



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

February 2011

Letter from...

Marlene Groh, CCE CFDD National Chairman



I hope this newsletter finds everyone warm and unburied from all the winter weather. I am sure with all the major weather we have experienced this winter many of you could talk about lots of success stories in your communities—someone shoveling a sidewalk for an elderly neighbor, someone giving a coworker a ride to work or someone stopping and helping a stranger who got stuck along the side of the road.

When I think of CFDD, I think of this expansive community that helps others succeed. I think of the many mentors and teachers who give tirelessly of their personal time to inspire their students and mentees, and aid them in reaching for personal growth in their careers. I think of all the chapters that spend countless hours raising funds to ensure scholarship money for their members so everyone has the opportunity for education. I think of the networking that has enabled a member to find a new job when they unexpectedly lost theirs. I think of all the cards written to congratulate someone or to support them through hard times. I think of the lifelines available to turn to when we need professional advice. I could go on and on, and I know each of you could think of numerous examples of how success just permeates its way throughout CFDD.

When I think of my own personal success and growth, the first thing that always comes to my mind is CFDD. I would not be the leader I am today if it had not been for all the experience I gained by being actively involved with CFDD. How do you thank an organization that has been so instrumental in your success? If it is a person, you can thank them and maybe give them a gift of some sort. It is hard to do that for an organization. My way of saying “thank you” is by serving CFDD in the same manner in which it has rewarded my life. I mentor others, I teach others and I give willingly and happily of my time to support CFDD in every way. I hope when each of you think of the success CFDD has given you that you also feel the urge to give back and help others to create success stories they can share in the future.

Letter from...

Wendy Legan, CCE Vice Chairman, Education and Programs and Chairman-Elect



Through this edition of our newsletter, you will be hearing about positive success stories. I applaud Vice Chairman Roames, CCE for selecting this theme. We can all experience positive successes through CFDD. What a great education, networking and development resource for our members!

Personally speaking, I was new to credit when I first joined CFDD. I really didn't know much regarding the whole credit practice. But with the great educational sessions provided by CFDD on a monthly basis and wonderful mentors, I learned very quickly! I also jumped into CAP and ACAP classes soon after joining. And it's funny to note that all of my instructors and over half of my classmates were fellow CFDD members.

I was able to grow both professionally and personally with the help of CFDD. I feel confident in stating that I would not have excelled in my company without the benefits I received from CFDD. And while my employer Summit Electric does not require participation, they definitely have acknowledged those benefits and rewarded my accomplishments. One of my best successes within CFDD has been my leadership role on the National Board and the opportunity to serve our membership as an area director and now as vice chairman, chair-elect.

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I can remember the first Credit Congress I had the opportunity to attend. As we sat in the CFDD Luncheon, I saw the head table and watched the installation of new officers; I knew that one day I would be a part of that group. I wanted to help lead and ignite the fire that I had experienced at my local CFDD level. And with the help of many members, I have been given the chance to do this very thing.

I cannot wait to read and hear about your success stories! Listening and reading about our members' successes repeatedly ignites my fire for CFDD.

Letter from...

Sheila C. Roames, CCE
Vice Chairman, Member Services
and Publicity



Happy February, everyone! I had a great time putting this newsletter together because our theme is "WOW Moments and Success Stories." I want to share with you one of my favorite quotes in relation to this topic:

One of the largest influences on human beings is the people with whom you spend your time. Find a group of winners; people who celebrate success and will help you to achieve the life you desire.

Troy Fontana

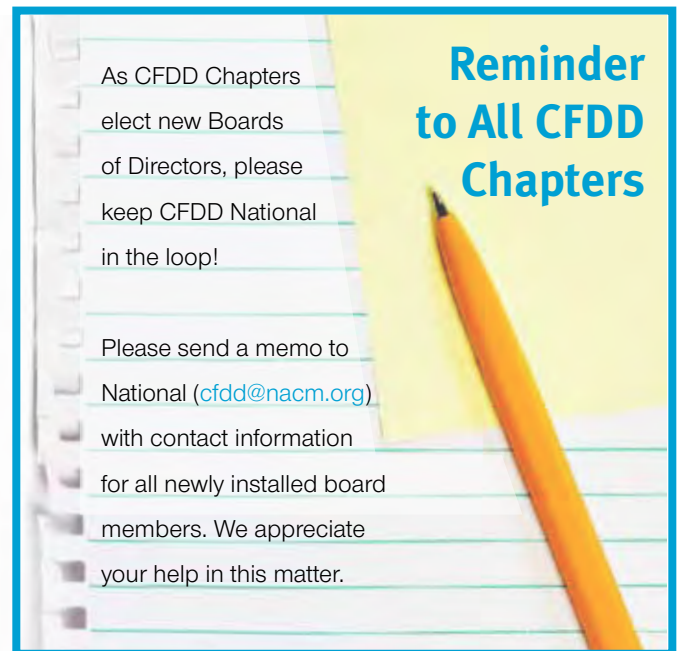
This quote means so much to me because it describes my membership in CFDD. CFDD members have a passion—a passion for education and a passion for professional excellence. There is no better place than CFDD to meet that burning passion. Whether it's working toward earning a professional designation or developing our leadership skills or expanding upon a base of professional knowledge, it's the desire to learn that drives all of us to succeed and to excel in our careers.

Becoming a CFDD member offers a great opportunity to not only add to your education and professional development, but to make friends and contacts that will benefit your career for the rest of your life. That

doesn't even count improving your leadership, public speaking, socializing, critical thinking and many other skills that are always critical to your success.

All of us need a little extra push every now and again, and we all have had that special person from CFDD in our lives who helped us achieve greater heights than we would have otherwise because of their encouragement. To motivate others to succeed, you need to focus on encouragement. Part of that dynamic is written encouragement—something tangible that one can go back to over and over again. Positive reinforcement and praise can help to encourage and motivate others to succeed—just like the "WOW Moments and Success Stories" shared by our chapters. I hope you enjoy them!

Please remember that **MARCH 15** is the deadline to nominate someone for a CFDD National Award. Who has motivated you in your CFDD path? Pay that motivation forward and submit them for these prestigious awards!



Reminder to All CFDD Chapters

As CFDD Chapters elect new Boards of Directors, please keep CFDD National in the loop!

Please send a memo to National (cfdd@nacm.org) with contact information for all newly installed board members. We appreciate your help in this matter.

CFDD MISSION STATEMENT

The mission of the NACM Credit and Financial Development Division shall be to promote active interest in the credit and financial profession, to develop and market educational programs that are vital to the development of the effective professional, and to be a viable force within the NACM network.

CFDD VISION STATEMENT

To dynamically impact the National Association of Credit Management's global vision by being the leader in educational programming and direction, thereby setting industry standards for professional excellence.



www.nacm.org

NACM's 115th Credit Congress & Exposition

Nashville, TN
May 22-25, 2011

The Annual CFDD Luncheon at the 2011 Credit Congress

Mark your calendars and plan to join us on Tuesday, May 24 for the annual CFDD Luncheon! During this always lively networking event, we will install our new leaders for 2011-2012, honor high-achieving chapters and recognize this year's award winners and scholarship recipients. We'll also enjoy good food and even better company.

An additional fee of \$65 will be charged for each attendee at the CFDD Luncheon. Sign up online (<http://creditcongress.nacm.org/>) when you register for Credit Congress. For more information about the CFDD Luncheon and related CFDD networking and educational resources, please contact CFDD National at cfdd@nacm.org or call 410-740-5560.

And the winner of the CFDD Scholarship Fundraiser is... Rita Barbour, CCE of Pepsi Bottling Ventures from the Raleigh/Durham Chapter. She is excited to be able to attend Credit Congress in Nashville this year. The Raffle raised \$1,420 for the CFDD Scholarship Fund. Thank you to all who participated!

CFDD Chapters Enjoy WOW Moments

CFDD is a **WOW** organization; therefore, being a member of CFDD brings many **WOW** Moments. The following **WOW** Moments knocked the wind out of these CFDD chapters and their members.

CFDD Denver

Two members received their CBA designations: Melissa Shellito, CBA and Colleen Mazzara, CBA. One member received both his CBF and CCE designations during 2010: Zach Dillon, CCE.

This year, 2011, will mark the 75th anniversary of the Denver CFDD Chapter, which was originally formed in 1936 as the Denver Women's Credit Group by the late Alta Sethaler. We included a tribute to Alta at our January meeting, and displayed photos and scrapbooks with mementos throughout the years.

CFDD Evansville

We had successful fundraisers that allowed us to award scholarships to all members who applied. Four members attended the CFDD Conference in Minnesota, and four members attended the NACM Credit Congress in Las Vegas.

One member, Sue Ballard, received her CBF designation.

The Evansville Chapter donated canned goods to local food banks and Christmas gifts for local children.

Meetings were held at different members' companies, which provided better insight for each company. Our Bosses' Lunch was another success and featured a guest speaker from the Ronald McDonald House.

Phyllis Truitt, CCE retired from Atlas, and is now an honorary chapter member.

CFDD Minneapolis/St. Paul

After our chapter gained membership this year, a couple of new members are now taking on leadership roles. This says a lot about our new members. They do not just show up; they get involved.

We hosted the CFDD National Conference, and there were several **WOW's** with that event—including the speakers, the topics, networking with other credit professionals, the money we raised and the weather. Can you believe Minneapolis had 90-degree weather in October? We had not seen that in years—that was a **WOW** Moment all by itself. We can thank Barb Condit, CCE for the great weather.

CFDD Phoenix

The Spirit of Service Award was created to recognize an individual who finds any way possible to market the spectacular services made available to all types of professionals. Previous honorees include Mike King, Esq., a long-time supporter and promoter, and Dean Middleton, who was dubbed the Master of Entertainment, a man who continuously endorses the superb services offered by NACM of AZ. The 2010 recipient, Ellen Wodiuk, credit manager for Fort McDowell Yavapai, spends endless hours working to increase membership, creating drives for funding resources through fundraiser events and assisting in whatever mission is needed.

Additionally, Vickie Taylor, CBF, credit manager for Siglers, Inc., was nominated by countless peers for the 2010 Credit Executive Award in

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RECOGNIZING EXCELLENCE WITHIN THE RANKS

Be part of the annual initiative to recognize and honor excellence among CFDD members! Who has helped you to achieve your WOW Moment?

Among the awards to be given at CFDD's 2011 Awards and Installation Luncheon, which will be held during the 115th Credit Congress in Nashville, Tennessee, are the following:

- Special Seminar/Workshop Award
- National Publicity Award
- Distinguished Member Achievement Award
- National Mentor Award
- Marilyn Daugherty Spirit Award

Now is the time to complete applications for the members and chapters that best exemplify what makes CFDD a professional organization *par excellence*. All national award applications may be downloaded from the CFDD website as Word documents; each has been formatted to be easily completed from the convenience of one's computer. **National award applications must be submitted to CFDD via email by March 15, 2011.**

For more information, visit [Membership Resources](#) on the CFDD website.

recognition of her dedication, leadership qualities, great level of skills and team-building efforts.

Our final recognition is the James F. Sullivan Lifetime Award, which honors the memory of Jim Sullivan and his willingness to “walk the talk” by serving as an educator and mentor to the community. This quality aptly describes the 2010 honoree, Gwendolyn Stroops, CCE, credit manager for Smith Pipe and Steel. Gwen dedicates an enormous amount of time to her students, and has an everlasting passion to meet the needs of CFDD and NACM members across the nation.

CFDD Raleigh

A **WOW** Moment for 2010 would have to be the fact that we donated to one nonprofit organization each month from April through December. We donated to organizations such as the Food Bank, Raleigh Rescue Mission and the SPCA. It is always a great feeling being able to give back to the community.

CFDD San Diego

The **WOW** factor for our chapter is that not only have we survived, but we also are now in the blue and are rededicated to the educational and professional development of our membership. We made \$4,474 on our fundraisers, and we are offering four scholarships to our membership this year. We are alive and strong and moving into the future with enthusiasm as a team. We now have a full calendar for the year. No more struggling to come up with programs!

CFDD'S NATIONAL EDUCATIONAL PROGRAMS

CFDD Chapters may now order CFDD's National Programs free of charge! Program topics include:

- Credit Policies and Procedures
- Ethics—It's a Matter of Choice
- Financial Statement Analysis and Credit Scoring
- Mediation—An Alternative to Dispute Resolution
- Selling Marginal Accounts—Are the Rewards Worth the Risk?

These programs can be conveniently downloaded from the CFDD Members Only area of the CFDD National website. Please check out these timely resources!



CFDD National Scholarships for 2011

The scholarships are coming! The scholarships are coming!

Are you planning to attend the 2011 CFDD National Conference and/or the 115th Credit Congress & Exposition? Are you working on an NACM designation? Are you taking a self-study course or completing a designation exam review package through the Credit Learning Center?

If that's a "yes," then you should apply for a 2011 CFDD National Scholarship today! Thanks to the generosity of fellow CFDD members, you may qualify for one of the following categories of scholarships:

- CFDD National Conference Fees
- NACM-CFDD Pacific Northwest Conference Fees
- NACM Credit Congress Registration
- Designation Application Fees
- School Registration Fees
- Self-Study Courses
- NACM Credit Learning Center Designation Exam Review Package

All scholarship applications are due by Tuesday, March 15, 2011. To apply for a CFDD Scholarship, visit the [Membership Resources](#) area of the CFDD website. Let CFDD help you make 2011 a banner year for life-long learning and leadership development!

CFDD Logo Items



Searching for that perfect gift that combines practicality, value and pride? Look no further than CFDD's extensive selection of logo items! From pens and mouse pads to portfolios and personal lunch bags, CFDD logo items can satisfy even the most discerning recipient. They also make great gifts for speakers and special guests. Don't delay! Browse the [CFDD logo item web pages](#), part of the online NACM Bookstore, and purchase merchandise that reflects your investment in the CFDD professional credit community!

CFDD logo items currently available:



Portfolio (\$18)

"Invest in Yourself" Chrome-finish Business Card Holder (\$15)

Junior Padfolio (\$15)

Personal Lunch Bag (\$15)

Acrylic Desk Tray (\$10)

Cork Mouse Pad (\$10)

Stainless Steel Tumbler (\$10)

Brass Ball Point Pen (\$7)

Laser Beam Pen (\$7)

Calculator (\$6)

Ball Point Pen (\$5)

Business Card Case (\$5)

Robotic Book Light (\$5)

Can Holder (\$2.50)

Luggage Grip (\$2.50)



Don't forget— you can order your CFDD logo items directly from CFDD National.