

Member viewpoint submitted by Heidi Lindgren-Boyce, CCE, CFDD National Area Director, member Seattle Chapter and Senior Credit Manager, Star Rentals, Inc.

See pages 8-9 for highlighted revisions to application.

## Time Flies!

### Mark These Due Dates on Your Calendar

- March 15** National Scholarship Spring Applications
- March 15** National Award Nomination Applications
- March 23** National Conference Speaker Proposals
- April 2** Board Service (Area Director) Applications
- July 15** National Scholarship Summer Applications
- August 3** National Conference Early Registration Fee Expires
- August 3** Silent Auction Donations Due
- August 21** National Conference Hotel Reservation Deadline





# The Arizona Chiles—Phoenix in June!—Yes, HOT!

Make no mistake. It will be HOT; however, there are plenty of things to do if you are extending your stay.

- Heard Museum (close to downtown)
- Phoenix Art Museum (close to downtown)
- Musical Instrument Museum (Scottsdale)
- OdySea Aquarium (Scottsdale)
- Penske Racing Museum (Scottsdale)
- Desert Botanical Garden (the Phoenix Zoo is also in the same area)
- Grand Canyon (Flagstaff)

I have listed some places that are close to the hotel, but excursions to Scottsdale are available if you are staying the weekend. I also recommend inside activities, in addition to the Botanical Garden and the Phoenix Zoo. There are many hiking opportunities as well, but it will be hot for out of towners in the June heat. Please stay hydrated!

The Arizona Diamondbacks are in town for the week; Pirates 11-13 and Mets 14-17. The stadium, which has a retractable roof and air conditioning, is very close to where we are staying. I am sure you could walk. Most are evening games with a 6:40 start time. On Wednesday, the 13th, there is a day game with a 12:40 start. Join NACM on Tuesday, June 12, as the Diamondbacks host the Pittsburgh Pirates. Ticket and pricing information will be announced at a later date, so keep an eye on the Credit Congress website.

## Chile Peppers

There is a huge variety of types and “heat” levels\*.

- Anaheim Chili Pepper (500-1,000 SHU): This long, mild pepper is often used when making chili rellenos.
- Poblano Chili Pepper (1,000-2,000 SHU): This is a good stuffing pepper measuring about 4” long with firm, dark green flesh.

- Hatch Chili Pepper (1,000-2,500 SHU): This is a long, slender variety with pale green flesh that is also good for stuffing. It is still a major crop in New Mexico and parts of eastern Arizona.
- Jalapeno Pepper (2,500-8,000 SHU): This is one of the most popular varieties worldwide. The pepper is a popular component of salsas, appetizers, burgers, marinades, and more. Jalapenos are consumed before they fully ripen and turn red. The chipotle pepper is actually a smoked jalapeno pepper.
- Serrano Pepper (5,000-23,000 SHU): Though it shares the dark green color of a jalapeno pepper, the serrano is more slender than a jalapeno and packs a mightier punch.
- Chilitipin Pepper (50,000-100,000 SHU): This tiny oval pepper is less than a centimeter in diameter but turns red or flaming orange when ripe. It is difficult to cultivate but still grows wild in Mexico and parts of the Southwest, including Arizona.
- Habanero Powder (200,000+ hu): Caribbean and Yucatan
- Chile Tepin (100,000+hu) Mexico and Central America: This has a deep

fiery heat used in making soups, salsa, sauces and pasta sauces.

- Cayenne Pepper (50,000+hu) India and North Africa: This fiery pepper should be used with restraint. A small amount will add zest and flavor to your foods. Its color ranges from deep orange to dark red.
- Chile Powder, pure New Mexican Red Hot (80,000+hu): This spice is the basis for all Mexican foods.
- Chile De Arbol (30,000+hu) Jalisco, Nayarit Central Mexico: This pepper is bright red with a smoky flavor and searing heat. It is used in stews, soups and sauces.
- Jalapeno Powder (5,000+hu) Vera Cruz, Oaxaca Mexico: This spice can be used to add heat to soup, stews and sauces.
- Crushed Red Chile (5,000+hu) Mexico and India: This is a larger, medium chile of moderate heat, used on pizza, pastas and in tomato sauce.

\*Scoville heat units (hu). This measurement was developed in 1912 by Wilbur L. Scoville, a pharmacist at Parke Davis & Co. This is the industry standard for measuring the hotness of a capsicum (pepper). Arizona Chile Pepper Co.

Please contact me, if I can help anyone in any way. I would be happy to make suggestions.



*Member viewpoint submitted by Ellen Wodiuk, CCE, ICCE, CFDD National Chairman, member Phoenix Chapter and Client Services Specialist, the Law Offices of Mark A. Kirkorsky, PC.*

# Build Your Leadership Skills Through CFDD National Board Service

Our organization is built upon a core foundation of personal and professional growth through continuing education, leadership development, mentoring and networking with other peers in the credit and finance profession. An important way to build and strengthen your leadership skills is through service on the CFDD National Board. Many CFDD members tell how favorably their employers view volunteer service, understanding that it not only builds leadership skills, but also broadens their employees' networks.

## Open Positions: Area Directors and Vice Chairman, Member Services & Publicity

All CFDD members with an interest in serving on the CFDD National Board are encouraged to complete and submit an application for available positions in the new term year as Area Director or, if you meet eligibility requirements, Vice Chairman of Member Services and Publicity.

To be eligible to apply for a CFDD National Director position, candidates must work in credit and be an active member of a CFDD Chapter or a direct CFDD member, which includes working for an NACM member company.

## What does an Area Director do?

Each Area Director:

- Acts as a liaison and mentor to assigned chapters and members.
- Offers assistance and guidance to officers and members of assigned chapters.
- Maintains contact throughout the year with Chapter Presidents and submits quarterly reports about assigned chapters to CFDD National.
- Communicates news from CFDD National to assigned chapters and reminds Chapter Presidents of upcoming deadlines for national scholarship and award applications, national newsletter submissions, etc. Offers assistance with national scholarship and award applications.
- Attends Credit Congress, including the CFDD Board Meeting, Awards & Installation Luncheon and the Organizational Board Meeting.



- Attends the CFDD National Conference and Board Meeting. Prepares and presents a short, inspirational report about their chapters' progress with educational offerings, fundraising efforts, mentoring, etc.
- Attends at least one meeting of each assigned chapter annually, if possible.
- Helps assigned chapters design, set and meet membership goals.
- Offers topic suggestions for educational programs.


## Questions?

If you have any questions regarding responsibilities or term of service of each Board position, please reach out to one of the CFDD National Board members for assistance. We want to facilitate the education, knowledge and experience of serving on the CFDD National Board to help mentor the future leaders of our CFDD organization.

## How to find the Application

CFDD National Board applications may be downloaded at [CFDD.org](http://CFDD.org) by going to the Members Only page and clicking on the application button under Leadership Resources/Board of Directors. Applications must be received by April 2, 2018.

Candidates must be available for an in-person Board interview on Sunday, June 10, at the Phoenix Credit Congress.



September 13-14, 2018 • Doubletree Suites Charlotte Southpark • Charlotte, NC

Mark your calendars and plan to join us in Charlotte, North Carolina, on September 13 & 14, 2018, for this year's

**CFDD NATIONAL CONFERENCE.**

Additional information and details will follow.

# Beware of Business Email Compromise

One of the most convenient forms of communication can also be the most unsecure for a business if the proper channels and guidelines are not established and followed. Many companies—large and small—have fallen victim to scam artists. The invention of the internet, email and connected devices has only made it easier to attack businesses from afar, and it is only getting worse.

Business Email Compromise (BEC) is a type of fraud that is costing American businesses millions of dollars per year. On a global scale, it cost companies more than \$5 billion between October 2013 and December 2016, according to the Federal Bureau of Investigation (FBI). The name of the scam speaks for itself, but there are a few different ways it can be carried out by a fraudster.

Typically, a spoof email address is created. This can be done by changing the format of the business' legitimate email; e.g., JohnSmith@business.com to JonSmith@business.com. The criminals can also take control of executive email accounts and ask for a wire payment. Small- and medium-size business can be hit the hardest since "they are often less likely to prepare for or recover from such a scam," said the FBI.

Last year in Virginia, there were more than 400 cases reported to the FBI's Internet Crime Complaint Center (IC3), totaling over \$7 million in losses. So far this year, BEC has resulted in \$40 million in losses in Phoenix, AZ, according to television station KVOA in Tucson. The IC3 has seen actual and attempted BEC losses over the last two years increase by more than 2,000%. It has affected all 50 states and more than 130 countries.

"Cyber risks can seem overwhelming in today's hyperconnected world, but there are steps you can take to protect yourself and reduce your risk," said FBI Cyber Division Assistant Director Scott Smith in a release. According to *Engineering News-Record*, there are four steps to follow:

- Know what you have to defend.
- Know how to detect bad things.
- Develop and test an incident response plan.
- Recovery—keeping the lights on.

This can be done by having a plan or a set of rules in place to avoid BEC altogether. Several NACM members said they do not allow financial transactions to be initiated by email, helping to prevent an executive-account takeover through which funds are requested to be transferred via wire immediately. A bit of common sense can also assist in dodging BEC.

The FBI suggests "carefully scrutinizing" emails and to be suspicious of a quick response time. Blindly abiding to the request can be a business' downfall, which is why it is important to "confirm requests for transfers or funds by using phone or in-person verification as part of two-factor authentication," the FBI noted. "The best way to avoid being exploited

is to verify the authenticity of requests to send money by walking into the CEO's office or speaking to him or her directly on the phone," said Special Agent Martin Licciardo in an FBI release. "Don't rely on email alone." Knowing your customers and their habits can also help avoid the scam. A change in business practices can be a red flag and cause questions to be raised.

Unfortunately, not all BEC can be stopped. If you become a victim, it is important to act quickly. "Delays in reporting the scheme make it difficult to stop wire transfers and recover any lost assets," the FBI explained. It advises contacting your financial institution, the financial institution of the fraudulent transfer, the FBI and the IC3. "BEC is a serious threat on a global scale ... and the criminal organizations that perpetrate these frauds are continually honing their techniques to exploit unsuspecting victims," Licciardo said. This is why the first step of avoiding BEC is to know that it exists and anyone can be affected.



# SCHOLARSHIP DEADLINE IS APPROACHING!

## CFDD is a leader in providing scholarship opportunities for our members.

### On the Chapter Level for 2016-2017:

- 28 scholarships were awarded
- Scholarships totaled \$10,608

### On the National Level for 2016-2017:

- 34 scholarships were awarded
- Scholarships totaled \$14,248

### Combined Chapter and National Totals Since 1990:

- 7,788 scholarships awarded
- Scholarships now total over \$1.8 million

### Scholarships are offered in the following categories:

- CFDD National Conference Fees
- NACM Credit Congress Registration
- NACM Regional Conference Fees
- Designation Application Fees
- Course Registration Fees
- NACM Self-Study Courses
- NACM Credit Learning Center Designation Exam Review Package

### Scholarship applications are available on the [CFDD website](#).

- Application must be typed or computer generated
- Scholarships are valid for 12 months following the award date
- Applications must be signed by the member
- Deadline is March 15, 2018. Next deadline is July 15, 2018.

Contact the national office, your National CFDD Board Members or your chapter president for additional information or assistance. We are here to serve you!

## CFDD National Scholarship Award Values Revised Additional Categories Added

As the CFDD National Scholarship deadline approaches, your National Board is thrilled to announce the revision of many scholarship award values. Additionally, new categories have been added to help our CFDD membership select scholarship offerings that are best suited for your current educational goals/needs.

### **\*\*Important Note\*\***

TWO separate scholarship offerings will now be awarded. Please pay attention to each category with corresponding application deadline dates. It is now possible for you to earn TWO scholarship awards in the same calendar year!!

### **Deadline is March 15.**

Don't delay—get your scholarship applications completed and submitted today!!!



CFDD remains committed to aiding credit professionals in their career development. Take advantage of the scholarships available to you. Let CFDD help you make 2018 a banner year for lifelong learning and leadership development.

## INVEST IN YOURSELF!





## CFDD National Scholarship Award Application

This completed application form should be submitted with the information requested and must be received by **March 15 or July 15 (see below)**. Additional CFDD Scholarship Guidelines can be found on the last page of this application. Please send your application as e-mail attachment to [cfdd@nacm.org](mailto:cfdd@nacm.org). Please name your application as follows: LastNameFirstName. Example: SmithJohn. If attaching supplemental information, please name each attachment as LastNameFirstName1,2,3, etc.

If you are applying for a scholarship in more than one category, please rank your preference. Members are eligible to apply for scholarships two times in each year.

This application is for (Select one): ☐ March 15 ☐ July 15

Name (Include Designation) \_\_\_\_\_ Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 CFDD Chapter or Direct Member \_\_\_\_\_

# \_\_\_\_\_ Preference **Category I** **CFDD National Conference Registration** **Conference Registration Fee plus \$75 hotel credit to room folio if reservation made by Aug 21 (single/double occupancy)**  
**Applications received by 03/15**  
**2018 – Charlotte**

Recipients are required to attend the Business Meeting held at the 2018 CFDD National Conference.

# \_\_\_\_\_ Preference **Category II** **NACM® Credit Congress Registration** **50% of Registration fee including CFDD luncheon**  
**Applications received by 03/15**  
**2019 – Denver**

Recipients are required to attend the CFDD Awards and Installation Luncheon held at the Credit Congress for which the scholarship is awarded.

# \_\_\_\_\_ Preference **Category III** **NACM® Regional Conferences (Select One)** **50% of Registration fee**  
**Applications received by 03/15**  
☐ All South Conference 2018 – Clearwater ☐ Central Region Conference 2018 – Minneapolis  
☐ Western Region Conference 2018 – Salt Lake City

# \_\_\_\_\_ Preference **Category IV** **Designation Application Fees (Select One)** **100% of Application fee**  
**Applications received by 03/15 and 07/15**  
☐ CBA<sup>SM</sup> Application ☐ CCE<sup>®</sup> Recertification  
☐ CBF<sup>SM</sup> Application ☐ ICCE Application  
☐ CCE<sup>®</sup> Application ☐ ICCE Recertification

# \_\_\_\_\_ Preference **Category V** **Course Registration Fees (Select One)** **50% of registration fee**  
**Applications received by 03/15 and 07/15**  
☐ NACM Certificate Session **50% of registration cost**  
☐ Any CBA or CBF Required Course Offered by an NACM Affiliate **50% of registration fee**  
 (Upon Completion with a Passing Grade)  
☐ FCIB International Credit and Risk Management Online Course Fee **50% of registration fee including book and/or materials**  
☐ NACM Online Courses (Select One)  
☐ Business Credit Principles ☐ Business Law  
☐ Basic Financial Accounting ☐ Credit Law  
☐ Financial Statement Analysis I

# \_\_\_\_\_ Preference **Category VI** **NACM Self-Study Courses (Select One)** **All materials**  
**Applications received by 03/15 and 07/15**  
☐ Best Practice Workplace Negotiations ☐ Planning and Leading Productive Meetings  
☐ How to Manage Conflict in the Organization ☐ Planning and Managing Change  
☐ Leadership Skills For Managers ☐ Strategic Supply Management  
☐ Performance Management

# \_\_\_\_\_ Preference **Category VII** **NACM Designation Exam Online Review Package** **100% of cost**  
**via Credit Learning Center (Select One)**  
**Applications received by 03/15 and 07/15**  
☐ CBA<sup>SM</sup> ☐ CBF<sup>SM</sup> ☐ CCE<sup>®</sup>



Applicant's Name \_\_\_\_\_

### CFDD Scholarship Guidelines

- A. CFDD will award scholarships annually. Scholarship awards may be funded with proceeds (interest, dividends, and asset appreciation) from the Scholarship Fund and/or by contributions made and received by March 31st.
- B. In order to be eligible to receive a CFDD National scholarship fund award, the applicant must be a CFDD member in good standing for at least six months at the time of submission and at the time of disbursement.
- C. All scholarship applications must be received by CFDD National by March 15 or July 15 of each year to be considered. If March 15 or July 15 is a Saturday, Sunday or legal holiday, the applications must be received on the first business day following the 15th.
- D. An application must receive an average score of 65 in order to qualify for a CFDD National Scholarship.
- E. Any recipient of a CFDD National Conference or NACM Credit Congress registration award must attend at a minimum of three (3) conference educational sessions. Attendance will be verified using the system in place to record and document Continuing Education Units with the NACM-National Education Department.
- F. Self Study Scholarship Award recipients must complete the awarded course within 12 months of the date of receipt of course material. Non-completion within 12 months may disqualify the member from future eligibility for National Scholarship awards.
- G. A member is not eligible to receive a CFDD National Scholarship in the same category for two consecutive years. In an effort to maximize the financial support CFDD can provide its members in our current economic climate, the standing rule prohibiting members from receiving a scholarship in the same category two years in a row has been suspended.
- H. A scholarship recipient must redeem their scholarship within 12 months of the award.

*Your signature, represented by typing your name, attests to the validity of the information within this application to the best of your knowledge and that you understand and agree to the guidelines above.*

\_\_\_\_\_  
Applicant's Full Name (representing signature)      Date

Please send your application as e-mail attachment to [cfdd@nacm.org](mailto:cfdd@nacm.org). Please name your application as follows: LastNameFirstName. Example: SmithJohn. If attaching supplemental information, please name each attachment as LastNameFirstName1,2,3, etc.

NACM – CFDD  
8840 Columbia 100 Parkway  
Columbia, MD 21045  
P: 410-740-5560  
F: 410-740-5574  
E: [cfdd@nacm.org](mailto:cfdd@nacm.org)

Revised February 2018

# Educating Customers About Credit

A large majority of consumers in the United States are credit card holders. In 2015, the Federal Reserve reported 70% of U.S. consumers had at least one credit card, meaning roughly 174 million people were credit-active. With these types of numbers it would seem it's the norm to charge it, yet this could not be further from the truth in business credit. "It's a privilege to have credit," said Graybar Electric Company Financial Manager Rick Weisman, CCE. This is his No. 1 takeaway when trying to educate his customers about what he does for them as a credit professional.

"It works as a partnership," he added. Weisman is used to dealing in good faith with customers since he is typically unsecured as a supplier on a project. Education is a great tool and can help during the most common scenarios in the credit industry.

In the end, if you extend credit, you are expecting to be repaid. One way to move this process along is to help your customers get paid. "It's important to help them with best practices to ensure they protect their own accounts receivable," said Weisman. Since he doesn't want to step on any toes and tell his customers how to do business, he asks questions first about their processes. "Is there a person assigned to collect A/R such as a bookkeeper? A/R is the lifeblood of a company, so I'll usually ask the owner about this and if there is any training involved."

"Collections is the biggest topic of concern with customers," said Crop Production Services Credit Manager Kevin Stinner, CCE, CCRA. Many of his customers do not know how to collect money or have the education and training for modern credit. This is where Days Sales Outstanding (DSO) becomes a problem. Some of Stinner's wholesale customers are facing year-over-year changes of 20 days. "The end of the year is when DSO should be at its lowest in agriculture," he added.

It is important to help your customer generate income so this money will eventually return to you to pay off the debt. If Weisman's customer isn't getting paid, he usually assists with this by helping with lien and bond claims. This is a "best practice" to help payments flow downstream. Unfortunately, Weisman said, not all his customers take this route. Some don't want to jeopardize their relationship with the general contractor or hurt their chances at future employment. "This is a cautionary tale of how to do business," said Weisman. "This is not the best way to work—it's a death sentence."

Stinner is also shocked that so many of his customers do not have a credit application for their customers. Most large companies have applications, yet Stinner works with

smaller, independent businesses that do not follow this practice. "Having a credit application is important when it is time for collections," said Stinner. He is trying to educate his customers to start implementing the credit application as part of their daily business activities. If his customers are not getting paid, Stinner will also refer them to collection agencies that are reputable and not unreliable.

In agriculture there is no mechanic's lien, so Stinner assists his customers with an agriculture security agreement and financing statements. He also wants his customers to have better cash terms to make their relationship a win-win.

Weisman will also educate his customers on contract terms and conditions as well as payment terms. Other items of interest Weisman reveals to his customers include what competitors are doing and certain trends in the industry. Educating customers about potential fraud is a major point he tries to get across to customers, as well.

— Michael Miller, editorial associate



# NACM's 122ND CREDIT CONGRESS and EXPO

JUNE 10-13, 2018

PHOENIX, AZ

## NETWORKING EVENTS:

- Golf Outing
- Grand Opening Reception
- Beer & Browse Reception
- CFDD Luncheon
- First-Time Attendee Welcome Gathering
- Closing Night Party
- Expo Hall

CFDD will host its **ANNUAL AWARDS AND OFFICER INSTALLATION LUNCHEON** at Credit Congress on Tuesday, June 12. Be sure to sign up for this event when you register.

## CREDIT CONGRESS HIGHLIGHTS FOR CFDD MEMBERS

### Opening General Session

Curt Steinhorst is the founder and president of Focuswise, a communications consultancy that addresses the distracted, electronic flood that has overtaken society. Diagnosed with ADD as a child, he discusses how to overcome the unique distractions that today's technology creates and reclaim focus in every aspect of your life and work.

### 27026. Antitrust Hot Topics: Ongoing Lawsuits, "Meeting Competition" International Forums and Guidelines

Topics include: ongoing Sherman Act lawsuits, antitrust enforcement; antitrust remedies (government and private); price discrimination and its "meeting competition" defense—all from a national and international focus.

### 27042. Advanced Collection Tools

Learn how to better collect "problem receivables" and protect the rights of your company in today's market! This proactive session covers negotiation, technical and management tools in collecting cash from a credit manager's perspective. The X (authoritative), Y (delegation), and Z (team) management styles will be discussed.

### 27062. Millennials Got You Down?

Hear from a Millennial on the best methods for working with, dealing with and engaging the Millennial generation. You'll be given specific tactics to implement, to help you better manage and retain your Millennial employees.

### 27056. Unclaimed Property vs. Your Credit Department: Developing Winning Strategies

This session will address the problem of where unclaimed property can arise in the credit department, including deductions and credits on customer accounts, tolerance level write-offs, bad debt offsets and unapplied cash.

### 27071. Dealing with Customers' Terms Pushback

Unfortunately, extending payables has become a best practice for customers. Reasons for term pushback are covered plus key TPS metrics and the cash conversion cycle, days payables outstanding, days sales outstanding and days inventory outstanding.

### 27084. How to Stay Out of the Audit Bullseye

This presentation will include ways to stay out of the audit bullseye, how to get your auditors to be more friendly, ways to partner with them so they help you instead of just getting in your way.

### 27093. It's in the Fine Print! Learn the Latest in Credit Terms and Conditions

How long has it been since you really analyzed the terms and conditions on your invoices, POs and credit application? This session covers: the latest trends in credit terms and conditions—what works and what doesn't; provisions that can save time and money in the collection process; and, the CYA provisions that all creditors should have.

CFDD National is pleased to announce that the  
**2018 CFDD National Conference**  
will be held in Charlotte, North Carolina.

Join us September 13-14 at the DoubleTree Suites Charlotte-Southpark for informative education sessions and productive, entertaining networking opportunities.

**Add us to your calendar today!**



## Call for Speaking Proposals due by March 23

Anyone interested in speaking at the CFDD National Conference should submit the following information: presentation title, a brief description and session outline, an estimated session length, name and contact information and the level of the session.

**Submit proposals by March 23 to:** [Jill Leimbach](#).

### CFDD National Scholarships are available:

[nacm.org/welcome-to-cfdd.html](http://nacm.org/welcome-to-cfdd.html)

**Due by March 15, 2018**

CFDD National Scholarship award provides full registration for this year's conference!

### Hotel

DoubleTree Suites by Hilton—Charlotte-SouthPark  
6300 Morrison Blvd., Charlotte, NC 28211

The special conference room rate is \$179 a night for single/double occupancy. The hotel deadline is Aug. 21, 2018, based upon availability.

Please call 704.364.2400 or 1-800-HILTONS, and request the group rate for the 2018 CFDD National Conference. Or, to make reservations online, please visit [here](#).

### Sponsorships

Help us make the CFDD National Conference an event to remember ... become a conference sponsor!

- Have your company or chapter acknowledged online
- Build professional relationships and make new lifelong friends

Become a part of our TEAM through a sponsorship. The Sponsorship Form can be downloaded from the CFDD [website](#).

### Silent Auction

CFDD National is excited to again be hosting a Silent Auction at our National Conference. We are seeking donations from CFDD members, member companies and chapters for the CFDD-National Silent Auction. All proceeds go to our scholarship fund ... which in turn, benefits YOU! Let's make this a great event and aid in awarding more scholarships to our members.

All donations are tax deductible. Some suggested items of interest are: gift cards (starting at \$25) to national chain restaurants and stores, small electronics, jewelry and purses. We ask that all donations be received by Aug. 3, 2018. The Silent Auction Donation Form can be downloaded from the CFDD [website](#).

**Early Bird Deadline: Aug. 3, 2018**  
**REGISTER NOW TO SAVE!**

## REGISTRATION

	By Aug. 3	After Aug. 3
Member	\$425	\$475
Non-Member	\$475	\$550
Additional Friday Dinner Ticket	\$69	\$69

Refund Policy: All cancellations and requests for refunds must be made in writing to [conventions\\_info@nacm.org](mailto:conventions_info@nacm.org). Registration fees, less a \$50 processing charge, will be refunded for written cancellations received by NACM-CFDD on or before Aug. 3, 2018. Between Aug. 4 and Aug. 17, 2018, only 50% of the fee will be refunded for written cancellation requests. Due to financial obligations, no refunds will be issued for cancellations received after Aug. 17, 2018; however, substitutions may be made at anytime.



## Upcoming Webinars

March 8	<b>Webinar:</b> Doing Business in the Middle East
March 15	<b>Webinar:</b> Doing Business in the U.K.
March 19	<b>Webinar:</b> The Tax Cuts and Jobs Act (TCJA and the Credit Manager)
March 29	<b>Webinar:</b> FX Part 1: Foreign Exchange Basics
April 12	<b>Webinar:</b> FX Part 2: Foreign Exchange Risk Mitigation

## Credit Managers' Index

You are invited to participate in NACM's monthly Credit Managers' Index (CMI) survey of U.S. credit and collection professionals. Each time you take the survey, you receive 0.1 point toward your [NACM Career Roadmap](#). Contribute to the CMI and have your experience count.

The results from the survey are processed and presented each month in NACM's *eNews* and *Business Credit* magazine and at [www.nacm.org](http://www.nacm.org). Since its inception, the CMI has been a startlingly accurate economic predictor.

The survey asks participants to rate whether factors in their monthly business cycle—such as sales, new credit applications, accounts placed for collections, dollar amount beyond terms—are higher than, lower than or the same as the previous month. The

results reflect the entire cycle of commercial business transactions, providing an accurate, predictive benchmarking tool.

All credit and collections professionals are invited to take the survey each month during the timeframes listed below. NACM membership is not required.

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



### Upcoming Survey Dates

CMI Timeline	Survey Opens	Survey Closes
March	Monday, March 12	Friday, March 16
April	Monday, April 9	Friday, April 13
May	Monday, May 14	Friday, May 18

## Program Topic Swap: Ideas for Your Educational Session Planning

CHAPTER	Topic	Speaker
Charlotte	Credit Card Data Security: The Good, the Bad and the Ugly	Member
	Leaders vs. Managers	Member
	KPIs: A Discussion on the Use of Key Performance Indicators in Credit and AR	Member
	How to Prevent Credit Card Fraud and Reduce Chargebacks	Payment Technology Company
	How Do Credit Managers Spend Their Day	Roundtable
Portland	Ethics and Anti-Corruption	Chief Compliance Officer & Deputy General Counsel
	Techniques to Prevent a Secured Lender From Running Away With Everything	Attorney
	Public Policy and NACM Northwest Advocacy	Lobbyist
Raleigh	Realities, Opportunities and Weaknesses of the U.S. Retail Market	Credit Reporting Agency
	Red Flag Policy	Member
Salem/Albany	Navigating Office Politics	Member
	Key Performance Indicators & Trend Analysis	Member
	SOX (Sarbanes-Oxley)	Member

## CFDD Logo Items currently available

Searching for that perfect gift that combines practicality, value and pride? Look no further than CFDD's extensive selection of logo items! From pens to mugs, 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!



Cell Phone Power Bank (\$18)



Translucent Blue Pen (\$1)



Stylus Twist Metal Pen (\$10)



Luggage Grip (\$2)

### CFDD MISSION STATEMENT

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

### CFDD VISION STATEMENT

To be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.

