



Credit and Financial Development Division NEWSLETTER

The Official Publication of the NACM Credit and Financial Development Division

October 2008

Letter from...

Mary Moore, CBA CFDD National Chairman



Greetings!

Can you believe that fall is already here? I love the changing of the colors, but I am always sad to see the end of summer. Soon we will be seeing little goblins running around. Soon after that, snow will be flying — in Nebraska, anyway.

Carol Fowle, CCE and I just returned from Salem where we attended the NACM-CFDD Pacific Northwest Credit Conference. Thank you to the CFDD Salem/Albany Chapter and NACM Oregon for a wonderful conference. The educational sessions were excellent, the food was great and we were in a wonderful conference facility. It was great to see so many familiar faces and thank you to everyone for making us feel at home. We had a delightful dinner cruise on the sternwheeler

The Willamette Queen. By the way, I am now a captain, as I had the opportunity to steer the boat for a short time.

CFDD is excited to have one full paid registration for the 2009 NACM Credit Congress in Orlando, FL as a fundraiser again this year. Tickets are \$10 each and will be for sale until February 2. This is a source of funding for our national scholarships and I encourage you to all support CFDD in this endeavor. Remember, you can't win if you don't enter. Tickets will be available at the conference in Kansas City or can be ordered from the CFDD National Office.

The theme for this newsletter is mentoring. I am excited that Marlene chose this theme because I feel this is one of CFDD's niches. We are good at what we do and can only get better. I would love for each chapter to have a Mentor Chairman to make sure that each and every member has someone that they can rely on. I hope that each one of you will consider this. We emphasize mentoring on the CFDD National Board of Directors and several of our Past National Chairmen answered the call to assist with mentoring the Area Directors this year. It is another person they can rely on for advice and assistance and build leaders for the future of our organization.

I hope you are planning to be in Kansas City attending the National Conference. There will be great educational and networking opportunities. I am asking everyone to participate Friday evening at our Halloween party. We are planning a wonderful time, prizes included! I would like to say thank you to our CFDD chapter sponsors, as well as the corporate sponsors. We sincerely appreciate your generosity and support of our organization.

I am committed to the support and future of CFDD. If you have questions, suggestions or comments, please email me at mmoore@csystems.com or feel free to contact any of our board members. We would love to hear from you.

See you in Kansas City!

"Today's Investment, Tomorrow's Success"

Inside...

- P. 2 Letter from Dennis Thomassie, CCE
- P. 3 PNWCC a Capitol Success in Salem
- P. 4 Member Viewpoints: CFDD Raleigh Chapter Mentoring to the CBA
- P. 4 Member Viewpoints: Ask a Mentor Program
- P. 5 Member Viewpoints: Mentoring
- P. 6 Member Viewpoints: Mentoring and CFDD-Portland
- P. 6–7 Member Viewpoints: What CFDD Mentoring Means to Me
- P. 7 CFDD Designees 2008
- P. 9–10 Program Picks

Letter from...

Dennis Thomassie, CCE
Dallas/Fort Worth Chapter
Past National Chairman
RSR Corporation



I have often been advised by fellow credit professionals that while they would like to be a mentor, they do not have any formal training that would allow them to become one. My response is always the same. We have been mentors, and have been mentored, a great part of our life. In many instances, we just do not realize that we are performing mentoring functions or being mentored by someone. In both our personal and professional lives, we are in contact with relatives, friends and co-workers every day. Through these interactions, we have both mentored and been mentored.

A mentor is a person who has an impact on someone's life through deeds, actions or words. The process can help them in developing talents used daily or in identifying latent abilities. Mentoring is not counseling. It provides motivation and support to an individual seeking a new path. The mentor can influence the mentee in many ways by helping to set performance standards, challenging self-expectations, offering motivation during difficult times or just by being a sounding board. I recall reading in an article by Dayle Shockley that, "Happiness comes when we reach out and touch another person's life." That is what mentoring is all about.

Our professional lives tend to take up more and more of our daily lives these days. The interaction with our fellow co-workers should be a rewarding one. Mentoring can play a significant role in that dynamic. Not only do we avail ourselves of the opportunity to give back to our profession, some of what we have gained from it through our own growth and development as credit professionals, we usually tend to learn through the experience of helping others. I have been very fortunate in having mentors available to me through my association with NACM. Whether through interaction with my industry group, my local CFDD chapter or my attendance at regional and national conferences, I have had the opportunity to meet a great many fellow credit professionals engaged in a wide range of business activities in companies both large and small. These individuals have been the ones that I have called upon with that question or problem that I had not yet faced. Their aid and guidance was mentoring. As I noted in my speech when assuming the role of CFDD National Chairman, it was the mentors that I gained in becoming a member of my local CFDD chapter who guided me in achieving my CCE designation. Without that group of people and that organization and its commitment to mentoring, I would not have that designation nor would I have reaped the benefits in my own company I gained through that achievement. The mentoring process was instrumental in my growth as a credit professional and as a leader.

Yes, we are all mentors and yes, we do have the knowledge to help others. However, getting a better grasp of how to effectively do this vitally important task is something we should take advantage of whenever possible. As Mentor Chairman for my local CFDD chapter, I have taken advantage of the CFDD National Mentoring Program to gain a better understanding of what it takes to be a successful mentor

and how to avoid the many pitfalls that can short circuit a successful partnership. It also provided me with an effective outline of how to institute a mentor program for my chapter and for my company. My local CFDD chapter has long had an active mentoring program. We take pride in having members who volunteer to aid fellow members in their career growth. All parties have gained from the process and our members know that there is someone willing to help when the need arises. The only cost is the time commitment that the mentee determines is needed to reach the goals that they choose. Matching the right mentor with the right mentee is easily one of the most critical tasks in that partnership. It is necessary to have some understanding of what the mentee is looking for in the process and what the mentor has to give. Someone needing a great deal of attention does not benefit from a mentor who has limited time. Conversely, if a mentee does not need a lot of attention, a mentor with more time to expend might be able to handle more than one mentee effectively. Dynamics, as with most things in life, make all the difference in a successful relationship. It becomes critical to be able to recognize when the partnership is not being beneficial for the mentee or when it is time to cut the mentee loose.

One of the most important tasks for a mentor is to be a good listener. While we all think we are great listeners, it really is an art and one that has to be practiced to be effective. The CFDD National Mentor Program helped me to realize what good listening entailed and made me a much better and more productive mentor. We all enjoy the opportunity to help others and mentoring can be one of the most rewarding. Albert Schweitzer once said, "I do not know what your destiny will be, but one thing I know: The only ones among you who will be really happy are those who will have sought and found how to serve." I would encourage each of you to seek out those opportunities to help someone and to work at becoming the most effective mentors possible.



PNWCC a Capitol Success in Salem

From September 17-20, CFDD Salem-Albany and NACM Oregon joined forces to host the Pacific Northwest Credit Conference (PNWCC) at the Salem Conference Center and the adjoining Grand Phoenix Hotel. It was the first time ever that the conference was held in Oregon's capital city.

The conference's focus was on building partnerships, earning CEU points and education. Attendee numbers seemed to be unaffected by the economy as the number was consistent with that of the last several years. Sessions included "Small Claims/Collecting on Judgments," "Financial Analysis" and "Portfolio Management Tools/Scoring." In the session "Corporate Challenges and the Role of the Credit Manager," presenter Jeffrey O'Banion, CCE, CEW, CICP, director of credit, Northwest Natural Gas, noted that credit managers not only need to know the traditional "Four Cs of Credit," but also the "Five Cs of Credit Management"—customer interests, customer-related processes, coordinate and integrate, compensation plans and cross-functional approach. Other sessions touched on a wide variety of topics from escheatment, workplace automation, collecting from difficult customers, payment transaction trends and managing risk.

"The educational offerings were high quality and the networking possibilities were great," said Hal Wineland, CCE, general credit manager, Pendleton Woolen Mills and PNWCC co-chairman. "I would hope that the attendees advanced their credit knowledge to help their companies in these difficult times. I also hope we were able to move attendees closer to obtaining professional designations."

The conference speakers list included the ever-popular Bruce Nathan, Esq., Lowenstein Sandler PC, who gave a presentation on "Preferences, Security Issues and Recent Bankruptcy Case Law Benefiting Trade Creditors." This included an in-depth look at Section 503(b)(9), administrative priority claims, as well as reclamation rights under Sec-

tion 546(c) under the Bankruptcy Abuse Prevention and Consumer Protection Act (BAPCPA). Nathan also participated in the Creditor's Rights Forum with Dorman Wood, co-founder and president, Dorman Wood Associates, Scott Blakely, Esq., Blakeley & Blakeley LLP and Barry Caplan of Sussman Shank, LLP.



"I thought the entire conference was very good, one of the best I have attended," remarked John Peel, senior credit consultant, JP Consultants LLC, PNWCC co-chairman. "I especially enjoyed Scott Blakeley's class on escheatment. I learned that un-repaid, unearned discounts could offset credits that would otherwise be turned over to the state under escheatment laws."

On Friday, PNWCC attendees were treated to a presentation by Oregon Senator Ben Westlund during lunch, while the morning session "Consumer/Business Fraud" was presented by Jan Margosian, consumer information coordinator, Oregon Department of Justice.



"I hope that the attendees walked away with at least one piece of information that will save their company more than the cost of the conference," said Peel, adding, "I know I have from every conference I have attended."

Matthew Carr, NACM staff writer

CFDD Raleigh Chapter Mentoring to the CBA

Long story short, I believe any CFDD group that has a CCE and the desire to get a bunch of folks designated is crazy not to attempt to do what we have accomplished — as a group. If I am not mistaken, Rita Barbour is our one and only CCE since another has moved to Georgia. A bunch of us went to lunch during Credit Congress in Vegas, and at the table, Frank Hiltz and I were expressing our desire to earn our designations. Some of our immediate family members did not have a clue what we were talking about. Rita piped up and said she would like to teach the courses — the snowball went fast from there. Frank and Rita found out what Rita had to do to become a certified NACM instructor. We advertised via NACM and CFDD to fill the classes. We had to have at least 10 who all belong to NACM. Dang if we didn't almost create another family; 10 of us to start with. We all went to class together every Wednesday night from October 2007 until July 2008. We ALL studied together, encouraged each other, tutored each other and, of course, laughed and ate together. We did lose two people along the way due to life, but all the hard work and time invested was worth it. The icing on the cake is that all seven of us passed the CBA exam. One other person decided to wait and take the November exam. The Triangle CFDD group now has one new member and a brand new family. Yee haw — now it is on to the CBF! (Right, Frank?)

*Bonnie Sudman, CBA
CFDD Raleigh Chapter
Linder Industrial Machinery Co.*

I have to add to Bonnie Sudman's Viewpoint that it has been one of the greatest experiences of my life. I felt like we were an Olympic team. We all took care of one another: if someone had to miss a class, notes were provided; if someone was discouraged, they were given a pep talk — Bonnie was great at keeping our spirits up. Study groups were held before tests, which helped to reinforce what we learned and clear up anything that still may have been a little fuzzy.

I loved the way that Rita Barbour, CCE taught and how she made sure we all understood before she moved on; there were no students left behind here. Frank Hiltz was great at coming up with sayings and ways to help us remember certain terms and was an awesome host for the classes.

I was relatively new to CFDD, so this whole experience showed me what a great organization this is and how it helps you to be a better employee.

*Jane Ashley, CBA
CFDD Raleigh Chapter
Cary Oil Company*

Ask a Mentor Program

The "Ask a Mentor" program, which NACM WWA/Alaska provides at no charge to its members, has been invaluable to me, and I use it several times a year. It works because experts in many areas related to the credit, finance and legal professions volunteer to be available to answer questions members may have; questions are routed through the local NACM chapter. Recently I have used the program to get some excellent information on an unusual standby letter of credit situation and in interpreting a particularly onerous non-disclosure agreement my customer wanted me to sign. Thanks to NACM for providing this service!

*Maryallene Otis, CCE, CICP
CFDD Seattle Chapter
Nucor Steel Seattle, Inc.*

ONLY TWO WEEKS LEFT!

Credit Words

REAL-LIFE STORIES OF VICTORY AND DEFEAT

It's a short story contest! Share your most memorable credit experience for a chance to win \$250.

Tell us about the biggest success, proudest moment or most humorous situation experienced during your career. It's not a perfect world, either. You can tell us about an unexpected turn in what should've been an easy task, or even a story of failure that will serve to help other credit professionals in the future.

Deadline: November 1, 2008.

Prize: \$250 for the winner;

Two honorable mentions will receive \$50 each.

Published articles will earn five (5) points on the NACM Career Roadmap or two (2) points towards CCE Recertification.

For more information and contest rules, please visit <http://www.nacm.org/images/CreditWords.pdf>.

Mentoring

I have been both a mentor and a mentee. They are excellent experiences, but I would like to call attention to a third kind of mentoring, a kind I see at every meeting. This mentoring is refreshing. I mean that when it happens, my mind is freshened; it is cleared of cobwebs and I am inspired anew. It is why I come back for more.

Let me tell you about some of the mentors I meet at my meetings. (Do you have a list?) Here is part of mine:

Judy Perttula, CBF, calmly competent
Reese Dyer, CCE, jovial messenger of good will
Lois Bell, deep well of business and personal information
Maxine Rossum, CCE, true grit with personality
Carolyn VanKrevelen, CBF, courage in tough times
Marcia Kaczmarek, CCE, Mrs. Congeniality
Mark Salter, CAE, our information guru
Kay Watson, CBA, meeting protocol in action
Jim McIntyre, CCE, a confidence maker
Bonnie Fierstine, CBA, a smile to light your day
Milo Hartmann, a gift that keeps on giving
Betty Konerza, CBA, what you can achieve with work and caring
Don Mosher, CBF, CAE, always striving to learn more
Jan Schwieger, CBA, innovator
Barb Condit, CCE, ever helpful
Cindy Vekas, CCE, girls just want to have fun
Faye Wolff, CBA, travel companion extraordinaire
Pam Meyer, CBF, a friend to all
JoAnn Rettke, CCE, makes perfect look easy
Susan Windschitl, a can-do woman
Stephanie Zwirn, CBA, a new way to see things
Ellen Pond, grace personified
Dona Martin, how to reach your goal
Deb Poynter, personable speaking skills
Robert Karau, open and honest
Betty Melby, CCE, beautiful inside and out
Diane Crimmins, CBF, so outgoing
Jeff Hawkins, CCE, strong of heart
Eunice Helgeson, CCE, woman with a world view
Lori Nissen, CCE, grace under stress

If I have missed your name, I have not missed your influence. Thank you from the bottom of my heart for making my life and my job a better place to be.

*Darlene Reinke, CCE
CFDD Minneapolis/St. Paul Chapter
Mammoth, Inc.*

We extend a special thanks to these companies and organizations for their generous contributions, support and sponsorship of the 2008 CFDD National Conference.



NEWTON MANUFACTURING COMPANY
certified fluid power engineers

Carlson Systems, LLC

Marlene Groh, CCE

Jeffrey L. O'Banion, CCE, CICP

R.M. Cotton Company

and the CFDD Chapters of

Charlotte

Grand Rapids

Kansas City

Los Angeles

Louisville

Minneapolis/St. Paul

Portland

San Diego

Mentoring and CFDD-Portland

The CFDD-Portland Chapter has a long history of mentoring among its membership. We are in the process of once again formalizing a mentoring program that has waffled between informal and formal several times over the past 75 years.

Success of any mentoring program depends upon the commitment that both the mentor and the mentee are willing to make to meet the challenges and capitalize on opportunities.

We have been fortunate in that whether our mentoring programs were formal or informal, short- or long-term and single-action oriented or followed an agreed upon plan, the standard tenets have always been present:

- Mutual respect
- Empowerment
- Friendship
- Career success
- Productivity

Our Chapter Mentoring Committee is currently reviewing mentee and mentor applications and will be pairing up the participants. Our goal is always to get mentees matched up early in their careers and choose their appropriate mentor with care.

Mentors are chosen to provide guidance to the mentees, not solutions to all of their career issues. Our mentors' value is founded in that they offer the mentee an informed perspective based on their experiences. Above all else, our mentors try to get the mentees to listen to their anecdotes and advice and try to learn from the pitfalls they have encountered in their own careers.

Over the years, we measure success in our mentor/mentee pairings when we see constructive feedback between them and observe the mentee develop self-awareness and begin to "grow" both personally and professionally beyond their perceived limitations. The mentor/mentee relationship fosters the spreading of wings—what better way to boost professional advancement?

*Jeffrey O'Banion, CCE, CICP
CFDD Portland Chapter
Northwest Natural Gas Company*

What CFDD Mentoring Means to Me

Mentoring made all the difference in the world in how I approached my credit career. When I first started working in credit 16 years ago, my boss told me he wanted me to attend CAP classes at the local Minneapolis NACM offices. I was terrified.

For those who know me, I know that comes as a shock to all of you. For those that don't know me, let's just say I don't *appear* to be shy. But I really did lack in confidence and I was afraid to step out of my comfort zone.

I hadn't been to school in almost 20 years and when I bought the required books for the classes and started going through them I was afraid I wouldn't be able to grasp the financial statements piece. I almost called and backed out of the CAP classes.

Math? At my age? Really?

Our local NACM chapter paired me up with a credit association member who also belonged to CFDD and with her encouragement every step of the way, I had so much more faith in myself as a person. I became someone who could take on new challenges and learn new skill sets without being afraid of failure.

My mentor was Karen Jacobson, CCE in the Minneapolis NACM affiliate. To this day, I owe her a debt that can't really be repaid. We are good friends who keep in touch no matter how busy we get.

We met on an informal basis roughly every two to three months to begin with. We usually had dinner somewhere and she would ask me if I had questions on my homework and helped me if I did. We talked on the phone frequently. She introduced me to CFDD meetings; I joined and I immediately had the resources of the entire chapter membership to back me up and to encourage me.

Without that mentoring, I doubt that I would have gone beyond the CBA test. I simply would not have had the faith in myself to *want* to go further.

As a CCE, I highly encourage others to continue on with their CFDD membership and education in credit and to share that knowledge with others by mentoring. I have met so many wonderful people involved in CFDD all across the U.S. that I feel like I'm having a family reunion when I attend conferences.

This all came about because one person gave her time to ME.

(continued on page 6)

Continued from page 5

One of the favorite sayings in our local NACM affiliate is “Givers gain.” My favorites are “Knowledge is power,” and “You are never too old to learn.”

By combining all three of those sayings, we can give to others the same helping hand that we received and watch a new member bloom

with self confidence and move forward in our chapters. Who knows, maybe you will mentor a future CFDD National President.

*Marcia Kaczmarek, CCE
CFDD Minneapolis/St. Paul Chapter
Malt-o-Meal Co.*

CFDD Designees 2008

CHAPTER	MEMBER	COMPANY	AWARD & ACHIEVEMENT
Kansas City	Peggy Heike, CCE, CICP	Haldex Brake	CICP Designation
Minneapolis/St. Paul	Annette Nii, CBA	SPS Companies, Inc.	CBA Designation
	Claire Yurek, CCE	Waterous Co.	CCE Designation
Portland	Carol Johnson, CICP	Climax Portable Machine Tools	CICP Designation
	Diane Snyder, CCE, CICP	Rodgers Instrument Corp.	CICP Designation
Raleigh/Durham	Jane Ashley, CBA	Cary Oil Co.	CBA Designation
	Sharon Berry, CBA	Gregory Poole Equipment Co.	CBA Designation
	Frank Hiltz, CBA	Gregory Poole Equipment Co.	CBA Designation
	Jessica Hiltz, CBA	Cooper Tools, Inc.	CBA Designation
	Sherry Mcgee, CBA	Pepsi Bottling Ventures	CBA Designation
	Bonnie Sudman, CBA	Linder Industrial Machinery, Co.	CBA Designation
Richmond	Margie Craig, CBA	AMF Bowling Products, Inc.	CBA Designation
Tacoma	Kenda Gilbert, CBA	Pinnacle Business Finance, Inc.	CBA Designation
Salem/Albany	Julie Rees, CBA	Kettle Foods	CBA Designation
Seattle	Susan Turner, CBA	Eastside Staple and Nail	CBA Designation
	Sham Von Pawlak, CBA, CICP	Eldorado Stone, LLC	CBA Designation

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 members of CFDD and NACM.

Opportunity for chapters to award a local scholarship!

Please contact Carol Fowle, CCE at carolf@nacm.org.

PROGRAM PICKS

CHAPTER	TOPICS	SPEAKER
Birmingham	Motivating the New Generation of Workers Current Economic Issues and Bear Market Investing Creditors' Committees in Bankruptcy – To Serve or Not to Serve	College Professor Investment Professional
Charlotte	Credit Policy and Credit Application Review How Plain Language Principles Are Good for Business Credit Jeopardy	Attorney Communications Consultant Chapter Members
Dallas/Fort Worth	Email Etiquette Credit Jeopardy Locating Deeds for Liens Online Updates on Bankruptcy and Preferences	Attorney Chapter Members Attorney Attorney
Grand Rapids	Roundtable Discussions	Chapter Members
Jasper	Stress in the Workplace CFDD National Fraud Investigation: Computer Forensics and Data Mining	Licensed Clinical Social Worker CFDD Area Director Security Specialist
Kansas City	Sue, Settle or Drop How to Improve Your Organization and Management Skills You, Inc.: Resume Development and Networking Strategies for the 21st Century Credit Scoring/Portfolio Management	Attorney Career Coach Credit Reporting Agency Representative
Los Angeles	Resale Tax Certificate: Who Needs Them and Why State Sales Tax Exemption Requirements Enforcement of Judgments ABCs of Mechanic's Liens and Bonds Bankruptcy: Administrative Claims and Rights of Reclamation and Selling to Chapter 11 Companies Letters of Credit	Tax Specialist from State Board of Equalization Tax Specialist from State Board of Equalization
Louisville	Collection Tips and Techniques	Corporate Credit Manager
Minneapolis/St. Paul	Business Ethics and the Credit Professional Better Business Bureau – What It Is and What It Does Resumes and Interviewing – Dos and Don'ts	Credit Professional Better Business Bureau Representative Staffing Agency Representatives

PROGRAM PICKS (Continued)

CHAPTER	TOPICS	SPEAKER
Omaha/Lincoln	Antitrust and You	Chapter Member
	How to Look Past the Media Headlines for the Truth	
	International Credit	Banker
	Credit Jeopardy	Chapter Members
	Human Resources and the Credit Manager	Chapter Member
	NACM-National Professional Certification Program	Chapter Member
Phoenix	Sales and Use Tax Process	State Department of Revenue
	International Credit	Chapter Member
	Credit Law: "What Should You Know"	Attorney
	ID Theft Protection	County Attorney
	Customer Visits are "Priceless"	Credit Manager
	Sales and Credit Relationship	Chapter Member
	How to Know Your Contractor	Arizona Registrar of Contractors
	Communicating With Values	Professional Trainer and Coach
	Economy Outlook for 2009	
Portland	Litigating in Small Claims Court	Affiliate Litigation Specialist
	"Ask the Experts" Panel Discussion and Effective Mentoring	Credit Professionals
	Credit Applications and Agreements That Help the Credit Department to Control Risk	Affiliate Collection Department Manager
Raleigh/Durham	Sue, Settle or Drop: Collection Decisions for State and Federal Court Action	Attorney
	Beyond the Hype, Trends in Regional and Local Markets	Real Estate Broker
	Mortgage Lending in Today's Market	Mortgage Lender
	Gasoline Crisis	Oil Company President
Salem/Albany	Liens, UCC and Letters of Credit	Attorney
San Diego	Sarbanes-Oxley	CFO
	Involuntary Bankruptcy	Attorney
	Sales Tax and Use	Tax Specialist from State Board of Equalization
Toledo	Help, I Need to Write a Credit Policy	
	Preferences	
	How Many Ts Are There in Collections?	
	Bonds and Liens	
Wichita	Online Payment Solutions	
	TransUnion	