



# Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

October 2007

## Letter from...

### Nancy Watson-Pistole, CCE CICP CFDD National Chairman



We've started the year off at a quick pace. In fact, even before the potential members completed the interview process and were installed, there were numerous ideas, suggestions and recommendations presented. I was amazed at their passion and inspired by their dedication to CFDD. It's no wonder the selection committee unanimously approved each and every applicant to this year's board of directors. I'm excited about their energy as they provide leadership to the chapters and members.

Two task forces were appointed at the Organizational Board meeting that was held the morning after the installation in Las Vegas. Mike Meyer, CCE is the chairman of the DMA Reorganization Committee. This committee has spent many hours working towards an improved application and score sheet and has submitted their recommendations for review by the National Board. Mary Moore, CBA is leading the Scholarship Task Force through the review and discussion process to make recommendations for changes in the scholarship offerings.

Your National Board attended the Pacific Northwest Credit Conference in Tacoma last month. We met with the presidents and vice presidents

and shared information with them about their leadership and provided resources that can help enhance the success of each chapter. They had an opportunity to share ideas with other chapters and gather information to help with challenges.

During the business meeting held in Tacoma, we heard from each chapter's president or representative and I was delighted to hear about the continued successes that the chapters and members have achieved. It's clear that there is a desire and passion for excellence in the Pacific Northwest!

The Tacoma chapter did a wonderful job of providing education and networking opportunities for the conference attendees. Thank you to the members of the Conference Planning Committee for their dedication and passion for CFDD! The National Board appreciated your warm hospitality.

This month we will attend the first National CFDD Conference in St. Louis. We will again meet with the presidents and vice presidents of each chapter to share information and resources. The exchange of information at these meetings is very valuable and provides ideas and opportunities for growth of each chapter.

The National Conference Committee has worked hard to provide an event schedule that includes topics ranging from audit controls, cash flow analysis and prospects of the U. S. economy to bankruptcy and corporate fraud. We appreciate the efforts of the Conference co-chairmen Carol Fowle, CCE and Millie DeMariano.

I'd like to remind everyone of the CFDD National Fundraiser—you could win a full delegate registration for the 2008 NACM Credit Congress in Louisville, Kentucky May 18-21. I encourage everyone to support CFDD in this endeavor, as this fundraiser will assist us in awarding more scholarships in the coming year. Look for the advertisement in this newsletter and purchase your tickets now!

I'm very excited about the work the National Board is doing and the success of each chapter. It's thrilling to see the 'passion for excellence' at work within the CFDD organization.

Your National Board is here to serve you and we enjoy hearing from everyone. Let us know whenever we can help or just contact us to share your successes. My best to each of you!

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# Chapter Spotlight: Kansas City

## 2007 Theme: Take Advantage of the Unlimited Opportunities

As with most of the “more mature” CFDD chapters, we have answered to many different names. We started out in 1929 known as The Kansas City Wholesale Credit Women’s Association (that was always a mouthful). That has morphed into the National association’s uniform name of CFDD Kansas City Chapter. But what has been a constant over our 78 years has been a quest to provide and promote education and to offer guidance and resources for personal and professional growth to our members. We measure our success in promoting such an atmosphere by the contributions of members who have gone on to be CAP class instructors, board members and chairman of the board of our local NACM affiliate. We have a strong history of members in leadership positions in their industry groups as well as CFDD area directors. We are proud to see our member, Nancy Watson-Pistole, CCE, CICP, serving as CFDD National chairman. She and our chapter exhibit her 2007-08 theme of A Passion for Excellence.

We currently have 53 members and fall into class A of the CFDD chapters. We have 16 members with certifications:

- 7 CBAs
- 1 CBF
- 8 CCEs

Three of our members have been recognized by National and have received the Distinguished Member Award. They are Christine Marchewka, CCE, CEW; Debra Yount, CCE; and Nancy Watson-Pistole, CCE, CICP. All three remain very active in the Chapter. Kansas City is proud to have won the Publicity and Best Seminar Awards on many occasions and strives to offer exceptional programs each month. We meet 11 times a year and offer at least two seminars a year. Careful planning takes place to ensure educational and informative topics presented by qualified professionals. CEUs and recertification points are almost always available.

Another way we promote education is to offer two \$250 scholarships (a third when funds are available). These scholarships are named in honor of one of our members, Norma Seavers. Norma, a member in the 1970s and 1980s, was a long time board member and was our president in 1984-85. Norma was killed in an airplane crash and we thought this was a way to keep her contributions to our chapter and her memory alive.

We also have a long-standing bylaw that provides for the full registration at the CFDD Conference (originally a regional conference, now the National Conference) for any member that has attended at least three meetings in the prior year. Our message to employers is that it pays to belong to CFDD!! And how do we pay for all of this you might be asking?

We occasionally have one or two minor fund raising efforts during the year but our major effort is a yearly auction with donations of goods



and services from local businesses. Over the last 10 years we have raised over \$10,000 that has gone exclusively to our scholarship fund. We have also been host to the Midwest Regional and Western Region Credit Conferences over the years and that has benefited our treasury as well.

A few more interesting facts about the Kansas City Chapter:

- 1994: First male president. (Don Hogsett)
- 1995: Quarterly newsletter, Credit Matter\$ (Gregg Maupin was the first editor)
- 2003: Awards Committee created. (2007 recognized members are Credit Professional of the Year Shawn Ismert, CBA, Distinguished New Member Steve Rodvelt, CBA, and Presidential Citation Nancy Watson-Pistole, CCE, CICP)
- 2004: Website cfddkc.org established. (Vic Monson, first webmaster)
- 2007: Seven National Scholarship Award winners. (CD-ROM Course Tim Carpenter; NACM Credit Congress Jill Tamborini, CBA, Nancy Watson-Pistole, CCE, CICP and Nadine Whitehead, CCE; and CFDD Conference Larry Glenn, CBA, Shawn Ismert CBA and Christine Marchewka, CCE, CEW.)

As we look to the future under our present leadership of president Jill Tamborini, CBA, we want to keep our Passion for Excellence ignited. We are exploring the creation of a new committee to increase the number of designation holders. We want to break down the requirements in easily understandable steps, work with members on a one-on-one basis, establish study groups and assist in any way to start/continue on the path to succeed.

Hope to see everyone in St. Louis at the first CFDD National Conference!

## Letter from...

**Michael Meyer, CCE**  
**CFDD Vice Chairman,**  
**Member Services**



I had the opportunity to attend my first Pacific Northwest Credit Conference this past September. What a wonderful conference! It was a great time to meet new people, network, and attend the fantastic educational sessions. I want to take this opportunity to thank all those involved in organizing a great conference. Job well done.

Speaking of firsts, CFDD's first National Conference is just days away. I hope your plans are made to attend the conference. There have been many hours of preparation put into this conference. I hope to see you there.

Membership is always a big concern to the local chapters and the National Board. Recruiting new members is vital to the growth of the chapter and the retention of the current members is equally important. The networking and mentoring between the current and new members can bring positive changes, shared learning experiences and growth for CFDD. Word of mouth is our biggest advertisement. Whenever possible, show your passion for CFDD and make the sale to a prospective member.

Don't forget to purchase CFDD logo items at the National Conference. If you purchase the items at the conference, CFDD will ship them to you for free. Bring your chapter's checkbook and enjoy a few days of stress-free shopping.

It's not too early to start thinking about the Distinguished Member Achievement (DMA) and Publicity awards. Review the applications and score sheets on the Leadership Disk. The applications, original and three copies, need to be mailed to arrive in the executive director's office on or before March 15, 2008.

## Letter from...

**Mary Moore, CBA**  
**Vice Chairman, Education**  
**and Program**



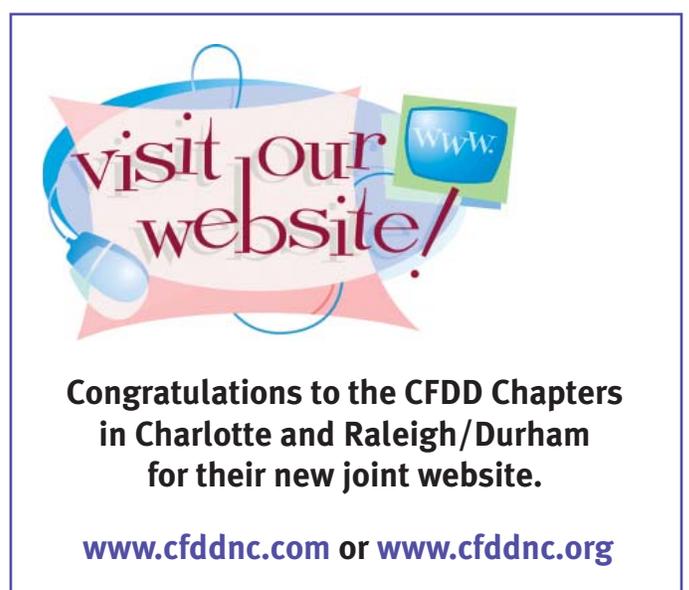
I just returned from Tacoma where I had the opportunity to attend the Pacific Northwest Credit Conference. It was great to visit old friends and have the opportunity to make new ones. Thank you, Tacoma, for hosting a great conference and providing wonderful education and networking opportunities.

St. Louis, our first National CFDD Conference, is right around the corner and I am so excited to be part of this first annual event. I look forward to seeing so many of you there.

Our executive director, Carol Fowle, CCE sent out the Leadership Disk on CD-Rom to the presidents. If you are an officer, please make sure you get a copy of the disk and download your respective sections. If you need assistance locating information, please let me know and I will assist you.

It is not too early to start thinking about Scholarship applications. An email was sent to the presidents as an add-on to the Leadership Disk, with the PowerPoint presentation on how to complete the scholarship applications. Please ask your president to share this information with you. Thank you to Jeffrey O'Banion, CCE, CICP and Dennis Thomassie, CCE for creating this presentation for us.

I would like to remind each of you that CFDD needs you. We all have very busy lives and are pulled in several directions. Education should also be one of our main priorities. We want to stay up-to-date and marketable, as we never know what will happen with the business environment tomorrow. Ask your chapter officers how you can assist or ask one of the National officers how you can get involved on the National level. Remember, roadmap points are given for your involvement.



## The Value of Attending Educational Sessions

One of the most valuable takeaways from an educational conference is the experience and expertise of the other credit professionals who attend. In one open forum that I attended recently, the following question was presented:

“Identify the three most important attributes that a successful credit manager must have and why do you feel that they are important.”

I thought about it and came up with a couple, as did others in the audience. By the time we were finished, this is what as a group we came up with:

1. Flexibility
2. Logical Mind
3. Understanding of your own industry
4. Ability to see the big picture
5. Integrity
6. Understanding the impact of your decision
7. Disseminating information – Surprise is unforgivable
8. Articulation and communication
9. Leadership skills
10. Remain Teachable
11. Customer Service perspective
12. Succession planning.

I think that you can all see why the above attributes are important to each of us in our careers.

This is why it is so valuable to share information and network at the educational sessions that we attend. When we put all of our years together of experience and share what we learn with others it enhances our careers both personally and professionally.

I hope as many as possible of you are planning on attending the National CFDD Conference in St. Louis. This is a conference for credit professionals to share information and attend educational sessions to continue our credit education and network with our peers. There will be people attending from all over the country and with varying degrees of credit experience.

It is just as important for the seasoned credit professional to continue learning as things change so quickly both in technology and credit and bankruptcy laws that we must continue to learn just to keep up. Who thought 10 years ago that we would have automated collection ticker systems and two years ago that we would have remote deposit machines in our credit departments?

Also, we need to mentor the newcomers to our profession. We need the young, upcoming credit professionals to start up the career path and follow the roadmap to professional designations. When we start retiring in a few years we need to have a successor trained and ready to step into our shoes.

Even if we are not ready to retire we need those trained professionals in our departments to make us look good.

CFDD is your organization, the only reason they exist is to help credit professionals with education and networking opportunities and help you to follow your roadmap to certification. They give thousands of dollars of scholarships at the local and National level. CFDD has certainly given me more than I can ever give back. I do believe though that the more that you give the more you receive in return. Support your local CFDD chapter and attend meetings and you will get invaluable information, apply for scholarships and attend networking and educational sessions and have a career in credit, not a job.

*Adrienne Murphy CCE  
Sandberg Furniture Manufacturing Company, Inc.  
President, CFDD – Los Angeles Chapter*

## CFDD National Fundraiser

**2008 NACM Credit Congress Registration  
Kentucky International Convention Center  
Louisville, KY  
May 18-21, 2008**

\$10.00/each

Tickets on sale until February 4, 2008.

Drawing to be held on Monday, February 11, 2008  
at NACM National Headquarters.

All proceeds to support the CFDD National Scholarship Fund.  
Open to all members of CFDD and NACM.  
Opportunity for chapters to award a local scholarship!

Checks payable to NACM-CFDD should be sent to:  
NACM – CFDD  
8840 Columbia 100 Parkway, Columbia, MD 21045

Contributions or gifts to the NACM Credit and Financial  
Development Division are not tax deductible.

Please send me \_\_\_\_\_ @ \$10.00 each

Total Enclosed \$ \_\_\_\_\_

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# PROGRAM PICKS

| CHAPTER              | TOPIC   | SPEAKER/PRESENTER  |
|----------------------|---|--|
| Eugene-Springfield   | Better Written Business Communications<br>Benefits of NACM Membership/Ask the Legal Expert<br>The Business Triangle: You, Customer, Banker<br>Ask the Expert Credit Manager<br>Whatever Happened to the Handshake?<br>What Constitutes a Contract?<br>Ethics in Lending<br>But I Do Business in Oregon: What's Tax Got to Do With It? | Business Educator<br>Attorney<br>Bank Loan Manager<br>Credit Manager Panel<br><br>Attorney<br>Bank Loan Manager<br>Tax Consultant      |
| Jasper               | What is Power, How It is Perceived<br>and How to Get More of It<br>D&B Reports, Spend Analysis, Risk Management<br>Changes in Bankruptcy Law – Effect Manufacturing   | CFDD Member, CCE<br>Service Provider Representative<br>Attorney  |
| Kansas City          | Credit Fraud<br>The Global Talent War<br>Art of Negotiation<br>Learning to Measure Financial Health   | Certified Fraud Examiner<br>Staffing Agency Representative<br>Attorney, Arbitrator, Educator<br>Small Business Center, Accountant      |
| Los Angeles          | Security Interests, Personal Guarantees and Other Tools<br>to Manage Risk<br>NACM Career Roadmap<br>Statement of Cashflows  | Manager of Adjustment Bureau<br>Credit Professional<br>Credit Professional   |
| Louisville           | Managing Career in Today's Business Environment<br>Understanding the Complex World of<br>Kentucky Sales and Use Tax<br>Legal Aspects of Credit Management<br>Stress Management (member interaction)   | Staffing Agency Representative<br><br>State Revenue Department Representative<br>Attorney<br>Prevention Specialist/EPA Coordinator     |
| Minneapolis/St. Paul | UCC Filings, Mechanics Lien and Bonds Claims –<br>Taking the Risk Out of Marginal Accounts<br>But That's Not What I Meant! Effective Communications<br>Via Electronic Mail<br>Collection Agencies – Get What You Pay For!<br>Resumes and Interviewing Skills<br>Business Ethics and the Credit Professional                           | Service Provider Representative<br><br>CFDD Member<br>Service Provider Representative<br>Staffing Agency Representative<br>CFDD Member |
| Omaha/Lincoln        | Ethics “It's a Matter of Choice”<br>“Thinking on Your Feet”<br>Acquisitions, Takeovers, Termination — Cover Purchase<br>of Assets, Stock vs. Asset Sales, etc.<br>International Banking   | CFDD National Program & Video<br>Toastmaster's International<br><br>Attorney<br>Local Bank Representative                              |
| Orlando              | How to Collect on a Recorded Judgment<br>P.A.I.D. — Process, Approach, Implementation and Decision<br>Dealing With Client Company in Bankruptcy   | Attorney<br>Credit Professional<br>Bankruptcy Attorney   |
| Portland             | Credit Scoring<br>Asset Protection and Fraud Prevention   | CFDD Member<br>Certified Fraud Examiner  |

# PROGRAM PICKS

| CHAPTER        | TOPIC  | SPEAKER/PRESENTER  |
|----------------|--|--|
| Raleigh/Durham | Privacy Act<br>Using Technology to Improve Cash Flow   | Attorney<br>Service Provider Representative  |
| Salem/Albany   | Skip Tracing<br>Electronic Payments — Putting Technology to Work<br>Avoid the Excuses — How to Respond to Nonpayment Issues                            | Affiliate Litigation Manager<br>CBF Credit Manager<br>Senior Credit Representative |
| San Diego      | Public Speaking<br>Collection Jeopardy<br>Defending Preference Suits Post BAPCPA   | Toastmaster<br>Monitored by CFDD Member, CCE<br>Certified Expert Witness           |
| Toledo         | Ask the Expert<br>Skills to Be a Good Leader<br>The Credit Review Process and Credit Applications<br>Excel and How It Can Help the Credit Professional | Attorney<br>Local Motivational Speaker<br>Credit Professional, CCE<br>Workshop     |
| Wichita        | Identity Theft<br>International Credit<br>SBA Services and Assistance for the Customer<br>Check Conversion<br>Joint Check Arrangements                 | Detective<br>CFDD Member<br>SBA Specialist<br>Bank Vice President<br>Attorney      |

# AWARDS & ACHIEVEMENTS

| CHAPTER              | MEMBER   | COMPANY                                  | AWARD & ACHIEVEMENT                                      |
|----------------------|--|--|--|
| Birmingham           | Shawn M. Barakat, CCE  | Wittichen Supply Company                 | CCE Designation  |
| Dallas/Fort Worth    | Lyndell Daniels, CBA   | Ferguson Enterprises                     | CBA Designation  |
| Denver               | Lisa Margaret Stapley, CCE   | Ion Media/KPXC-TV 59                     | CCE Designation  |
| Los Angeles          | Adrienne Murphy, CCE   | Sandberg Furniture                       | NACM Credit Administration Program (CAP) Instructor      |
| Minneapolis/St. Paul | Barbara Condit, CCE  | SFS Companies                            | Chairman, Board of Directors for Forius (NACM Affiliate) |
| Raleigh/Durham       | Rita Barbour, CCE  | Pepsi Bottling Ventures                  | NACM Credit Administration Program (CAP) Instructor      |
| Salem/Albany         | Kathy A. Hamilton, CBF   | SAIF Corp.                               | CBF Designation  |
| Seattle              | Claudia G. Kuniholm, CCE<br>Julie A. Putman, CBA<br>Richard A. Worden, CCE | Behringer<br>PCS Millwork<br>K & L Gates | CCE Designation<br>CBA Designation<br>CCE Designation    |
| Tacoma               | Theresa Reuter, CBA  | Weyerhaeuser Co.                         | CBA Designation  |



## *Alta Sethaler*

The San Diego Credit Association/NACM Colorado, the Denver CFDD Chapter and a great many friends are sad to announce the passing of Alta Sethaler on October 3, 2007. While we are saddened and will miss her dearly, we are thankful we had an opportunity to know her, work with her and be counted among her friends and business associates.

Alta began her work career in 1936 in the accounting field. Her last position was with Central Electric Supply, beginning in 1945, where she stayed until her retirement in 1985 as treasurer and vice president. A member of NACM since 1946, Alta was the first woman board chairman of the NACM Rocky Mountain Association and the first woman from the Western region to serve on the NACM-National Board of Directors. She served as Chairman of NACM's Credit and Financial Development Division from 1959-1960 and was instrumental in forming Credit Women's Groups in surrounding states. She was presented with a 50-year member award at the CFDD Denver Conference in Denver in February 2006. Alta was honored with recognition in "Who's Who in the West", "Who's Who in American Women", and "Who's Who in Finance and Industry". June 21, 2000 was proclaimed as "Alta Sethaler Day" in Denver, Colorado by Mayor Wellington Webb, for her many achievements and dedicated service to several organizations in Denver City and County. Alta was a dedicated advocate for education in the field of credit, collections and financial management. To honor her commitment, the Colorado Chapter of Credit Women (now CFDD) established the Alta Sethaler Scholarship, from which over 300 scholarships have been awarded to date for education in our profession.

Alta was a world traveler. Even into her 70's and 80's, her last trips were to Japan, China and Hong Kong, to the Amazon and lastly to Antarctica. Always wanting to learn more, Alta spent much of her time on the Antarctica trip in the wheelhouse visiting with the navigator and captain. She was an accomplished artist and her works can be found throughout the United States and Canada. Throughout Alta's long life, she was the "first" in many organizations and in her accomplishments, which laid a path for many others to follow.

Those of us who were privileged to know her well and count ourselves among her hundreds of "best friends" have so many wonderful memories of her. She was truly an awesome and unforgettable person and very few will ever match her.

She accomplished much in her career and her personal life, but what we will remember the most, and work to attain ourselves, in her honor, was her generosity of time and enthusiasm, always giving a helping hand, always an excellent listener, a wise counselor and always focused on the good things in her life and in the good of others.

**We extend a special thanks to these companies and organizations for their generous sponsorship of the 2007 CFDD National Conference.**



**Jofco**



**NACM Heartland**

**NACM Ohio**

**Newton Manufacturing Company**

**Pacific Southwest Credit Association**

**and the CFDD Chapters of**

Birmingham

Charlotte

Dayton

Denver

Detroit

Grand Rapids

Kansas City

Louisville

Minneapolis/St. Paul

Orlando

Portland

Richmond

San Diego

Toledo

Wichita