



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

January 2012

Letter from...

Wendy Bartlett, CCE CFDD National Chairman

Happy New Year!

I hope this New Year finds you all prosperous in your personal and professional lives. Did you “Plant a Seed of Success” by renewing your membership? Your support continues to make CFDD a successful organization. We are currently working on two modules for our new Professional Development Program, which will be released to the membership by Credit Congress. While this will be an ongoing project, I am excited to see our progress.

Speaking of Credit Congress, *Business Credit* magazine has information regarding registration, deadlines and extra activities. You can also find all of this information online at creditcongress.nacm.org. I am thrilled that NACM is bringing this spectacular event to Texas—I am a little partial to the state!

Chapter Boards, please remember that your deadline to submit [award applications](#) is March 15, 2012. The same deadline applies for [scholarship applications](#). I encourage every chapter to apply for numerous awards. The winning selections will be announced at the CFDD Luncheon during Credit Congress.

Are you interested in serving on the CFDD National Board? Your first step is to fill out the Area Director Application, which can be found [online](#). The deadline to submit your application is April 1, 2012. Serving on the National Board is a great opportunity to give back! Oh...and another seed planted.

As we talk about serving, are you serving your local chapter? You can serve by volunteering on your local board or committee. Talk with a



fellow board member and ask about serving in this capacity. You may be surprised what is expected and the duties for each position. While some positions are more cumbersome, some have limited responsibilities outside the regular meetings. And you are not alone! You can form committees to help assist you, and the other board members are there to help. Your combined efforts should focus on the success and betterment of your members and your chapter.

How is your membership drive coming along? [Vice Chairman Lynn Kendrick, CBA](#) has a great goal of “86 in 86.” Please contact her if you need more information.

I encourage each chapter to contribute to the CFDD National Newsletter. Let us know who is “On the Way Up,” and share your recent meeting topics and fundraisers that have been successful. National distributes this information to the entire membership. I love to read about the successes of our chapters and members.

There will be more information for the CFDD National Conference in September coming soon. Make your plans to attend. We have moved our conference to September in an effort not to conflict with other conferences. See you in Seattle!

Don't forget to register for Credit Congress. I look forward to welcoming you all to my home state. The National Board is coordinating an evening “meet and greet” event during the conference. Stay tuned for more information. This will be a great time to visit with fellow CFDD members. If you are new to Credit Congress, the conference can be overwhelming. We are here to help make it an enjoyable experience.

Many blessings,
Wendy Bartlett, CCE

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Call for Proposals

The CFDD National Board of Directors is looking for timely and invigorating topics to showcase during the 2012 CFDD National Conference in Seattle. Your fresh insights and well-honed best practices are what make the conference a must-attend event. Share your ideas and feedback by contacting CFDD at cfdd@nacm.org. We look forward to hearing from you!

Chapter News

CFDD Evansville

The Evansville Chapter welcomes new member Beth Rudolph from Mead Johnson Nutrition.

CFDD Kansas City

Board News

The Kansas City Chapter completed a member survey during the month of November through the CFDDKC.org website, which included the following questions:

- What program topics would you be interested in?
- What company do you work for?
- What other suggestions do you have for the chapter?
- What motivates you to attend a meeting?
- Describe your daily responsibilities in credit.

We compiled a summary of the survey comments and distributed them to board members. The comments were varied, though enlightening, and will help the board when determining the program calendar for the upcoming year.

Our chapter's nominating committee currently is working diligently to prepare a new slate of officers for the upcoming year. We will vote in February to consider changing the terms of positions on our chapter board to one year from the current two-year term.

Membership

Though we were initially off to a rocky start this year, we are pleased to welcome two new members.

Programs

Upcoming program topics include "Is Your Company PCI Compliant?" This presentation will look at a credit professional's role in ensuring the security of the data customers entrust with companies.

Scholarships

The Kansas City Chapter's annual drawing for two \$250 scholarships took place during its November 9th meeting. Shawn Ismert, CBA, of Sioux Chief Mfg. Co., Inc. and Larry Glenn, CBA, Farmland Foods, Inc. were the lucky recipients. The scholarships are good for one year and can be used for the following:

- registration for a college course
- correspondence course
- seminar
- airfare to the CFDD National Conference
- airfare or registration to the NACM Credit Congress
- test designation fees (CBA, CBF or CCE)
- CCE recertification fees
- certificate session at NACM Credit Congress
- teleconferences by NACM or its affiliates

CFDD Louisville

The Louisville Chapter is planning to offer the following topics for this year:

- To Start 2012 with Knowledge = Power to Change and Improve
- Advanced Collection Techniques
- Negotiating Techniques
- Credit Terms: What You Need to Know
- "Ask the Experts" with CCEs from our chapter
- Ethics—It's a Matter of Choice
- Credit Policies and Procedures

We are still working out the specifics for our New Membership Campaign, but we plan to focus on increasing the attendance of our existing members, trying to recruit new members who have visited meetings before and contacting new designees.

CFDD MISSION STATEMENT

The mission of the NACM Credit and Financial Development Division is to develop tomorrow's business leaders through core offerings.

CFDD VISION STATEMENT

To be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.

Chapter News (cont'd.)

CFDD Omaha/Lincoln

The Omaha/Lincoln Chapter is currently 22 members strong with high hopes and aspirations for 2012. We are already off to a great start! On January 12 we decided to try a lunch meeting rather than an evening dinner. We had six members and seven guests in attendance! Our program, "The Credit Department's Role and Responsibilities with Unclaimed Property," was informative and led to an interesting discussion session that followed.

In March we are planning a VIP Night in which we encourage members to invite their bosses to the event. We will be pleased to welcome back NACM Midwest-Omaha for the Third Annual Meeting in September. Last year was a huge success and we look forward to having them again.

Upcoming program topics include:

- Financial Risk: Is It Worth It?
- Recruiting and Retaining Top Performing Team Members
- Bankruptcy Topics in 2012
- Collections

We are working to fill the following board openings: vice president of programs and education chair, secretary, and treasurer/attendance and courtesy. Membership building continues to be a top priority for us.

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!



Save the Date!

Please join us in the Emerald City for the
2012 CFDD National Conference

September 19–21, 2012 • Seattle Airport Marriott

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.

PROGRAM PICKS

CHAPTER	TOPICS	SPEAKER
Cincinnati	My Retirement Matters	Financial advisor
Kansas City	Positive Language in Communications: Evaluating the Words You Choose	Communications professional and Nancy Watson-Pistole, CCE, CICP
	Managing Multiple Jobs	Employment management service

RECOGNIZING EXCELLENCE WITHIN THE RANKS

The annual initiative to recognize and honor excellence among CFDD members is rapidly approaching.

Among the awards to be given at CFDD's 2012 Awards and Installation Luncheon, which will be held during the 116th Credit Congress in Dallas, Texas, 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 Thursday, March 15, 2012.**

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

CFDD National Scholarships for 2012

The scholarships are coming! The scholarships are coming!

Are you planning to attend the 2012 CFDD National Conference and/or the 116th Credit Congress & Exposition? Are you working on an NACM designation? Taking a self-study course or completing the designation exam review package through the Credit Learning Center?

If that's a "yes," then make certain to visit the CFDD website and apply for a 2012 CFDD National Scholarship. Thanks to the generosity of fellow CFDD members, you may qualify for one of the following categories of scholarships:

- CFDD National 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 Thursday, March 15, 2012. To learn more about the scholarships, visit the [Members Only Area](#) of the CFDD website. Let CFDD help you make 2012 a banner year for life-long learning and leadership development!

CFDD National Fundraiser



2012 NACM Credit Congress Registration

Gaylord Texan Resort & Convention Center

Grapevine, Texas

June 10–13, 2012

\$10/each

Tickets have been distributed to all chapters to sell locally to members of CFDD and NACM.

Please contact your Chapter President to purchase a ticket today!

Tickets on sale until February 10, 2012

Drawing to be held at NACM-National Headquarters

Winner will be notified immediately following the drawing and will be announced in the March issue of the CFDD-National Newsletter

All proceeds will support the CFDD National Scholarship Fund

Open to all members of CFDD and NACM

Opportunity for chapters to award a local scholarship!

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)
- Junior Padfolio (\$15)
- Personal Lunch Bag (\$15)
- Acrylic Desk Tray (\$10)
- Cork Mouse Pad (\$10)
- Stainless Steel Tumbler (\$10)
- Brass Ball Point Pen (\$7)
- Calculator (\$6)
- Ball Point Pen (\$5)
- Business Card Case (\$5)
- Robotic Book Light (\$5)
- Can Holder (\$2.50)
- Luggage Grip (\$2.50)
- Business Card Album (\$15)
- Super Mini Umbrella (\$15)

