

**SCHOLARSHIP
APPLICATIONS DUE:
MARCH 15**
see page 7.

**HONORS AND AWARDS
NOMINATIONS
DUE: MARCH 15**
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**JOIN THE BOARD OF
DIRECTORS APPLICATIONS
DUE: APRIL 1**
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Marlene Groh, CCE, ICCE

CFDD & NACM: A Perfect Pair

As I traveled to Austin, Texas for the NACM-National Board Meeting, I reflected on the partnership between NACM and CFDD. What goals can we set as an organization to strengthen our partnership?

1. **Support our Affiliates:** I heard some wonderful things from our Affiliates during the meeting. The Kansas City and Phoenix Chapters welcomed new Affiliates to their new territories. I introduced the new Affiliates to existing members. Our next CFDD National Conference will be held in conjunction with the Western Credit Conference.



2. **Use the Business Credit App:** This app offers access to the *Business Credit* magazine as well as *eNews*, FCIB's *Week in Review*, NACM blogs and the *Strategic Global Intelligence Brief*. This is a great way to stay current on all the news.

3. **Submit CMI Survey every month:** Submit your monthly CMI Survey responses. CMI reports are released to the media the last business day of each month. The results reflect the entire cycle of commercial business transactions, providing an accurate, predictive benchmarking tool.

4. **Achieve your professional designation:** Continue to enhance your professional skills by achieving your professional designations. Utilize the Credit Learning Center to complete some of the class-work required for these designations.

5. **Attend Credit Congress, the CFDD National Conference, regional conferences and the Graduate School of Credit & Financial Management:** There are many opportunities for education and earning roadmap points. If cost is a concern, please apply for a CFDD scholarship to take advantage of the many offerings.

6. **Try the new FCIB Next-Business-Day Credit Reports:** FCIB introduced a new, freshly investigated, international credit report at a more affordable price. Take the time to compare it to what you are currently using.

The list could go on forever. But the one thing that stands out to me is that we are a team. Teams support each other and help each other achieve more. I look forward to a strong 2019 for our organization. Let's continue to show the strength of the credit profession.

Marlene Groh, CCE, ICCE, is the Regional Credit Manager at Carrier Enterprise, CFDD Representative to the NACM-National Board of Directors and a member of the Charlotte Chapter.

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CFDD newsletter

m a r c h a p r i l 2 0 1 9
The Official Publication of the NACM
Credit and Financial Development Division





Christie Citranglo

How to Ask Your Employer to Cover Conference and Educational Expenses

The benefits of furthering education and attending trade conferences have been proven to enhance work performance, create better thinkers and widen professional connections; however, finding the reasons to go to conferences is not the challenge. Once a conference or an educational opportunity appears on the radar, the real obstacle becomes getting there. The cost of hotel accommodations, plane tickets and admission stack up quickly.

explaining the benefits for a new program can be a tough sell.

“Trying to ask for something that the department has never had before, and trying to pass that first threshold can be difficult,” said Heidi Lindgren-Boyce, CCE, of Star Rentals, Inc. “It is tough to ask, especially for a woman. We don’t really have the same upbringing that men have. I’m in that group that finds it hard to ask for something for

employees to Congress after attending for more than 10 years.

“Start with lead credit people and see if [the conference] is a good fit for your organization,” Smith said. “To get your company to approve the expense, document the potential benefits of attending including the sessions you want to attend and how your day-to-day responsibilities will be covered while you are away. Demonstrate how this is better and/or different than training you can attend locally.”



Once the first ask is completed, helping the employees who take on positions years from today will still reap the benefits of the first employee’s courage to ask. Taking the first step can begin a new tradition in the company.

Using Credit Skills to Negotiate

After the first ask, the negotiations begin. Perhaps the boss said no the first time, but that doesn’t mean the effort is over.

If the boss says no, try negotiating, said Barbara Condit, CCE, of SPS Companies, Inc. If the price of the plane ticket, hotel and admission isn’t in the company’s budget, ask for admission to the conference and cover the rest out of pocket. While this will still be an expense for the employee, it will not be nearly as expensive as paying for the entire trip and using vacation days.

Beyond an employer covering expenses, employees may have to pay out-of-pocket conference costs. Dipping into personal funds to invest in employment expenses can oftentimes be out of reach—especially since work-related conferences will see most, if not all, of their benefits in the office.

The First Ask

The initial request for conference funding can be the most challenging. If no one at the company has gone to a conference in the past, much less on the company’s dime,

myself, even though it’s education. As I started attending more conferences, I started getting up the courage to ask for more.”

Outlining the benefits of attending NACM’s Credit Congress or the CFDD National Conference for the employer is an effective first step, according to Sam Smith of Crescent Electrics. He and his team have been attending Credit Congress since 2007. This year, Smith will be bringing 10 of his employees to Congress at his company’s expense. Starting small with requests works well, he said, citing his ability to take so many

“As credit managers, we’re into negotiating, and we never should be afraid of negotiating with our boss,” Condit said. “Show them how this will enhance your job and your position within the company: Show them this is important to you.”

Asking more than once, tactfully, without pestering the employer, shows a sense of determination by the employee. If the boss

understands the employee is willing to make small sacrifices for the betterment of their work performance, the boss may be more willing to help out.

Dealing with a Stubborn Boss

Even after negotiating more than one time, sometimes a boss will not compromise for a number of reasons. There could be no protocol in the employee manual for conference funding, the boss refuses to fund because of frugality, or there could be no money in the budget, unbeknownst to the employee.

When an employer proves to be stubborn, employees can go beyond negotiating and into the territory of work culture, said Robert Brown, operations manager of the Tompkin's County Workers' Center, a workers' rights organization dedicated to fair treatment and fair compensation in the workplace.

"The best thing to do, rather than taking things as a one-off, is to try and influence the company culture or the standards," Brown said. "Routinely offering roadblocks on these sort of opportunities for improvement deprives the company of an ever-more-skillful, well-informed workforce. This also sticks the company with a workforce that is regularly reminded by this practice how

much more favorable other employers that don't pay them this way look by comparison."

If a policy on conference funding and travel-ing does not exist in the employee handbook, Brown suggests finding a sample template online and customizing it for the company to potentially adopt. If an employee's previous company had a travel and expense policy that was favorable, suggesting the same policy or a similar one to the new boss or human resources department can work as well.

"This is about creating something with your employer or pressuring your employer into creating it—either way—that's going to benefit everyone who works with you or who will come after you in that job," Brown said. "Creating something that's not just about you for what appears to be a purely selfish request, but really engaging seriously in a way that works for everybody, has the potential to benefit everyone."

When There Isn't Any Money

Despite all the efforts to negotiate funding and policy changes, perhaps the company truly does not have the money to pay for its employees to attend conferences. If that is the case, Condit and Lindgren-Boyce suggest applying for scholarships.

The deadline for 2019 scholarships is approaching. Scholarship applications for NACM's Credit Congress, the CFDD National Conference and NACM Fall Conferences must be submitted by March 15, and the deadline for scholarships for educational sessions is July 15. While these scholarships do not cover lodging and transportation, they do cover all registration fees.

"I am still encouraging [my colleagues] to apply for local scholarships to reimburse a little bit of money," Lindgren-Boyce said. "I know people who will say, 'If my employer isn't paying then I'm not going,' and I get that. To me, education has always been personal for personal growth and development. And it stays with you, which is something people don't realize."

Christie Citranglo, NACM Editorial Associate

DATES TO REMEMBER

March 4	Certification exam date for CBA, CBF and CCE
March 15	CFDD Scholarship Application deadline
March 15	CFDD National Award Nomination deadline
March 22	Application deadline for May 19 professional designation exams given at Credit Congress
April 1	CFDD Board of Directors Application deadline for positions
April 10	Quarterly Membership Reports deadline
April 15	Chapter Leadership Reports deadline
May 13 – Aug. 16	International Credit and Risk Management Online Course
May 18-22	Business Credit Principles class held at Credit Congress
May 18-22	Financial Statement Analysis 2: Credit and Risk Assessment class held at Credit Congress
May 19-22	123rd Annual Credit Congress & Expo
May 19	Certification exam date for CBA, CBF and CCE held at Credit Congress
May 21	CFDD Annual Awards Luncheon
May 31	Application deadline for July 22 professional designation exams given at Credit Congress
June 17-27	Graduate School of Credit and Financial Management (GSCFM) in DC
July 22	Certification exam date for CBA, CBF and CCE

GIVE BACK TO CFDD AND SERVE AT THE NATIONAL LEVEL

Be a leader. Apply now to become a member of the NACM CFDD Board of Directors. Being a board member gives you the opportunity to give back to the organization and all of its members. There are many positions available such as National Area Director, Member Services and Publicity Chairman, Education and Programs Chairman, and President. Join this group of professionals for the rewards of leadership, networking and friendship.

Applications Due April 1.



CFDD NATIONAL AWARD NOMINATION FORMS

Know Someone Special?

Nominations are now open for the CFDD National Awards.

If you know a CFDD member who deserves to be recognized for their exemplary dedication, integrity and outstanding service in the field of credit management, please consider nominating them for an individual award. Nominations for special Chapter awards are also being accepted.

Deadline: March 15

Welcoming nominations in the following categories:

Individual Awards

Distinguished Member
Achievement
Spirit Award
National Mentor

Chapter Awards*

Regular Monthly Meeting
Special Seminar/Workshop
National Publicity

*Category A: 25 or more members; Category B: less than 25 members



Ellen Wodiuk, CCE, ICCE

Whodunit Sandy Utah on the night of ...

If you have not attended a credit conference hosted by your local Affiliate, what are you waiting for? Please accept the challenge to put the next one on your list of things to do.

I attended the Western Credit Conference in Salt Lake City, Utah, in October 2018. Salt Lake is a wonderful city providing a beautiful backdrop of snow-capped mountains. Generally, the conference begins with an Industry Day that includes topics on construction and international credit. This conference featured April Tanner, an experienced local credit manager, whose enthusiasm is infectious. She discussed "Selling in Tribal Land." Mark A. Kirkorsky spoke on 1099-C tax consequences for a bad debt customer. There was also an international panel. That evening's opening reception was an opportunity to network, while requesting our favorite songs from the DJ.

The following day was completely full, somewhat like a mini version of NACM's Credit Congress. Options for sessions were mixed with Expo speed-dating vendors and inspirational speakers. We had the pleasure of hearing Mike Schlappi and his presentation, "If You Can't Stand Up, Stand Out."

Wow, what an inspiration. He spoke about his life experience which he related in his book, *Shot Happens: I Got Shot, What's Your Problem?* I encourage you to Google him and read his incredible story of courage, depression and a Gold Medal.

The evening concluded with a murder mystery dinner; enter show-stopping host Georgette "Skull" Beven and her amazing education director Lisa Keller. The two, along with the support of the Intermountain members, really put on an excellent conference. The event was an absolute blast and everyone enjoyed themselves.

Lastly, was a short, final day with the Expo, more sessions and a closing opportunity to mingle with all the great new friends and credit peeps you met along the way. Again, put these local conferences on your list. They enhance your continued education—your credit network resources with a huge dash of fun.

Ellen Wodiuk, CCE, ICCE, is VP Client Services at the Law Offices of Mark A. Kirkorsky, PC and a member of the Phoenix, Dallas/Ft. Worth and Portland Chapters.

UPCOMING WEBINARS

March 21	LC Series: Letter of Credit Documentation: How to Avoid Discrepancies
March 26	Doing Business in the U.K.
March 28	Doing Business in Russia
April 18	LC Series: Roles and Responsibilities of Banks in the Payment Process
April 25	Building Credibility
April 30	Doing Business in Turkey
June 13	Conducting Effective Meetings

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Featured CFDD members as session leaders

Ed Bell, DBA, CBA, ICCE

W.W. Grainger, Inc., CFDD Phoenix

28062. No Financials, No Problem!

28077. Preparing the New Generation of Credit Professionals

28074. Bankruptcy Point-Counterpoint from the Vendor's Perspective

Cynthia Wieme, CCE, ICCE, MICM

Norgren, Inc., CFDD Direct Member

28090. Communicating Across Cultures

CFDD ANNUAL BUSINESS MEETING AND LUNCHEON

AT THE 2019
CREDIT CONGRESS

TUESDAY, MAY 21

FOR REGISTRATION
AND PROGRAM
DETAILS, VISIT

CREDITCONGRESS.NACM.ORG

CFDD's 2019 National Conference

in partnership with

NACM's Western Credit Conference

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Save the date!



Christie Citrango

The Whole Story When a Customer Doesn't Pay in Full

By the time a customer reaches the payment stage, several staff members across different departments have already interacted with that customer. From sales to credit, several steps and procedures take place before an order reaches the credit department, meaning the probability of something going awry before the order lands on the creditor's desk increases with each step. When the creditor finally handles a customer order, the reasons a customer doesn't pay in full or on time are generally not the fault of the creditor.

Customers usually have stories to tell when they don't pay in full, and McCullough suggests listening to that story and understanding the root of the customers' problems. The stories become key to resolving issues with a customer, understanding exactly where the problem lies and how to solve it—how to solve the problem being one of the main roles of a creditor.

McCullough stresses that the main issue for mistakes is not the making of the mistake, rather the cause for concern surrounds how creditors fix the mistakes handed to them or the mistakes they make. In a short survey to McCullough's Chapter in Charlotte, she polled her colleagues on what the biggest problems in their credit departments were. Overwhelmingly, missing invoices and pricing errors were the top concerns, followed by tax mistakes and never receiving an invoice.

"We weren't analyzing these inputs as much, which I thought was interesting," McCullough said. "We don't cause these problems: We don't ship the orders, we don't make the initial sale to these people. So interacting with the people who do more is a key element."



Solving a credit dispute with a customer may be as easy as listening, communicating and analyzing internal issues, according to Kerri McCullough, who led the educational session, "When Customers Don't Pay in Full—Are We Really Reading the Story Our Customer is Delivering?" at the CFDD National Conference in November, held in Charlotte, North Carolina.

"What's the story that as a customer I walked away with? What are all the problems they have internally?" McCullough, Senior Manager of Customer Financial Services at Dynapac North America LLC, said during her session. "What are our customers experiencing when they call with a problem? Are we listening, and what do we do with that information?"

McCullough said much of this can be helped by investing more in senior management and by focusing on training beyond the initial training session when an employee gets hired. Investing further in educating soft skills can also make a difference, creating well-rounded thinkers and creditors when dealing with a customer who will not pay in full.

Beyond soft skills, analyzing gaps at any level of a sale is crucial. Thinking critically about where in the sale something went wrong (i.e., measuring the analytics from a sale and communicating between different departments) can mean keeping a customer on comfortable payment terms.

The room for error within a company is also small, McCullough said. If something in the

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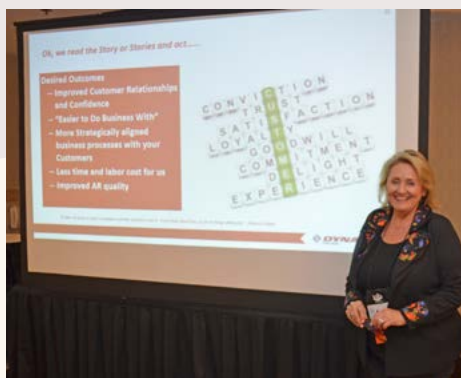


ACCESS TO EVERYTHING, ANYTIME!

process goes wrong—especially if the customer is new—the customer may be hesitant to work as well with the company in the future. Since the customer speaks to the credit department last, oftentimes the creditor becomes the final line of defense between keeping a good customer or losing one.

"When we invoice a customer incorrectly, all future invoices will be scrutinized more critically. All that does is slow down the DSO and payment cycle for all of us," McCullough said. "That only has to happen a couple of times for a customer who goes from paying in 40 days to paying in 45 days, and it continues to spiral, especially if those conditions continue to happen."

Christie Citranglo, NACM Editorial Associate



Kerri McCullough

Last chance to apply for 2019 conference scholarships.



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.



Christie Citrangelo, NACM editorial associate, asked members of CFDD about their involvement with the organization—"man-on-the-street" style. Each newsletter will feature replies from CFDD members to one of her questions.

What is your favorite part about CFDD?



Amanda Williamson

"Our group has people who have been in the industry far longer than I have, so they have some connections. There are so many back-door approaches to collecting. If I'm coming in to maybe hear a presenter, I may be sitting next to somebody who is actually the corporate manager for the company I have to collect on. It's not just the wisdom; it's also the connections that are very valuable."

Amanda Williamson, Account Administrator, Gregory Poole Equipment Co., member Raleigh/Durham Chapter.



Henley Rowe-Anderson,
CCE, CICP

"For me, it's bouncing ideas off each other and coming up with solutions I may never have thought of. But we're all doing essentially the same thing, so we're able to speak to each other and come together. We can learn from each other."

Henley Rowe-Anderson, CCE, CICP, Credit Manager, Carrier Enterprise LLC, member Charlotte Chapter.



Mary Moore, CBA

"I really value the friendships developed, the networking and the people I look forward to seeing year after year."

Mary Moore, CBA, Director of Credit Services, Southern Carlson, member Omaha/Lincoln Chapter.

Recent Chapter Program Topics

Elevating the Credit Profession Through Knowledge

Title	Program	Speaker	Chapter
Listen Beyond Hearing	Listening is an essential part of leadership, communication, goal-setting, planning and living. • Why we listen • Where we are listening from • What we are listening for	Professional trainer and coach	Kansas City
SBA Programs/Basic Bankruptcy Review	1. Small Business Administration • Loan Programs: §7(a), 504, Disaster • §8(a) Minority Business Development Program 2. Basic Bankruptcy Review • Types of Bankruptcy • Creditor Responsibilities	Attorney	Oklahoma
Financial Crimes/Commercial Fraud	What is a financial crime? • Is anything involved besides money? • How to detect counterfeit money? • Skimming and credit card fraud • Fraud schemes • What to do if victim of a financial crime?	U.S. Secret Service Resident Agent in Charge	Portland
Credit Work in Process Improvement	The best practices of simplifying the work process and finding better ways to manage your work flow. Get the productivity and stress relief you deserve from all the effort you put into your work.	Director of continuous improvement	Portland
The Servant Leader	A Foundation of Character of Vision • Characteristics of the Leader as Servant • Understanding the Three Aspects of Vision • Servant Leader as Manager: The Everyday Nuts and Bolts	Attorney	Raleigh/Durham
Career Path Suggestions	How to set yourself apart from the competition. Stronger resume, where to look for jobs, how to handle the online application process and what to do once you've landed the interview. How to incorporate NACM/CFDD training when presenting yourself.	NACM Midwest Director HR	Wichita

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- Membership not required
- Receive [email alerts](#) when survey opens



CMI TIMELINE	SURVEY OPENS	SURVEY CLOSES
March	Mon., March 11	Fri., March 15
April	Mon., April 8	Fri., April 12
May	Mon. May 13	Fri., May 17
June	Mon. June 17	Fri., June 21

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.