



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

December 2008

Letter from...

Mary Moore, CBA
CFDD National Chairman



Happy Holidays!

It was wonderful to see so many of you at the CFDD National Conference. If you did not attend, you missed an awesome educational and networking opportunity. As always, the conference inspired and motivated me. All the speakers were very well received and the costume party was a blast. I was pleased that we had such wonderful participation and a great time was had by all. We changed the format of the Presidents'/Vice Presidents' meeting this year and I encourage you to read the reports from that meeting in this newsletter. Many great ideas were shared by the leaders of our chapters. It is not too early to start planning to attend the conference next year in Denver, Colorado, October 8-10. Get it in your budget now.

I would like to thank Carol Fowle, CCE, Robin Schauseil, CAE and the NACM Meetings Department staff for all their assistance in making our conference a success. I would also like to say thank you to the

CFDD Board of Directors for all of their hard work and dedication to this organization. We will continue to work on Strategic Planning to insure the success of our organization in the future.

The scholarship and award deadline is right around the corner. Under the current economic conditions, it is a great opportunity to show your employer what you can get back from CFDD. Apply for a scholarship! *"Today's Investment, Tomorrow's Success,"* is fitting for both you and your employer.

I would like to wish you the very best of the holiday season. I hope for you a very safe, healthy and happy New Year for 2009. I look forward to the coming year with excitement and commitment to help in any way I can.



2009 CFDD National Conference

Mark your calendar and save the date!

October 8-10, 2009

Doubletree Hotel Denver

3203 Quebec Street

Denver, CO 80207

Registration Fee

Member (CFDD/NACM)	\$350.00
Non-member	\$450.00

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CFDD National Conference a Frightful Success in Kansas City

CFDD hosted its second annual National Conference from October 23-25 at the Embassy Suites – Kansas City Country Club Plaza in Kansas City, MO, drawing a diverse contingent of credit professionals to the midwestern city hoping to increase their expertise on topics like payment processing, fraud, contract structure and other hot-button issues.

October's conference began with a promise that was, on all accounts, fulfilled by the program's educational and networking opportunities. "My theme for this year, 'CFDD: Today's Investment, Tomorrow's Success' was chosen because it is my belief that the time you invest will pave the way for your future successes and your personal and professional growth," said Mary Moore, CBA, CFDD national chairman, in her opening remarks at the event's business meeting and opening session. "With the current economic conditions, we need CFDD more than we ever have. The networking could become priceless and the education we receive cannot be taken away. You will be one step ahead of the game by continuing your education and being on the right path for 'Tomorrow's Success.'"

Moore's remarks kicked off an event that included a host of relevant general sessions, including a dynamic economic roundup from Armada Corporate Intelligence's Chris Kuehl, Ph.D. "The Global Talent War is On!," a unique presentation focusing on the country's currently delicate and ever-aging workforce, was delivered by Travis Lewis of Ajilon Professional Staffing and Leigh Wintz, CAE delivered an informative and timely presentation on strategic planning. One of the most popular and lively sessions was an open forum held on the second day of the conference. Entitled "Managing Credit in Challenging Times" and moderated by long-time CFDD supporter Jeffrey O'Banion,

CCE, CICP, the session included the valuable insight of panelists Donna Hypse, CCE, Dennis Thomassie, CCE and Val Venable, CCE as well as broad participation by many of the credit professionals present. "I think this forum could have lasted all day," said Moore. "There were excellent questions from the audience and it was very educational."

Moore wasn't the only one singing the panel's praises. "I gained the most from the open forum 'Managing Credit in Challenging Times,'" said Carolyn VanKrevelen, CBF, a credit manager with Metal-Matic, Inc. "The moderator and panelists are seasoned credit professionals whose commentary elicited useful feedback from the audience." VanKrevelen noted that the high-quality nature of the forum also reflected the overall perfect pitch of the entire conference. "Expectations were high because of the caliber of previous conferences. I don't know how they do it, but each year CFDD outdoes itself."

Other attendees remarked that the conference was exceptional, but this was no surprise given CFDD's reputation. "The recent CFDD National Conference was beyond measure. After all, it is CFDD we are talking about!" said Christine Marchewka, CCE, CEW, accounts receivable manager at McDowell, Rice, Smith & Buchanan. "The schedule was filled with just the right number of general sessions and breakout offerings. The organizers seemed to listen to all the comments from the prior year and gave the attendees a fun and educationally rewarding conference."

This year's conference was designed specifically to increase the already estimable networking opportunities offered by CFDD's national and regional conferences. "You told us you wanted more networking





time. In response to that request, we chose this hotel because it includes both the manager's reception and breakfast as part of the cost of your room," said Moore on the first day of the conference. "You also told us that you'd like to see more mixing of members from different chapters and locations. Because we all have a tendency to mingle with the people we know best, we thought we'd change it up a bit by asking you to sit at randomly assigned tables at today's luncheon." In addition to these valuable adjustments, the conference also included a reception and expo on the evening of the 23rd, where attendees had a chance to catch up with friends old and new and hear about new products and services from friends of NACM and CFDD, as well as a closing night Halloween-themed party, a big hit with attendees, complete with trick-or-treating and prizes for best group and best individual costumes. "What seemed to really stand out were the networking opportunities; from assigned seating at one of the luncheons and added time at the evening reception and expo to the best Halloween-themed party and dinner ever," said Marchewka. "The best was the party, a photographer's dream," added VanKrevelen. "The costumes were wonderful and imaginative. The favors were a nice touch, trick-or-treating at each table, coming away with a ton of candy, and great gifts. I'm sure everyone had a fun experience."

Jake Barron, NACM Staff Writer





CFDD will host its Annual Awards and Officer Installation Luncheon at Credit Congress on Tuesday, June 16th.

Be there!

CFDD National Fundraiser



2009 NACM Credit Congress Registration

Rosen Shingle Creek
Orlando, FL
June 14-17, 2009

\$10.00/each.

Tickets on sale until February 2, 2009.

Drawing to be held on Monday, February 9, 2009 at NACM-National Headquarters.

All proceeds to support the CFDD National Scholarship Fund.

Open to all CFDD and NACM members.

Opportunity for chapters to award a local scholarship!

Questions? Email Carol Fowle, Executive Director, at cfd@nacm.org.

Checks payable to the CFDD Scholarship Fund should be sent to:

NACM-CFDD
Attn: Carol Fowle, CCE
8840 Columbia 100 Parkway
Columbia, MD 21045

Order Form

Please send me _____ @ \$10.00 each

Total Enclosed \$ _____

Name _____

Company _____

Address _____

City, State, Zip _____

The Presidents'/Vice Presidents' Meeting at the CFDD National Conference

At the CFDD National Conference in Kansas City, CFDD National officers and directors had an opportunity to meet with the leaders of the chapters at the Presidents'/Vice Presidents' meeting. The format was changed from that of recent years to allow more interaction between the chapter leaders and members of the CFDD National Board of Directors. This format was used to maximize the opportunity to share ideas with others and gather information to help with the challenges our chapters and members are facing. Tables were set for six areas of responsibility: membership, mentoring, program, publicity, scholarship and chapter administration. Time was allocated to allow each attendee to visit four tables. Each table had a moderator to lead the discussion and a monitor to take notes on the topics discussed so that they could report back to all members what was discussed. The following are the reports from that meeting.

Membership

Marlene Groh, CCE, Vice Chairman - Member Services, moderated the discussion for membership. Marlene started each session with a general overview of her discussion points and then opened the topic for questions and discussion. Some of the suggestions were as follows:

- Contests and incentives for inviting guests. One chapter offers members \$25 if the guest joins the chapter, with the potential of earning up to \$100.
- Use the roster from conferences to contact people attending from their area.
- Speak at industry groups on the benefits of being a CFDD member.
- Ask their affiliate to email NACM members the meeting notices for the CFDD chapters in their area.
- Be sure to put meeting information on the chapter website.
- If there are chapters located in close proximity, consider combining efforts to secure additional members.
- Make personal calls to the guests to make sure they feel welcome and encourage them to attend future meetings.
- For members that have not attended recent meetings, send a "we miss you" card. This can be from the membership chairperson or signed by members at the meeting.
- If your company does not support your membership, consider it an investment in yourself. In the present economy, the networking and education received is a benefit for future employment.
- Have the membership chairperson acknowledge birthdays and accomplishments with a card. A letter signed by the president of the chapter congratulating the member on their accomplishments was another suggestion.
- Develop lists of target industries for mailings.
- Stress that participation in a CFDD chapter is awarded with points towards designations and recertification.
- Have a booth/table at a trade fair to create name recognition for your chapter.

- When you are attending educational seminars, talk about the scholarships available for members.
- Mentoring can be an attraction for new members.
- Send your newsletter to all members of your chapter to keep interest alive.
- Publishing your meetings in local newspaper business sections for name recognition and to create additional value for your events.
- Have an information packet to give your members and guests at each meeting.
- Use testimonials from "seasoned" members on the value of membership.
- Use the published new NACM memberships as a potential source of members.
- Since CCE's need to recertify every three years, send them notices of your chapter's educational offerings.
- Be sure to announce your members' accomplishments at your meetings.
- Contact the Small Business Administration office in your area regarding your education opportunities.
- Use "ice-breakers" at meetings to build relationships.
- Put a membership application in all of your chapter's mailings.

As you can see, there was a good variety of suggestions and lots of participation by the members attending this round table. Maybe a few of these ideas will be helpful to your chapter.

*Sandee Texley, CCE
CFDD National Area Director
Member, CFDD Eugene/Springfield*

Mentoring

At the CFDD National Conference, Dennis Thomassie, CCE the Corporate Credit Manager of RSR Corporation and I had the opportunity to discuss Mentoring with representatives from each CFDD chapter to talk about their mentoring programs.

We discovered that most chapters have already developed a mentoring program and have a mentoring chairperson, while other chapters with a much smaller membership use networking as a means of mentoring. Only a few of the chapters were aware that we have a teaching manual at our fingertips that can be used to teach the mentoring process.

We found that chapters with an established mentoring program use various means to match members with a mentor. You can choose your own mentor or have one assigned to you. Why not volunteer to be a mentor! One chapter has gone as far as using mentors who are not CFDD member to enhance their program.

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If you do not have an established mentoring program, start the New Year out right by obtaining a copy of the Mentoring Teaching Manual and plan a mentoring meeting. Remember this is a four-hour course but it can be broken down into two-hour sessions.

Givers gain, and we can all gain from mentoring others.

*Barbara Condit, CCE
CFDD National Area Director
Member, Minneapolis/St. Paul*

Program

It was my pleasure to act as monitor for CFDD Vice Chairman Mike Meyer, CCE as he led the sessions on programs. He began each session with a basic insight of Programs 101 by defining its purpose and stressing the importance of utilizing the CFDD website and accessing Program Chairman Resources for the Education Chair through the Leadership Manual.

We were reminded that all presidents and program chairman have the responsibility to provide interesting and educational programs and that if we have good educational programs, we can sell memberships and that the best programs lead to a successful year for all chapters.

Several members brought up their most successful programs. Those mentioned were:

- Credit Jeopardy, which is available from CFDD National,
- Antitrust/Ethics was very successful in Portland
- Ask the Experts Panel
- Financial Analysis
- Lien Laws was a hit in Tacoma

A need for a seminar on banking and financing was suggested to help the members have an understanding why some of their customers are not able to pay and that there are other types of financing available when they have lost their lines of credit.

The question was brought up at to what qualifies as a CEU and what the deadline is: a minimum of 30 days is required prior to your seminar or program to apply for continuing education units (CEU's). To apply, complete the Request Form for CEUs available in the Leadership Manual under Education Chairman. Send the form, with detailed information on your program, seminar or conference to: The NACM-National Education Department, 8840 Columbia 100 Parkway, Columbia, MD 21045-2158.

An annual fee is charged to each chapter with the annual dues invoice. These funds are used to pay the annual National Education Department maintenance charge to CFDD. This fee covers all of your CEUs for the year.

We must all remember that the purpose of our chapters is often reflected in our programs, and our programs should provide the members with new ideas or new approaches to old ideas and ways. The economical environment is changing so rapidly in the credit field that we must constantly be re-informed. Remember, using your committee members in a team effort to plan a program is much easier than doing it all yourself.

*Laura Jones, CBA
CFDD National Area Director
Member, CFDD Tacoma (South Puget Sound) Chapter*

Publicity

The Presidents'/Vice Presidents' meeting took on a whole new meaning this year. We turned our hour-and-a-half time slot into a HUGE brainstorming session. I had the honor of participating at the publicity table with Past National Chairman Pam Foreman, CCE. I heard wonderful ideas on how to let the "world" know who we are and about our meetings. Together we came up with and shared about the following:

- Advertise for free in local papers in your community.
- Ask affiliates if they will send it out via email blast or mail (with their statements).
- If a company from your city or nearby cities requests a trade reference, send your flyer back with the reference.
- Invite customers; remember every company has a credit or accounts receivable department.
- Use a tag line under your signature on your emails advertising your upcoming meeting.

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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 benefit the CFDD Scholarship Fund, a leader in providing assistance to credit professionals in achieving their educational goals. We encourage you to participate in raising money for the Scholarship Fund by donating or bidding on an item. Donations to the auction are welcome from 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 Carol Fowle, CCE at carolf@nacm.org or 410-423-1830.

- Email everyone you know, playing the role of a cheerleader and invite them to your next meeting.
- With the permission of your affiliate, visit all of the trade groups they offer, talk up CFDD and bring meeting flyers.
- Join your local Chamber of Commerce.
- Use your delegate list from Credit Congress. Go through and highlight a delegate in your city or nearby, email them, and invite them to your next CFDD meeting.
- Develop website-keywords that credit people can search for.
- Develop your own chapter newsletter; use the template from the CFDD Leadership Disk, or a Microsoft Word or Publisher template.
 - Encourage your members to submit articles for the newsletter.
 - Ask a local attorney to write an article for you.
 - Have all officers of your chapter write articles for you.
 - Do some fun topics such as: member birthdays, promotions, history on holidays, etc.

I found that this session was just amazing and every chapter had their own unique ideas that could help other chapters to benefit from marketing their CFDD chapter.

*Sheila Roames, CCE
CFDD National Area Director
Member, CFDD Phoenix Chapter*

Scholarships

I had the opportunity to monitor the scholarship table with CFDD National Chairman Mary Moore, CBA. It was very informative and I here are some of the ideas I would like to pass on to you.

Chapters use a variety of methods to award scholarships. Every chapter should have an application to be filled out for a scholarship and then either a committee or the chapter board should vote on it. CFDD National has a PowerPoint presentation on how to properly fill out a scholarship form. Here are some criteria:

- One chapter required members to attend at least three meetings to be eligible to receive a scholarship for the CFDD conference.
- Another chapter required members to apply for a national scholarship before they could apply for a local scholarship.

Every chapter should budget to pay for the registration fee for their president or a representative from that chapter. It is very important that each chapter has a representative at the CFDD conference.

Fundraising is a key factor in the number and dollar amount of scholarships awarded. Fundraising ideas discussed were:

- A community day from a local department store. The store allows groups to have a table at their entrance to sell discount coupons for

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CFDD Designees 2008

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Charlotte	Cynthia Amfaldern, CCE	US Foodservice	CCE Designation
	Anita Pilo, CCE	US Foodservice	CCE Designation
Dallas/Fort Worth	Vivian Newsome, CBA	TXI (Texas Industries)	CBA Designation
	Kimberly Pyeatt, CBA	Morrison Supply Co.	CBA Designation
	Tina Woodford, CCE	PFS Web Inc.	CCE Designation
Los Angeles	Connie Aguilar, CBA	Orco Const. Supply	CBA Designation
Louisville	Pat Hicks, CBA	Orr Safety Corp.	CBA Designation
Raleigh/Durham	Kristin Twitchell, CBA	Graybar Electric	CBA Designation
Salem/Albany	Renee Ames, CBA	Morrow Equipment Co. LLC	CBA Designation
Wichita	Roger Nice, CBA	Hustler Turf Equipment, Inc. Subsidiary of Excel Ind., Inc.	CBA Designation

their store. For example, a \$20 coupon could be sold for \$10 and all of the profit goes to the chapter.

- Members bring logo items from their company for a silent auction at a meeting.
- The chapter designates a meeting where members bring in unused Christmas wrapping paper and Christmas card for resale to attendees.
- A bottle sale where everyone brings items in wrapped bottles. Tables are designated different values, such as \$5, \$10, \$20, etc. Items are sold from each table and the contents are revealed after the item is purchased.
- Half or full-day seminars. Successful topics have been on liens and bonds, credit applications and business writing. One chapter reported that they have a half-day, afternoon seminar that focuses on two topics and includes lunch.
- A chapter member donates proceeds from sales of Pampered Chef items and candles.
- Entertainment book sales.
- Auctions with donations from local businesses.
- White elephant sale and/or silent auction.
- Chili or spaghetti suppers.
- Bowling or golf tournament.

Each chapter should have a mix of fundraising events that best suits their chapter. I hope some of these ideas are helpful for each and every chapter. I really enjoyed this meeting and getting ideas from other chapters.

*Lynn Kendrick, CBA
CFDD National Area Director
Member, CFDD Louisville Chapter*

Chapter Administration

This table was set aside to discuss general chapter issues that would not be covered at other tables. CFDD Executive Director Carol Fowle, CCE was the table moderator.

Officers and Chairpersons

Getting members to volunteer for leadership positions seems to be a challenge for many chapters. Several chapters have changed their terms of service to two years, to give the officers a chance to gain knowledge and be effective in their appointment. Some chapters have had to keep the two-year terms because they cannot get other members to readily volunteer to become officers. Several chapters reported that they are considering going back to one-year terms, as members shy away from a two-year term commitment.

One suggestion was to stagger terms based on the position. Why not make some of them one year, and some two year? Another suggestion was to invite a member to sit on the Board for a year in a member-at-large position, and then move them into an officer or chairmanship position. They will be more comfortable as an observer, and realize that being in the officer or chair position is painless and rewarding.

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We wish to express a big "Thank You" to the CFDD chapters that made donations to the CFDD Scholarship Fund since the last newsletter:

Albuquerque

Dayton

Denver

Grand Rapids

Jasper

Los Angeles

Minneapolis/St. Paul

Phoenix

Chapter Newsletters Now Online

At the CFDD National Conference last month, a new resource for CFDD chapters and members was announced. CFDD worked with the NACM webmasters to create an area for posting chapter newsletters on the CFDD National website. The direct link is http://web.nacm.org/members/cfdd/cfdd_chp_newsletters.asp

This site has just been built and is accessible only to CFDD members. If your chapter's newsletters are not on the website, please make sure that your national officers and Executive Director Carol Fowle, CCE are copied on your distribution list. If your chapter does not have a newsletter, it is not hard to start and you have a great resource to see what other chapters have produced.

Have fun reading what is happening in other areas of the country and connect with other chapters.

Again, this resource is in a secured area on the CFDD website and only available to current CFDD members. Please share this information with the other members of your chapters.

A comment was made that members might feel intimidated by filling the shoes of a previous officer, and a suggestion was made to use the “team” concept with new officers, by letting them know they can get help when they need it.

There was discussion on whether the chapters have a progressive ladder for officers. The chapters that do have a progression find that some of their members are unable to take on certain positions due to travel, which may affect their moving to the next position in line. Chapters should consider finding leaders in the organization and putting them in the best position to serve, rather than have the rigidity of progression.

Several chapters have started a mentoring program to entice members to volunteer for officer or chair positions. The general consensus is that some officers stay in the same position for several terms. If a member remains in the treasurer position for more than one year, an audit should be conducted annually to ensure the integrity of the accounts.

Board Meetings

There was discussion on how many board meetings are required each year, and the best time to have them. Some members reported that they have the meetings directly after their CFDD meetings, and some have separate monthly meetings. Having board meetings via telephone or votes via email to resolve issues is acceptable and meetings should be held only when actions need to be brought before the Board. One chapter has a board meeting every year at which each board member brings two ideas and speaker suggestions for the upcoming year’s programs. One advantage is that each board member has the opportunity to introduce the speaker, and this gets the members more involved in programs.

Use of Website

Scholarship applications are now available online, which will make the application process much more efficient and easier on the applicant.

One member asked about having a “my space” or CFDD blog on the website. Another member was concerned about having personal information on the website and the accessibility to outsiders. NACM and CFDD are concerned about member privacy and complete contact information is displayed in the password-protected area of the website. This side is useful for people to contact others in CFDD. NACM and CFDD do not give out member information.

The leadership and officer training manuals are online and available to all members. These are great tools to recruit officers as they have detailed descriptions of the responsibilities of those positions. Many chapters print the web pages and distribute them at meetings. Chapter newsletters are on the website. If a chapter has back issues they would like to post, they need to send the newsletters to Carol. The goal is to build a community of CFDD members online, and target the younger generation of members. By sharing information online, we bring chapters closer, allow chapters to share ideas and success stories, and become more of a CFDD family.

*Shelley Hart, CBF
CFDD National Area Director
Member, CFDD Wichita Chapter*

CFDD Teleconference Series

**New in
2009!**

CFDD is pleased to introduce a new teleconference series specifically for CFDD members in 2009.

- Calls are scheduled from 3:00-4:00pm and are only \$75 per registered attendee.
- Earn participation points for your career roadmap or towards CCE recertification and support CFDD National.
- Learn valuable information from fellow CFDD members across the country without leaving your office.

March 12	Selling Marginal Accounts	LeeAnn Garrington, CCE
April 23	Internal Audit Controls	Phyllis Truitt, CCE
May 14	How to Sell Internationally	Dennis Thomassie, CCE
July 16	Topic and speaker to be announced	
November 5	Topic and speaker to be announced	

Keep on the lookout for more information in the near future.