



Ellen Wodiuk, CCE, ICCE  
2017-2018 CFDD National Chairman

## A Bright Past, Even Brighter Future Presented at 2018 CFDD Awards and Installation Luncheon

Celebratory cheers and applause echoed throughout the halls of the Phoenix Convention Center on June 12, as nearly 100 CFDD members reflected on a highly successful year within the organization during the CFDD Annual Awards and Installation Luncheon at NACM's 122nd Credit Congress. Ushering in a new year was Ellen Wodiuk, CCE, ICCE, who stepped down as national chairman to welcome Val Hardesty, CCE, CICP, director of credit for American Efird LLC, to the position.

Every year, the CFDD gathering gives members the opportunity to not only reignite strong friendships in the business credit community, but also spark new conversations about personal and professional experiences members encountered in the past year. Standing at the front of the room amongst her peers, Wodiuk, vice president of client services at the Law Offices of Mark Kirkorsky PC, praised the organization's outstanding leadership.

"I really look forward to the luncheon because it's an opportunity to celebrate the achievements of our CFDD chapters with the awards to support our members through a scholarship and a work program and to extend our thanks to those who served us well in years past," Wodiuk said. "The gathering also provides the opportunity to meet our new leadership team that is stepping

into the role of guiding our organization over the next year."

After welcoming CFDD's eight new area directors, Wodiuk turned the spotlight over to Hardesty, whose speech she said was unofficially titled, "Back to the Basics." Hardesty compared the national chairman title to that of an event planner—the latter being a job she once wanted because of its "renewed sense of purpose and satisfaction." A CFDD member and an event planner go through a similar day-to-day process, including invitation and venue selection, program planning and attendee follow-up.

The process begins by creating an invite list that consists of credit professionals, former colleagues and others suited for membership as well as selecting a consistent location or various locations to meet. Hardesty said planning the program is typically the toughest challenge because it requires leaders to engage their members. Do we have the right mix of technical skills and professional development topics? Finally, following up with attendees to hear their thoughts and suggestions is necessary to improve future events.

"Feedback is a gift. The value of membership in CFDD increases with each person, new or existing, sharing their experiences



**REGISTER BY AUGUST 11 FOR  
EARLY BIRD RATE**

Members: \$425

Non-members: \$475

See page 10 for **hotel information.**

See page 11 for **Silent Auction  
information.**

- 1 A Bright Past, Even Brighter Future Presented at 2018 CFDD Awards and Installation Luncheon
- 3 CFDD Welcomes 2018-2019 Chair Val Hardesty, CCE, CICP
- 5 2018 CFDD National Award Winners
- 6 Marilyn Daugherty Spirit Award Winner
- 7 National Scholarship Awards
- 8 2018-2019 CFDD National Board of Directors
- 9 Agile Businesses See Benefits From Tech Adoption
- 9 Dates to Remember
- 13 Don't Shy Away From Investigating Private Customers
- 14 NACM's Credit Managers' Index
- 14 Get Great Ideas for Your Meetings From Other Chapters' Presentations



**CFDD**  
newsletter may/june 2018  
The Official Publication of the NACM  
Credit and Financial Development Division



**Val Hardesty, CCE, CACP**



**Kim Lancaster, CCE, CACP**



**Left to Right: Marlene Groh, CCE, ICCE; Brett Hanft, CBA; Ellen Wodiuk, CCE, ICCE; Val Hardesty, CCE, CACP**

with one another,” said Hardesty, adding that she was humbled and honored to lead CFDD into another year. “I ask you, can our CFDD events in 2018 and the future be more inspiring, engaging, exciting and provide more value than ever before? I believe the answer is yes.”

Her motto: The more energy and attention members invest, the greater the yield. “I invite you to invest in CFDD with me this year and make your yield surpass all of your expectations,” she said.

Sam Harrison, Jr., credit manager at Carolina Container Company in High Point, North Carolina, said he plans to do just that. Harrison has been an NACM member for more than 20 years, spending 12 of those years as a CFDD member. In the coming year, he will represent the membership and serve as a liaison with the chapters in Raleigh, Durham and Charlotte.

“The best part of the luncheon and Credit Congress is the networking and the information you receive that you can take back to your company,” Harrison said. “I would advise anybody who is here for the first time to meet as many people as you can. You never know down the road who can help you with a problem at work.”

CFDD membership adds an extra layer of education and monthly meetings, he explained, which is why he loves CFDD.

Although total CFDD membership has declined, the Charlotte Chapter was honored with a Class B membership growth award for its 28% membership gain. The Wichita Chapter has also shown growth in membership. CFDD raised funds for program scholarships, including local and national conferences, seminars and CAP/ACAP classes.

During the luncheon, CFDD awarded 68 scholarships for a total of \$33,225, bringing the cumulative 20-year total to 7,861 awarded scholarships at a value of \$1.8 million. An additional \$5,600 was raised between the ninth annual silent auction at the CFDD National Conference last fall as well as the dessert auction during the organization’s networking dinner.



**Kenny Wine, CCE congratulates Ellen Wodiuk, CCE, ICCE**



**Ellen passes gavel to Val**







Val Hardesty, CCE, CICP  
CFDD National Chairman

## CFDD Welcomes 2018–2019 Chair Val Hardesty, CCE, CICP

As I step into the role of CFDD Chairman, I want to share with you some things that I have been thinking about as I gratefully take the reins from my friend Ellen Wodiuk, CCE, ICCE. These things are important to me when I think about driving the success of our CFDD organization.

I always thought it would be great to be an event planner. Planning for a large corporation with their big swanky executive events would be interesting. Or, maybe a kids' birthday party planner or a wedding planner would be fun. The big things that attract me to this type of profession are all basically the same: the invitations; picking the best venue; the program-planning, such as organizing the business stuff; and, of course, the fun stuff. There's the food for the event (there's always food!!). Next is making sure everyone is enjoying themselves and getting the most out of the event. Finally, there's leaving the event with a renewed sense of purpose and satisfaction. And, don't forget the follow-up. Ask for feedback, "What could I have done better as your event planner?"

I see involvement in CFDD much the same way, so in essence, my membership in CFDD is allowing me to fulfill my dream of being an event planner. Have you ever thought of it that way? Even if you're not an officer in your local chapter, isn't membership recruitment and retention really everybody's responsibility? Isn't quality programming

also everybody's business? I think so, because the value of membership in CFDD increases with each person, new or existing, sharing their experiences with one another.

So, let's start with the invitation. How do you prepare your invitations for a chapter meeting? Who is on your invite list? Is it an email distribution list of people with paid memberships, or do you take it a step further and maintain a list of credit professionals in your geographic area and keep adding to it all the time? They could be folks in your industry credit groups, people you used to work with at other companies in the area or people you have met at other conferences. The invitation needs to be clear and should share enough information about the speaker topic so as to garner attention from the recipients. You want them to choose your event over anything else they may have going on! And sending a second reminder is also a good idea, in case they have misplaced the first invitation. A personal phone call is not out of the question either.

Choosing the best venue is the next step. How do you choose where to meet? Do you choose a centrally located spot, meet at someone's place of business or perhaps switch things up month-to-month? All of these answers work, but you have to find out what works best for your chapter. Think about the obvious logistics—is it conducive to having a speaker, is it large enough, but not too large that your group is swallowed

### Looking for a Chapter Meeting Presentation Topic? Look No Further!

#### Sarbanes Oxley (SOX)

Based on Mike Morley's book, *Sarbanes Oxley Simplified*, this 31-slide powerpoint presentation takes a look at SOX. Participants will learn the key points within each title of the regulation and about its purpose:

- The Purpose of Sarbanes-Oxley
- A look at the key components of the Titles
- Financial Controls
- Documentation
- Manipulation
- Accounts Receivable and Payables Controls
- Asset Controls
- Canada's Bill 198
- Internal Reporting

Download the powerpoint presentation from the Members Only area at [https://web.nacm.org/pdfs/cfdd\\_national\\_programs/SOX.pptx](https://web.nacm.org/pdfs/cfdd_national_programs/SOX.pptx)

up? The venue can certainly be a contributor or an inhibitor to the attendance at your meetings.

Next is the program planning. How do you decide what program to bring to your chapter meetings? Are you offering the right mix for your chapter's needs—both technical skills and professional development topics? The program is by far the greatest draw for your members and guests (who are potential members, don't forget!) It's normal for this part to be the toughest challenge. We don't all have an endless bank of ideas from which to choose our topics. But we have each other, and in reality, when we turn to each other for help, which we should, ideas flow like a waterfall. They really do! We should be focused 100% on finding topics that our attendees can take back to their workplaces to deliver even better results than before, and be more valuable and more confident in our abilities as credit professionals after each and every meeting.

Try to make sure everyone is getting the most out of the meeting. How do you engage the meeting participants? Are your chapter members regularly asked for topic and speaker suggestions? Are they asked to present topics to the chapter and to share their talents among their peers? This is an important part of CFDD's vision of developing tomorrow's business leaders. Ask your members to be engaged in the success of the chapter. That means serving as officers and delivering presentations on topics about which they are knowledgeable. Make sure everyone is involved, even if it takes them out of their comfort zone.

Lastly, is the follow-up or feedback. How do you know if you're doing a good job? Do you regularly survey your chapters, either formally or informally, to gauge their level of satisfaction? If you don't ask, will you ever know that there is a problem? For the success of your chapter, I ask that you don't skip over this important part—feedback is a gift.

As I think about being a CFDD event planner, I am humbled by the opportunity to serve this fine organization and lead us into a year of what I hope will include growth, value to its members and the strengthening of our CFDD network.

I am honored that those who have led CFDD before me have spent their time mentoring me, and now trust me to carry the vision and mission forward.

So I ask you, can our CFDD events in 2018 and the future be more inspiring, engaging, exciting and provide more value than ever before? I believe the answer is yes!

My motto for the year is: "The more energy and attention members invest, the greater the yield." I invite you to invest in CFDD with me this year, and may your yield surpass all of your expectations!

Thank you!

*Submitted by Val Hardesty, CCE, CICP  
from her speech at the 2018 CFDD  
Awards and Installation Luncheon.*

### **Chapter News**

**Want to see your chapter highlighted here?**

Send news about members, meetings, special events and photos to: DeLinda Goodman, CCE  
[delinda.goodman@mcicoach.com](mailto:delinda.goodman@mcicoach.com)



Larry Glenn, CBA, Kansas City



Elizabeth Honeycutt, CBA, Charlotte



Deborah Diamond-Burt, CCE, ICCE  
The Portland Chapter



Chris Birdwell  
The Wichita Chapter

## 2018 CFDD National Award Winners

In 2001, CFDD established the Marilyn Daugherty Spirit Award to honor the memory of one of our most beloved members, Marilyn Daugherty.

### Marilynn Daugherty Spirit Award

Wendy Mode, CCE, CICP Dallas/Ft. Worth

The Distinguished Member Achievement Award (DMA) was established in 1988 to recognize outstanding individual achievement in the NACM Credit and Financial Development Division. Each chapter is invited to nominate one candidate per year.

### Distinguished Member Achievement Award

Class A: Yvonne Prinslow, CCE, Portland

Class B: Larry Glenn, CBA, Kansas City

The National Mentor Award was established in 2003 to recognize participation in and promotion of the credit profession and CFDD through the mentoring process.

### National Mentor Award

Ellen Wodiuk, CCE, ICCE, Phoenix

### National Membership Award

Class B: Charlotte—28% membership growth

### National Program Awards

Outstanding Regular Monthly Meeting

Class A: The Portland Chapter

Class B: The Louisville Chapter

### Outstanding Seminar/Workshop

Class B: The Wichita Chapter

### Outstanding Publicity Awards

Class A: The Portland Chapter

Class B: The Wichita Chapter



Left to Right: Ellen Wodiuk, CCE, ICCE;  
Wendy Mode, CCE, CICP;  
Marlene Groh, CCE, ICCE



Ellen Wodiuk, CCE, ICCE  
Marlene Groh, CCE, ICCE

## Marilynn Daugherty Spirit Award Winner

In 2001, CFDD established an award to honor the memory of one of its most beloved members, Marilynn Daugherty. The Marilynn Daugherty Spirit Award is not given every year, but rather only when the Awards Committee feels an individual merits such an honor.

Marilynn Daugherty was a dedicated mentor, businesswoman, confidant, advisor, peer and friend to countless members of the Credit and Financial Development Division and the National Association of Credit Management. She was the consummate professional.

She offered many individuals a helping hand to grow and reach their fullest potential, both professionally and personally. Her unquenchable Spirit touched the lives and careers of so many people at all levels of the business credit and financial communities.

Marilynn was a sound guide, but not critical judge, of those who worked for her and beside her. Her Spirit encompassed those

around her like a pair of safe, yet strong and protective arms. Marilynn's years of service to CFDD as a Member, Director, Officer, and Chairman of the Board were marked by unbridled compassion, dedication, fairness, graciousness and loyalty. These attributes were not limited solely to the CFDD, but shared generously with all those with whom she came in contact.

The many characteristics and attributes used to describe Marilynn are synonymous with this year's recipient.

This year the Committee selected Wendy Mode, CCE, CICP, of the Dallas/Ft. Worth Chapter as the deserving recipient of the Marilynn Daugherty Spirit Award.

Like Marilynn Daugherty, Wendy's actions, words, perseverance, assistance, guidance, advice and good deeds over the years have had a positive and profound influence on all that have been associated with her. Through Wendy, Marilynn's Spirit shines brightly!



Wendy Mode, CCE, CICP, honored recipient of the Marilynn Daugherty Spirit Award

**“Your spirit and passion is evident in every action, role and responsibility you’ve graciously accepted at the local and national level of our organization for many years.”**

# National Scholarship Awards

## 2018 CFDD National Conference Scholarships

Regina Bentley	Louisville
Nicole Boesch	Albuquerque
Ronald Bonden, CCE	Minneapolis / Saint Paul
Kristine Burden	Louisville
Tanya Clinton, CBA	Charlotte
Barbara Condit, CCE	Minneapolis / Saint Paul
Glen Crow, CCE	Charlotte
Beverly Eldridge	Albuquerque
Karen Ferris	Louisville
DeLinda Goodman, CCE	Louisville
Marlene Groh, CCE, ICCE	Charlotte
Valarie Hardesty, CCE, CICIP	Charlotte
Samuel Harrison, Jr.	Raleigh / Durham
Natalie Hawn	Wichita
Kathleen Hibdon, CCE	Louisville
Elizabeth Honeycutt, CBA	Charlotte
Margaret Hyneman, CCE, CICIP	Seattle
Shawn Ismert, CBA	Kansas City
Emilia Jaramillo, CICIP	Charlotte
Lori Jones, CCE	Portland
Cindy Joseph, CBA	Albuquerque
Lynn Kendrick, CBA	Louisville
Kristine Kohman, CBF	Minneapolis / Saint Paul
Ann LaVallie	Albuquerque
Heidi Lindgren-Boyce, CCE	Seattle
Jennifer Marchlewski, CBF	Minneapolis / Saint Paul
D'On Maroney, CCE	Minneapolis / Saint Paul
Micherra Marshall, CBF	Charlotte
Rebecca Mazur, CBA	Charlotte
Shawna Mero	Louisville
Donna Michell, CBF	Raleigh / Durham
Wendy Mode, CCE, CICIP	Dallas / Fort Worth
Chris Montross, CBF	Charlotte
Mary Moore, CBA	Omaha / Lincoln
Travis Newkirk	Raleigh / Durham
John Orlando	Charlotte
Roberta Ortiz-Montoya	Albuquerque
Joni Page, CBA	Kansas City
Henley Rowe-Anderson, CCE, CICIP	Charlotte
Marie Segura, CBA	Albuquerque
Mary Sheldon, CICIP	Charlotte
Tiffany Shields	Evansville
Bonnie Sudman, CBA	Raleigh / Durham
Jill Tamborini, CBA	Kansas City
Paulyne VanderSloot, CCE, CICIP	Tacoma
Kay Watson, CBA	Minneapolis / Saint Paul

## Course Registration Fee Scholarships

Greg Hanlon	Wichita
Jonathon Hickman, CBA, CICIP	Evansville
Kelly Ray	Albuquerque

## NACM Regional Conference Fee Scholarships

Emma Wehling	Albuquerque
--------------	-------------

## 2019 NACM Credit Congress Scholarships

Samuel Bell	Louisville
Tammy Bynum, CBA	Dallas / Fort Worth
Barbara Davis, CCE	Portland
Bradley Dearing, CBF	Louisville
Melanie Etzel, CCE	Portland
Larry Glenn, CBA	Kansas City
Brett Hanft, CBA	Portland
Raymond Hess	Charlotte
Kim Lancaster, CCE, CICIP	Dallas / Fort Worth
Linda Mack, CBF, CCRA	Minneapolis / Saint Paul
Lori Nissen, CCE	Minneapolis / Saint Paul
Sheila Roames, CCE	Phoenix
Kelly Shock, CCE, CCRA	Dallas / Fort Worth
Betty Sinclair, CBF	Louisville
Jeanette Stoddard, CBA	Louisville
Mark Teeter, CCE, CICIP	Portland
Mandy Turner	Louisville
Yvonne Vigil	Direct Member



# CFDD Board of Directors 2018-2019

## Officers

### National Chairman

**Val Hardesty, CCE, CICP**  
Director of Credit  
American & Efird LLC  
Mount Holly, NC  
[val.hardesty@amefird.com](mailto:val.hardesty@amefird.com)

### Vice Chairman, Education, Programs & Chair Elect

**Brett Hanft, CBA**  
Credit Manager  
American International Forest Products LLC  
Portland, OR  
[hanft@lumber.com](mailto:hanft@lumber.com)

### Vice Chairman, Member Services & Publicity

**DeLinda Goodman, CCE**  
Credit Manager  
Motor Coach Industries International, Inc.  
Louisville, KY  
[delinda.goodman@mcicoach.com](mailto:delinda.goodman@mcicoach.com)

### NACM Board Representative

**Marlene Groh, CCE, ICCE**  
Regional Credit Manager  
Carrier Enterprise LLC  
Charlotte, NC  
[marlene.groh@carrierenterprise.com](mailto:marlene.groh@carrierenterprise.com)

### Immediate Past Chairman

**Ellen Wodiuk, CCE, ICCE**  
VP Client Services  
Law Offices of Mark A. Kirkorsky PC  
Tempe, AZ  
[ewodiuk@makpc.com](mailto:ewodiuk@makpc.com)

### NACM President

**Robin Schauseil**  
President & COO  
NACM National  
Columbia, MD  
[robins@nacm.org](mailto:robins@nacm.org)

## Directors

**Sam Bell**  
Metal Sales Manufacturing Corp.  
Louisville, KY  
[sclemons@metalsales.com](mailto:sclemons@metalsales.com)

**Shawn Ismert, CBA**  
Sioux Chief Manufacturing Co., Inc.  
Peculiar, MO  
[shawn.ismert@siouxchief.com](mailto:shawn.ismert@siouxchief.com)

**Elizabeth Honeycutt, CBA**  
MSC Industrial Supply Co.  
Davidson, NC  
[elizabeth.honeycutt@mscdirect.com](mailto:elizabeth.honeycutt@mscdirect.com)

**Brett Bartling, CCE, CICP**  
Warren Distribution, Inc.  
Omaha, NE  
[bbartling@wd-wpp.com](mailto:bbartling@wd-wpp.com)

**Samuel Harrison, Jr.**  
Carolina Container Co.  
High Point, NC  
[sharrison@carolinacontainer.com](mailto:sharrison@carolinacontainer.com)

**D'On Maroney, CCE**  
Builders FirstSource  
Lakeville, MN  
[don.maroney@bldr.com](mailto:don.maroney@bldr.com)

**Yvonne Prinslow, CCE**  
Hampton Lumber Sales Co.  
Portland, OR  
[yvonneprinslow@hamptonlumber.com](mailto:yvonneprinslow@hamptonlumber.com)

**Chris Birdwell**  
Pioneer Balloon Co.  
Wichita, KS  
[chrisb@pioneerballoon.com](mailto:chrisb@pioneerballoon.com)

## Chapters

Seattle  
Tacoma

Birmingham  
Phoenix

Dallas/Ft. Worth  
Albuquerque

Omaha/Lincoln  
Toledo

Raleigh/Durham  
Charlotte

Minneapolis/St. Paul  
Louisville

Portland  
Evansville

Kansas City  
Wichita

## 2018-2019 CFDD National Board of Directors



**Standing:** Sam Harrison  
Elizabeth Honeycutt, CBA  
Shawn Ismert, CBA  
Chris Birdwell

**Seated Left to Right:** Robin Schauseil  
Marlene Groh, CCE, ICCE  
Brett Hanft, CBA  
Val Hardesty, CCE, CICP  
DeLinda Goodman, CCE  
Ellen Wodiuk, CCE, ICCE

**Not Present:** Sam Bell  
Brett Bartling, CCE, CICP  
D'On Maroney, CCE  
Yvonne Prinslow, CCE





Andrew Michaels,  
editorial associate

## Agile Businesses See Benefits From Tech Adoption

Keeping up with today's technological advancements isn't an easy feat, especially in the workplace where new tech requires a new routine. As small businesses learn to adapt, a new study found that outside pressure to become technologically savvy may do more harm than good.

In a collaborative global study, growth partnership company Frost & Sullivan and software company Pegasystems released *Why Business Agility Matters* in May, questioning small businesses' readiness to incorporate technology, such as advanced software or IT collaboration, into their work environment. The study, conducted in August 2017, surveyed about 440 senior executives in several fields, including financial services and insurance, telecommunications and high technology, public sector and government, and retail. More than half of the respondents worked for companies with revenue under \$500 million.

Respondents were sorted into three categories: adopters, planners and nonadopters. The survey defined adopters as businesses that embraced agility, while planners worked toward business agility and nonadopters had no plans to do so. Agile businesses—those that welcomed technology voluntarily—experienced more customer satisfaction, product quality, business and IT collaboration.



“Over 80% of strategic adopters rate overall customer satisfaction and quality of customer experience higher than their industry counterparts,” the study stated. “This group is also empowered to maintain competitive advantage in their industry with the speedy launch of new products, services and innovation.”

Readiness, speed, transparency, dynamism and aversion were key traits of agile businesses. When businesses lack executive sponsorship or have insufficient support, the likelihood of becoming agile is quite slim, respondents noted. A lack of experience and cost-to-reward ratio were also linked to nonadopters.

### Submit Your Topics for the Best Practices Roundtable for CFDD National Conference

This year's Best Practices Roundtable session at the CFDD National Conference is a can't-miss event. Back by popular demand, this open forum discusses best practices and effective strategies. To contribute questions and topics of interest, please email Jill Leimbach at [jillL@nacm.org](mailto:jillL@nacm.org). All entries must be received by August 1.

### Dates to Remember

July 15	National Scholarship Summer Applications
August 3	Silent Auction Donations Due
August 11	National Conference Early Registration Fee Expires
August 21	National Conference Hotel Reservation Deadline
September 13-14	CFDD National Conference
September 14	Applications Due for CBA, CBF, CCE Exams
November 5	CBA, CBF, CCE Exams



# CFDD NATIONAL CONFERENCE

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

**Register by August 11th with the Early Bird Rate!**

## 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](#).

**Please join us in Charlotte for networking, news, and these valuable sessions —**

- Making a Confident Credit Decision
- It's not about you, it's about your audience. What audiences want from you in presentations.
- Trade Creditor Beware: Lessons Learned from Toys 'R Us and Sports Authority
- Credit Applications: Goldilocks (Too much, too little, just right?)
- Best Practices Roundtable

Early Bird Deadline: Aug. 11, 2018  
**REGISTER NOW TO SAVE!**

## REGISTRATION

	By Aug. 11	After Aug. 11
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.



# CFDD National Silent Auction

## CFDD National Conference

September 13-14, 2018 • Charlotte, NC

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 items of interest are, but not limited to:

- Gift cards (starting at \$25) to national chain restaurants and stores
- Electronics
- Jewelry
- Purses

We ask that all donations be received by **August 3, 2018**. If you have questions, please contact: Cara Crown, 410-740-5560, [CaraC@nacm.org](mailto:CaraC@nacm.org)

We look forward to receiving your donation and seeing you in Charlotte in September!

## Silent Auction Donation Form



Donor's Name

Title

Company

Address

Phone Number

E-mail Address

CFDD Chapter

Item Description & Retail Value [Minimum value of \$25.00 please]

Please send all donations by **August 3** to: NACM – CFDD, Attn: Cara Crown, 8840 Columbia 100 Parkway, Columbia, MD 21045  
Please mark all donations for CFDD National Conference to ensure proper storage.

# ***RUNNING OUT OF TIME***

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

**Scholarships are offered in the following categories:**

- 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](#) and are valid for 12 months following the award date.**

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

***HURRY! THE DEADLINE IS JULY 15<sup>TH</sup>***

**Don't delay—get your scholarship applications completed and submitted by July 15th!**

The July 15 Scholarship Application is very timely.

Fall Courses are now gearing up with open registration, the third nationwide professional designation exam test date is set for Monday, November 5 (with applications due by September 13) and exam review sessions are available via the NACM Credit Learning Center.

It's never too early to think about CCE recertification. Offerings on the CLC qualify for recertification points!





Michael Miller,  
managing editor

## Don't Shy Away From Investigating Private Customers

Some of the most important items for a credit professional to gather are often times the most difficult to collect, even more so than the money that is owed to their companies. Searching for clues, facts and golden nuggets is what a creditor is trained to do, and sometimes it's easier said than done, but there are ways to sleuth and dig to acquire the information needed that fall under the five Cs of credit.

In a recent NACM webinar, "Private Companies = Private Credit," presenter D'Ann Johnson, CCE, credit manager with Roofers Supply in Utah, explained a variety of ways to gain information. Unless a major business is involved, e.g., a Fortune 500 company, the outset of a seller-buyer or creditor-customer relationship is much of the same regardless of the company's standing as public or private.

Johnson said one of the first items to take care of is protecting and helping yourself as a creditor. "Have a defined, written minimum credit criteria that all prospective customers must meet to qualify for an open account with your company. Have another option for those that don't." Throughout her years with Roofers Supply, Johnson has rarely had to turn customers away for lack of information because she has that second option.

Johnson and Chris Ring of NACM's Secured Transaction Services (STS) both stated that larger companies will typically send their own information up front. "You'll get what you get from a large public company," which

can include trade references and their own terms and conditions, noted Johnson. Rarely will you ever get a personal guarantee, yet during her initial years in credit, Johnson recalled sending back an application to Walmart because it was missing a personal guarantee signature. Lo and behold, it was returned with the added security of the personal guarantee. As Ring said, "It never hurts to ask."

However, Ring was referring to the items to ask for when working with private entities. Many times, construction creditors are supplying material to a sole proprietor whose financial statements are personal tax returns. "These are almost impossible to get hold of," said Ring. If creditors cannot get the tax returns, mainly because people do not like giving out personal information, it comes down to credit policies and whether it makes business sense to extend credit to a customer or not.

One of the best ways to gather customer information is through a local trade credit group. NACM's National Trade Credit Report is also a great resource as well for small and large private companies. Data is contributed by NACM members, so it is possible that information not found on a D&B or Experian report is with the NTCR. A quick online search is also helpful when making a credit decision for a private customer.

Using Google, Yahoo or your favorite search engine can make a difference for your company. "What you're trying to do is pierce the corporate veil," said Johnson. Search your

customer or potential customer's name, try to link people (executives) to the business and run a search on the address that was hopefully provided on the credit application. Is it a single-family home, office building, plot of land, P.O. box, etc.? The latter can be a major red flag and lead to additional investigating.

The best way to protect yourself as a creditor is to build relationships and always work with your customer. Make sure your customer's information is secure, either in a locked cabinet in a locked office or encrypted electronically. This will help establish mutual trust and give them a reason to hand over sensitive material, such as banking information and tax returns. One reason taxes are so important for creditors working with small businesses is because they have a verifiable address, noted Johnson.

Working with private customers is not all that different than with public customers. It requires a little more work up front along the lines of finding the information needed to make a solid credit decision, but in the end, you can strike gold and build a long-term relationship.

## NACM's Credit Managers' Index

One of the most powerful tools available in the credit industry today, the Credit Managers' Index (CMI) from NACM is created from a monthly survey of U.S. credit and collections professionals.



- Earn 0.1 roadmap points each month
- Only 12 questions to answer
- Membership not required
- Receive [email alerts](#) when survey opens

CMI TIMELINE	SURVEY OPENS	SURVEY CLOSES
July	Mon, July 16	July 20
August	Mon, August 13	Fri, August 17
September	Mon, September 10	Fri, September 14

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

## Get Great Ideas for Your Meetings From Other Chapters' Presentations

CHAPTER	TOPICS	SPEAKER
Omaha/Lincoln	Communications	Manufacturing Representative
Phoenix	Collections Best Practices	Collection Specialist
	How to Determine an Appropriate Credit Limit Without Financials	Member
	Being Highly Productive in a Stressful Environment	Member
Portland	Do's and Don'ts of Collections	Member
Seattle	Sexual Harassment in the Workplace	Construction Attorney
Wichita	Ethics: It's a Matter of Choice	



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.