



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

April 2009

Letter from...

**Mary Moore, CBA
CFDD National Chairman**

Happy Spring!

What a year it has been. Time has flown by, and Credit Congress is fast approaching. My term as your National Chairman is soon ending. This has been a tremendous learning experience for me that I will never forget. I hope that each of you considers the National Board as part of your goals; it truly is a life-changing role. If you are wondering if this is for you, call me—I would love to discuss it with you.

CFDD — “Today’s Investment, Tomorrow’s Success” was the theme that I chose for this year. I feel that we get out of CFDD and our careers what we put into them. I cannot encourage you enough to attend the NACM Credit Congress in June and the CFDD National Conference in October.

If you’re going to Credit Congress in Orlando, please show your support and attend the CFDD Awards and Installation Luncheon on Tuesday, June 16. During the luncheon, we will recognize our Chapters through membership, publicity and program awards, and we will honor our individual members through scholarships. We will also install our new officers. Additionally, CFDD will be presenting the Mentor Training



Session on Sunday, June 14. If you have not participated in this workshop or if you would like a refresher, we would love your support.

Thank you to everyone who supported our fundraiser by purchasing chances to win a full registration to Credit Congress. Congratulations to this year’s winner, Linda Williams of Los Angeles! Proceeds from the event went into our scholarship fund so that we may continue to offer them.

I also highly encourage you to attend the CFDD National Conference in October, which will showcase great educational and networking opportunities in the beautiful city of Denver, Colorado. We need your support to make this conference a success. To learn more about CFDD’s annual gathering, please see page 6 of this newsletter.

It has been an honor to work with such a great CFDD Board and Vice Chairmen Mike Meyer, CCE and Marlene Groh, CCE. As members you can be assured that we have great leaders on the CFDD Board, which will continue to flourish. I would like to thank each of you for your support over the last year. I have made life-long friendships that I will cherish forever.

SILENT AUCTION AT 2009 CFDD NATIONAL CONFERENCE

CFDD National is pleased to sponsor a Silent Auction at the 2009 CFDD National Conference in Denver. Proceeds from the auction will benefit the CFDD Scholarship Fund, which provides assistance to credit professionals in achieving their educational goals. We encourage you to participate in raising money for the Scholarship Fund by donating and/or bidding on an item. Donations to the auction are welcome from CFDD Chapters, corporations and individuals. Items should be new with a value of at least \$25.

For more information on how to donate an item, please contact Cara Crown at carac@nacm.org or 410-740-5560.

Inside...

- P. 2 Letter from Michael Meyer, CCE
Vice Chairman, Education and Programs
- P. 2 Letter from Marlene Groh, CCE
Vice Chairman, Member Services
- P. 3 Letter From Pam Foreman, CCE
CFDD Director, NACM National Board of Directors
- P. 5 Awards and Achievements
- P. 6 CFDD National Conference

Letter from...

Michael Meyer, CCE Vice Chairman, Education and Programs



I know it's been said every year, but it is difficult to believe another year has passed. Time does fly when you stay busy and have fun. The fun part may be hard to believe but staying busy wasn't difficult to do.

The year started with planning for the 2008 National Conference in Kansas City. Many hours were spent in conference calls to make sure everything was in place and that the conference would be a great experience for all who attended. I believe the conference was a big success. The Presidents/Vice Presidents meeting went well. Laura Jones and I covered the section on programs, and it was good to hear questions and comments from those who participated. Another basket of goodies was raffled at the closing dinner. I would like to thank the Past National Chairman and the CFDD Board Members who contributed to the basket. I would also like to thank those who purchased tickets and tried to win the basket. We collected \$695 that was applied to the CFDD National Scholarship fund. Finally, I would like to say *thank you* to NACM and its Meetings Department for all of their planning expertise.

There was no time for rest. The CFDD Bylaws were in the update process, which initially began during the 2008-2009 term of Chairman Nancy Watson-Pistole, CCE, CICP. In March 2008, Chairman Watson-Pistole appointed me chairman of the CFDD Bylaw Review Committee. This committee continued as Mary Moore, CBA, became CFDD National Chairman in May 2008. The Committee consisted of Mike Meyer, CCE, Phyllis Truit, CCE, Mary Moore, CBA, Carol Fowle, CCE, Robin Schauseil, CAE, Nancy Watson-Pistole, CCE, CICP, and Marlene Groh, CCE. The new CFDD Bylaws were approved on January 24, 2009. I also need to say *thank you* to the entire Bylaw Review Committee. It has been great to be part of a dedicated, professional team.

At the mid-year Board of Directors meeting in Kansas City, Chairman Mary Moore, CBA asked me to compile a list of local scholarship guidelines that could be used by all chapters in order to start a local scholarship program or to enhance a current one. I emailed the chapter presidents and education chairmen and asked for each Chapter's guidelines. I received feedback from 23 Chapters and submitted the list on March 17, 2009. These guidelines may be included in the Leadership Manual for 2009-2010. (The current version of the Leadership Manual is available online at CFDD.org.)

As always, with any educational opportunities, apply for CEUs. The form is on CFDD.org, or you can contact me at mike.meyer@jofco.com. I would be happy to send you the form or guide you through the NACM/CFDD website.

One of my last duties as Vice Chairman was to chair the Scholarship Selection Committee and the Program Selection Committee. Starting this year, all applications were submitted online and sent to cfdd@nacm.org. This year's review of the applications and voting by the

committee members were completed online. I would like to thank all members of the Scholarship Selection and Program Selection Committees for their time and dedication.

In closing, it has been an honor to serve CFDD and its members in 2008-2009. I would like to thank all CFDD members for their time and dedication to CFDD and their profession. I hope to see all of you at Credit Congress in Orlando. Don't forget to attend the CFDD Awards and Installation Luncheon.

I am always available for questions or comments at mike.meyer@jofco.com. I am looking forward to next year to help CFDD and its membership grow and prosper. If you have any suggestions, questions or comments, please contact me by [email](mailto:mike.meyer@jofco.com).

Letter from...

Marlene Groh, CCE Vice Chairman, Member Services



Thank you. Why start my letter with thanks? Well, that is how I feel about the last year. I have learned so much and have grown so much personally in the last year by serving as your Vice Chairman of Member Services. I have had the pleasure of working with many people I have never had the pleasure of working with before. I have really enjoyed working closely with Chairman Mary Moore, CBA and Vice Chairman Mike Meyer, CCE. Thanks, Mary and Mike, for your friendship. We are very blessed to have been led by such dedicated members who truly have a passion for CFDD.

One of my responsibilities was to coordinate this bi-monthly newsletter. The newsletters were based on topics I felt were important to the membership:

- June's newsletter focused on the award and scholarship recipients honored at the 2008 Credit Congress. It also introduced Chairman Mary Moore's theme, "Today's Investment, Tomorrow's Success."
- In August, the newsletter centered on the "Value of Membership."
- October's newsletter found us talking about mentoring.
- For December, we recapped our National Conference and the Presidents/Vice Presidents breakfast. There was so much information exchanged at the meeting that it was wonderful to make sure everyone got to experience what was shared.
- In February, we introduced our new CFDD Director on the NACM National Board, Pam Foreman, CCE and highlighted our Phoenix Chapter.

This issue of the newsletter brings the year to a close with letters from your National Officers and provides more information on our next National CFDD Conference in Denver, Colorado. I want to thank all of our Chapters' Publicity Chairs and Presidents and all of the members who took the time to submit articles and information to make our national newsletter a success. The information you share is invaluable to those who use it to help their Chapters.

I also had the pleasure of serving as the chair of the Publicity Award Committee; thanks to the Chapters that took the time to submit an

application. I look forward to announcing the winners at the CFDD Luncheon during Credit Congress.

Membership is my other area of responsibility. This has been a challenging year for membership. The economy is struggling and with that companies are choosing to discontinue their support of paying their employee's membership. But something we must all remember is that CFDD is an individual membership; it is not a company membership. We should be willing to "Invest in Ourselves," as our Past National Chairman Pam Foreman, CCE told us years ago. Her message has always stuck with me, and at times I want to climb the highest mountain and shout this out for all to hear: "Invest in Yourself!" The education we gain from CFDD is ours forever no matter where we are or where we work.

Despite the current economic climate, we have had some positive news on the membership front: Cincinnati is back up and running. Thank you to all who were instrumental in rebuilding our newest chapter. Our Area Directors are continuing to work on Chapters in other locations as well. Hopefully, during this year, we will be fruitful and have much growth. To help with growing new Chapters, I have worked with Debbie Morse from the Charlotte Chapter and Mike Meyer, CCE to develop information that will be provided on our website about filing for 501(C)(6) status. There will be examples of applications from the Charlotte and Jasper Chapters as well as a "Helpful Hints" document created by Debbie to aid Chapters in dealing with all the associated paperwork. I know this is never an easy feat and can seem to be very overwhelming. Hopefully, these documents will be a great resource for the Chapters. Please make sure your Chapter is in compliance with the National Bylaws by having 501(C)(6) status. If you have any questions about the process, please just ask and I will try my best to help.

I would like to close my year by saying again *thanks* for making this year such a blessing. While things around us may not always be as we would like, there is always something that makes us thankful and I can say I am thankful for CFDD and the friendships and experiences I take with me from my membership. I look forward to seeing you all at

the CFDD Luncheon during Credit Congress in Orlando and at the CFDD National Conference in Denver.

Letter from...

Pam Foreman, CCE
CFDD Director,
NACM National Board of Directors



As the term year for your CFDD Board of Directors comes to a close, I am just beginning mine as your representative to the NACM National Board. I would like to thank you for this opportunity to continue to serve CFDD.

It is my privilege to have been selected to be a member of the Government Affairs Committee. Our mission is for NACM to bring consistent, relevant, timely and important issues to our members and to engage their efforts and assistance. The goal of this committee is to build a grassroots effort among our membership, engaging them in the conversation between legislators and regulators. It is our hope that we will gain enough momentum among our membership to make it practical to once again host an Advocacy Day in the near future.

NACM and CFDD are facing so many challenges right now due to the economic climate. We are victims of corporate cutbacks and cuts in discretionary spending. Membership is down for both organizations, and participation in programs and events has been hard hit. It's funny, though, because I have never thought of my membership in NACM and CFDD as being "discretionary." Now more than ever credit professionals—from the credit clerk apprentice to the director of credit—need the power of NACM and CFDD. Now is not the time to cut back in educational, networking and personal development.

I want to encourage all of you to continue *active* participation in both NACM and CFDD. Pushing through these tough times can only make us stronger, both individually and as an organization.

Looking for a Few Good Speakers

You're a proven credit professional with experience and expertise to spare. Discuss your best practices and most effective strategies during the "Leaders Sharing Expertise" segment of the CFDD National Conference on Saturday, October 10.

To learn more about this session and the CFDD National Conference, visit us [online](#) or contact Jill Leimbach at jill@nacm.org or 410-740-5560.

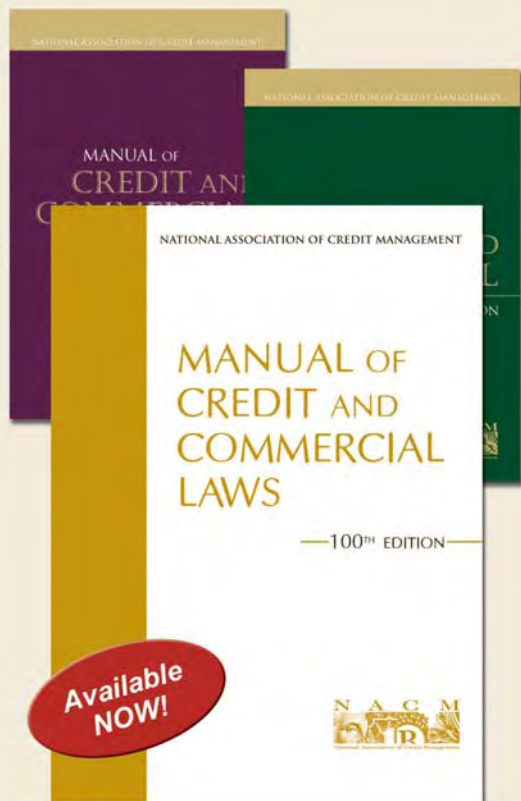
You are your peers' most valuable resource.

AWARDS



ACHIEVEMENTS

CHAPTER	MEMBER	COMPANY	ACHIEVEMENT
Dallas/Fort Worth	Phillip D. Reed	Paper Source, Inc., RB Converting	CBA Designation
Denver	Dana E. Webster	Custom Window Co., Inc.	CBA Designation
Jasper	Kevin Huelsman	Kimball International, Inc.	CCE Designation
Minneapolis/ St. Paul	Melva Charlene Becker Lynn Marie Dahl Joy Mitchell	Ryerson, Inc. SPS Companies, Inc. Ryerson, Inc.	CBA Designation CBA Designation CBA Designation
Omaha/Lincoln	Brenda L. Snyder	Cummins Central Power	CBF Designation
Seattle	Deanna Jackson	Ocean Beauty Seafoods, Inc., Seattle Division	CBA Designation



The Manual of Credit and Commercial Laws - 100th Edition

Expanded. Expansive. Enlightening.
So packed with information, we made the book bigger!

The 100th edition of NACM's flagship publication has been resized to better accommodate its comprehensive coverage of legal issues. Written and developed by legal experts and leaders in commercial credit, the *Manual* is designed to help you solve day-to-day problems.

This milestone edition offers a new chapter on letters of credit; a recently combined chapter covering personal property liens, trust funds and trust fund agreements; amended sections on data breach security issues and unclaimed property matters; and numerous statutory updates, including those for bad checks, retail installment sales, mechanic's liens, construction bonds and the legal rate of interest.

Visit NACM's online Bookstore
 at www.nacm.org



CFDD National Conference



Leaders Sharing Expertise

In today's dynamic business environment, it is imperative to stay sharp and focused. With this in mind, we are offering a comprehensive educational program presented by well-respected business, credit and legal professionals. Our sessions and topics will appeal to the experienced executive, as well as those with less knowledge who are looking to learn more. Our relaxed networking events are designed to allow the exchange of ideas and challenges and the sharing of learning experiences. Don't miss this once-a-year event...Mark your calendar...and Register today.

Schedule of Events

Thursday, October 8, 2009

8:00am – Noon	CFDD Board of Directors Meeting
Noon	Registration Begins
12:00 – 1:00pm	Lunch On Your Own
1:00 – 2:15pm	Welcome, Opening Remarks and CFDD Business Meeting
2:30 – 3:30pm	Opening Session
3:30 – 3:45pm	Refreshment Break
3:45 – 5:00pm	Selling to a Company in Chapter 11 <i>Speaker: Bruce Nathan, Esq.</i>
5:00 – 7:30pm	Expo, Reception and Silent Auction

Friday, October 9, 2009

7:30 – 8:45am	Chapter Presidents and Vice Presidents Meeting
8:30 – 9:00am	Continental Breakfast
9:00am – Noon	Open Forum <i>Moderator: Dawn Wallace Cook, CCE</i> <i>Panelists: Cynthia Wieme, CCE, CICP, MICM;</i> <i>Chris Hooker, CCE</i>
10:15 – 10:30am	Break
Noon – 1:00pm	Networking Luncheon
1:15 – 2:45pm	Economic Update <i>Speaker: Chris Kuehl</i>
2:45 – 3:00pm	Break
3:15 – 5:00pm	Critical Thinking <i>Speaker: Phyllis Truitt, CCE</i>
6:00 – 10:00pm	Networking Dinner

Saturday, October 10, 2009

8:00 – 8:30am	Continental Breakfast
8:30 – 11:00am	“Leaders Sharing Expertise”
10:00 – 10:15am	Break
	Conference Adjourns

Hotel Information

Doubletree Hotel Denver
3203 Quebec Street
Denver, CO 80207
303-321-3333 or 800-222-TREE

A special group rate of \$129 single/double occupancy has been obtained for this conference. Please make your reservations directly with the hotel. Be sure to mention that you are with the NACM/CFDD Conference to receive the conference rate. The conference rate will be offered through September 14, 2009 (based on availability).

Our **Open Forum** is back by popular demand! We'll be gathering your questions over the next couple of months. Stay tuned for additional details!