



# Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

February 2009

## Letter from...

**Mary Moore, CBA**  
**CFDD National Chairman**

Greetings,

I hope you survived the holidays and all the commitments, both personal and work-related, that the end of the year brought. It is a new year with a new set of opportunities. The current economic conditions make our jobs more vital than ever. Every day we face new challenges. In my company, I know there is never a dull moment, and I am sure that you are experiencing that too. I hope that your companies understand the value of NACM and CFDD. We need each other more now than ever before. *CFDD — Today's Investment, Tomorrow's Success.*

Speaking of value, have you completed your CFDD National Scholarship application? What a wonderful way to show your employer the value of your membership! Scholarships help our employers stretch their budgets for professional development and training, while members continue to develop the skills they need to stay up-to-date on credit trends and information. But you can't receive a scholarship if you don't apply! Don't miss out on this wonderful opportunity that you enjoy as a benefit of your CFDD membership. I hope we see a record number of scholarship applications this year.

Make sure that your chapter is planning to submit an application for each of the chapter awards—Regular Meeting, Special Meeting (semi-



nar or workshop) and Publicity. What a great way for your chapter to be recognized! I am sure each chapter has a member deserving to be nominated for the Distinguished Member Achievement (DMA) Award. In addition, you may want to consider nominating a member for either the Marilyn Daugherty Spirit Award or the Mentor Award. Visit our website for the new application forms ([www.nacm.org/cfdd/awards.shtml](http://www.nacm.org/cfdd/awards.shtml)). Applications can be downloaded and completed in Microsoft Word. Then, they can be sent to CFDD National as an email attachment. You are no longer required to submit an original form and three copies.

I hope to see each of you at NACM's Annual Credit Congress and Exposition in Orlando in June. It's a comprehensive program designed specifically for credit professionals, and several sessions are being led by CFDD members. And don't forget to attend the CFDD Annual Awards and Installation Luncheon, where we acknowledge the significant achievements of our chapters and members.

Congratulations to Pam Foreman, CCE for joining our Board of Directors as of January 1, 2009 as the CFDD Director on the NACM National Board. You can read more about Pam—her service to the credit community, her work and her interests—in the newsletter's member spotlight. We acknowledge again the contributions of Dennis Thomassie, CCE for serving in this role for the last three years, and we express our appreciation for all that he has done to represent our organization at the national level.

Your National Board of Directors is always interested in hearing from you, the members. If you have suggestions on how CFDD National can be of assistance to you, please email me at [mmoore@csystems.com](mailto:mmoore@csystems.com) or feel free to contact any of our board members.

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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](mailto:carolf@nacm.org) or 410-423-1830.

# Member Spotlight

## Meet Pam Foreman, CCE, CFDD Director on the NACM Board

The way Pam Foreman, CCE's story begins is familiar to many in the world of B2B credit. "Like so many of us, I 'fell' into this," she said. "I had a job as a secretary and had to make collection calls in my 'spare time.' A few years later, I took a job as a secretary for a collection department of a large company. I soon became a full-time credit/collections specialist for that company and the rest is, as they say, history."

Her commitment, passion and uncommon gratitude to NACM and CFDD, however, are what make Foreman stand out in the credit profession, and it's these qualities that have allowed her to become CFDD's current director on the NACM Board.

The collection calls that Foreman made in her "spare time" as a secretary started in 1974 and since then she's accumulated a wealth of experience both through her career and by taking advantage of NACM's and CFDD's prospects for education and personal and professional growth. Currently, she serves as the manager of administration for Mission Janitorial Supplies in San Diego, CA, a distributor she's been with for the last decade. Aside from handling credit and collections, Foreman's role as manager of administration also includes human resources management and various other administrative challenges. "We have fewer than 50 employees, but are growing, having just recently opened a branch office," she said. "We sell to all types of industries, but the ones I worry about the most are the cleaning contractors—no assets and slow payment." Thanks to her experiences at Mission, Foreman is no stranger to the challenges credit professionals face in today's world. "The credit/collection side is a challenge in that I am the only one handling this function. The overall accounts receivable is only around \$2 million, but there are over 1,200 accounts to maintain," she said.

Foreman first joined CFDD in 1992 and attended the Credit Administration Program (CAP) and Advanced Credit Administrator Program

(ACAP), attaining her Certified Credit Executive (CCE) designation two years after joining, in 1994. Since then, she's gone on to give back to the credit profession by teaching, a task in which she takes great pride. "I think my biggest accomplishment is that I give back through teaching classes and my involvement with CFDD, both on the local and national levels," she said. "I taught CAP and ACAP classes for 14 years." Foreman's zeal for teaching didn't go unnoticed by her students or the NACM-CFDD community, and she was named NACM-Robert Half Instructor of the Year in 2001.

But as grateful as CFDD and NACM are to Foreman for all she's given back, she herself feels as though she owes a debt of gratitude to the organizations themselves. "I can't even begin to say what my membership has given me!" said Foreman. "The San Diego Credit Association was there for me when I lost jobs, referring me to positions for which I was hired. I was attending the CAP classes when my life went into turmoil. The friendships I made there helped me through that. I joined CFDD and, with a little nudge, joined the board and became an officer."

"CFDD gave me so much more than educational opportunities: I gained confidence and self-respect and found MYSELF. The leadership skills I learned as an officer and board member have carried over into my career," she added, urging others to take full advantage of what NACM and CFDD offer to the credit community. "I just can't say enough about the value of CFDD membership, but the key is to embrace all that it has to offer."

In her spare time now, Foreman plays competitive soccer, having played on the same team for 23 years, belongs to a book club and works on fundraisers, including, most recently, Bead for Life, an organization that helps women in Uganda lift themselves out of poverty by selling bead jewelry they make out of paper.

### And the winner of the CFDD Fundraiser is...

**Linda Williams, CFDD-Los Angeles**

Linda has been awarded a full registration to the NACM Credit Congress in Orlando in June.

We sincerely appreciate all the wonderful support we received in raising funds to be used for future scholarships and for the support from NACM for providing us with this great prize!

Congratulations, Linda!



*CFDD will host its Annual Awards and Officer Installation Luncheon at Credit Congress on Tuesday, June 16. Be sure to sign up for this event when you register!*



## Spotlight on Sessions Led by CFDD Members at the NACM Credit Congress in Orlando:

- 17000-17004** Certificate Session:  
Business Credit Principles  
Instructor: James McIntyre, CCE  
McIntyre Enterprises, Ltd.
- 17011** CBF Exam Review  
Instructor: Tom Shimko, CCE, Cemex
- 17012** CBA Exam Review  
Instructor: James McIntyre, CCE  
McIntyre Enterprises, Ltd.
- 17015** Mentor Training  
Speaker: LeeAnn Garrington, CCE  
Morrison Supply Company
- 17046** Early Warning Signs of the Major Bankruptcies of 2008-2009  
Panelist: Ed Bell, CBA, Ph.D., CICP  
W.W. Grainger, Inc.
- 17047** Critical Thinking  
Speaker: Phyllis Truitt, CCE  
Atlas Van Lines, Inc.
- 17048** Leadership in a Tough Economy — And Solving the Toughest Credit Problems  
Speaker: Mark Tuniewicz, CCE  
Keystone Automotive Operations/  
A Bain Capital Co.
- 17068** Creditors' Rights Forum  
Moderator: Rod Wheeland, CCE, CAE  
NACM Oregon  
Panelist: Dorman Wood, CCE  
Dorman Wood Associates
- 17092** Credit Application and Review Process  
Speaker: Amy Huebner, CCE  
Betco Corporation

# Chapter Spotlight: Phoenix

## The Eagles of the Phoenix Chapter

CFDD Phoenix was reborn in 1996 when some members from the local credit education group re-established the link with CFDD National. From there, the members enthusiastically participated in regional and national activities and hosted the CFDD Golden West Conference in 2000. Reflecting the group's intent focus on education and professional development, more than one-third of CFDD Phoenix's 67 members are NACM professional designation holders.

The current success of the CFDD Phoenix Chapter is directly related to its leadership. In every volunteer organization, there are usually a few dynamic individuals who are responsible for laying the groundwork for the organization's success. For the CFDD Phoenix Chapter, that groundwork has been laid by its leadership, directed by Sheila Roames, CCE, president, and Gwen Stroops, CCE, vice president/program chair.

Sheila and Gwen work tirelessly for the chapter to ensure its members invaluable meetings with solid educational programming. The members, who attend the monthly meetings, recognize the monthly program as a value-added tool for credit professionals. It has become the goal of the Phoenix Chapter to share this tool with co-workers and other credit professionals, following CFDD's vision statement: to dynamically impact NACM's global vision by being the leader in educational programming and direction, thereby setting industry standards for professional excellence.

Phoenix's leadership spirit has spread contagiously throughout its chapter board members.

- Membership Chair Ellen Wodiuk initiated a successful membership drive, cleverly using gas cards as prizes, when gas prices were at their

highest. Ellen's creativity in grabbing onto current events afforded the chapter several new members.

- Publicity Chair Ann Beam, CBF created and launched the chapter's website, [www.cfddphoenix.org](http://www.cfddphoenix.org), which provides information on local CFDD programs and activities. Ann has also created a useful and informative newsletter that is distributed to the membership via email. The newsletter has become a marketing tool to prospective members, displaying professionalism, networking capabilities and the value CFDD provides upon joining the organization.
- Chapter Treasurer Shannon Bagshaw, CBA spends endless hours on monthly billings and maintaining receivables and accounting needs.
- Dee Polito, CBA, member at large, offers her energetic willingness to serve the chapter however and whenever needed.
- Eric Volland, hospitality chair, ensures that the luncheon meetings are flavorful, comfortable and affordable. He also provides evaluation sheets at each meeting, allowing for feedback from the members. The board reviews the evaluations each month to stay in tune with members' needs. Listening to the needs of the membership directly affected the change from an evening meeting to a luncheon meeting, which allowed for increased membership participation.

The Phoenix Chapter is grateful for the energy, spirit and dedication of its leadership. But, as most will realize, leadership is only the guiding hand for a successful organization. The real shining light of the CFDD Phoenix Chapter is its dedicated membership. Phoenix continues to experience record numbers of attendance at monthly meetings, not only because of the program topics, but because it is "CFDD Day." Its membership loyally devotes time each month to share experiences, network with their peers and elevate their knowledge as credit professionals.

The chapter has never had to turn down a scholarship request due to lack of funds. Phoenix members generously support the chapter's scholarship program by participating in the monthly meeting raffle, of which 100% of the proceeds goes to the scholarship fund.

So many members have experienced the rewards obtained through education and the accomplishment of earning a professional designation. As one member states, "It has meant promotion, increase in salary and *pride* in moving myself forward. Working with one's peers, who have the same goals and are willing to help each other conquer those goals, has been a most rewarding experience." The Phoenix Chapter membership can be proud of its continued support of each other's triumphs and successes.

Just like the mythical bird that never dies, CFDD Phoenix has awakened from being a once dormant chapter to flourish and grow, thanks to the energy, spirit and dedication of its leadership and membership.



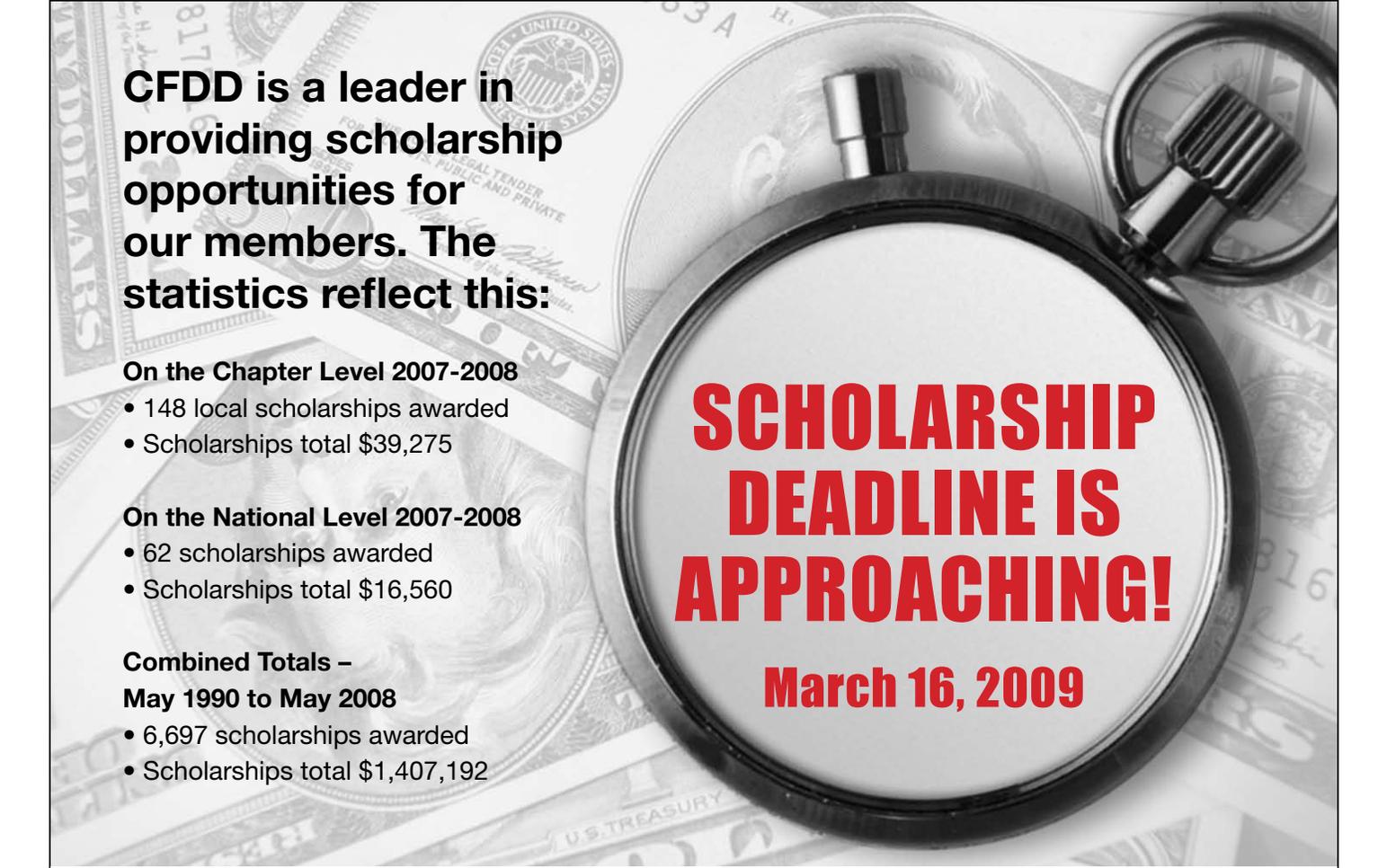
**2009 CFDD National Conference**

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
Non-member	\$450



**CFDD is a leader in providing scholarship opportunities for our members. The statistics reflect this:**

**On the Chapter Level 2007-2008**

- 148 local scholarships awarded
- Scholarships total \$39,275

**On the National Level 2007-2008**

- 62 scholarships awarded
- Scholarships total \$16,560

**Combined Totals –**

**May 1990 to May 2008**

- 6,697 scholarships awarded
- Scholarships total \$1,407,192

**SCHOLARSHIP  
DEADLINE IS  
APPROACHING!**

**March 16, 2009**

We currently offer 24 different scholarships in seven categories. Scholarship applications are available on the CFDD website ([www.nacm.org/cfdd/awards.shtml](http://www.nacm.org/cfdd/awards.shtml)). CFDD remains committed to aiding credit professionals in their career development. Here's what members have said about receiving a CFDD scholarship!

*Receiving a scholarship was wonderful; it gave me the opportunity to go to Kansas City, where I had never been, to meet other credit managers from many different areas. Receiving a scholarship gave me more learning tools to use, but most of all it gave me hope that we still have opportunities to learn with NACM. Thank You, NACM-CFDD!*

Joann Herrera, Credit Manager  
Core-Mark  
Albuquerque, NM

*In June 2008, I received notification that I had been selected to receive a \$350 National CFDD Scholarship Award to attend the upcoming CFDD seminar of my choice. This was a prestigious honor for me since I had never attended a CFDD National Conference before. I met so many wonderful people from all over the United States. If you have never submitted an application for scholarship before, I encourage you to do so this year.*

Marilyn Poremba, CCE, Credit Manager  
Mayer Electric Supply  
Birmingham, AL

*A CFDD scholarship meant that I could attend a CFDD National Conference that I otherwise would not have been able to go to. The scholarship gave me the tool to "sell" the value of my attendance at the conference to my boss. Without the scholarship, that would have meant a lost opportunity for learning new skills, reconnecting with cherished friends and missing a chance to meet with potential business partners.*

Marcia Kaczmarek, CCE, Senior Credit Analyst  
Malt-O-Meal Company

Feel free to contact the CFDD National office, your National Board Members or your Chapter President for additional information or assistance. We are here to serve you!

# PROGRAM PICKS

CHAPTER	TOPICS	SPEAKER
Charlotte	Mentoring Program Writ of Execution How Plain Language Principals Are Good for Work Credit Applications & Credit Policies	CFDD National Program Sheriff's Department Communications Consultant Attorney
Denver	Economic Forecast	Legislative Official
Evansville	Embezzlement Public Speaking	Police Detective Professor
Jasper	How to Complete the CFDD Scholarship Application Risk Management for Seller Financing Internet Security Threats & Prevention Stress in the Workplace	Chapter Member Bank Officer IT Specialist Medical Professional
Kansas City	An Inside Look Into the Bankruptcy Management Process	Attorney
Los Angeles	Collecting & Dealing With Difficult Accounts in Challenging Times Achieve Your Education Goals in Credit Management Through CFDD Resale Tax Certificates, Who Needs Them and Why, State Sales Tax Exemption Requirements, Do's and Don'ts Letters of Credit	Attorney CFDD Area Director  Business Tax Specialist  Bank Professional
Louisville	Credit Jeopardy The General State of Affairs in the International World	CFDD National Program International Banking Manager
Minneapolis/ St. Paul	Managing Deductions Preparing a Will Managing Credit in Today's Economy Online Learning Credit Scoring: The Nuts and Bolts of This Important Number Antitrust and the Credit Professional Fraud Awareness in Your Company	Accounting Professional Attorney Attorney Credit Professional Mortgage Professional Attorney Accounting Professional
Omaha/Lincoln	To Give or Not Give Credit Look Past the Media Headlines for the Truth International Credit Credit Jeopardy	Case Studies Local Investment Advisor Chapter Member CFDD National Program
Portland	Dealing With Difficult People Identifying Fraudulent Situations International Credit From Albania to Zimbabwe Collecting on Liens and Judgments	Chapter Member Attorney General's Office International Credit Experts Attorney

# PROGRAM PICKS (Continued)

CHAPTER	TOPICS	SPEAKER
Phoenix	Arizona Form 5000: Its Purpose Sarbanes-Oxley Checklist Credit Scoring & Automation  Credit & Sales Relationship Building International Credit & Collections Identity Theft Credit Law: What You Should Know Strategies & Performances	Department of Revenue Chapter Member Credit Reporting Agency Representative Chapter Member Chapter Member County Attorney Office Attorney Process Mgmt. Consultant
Raleigh/Durham	Servicemembers Civil Relief Act: Shield of Protection Identity Theft Protection High Fuel Price Effect on Credit Industry	Attorney Attorney Gas Company Executive
San Diego	Alternatives to Bankruptcy Banking Trends in Tough Economic Times Financing and Leasing Options	NACM Affiliate Manager Banker Leasing Company Executive
Tacoma	FACTA (Fair and Accurate Credit Transaction Act)	Chapter Member
Tampa	Dealing With Morale Issues During Difficult Times, Workplace Safety, and Motivating Employees to Do It Right the First Time Closing in the "Sale" When Making Collection Calls and Other Tricks of the Trade	HR Professional  Collection Professional

## On the Way UP

CHAPTER	MEMBER	COMPANY	POSITION/PROMOTION
Dallas/Fort Worth	Tina Woodford, CCE	PFS Web, Inc.	Director of Customer Financial Services
Minneapolis/St.Paul	Marcia Kaczmarek, CCE	Malt-O-Meal Company	Senior Credit Analyst
Phoenix	Shannon Bagshaw, CBA	Brown Wholesale/WESCO	Manager, Financial Services
Portland	Carol Johnson, CICP	Climax Portable Machine Tools	Credit Manager

# AWARDS & ACHIEVEMENTS

CHAPTER	MEMBER	COMPANY	AWARD/ACHIEVEMENTS
Denver	Terry Hollaway, CBA	AllCable	Distinguished Member Award
Denver	Kelly Shock, CCE	BlueLinX Corp.	Certified Credit Executive Award

## CFDD Teleconference Series



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	<i>Topic and speaker to be announced</i>	
July 16	<i>Topic and speaker to be announced</i>	
November 5	<i>Topic and speaker to be announced</i>	

Visit the NACM CFDD website ([www.nacm.org/cfdd/cfdd\\_index.shtml](http://www.nacm.org/cfdd/cfdd_index.shtml)) to register!

## 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](http://www.nacm.org)