Oh What A Year!

WOW.. 2020 right? Don’t say it three times—who knows what might happen … LOL!

We often talk about the benefits and value of CFDD membership and how it can help you throughout your career.

First, did you know your CFDD membership is yours for the year for which you’ve paid even if you change companies or become unemployed during that time period? With the reality of Covid-19 upon us, the reality of layoffs, furloughs, are certainly top of mind.

CFDD membership keeps you ahead because of our networking ability. Your CFDD network will help you survive a layoff, or even a job change. Your local chapter is a wonderful resource to leverage if you face one of these unfortunate challenges. Not only during COVID-19, but ANYTIME. If a situation like this does happen to you, your membership status changes to an interim membership which carries all of the rights of a regular membership. You are still able to attend conferences, apply for scholarships (conference, designation, class, etc…), or continue working towards earning a designation.

Speaking about the benefits of membership, here are a few of them:

- The CFDD National Newsletter
- Access to the CFDD Website
- NACM Business Credit magazine print edition
- Business Credit App, featuring Business Credit magazine, eNews, FCIB’s Week in Review, NACM’s Blogs and Dr. Chris Kuehl’s Strategic Global Intelligence Briefs
- Full Access to NACM’s Knowledge Center, including the Resource Library—a key word search library through all NACM proprietary books and Business Credit magazine
- Post jobs in NACM’s Credit Career Center at no cost

These benefits are included as part of your CFDD membership. Each chapter has specific membership benefits available as well including education offerings, mentoring, local scholarship opportunities, among others.
Another strong benefit of CFDD membership is the ability to apply for a national scholarship. Recently, the CFDD National Board adjusted the dates by which you can apply for scholarships to better align them with our events.

All CFDD members are eligible to apply for a national scholarship twice a year, but may only attend one conference in any calendar year using a scholarship. National scholarships are available in seven broad categories:

1. CFDD National Conference (full cost of the registration fee)
2. NACM Credit Congress (50% of the registration fee)
3. NACM Regional Conferences (50% of the registration fee)
4. NACM & FCIB Professional Designation Application and Recertification Fees (50% of the application recertification fee)
5. Course Registration Fees (50% of courses required for CBA and CBF designations, sponsored by an Affiliate or offered online by NACM, including through the Credit Learning Center)
6. NACM Self Study Courses (full cost)
7. Credit Learning Center Exam Review Courses (full cost)

As of this article, we are planning to see everyone at the 2021 NACM Credit Congress in May in Kansas City as well as next September at the CFDD National Conference in Oklahoma City, Oklahoma. We would love to see you there, whether you attend Kansas City or Oklahoma City, or better yet, BOTH. One major benefit to membership is being able to see your CFDD family and networking. CFDD is here for you, you get out of your CFDD membership what you put into it.

Your local Chapter and your National Board is here for you so don’t hesitate to reach out to any of us. Almost all information you might need for your success with CFDD can be found here at the CFDD National website https://nacm.org/members-only-cfdd

Continue to be safe, practice social distancing and most importantly – remember to VOTE November 3rd!

Sam Bell is the Vice Chair Programs & Education & Chair Elect for the CFDD National Board of Directors and a proud member of the CFDD Louisville Chapter. Sam Bell is Credit Manager at Louisville Ladder Group, LLC in Louisville, Kentucky.
Looking Back, Moving Forward

For over 40 years, I have been involved with CFDD. As I type that sentence, I can’t help thinking, “wow, more than four decades. That is a long time.” Looking back over the course of my career, CFDD has been by my side at every moment. From quenching my thirst to deeply understand the mechanics and strategy of good credit management and policy practices to developing my personal and leadership skills, CFDD has been a powerful guiding force and light.

Over the four decades, I have witnessed the evolution of CFDD as an organization, especially in the last several years. As can be expected, technology has played an important role in CFDD’s renaissance. When I stepped into Chapter leadership positions, the organization was highly paper-dependent. It was all about paperwork: printing, completing and mailing or faxing forms, creating and writing notices and newsletters. Today, CFDD’s record keeping is delivered and received by email or published online.

Earlier this year the CFDD website was updated with a fresh new look. But, more importantly, a great deal of thought was lent to making each user’s experience easy: easy navigation and easy access to the many of the most commonly used resources available at the “members only” main page. CFDD’s focus has been to remove obstacles and provide resources. There’s no longer the need for cumbersome binders and outdated printed rosters.

As 2020 brought forth obstacles to meeting in person, our chapters have improvised and are meeting remotely using different platforms.

One of the most positive achievements of recent years was the transition of the CFDD Scholarship Fund to a 501(c)(3) charitable organization, which meant that contributions to the fund are tax deductible. As a result, we have expanded our fundraising efforts, allowing the fund to grow and offer members larger scholarships to both more activities and to more members than ever before. A few years ago, we expanded to offering scholarships twice a year. And this year, we have moved those scholarship deadlines to correspond more closely with conference registration dates, highlighting CFDD’s focus on member experience and need.

Organizations such as CFDD see fluctuations in membership over time. As one generation of members retires, another new generation rises to the leadership of our organization at both the local and national level. It is refreshing to see newer members attending conferences and joining chapter boards. Our next generation members ask questions that compel the organization to reexamine our traditions to ensure relevancy and meaning.

Our Chapters that seem to be thriving have a balance of new leadership blended with some veteran members. Between one-third to one-half of the attendees at recent National Conferences have been first-time attendees, giving all of us the opportunity to hear fresh perspectives.

Each Chapter’s commitment to bringing high-quality, relevant education to its membership underscores CFDD’s mission of supporting career and leadership growth. As our current national leadership continues to refresh and upgrade CFDD’s national programs, the value proposition of membership strengthens.

Heraclitus reasoned that “the only constant in life is change.” It is as true today as it was when he wrote down his teachings 2,500 years ago. CFDD has been moving forward by adapting to constantly changing circumstances in which it operates, while continuing to focus on education and leadership growth.

Carol Fowle, CCE is a CFDD Post National Chairman and is the NACM Member Services and Bookstore Manager at NACM in Columbia, Maryland.

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What are you waiting for? Apply to earn an NACM Professional Designation!

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<td>Monday, March 8, 2021</td>
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<td>Friday, March 19, 2021</td>
<td>Sunday, May 16, 2021 (Credit Congress, Kansas City, MO)</td>
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<td>Friday, May 28, 2021</td>
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Like many of you, I am self-funded for my involvement with CFDD. My company supports my activities with NACM and has helped with partial travel expenses for a couple NACM Credit Congresses, but my CFDD involvement is my own. I view the expense of the annual dues and meeting fees as an investment in myself, with the benefits far exceeding the cost.

I've held CFDD membership since 1998, fifteen years with the Denver Chapter then after my move to Oklahoma, a year as a Direct Member, a couple of years with the Dallas-Ft. Worth Chapter, and now am a member of the relatively new CFDD Oklahoma Chapter. Through the years I’ve served on committees and boards, both at the local and national level.

By actively participating in the CFDD organization, I have developed a sizeable network of colleagues from all over the country that offer professional knowledge and advice, professional support, and friendship. I’ve found that the more energy I put into my involvement with the group, the greater the rewards I reap.

I consider my growth from “where I was” when I first joined the group to “where I am now” in my career to be largely attributed to my CFDD involvement. My office has an assortment of inspirational artwork and quotations placed on the walls, with my favorite being this quote from Ralph Waldo Emerson: “The only person you are destined to become is the person you decide to be.” When I first joined CFDD in Denver, there were three members that I immediately chose as role models and mentors. Their guidance, mentorship, and friendships have helped me to become the person I “decided to be” all those years ago.

Knowledge? Check! Confidence? Check! Leadership skills? Check! Mentors who have guided my professional development? Check! Gratitude for all that I’ve gained? Check and Double-Check!

I would be remiss to not mention the CFDD National Scholarships as a benefit of membership! Through the years I have applied for and have received several scholarships to attend both Regional (back in the day) and National Conferences which I would not have been able to attend without receipt of these scholarships. The 2021 CFDD National Conference will be held in Oklahoma City - I encourage everyone to apply for a scholarship to attend – the CFDD Oklahoma Chapter members would love to meet you. Also, please generously donate to the CFDD National Scholarship Fund when you can!

Kelly Shock, CCE, CCRA, serves as an Area Director on the CFDD National Board of Directors. Kelly is a proud member of the CFDD Oklahoma Chapter and serves as the treasurer of the CFDD Oklahoma Chapter. Kelly is a Credit Analyst at Continental Resources, Inc. in Oklahoma City.

The only person you are destined to become is the person you decide to be.

—RALPH WALDO EMERSON
NACM offers a wide variety of online courses that cover everything from basic to advanced business credit concepts and topics. Experts in the field record and lead some courses; and for others, expert practitioner instructors monitor online progress. While most of the courses are on demand and can be completed at your convenience, the Basic Financial Accounting and International Credit & Risk Management courses begin and end on specific dates, three times each year.

To learn more, visit www.nacm.org or call 800-955-8815.
Turning into Leaders

Anyone can be a leader with the right combination of perseverance and determination. Yet, on their journey to acquire the leadership mindset and skills, most credit professionals are following the guidance of those who are already leaders in the workplace. Through these experiences, credit leaders-to-be experiment with different leadership styles, pocketing effective methods they plan to use in the future. Good and bad leaders will come and go, but it’s what credit leaders-to-be learn during this time that will fuel their ambitions.

For more than a quarter of a century, Accounts Receivable Manager Joe Bahhur said he’s struck a nice balance between being a leader in both A/R and credit, protecting the company’s assets and helping grow sales, while limiting risk. However, he wasn’t always in a leadership position in the early years of his career. Bahhur said he used to work with managers who created an environment where it was clear that they preferred to cultivate an “us versus them mentality.” These managers often felt threatened when Bahhur knew information they weren’t privy to and they didn’t appreciate the recognition Bahhur received from others. That was when he realized there’s no one person who can successfully run a department without help from others.

“Team members encompass a variety of skills and relationships,” he said. “It is important—specifically in credit—because of information. A salesperson may share information regarding a customer with a credit department associate but not with management. The relationship the credit associate has with an accounts payable associate may result in gathering information that is vital to decision making.”

Team meetings help cultivate a real team environment, Bahhur noted. They allow the employees to share ideas on how to deal with sales, process improvements, tech tips, etc. Team meetings are also effective to recognize Andrew Michaels

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an employee for going above and beyond. Leaders can include their employees in decision making, ask for input, and help them develop so that they can continue growing.

By recognizing the true characteristics of a leader through the eyes of his past leaders, the A/R manager said he always makes time for his associates. If they are asking to see him at an inopportune time, he will agree on another time rather than “blow them off.”

“I had to be resourceful and find answers for myself if [my former leaders] were absent or checked out,” Bahhur said. “I learned that even though those people may appear to be ‘successful,’ they were not respected by their peers or their subordinates. I think it is important for leaders to ask the employee their opinion in terms of how they feel a situation should be handled.”

One-on-one conversations with their employees in order to get periodic updates on specific customers is another good method, he added.

Even if ineffective leaders are somehow able to make a department run, Credit Analyst Curtiss Vlastnik said they won’t be successful in growing the department. Working with a poor leader is difficult because they are not willing to listen to the team’s suggestions most of the time. The best way to do this is to effectively communicate and listen to your team, allowing mistakes to be corrected and improvements to be put into place that will ensure future success.

“Credit tends to follow the same rules and principles throughout the department, so when something changes, it is imperative that communication and listening is utilized by the leaders, as these changes tend to be significant,” Vlastnik said. “Making sure everybody understands this and can implement these new changes is crucial for any credit team.

The core principles of good credit are consistency and sound decision making, the credit analyst said. For his team, they have created presentations and other tools that allow any new analyst to pick up the job in an efficient manner.

Vlastnik also stresses the importance of asking for help if employees need it. He came to this conclusion when he first started the job and his coworkers helped him transition into his role by taking the time to work with him and answer any questions he had. Additionally, his department does team-building activities that allowed them to grow closer as a team and learn each other’s learning styles.

“I have been with leaders who effectively followed these principles and those who have not,” Vlastnik said. “Having a ‘do it my way or the highway’ team constrains everybody else from developing their own skill sets. If you want others to blindly follow your process without offering insight, you are better off hiring computers to work for you. Putting your team in an environment where they know their opinions and suggestions are heard and they can ask for help puts the foundations in place for a strong credit department.”

Leaders should be willing to work with their team to enhance their growth and allow them to become productive team members for not only the credit department but the company itself, he said.

Andrew Michaels, editorial associate
Navigating Your Company’s Global Risk Takes Know How

In 13 weeks, FCIB’s ICRM online course will prepare you for the challenges ahead.

Module 1 focuses on the reasons to sell globally, the development of global credit policies & procedures, and how global credit departments are organized.

Module 2 covers how to establish new customers including the global credit approval process; country, currency and culture risks; and risk assessment processes.

Module 3 examines the components of financial statement analysis, including ratios and how to identify common problems.

Module 4 considers the options to minimize and manage those risks using techniques and products such as foreign exchange policy or trade credit insurance.

Module 5 explores the difference between credit lines and credit limits, key credit considerations and influences, and establishing and monitoring of credit lines.

Module 6 examines banking and currency strategies, financing techniques and forms of countertrade.

Module 7 introduces various global payment mechanisms and methods such as open account, documentary collections and methods of financing trade shipments.

Module 8 is dedicated to letters of credit so students can get a deeper understanding of how to use the payment tools.

Module 9 shines light on how to make improvements by investigating benchmarking and performance measures, DSO calculations and collections forecasting among other topics.

Module 10 provides an overview of international trade laws, arbitration and litigation, and compliance.

- Vital knowledge in a collaborative setting.
- 24-hours-a-day-accessible online learning environment.
- Global peer-to-peer interaction, including two live instructor-led review sessions.
- A balanced view of how to better understand, manage and mitigate global credit risks.
- The opportunity to earn your CICP (Certified International Credit Professional) designation.

# Recent Chapter Program Topics

## Elevating the Credit Profession Through Knowledge

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<tr>
<th>Title</th>
<th>Program</th>
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<th>Chapter</th>
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<tr>
<td><strong>Cultivating Talent in the Credit Department</strong></td>
<td>During this program, several techniques for cultivating talent in the workplace will be discussed.</td>
<td>CFDD Member</td>
<td>CFDD Albuquerque Chapter</td>
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| **NACM Designation Process At-a-Glance** | Navigating the NACM website  
• Setting up your profile with NACM  
• Review of the various NACM certifications and their requirements/path to earn  
• Detailed review and discussion on the Career Roadmap  
• CCE designation holders describe their path | CFDD Member | CFDD Charlotte Chapter |
| **Influencing Others** | Safety First  
Brain Tease: Warm up and Discussion  
Motivation and Influence  
Motivation: What motivates individuals?  
The 3 phases of Motivation  
Personality: Does personality matter and if so, why?  
The 2 Powers of Personality: Purpose & Personality  
Influence: Who and how have people influenced you?  
A couple of Principles of Influence  
The Golden Rule: Do we treat others the way you want to be treated or the way they want to be treated?  
Discussion | Speaker | CFDD Charlotte Chapter |
| **Navigating the Recovery: Working with Your Customers During Unprecedented Economic Challenges** | The Current Situation  
Due Diligence: Existing Customer Accounts  
Due Diligence: New Accounts  
Modifications to Credit Policy  
Collecting Existing A/R  
Compliance Issues  
When does it make sense to say Yes or No? Questions | CFDD Member | CFDD Charlotte Chapter |
| **IRS Criminal Investigations** | If the motive of the crime is money, chances are Criminal Investigations (CI) special agents are involved in tracking the money from the crime to the criminal. Today’s sophisticated schemes to defraud the government and the American economy demand the financial analytical ability of forensic investigators to wade through complex paper and computerized financial records. Investigations are classified into program and emphasis areas of fraud which include: Abusive Tax Schemes, Bankruptcy Fraud, Corporate Fraud, Employment Tax Fraud, Financial Institution Fraud, Gaming, Healthcare Fraud, Identity Theft Schemes, International Investigations, Money Laundering & Bank Secrecy Act, Narcotics-Related Investigations, Non-filer Enforcement, Public Corruption Crimes and Questionable Refund Program. | FBI Criminal Investigator | CFDD Kansas City Chapter |
How UCC Filings Are Beneficial When Your Customer Pays Slow, Defaults or Files for Bankruptcy

Beginning in the 1950s The Uniform Commercial Code is a product of private organizations and is not law but rather recommendations to each state regarding the laws they should enact. States can adopt the laws as recommended or modify them as they see fit. If you are doing business in multiple states, you must understand The Uniform Commercial Code and the laws adopted by the various states.

The UCC
Article 1: General Provisions
Article 2: Sales
Article 2A: Leases
Article 3: Commercial Paper
Article 4: Bank Deposits and Collections
Article 4A: Funds Transfers
Article 5: Letters of Credit
Article 6: Bulk Transfers
Article 7: Warehouse Receipts, Bills of Lading
Article 8: Investment Securities
Article 9: Secured Transactions; Sales of Accounts and Chattel Paper.

Logic behind the Code for Trade Creditors
• The 5 Cs of Credit
• If you reduce risk, you can sell more
• 2010 Amendments
• UCC 9-102(a)(68)
• Secured Transactions: Blanket or Basic UCC-1 Filings, PMSI Filings & Consignment filings
• Types of Filings
• Who has application for a blank UCC-1
• Secured creditors vs unsecured creditors
• Chapter 7
• Process & Procedure - getting them filed!
• Location - filing rules
• What is on the UCC form?
• Termination of UCCs
• Leasing vs. conditional selling
• NACM UCC filing service

Tools for Anxiety Relief
1. Recognize your feelings
2. Practice Self-Care
3. Stay Engaged with friends and family
4. Set reasonable expectations that fit your life
5. Assess what you do control and work within those boundaries
6. Be a source of support for others

Credit Manager’s Survival of COVID-19
This month’s meeting will be a roundtable panel discussion regarding credit management during the COVID-19 pandemic. We will have speakers from different industries including, lumber, steel, utilities and more. They will discuss the impacts of the pandemic on their organizations and strategies for collecting payment during this difficult time. The session will end with a sharing of best practices and an open discussion.

Actions You Can Take on the Front End to Protect the Back End
• Liens NC
• Notice of Public Subcontract
• Notice of Subcontract
• Guaranties and Contract Reviews/Updates
• UCC Financing Statements
• Deeds (and why these are not panacea)
Keep the CMI Accurate!

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

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

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

SURVEY OPENS | SURVEY CLOSES
Mon., November 9 | Fri., November 13
Mon., December 7 | Fri., December 11

Read more about the CMI here.

CFDD LOGO ITEMS

Looking for a gift or award for a special CFDD member? Go to the CFDD homepage and click on Logo Items.

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.