



Kelly Shock, CCE, CCRA

Turning the Page to a New Year

It's been three whole years since the pandemic sent the economy into a tailspin and brought the world to a screeching halt. Some changes prompted by COVID-19 still exist today—including social distancing, remote work and virtual meetings. But credit professionals are ready to gather together again to network and improve their careers, as key aspects of in-person interactions simply cannot be replaced.

According to a recent *eNews* poll, incorporating more automation in the credit department is the most popular New Year's resolution among credit professionals, followed by reducing overdue A/R in 2023, investing in credit education and spending more time with the C-Suite. No matter the goal, credit professionals are determined to rise to the challenge of whatever the new year brings. Investing in credit education is the best way for credit professionals to prepare themselves and their companies for what lies ahead.

As the pressure mounts to do more with less, many credit departments are turning to technology and automation. A powerful lineup of educational sessions will be offered at this year's Credit Congress to tackle the hottest issues such as web billing portals, electronic payment optimizations and dashboards. You won't want to miss this session powered by CFDD members, *Lifeline for Implementing New ERP/Software Program*, scheduled for Tuesday afternoon, June 13. The session will focus on how to prepare for and navigate through any type of system upgrade or new software conversion.

It can be a challenge for the credit department to get noticed by executive-level players, but doing so is a strategic move that can improve your relationship with the C-Suite. Brett Hanft, CBA, credit manager at American International Forest Products, LLC (Beaverton, OR) feels that the credit team needs to actively engage with the C-Suite in order to build a "mutual understanding that will help make a positive impact and contribute to the success of our business." Hanft has requested a bi-weekly, 30-minute meeting with the C-Suite as a way to ensure involvement from the top down. "Instead of waiting for the invitation to the party, I'm determined to invite myself," he added. "Engagement with our C-Suite can help both sides develop a deeper understanding of all aspects of the business."

While planning what to discuss during those C-Suite level conversations, consider joining the session led by NACM's Economist, Amy Crews Cutts, Ph.D., CBE, as she discusses, *What's Next?* If your company is doing business globally, it's critical you bring back accurate, relevant information on current *Global Hotspots: Where Are They and What's Next?* The topics of *Information Literacy—How It Affects You*

DATES TO REMEMBER

National Award
Nominations Are Due by
March 15

Chapter Board of Director
Rosters Are Due by
March 15

National Board
Applications Are Due by
April 1

1st Quarter Membership
Reports Are Due by
April 10



CFDD Scholarships
Are Due by
April 30

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and *Credit Management in Uncertain Times* promise to deliver thought-provoking concepts that you can share upon your return at your next C-Suite meeting! This could be the year to persuade upper management that *The Time Is NOW to Review and Update Your Credit Policy* and to look at whether *Your Credit Application's T&Cs may be Working Against You?*

New additions to Credit Congress this year include the Strategic Leadership education track and the Solutions Hub—short, timely, informational sessions being offered during Expo hours. The Solutions Hub sessions will provide you a glimpse at cutting-edge products and services.

The Strategic Leadership Track is designed to help credit executives transition from operational to strategic positions, with sessions aimed at professional development.

For those looking to strengthen their credit teams, consider attending the session about *Mentors and Mentees—A Rewarding Relationship, Navigating the Hybrid Paradox—Creating a Positive Culture for Both Remote and In-person Work* and *Building a Culture of Trust*. As we settle in to tackle the tough road ahead, the hacks that will be shared during the *Focus Toolkit: Tools to Improve Your Focus and Concentration, The Necessity of Networking* and *Mindfulness for Improved Performance* promise to re-energize you.

There will be no shortage of learning and networking opportunities in June at the NACM Credit Congress. Be sure to register by Feb. 24 to enjoy the advanced registration rate.

Kelly Shock, CCE, CCRA, currently serves as CFDD's 2022-2023 Vice Chairman - Education, Programs & Chairman Elect. She is a proud member of the CFDD Oklahoma Chapter and is Credit Analyst for Continental Resources, Inc., in Oklahoma City, OK.



**CFDD
LEADERSHIP
MEETINGS @
CREDIT CONGRESS**

**CFDD National Board of
Directors Meeting**
Tuesday, June 13 • 10:45am–1:45pm

**CFDD Annual Awards &
Installation Luncheon**
Wednesday, June 14 • Noon–2pm

TODAY'S SUCCESSFUL CREDIT PROFESSIONALS ARE STRATEGIC LEADERS



REGISTER TODAY FOR NACM'S
ANNUAL CREDIT CONGRESS &
PARTICIPATE IN THE STRATEGIC
LEADERSHIP TRACK.



Credit professionals make hundreds of decisions each day—decisions that play a critical role in the success or downfall of their company. To get recognition from the C-suite, credit professionals need to develop a strategic mindset as they make decisions that shape their company's vision. Attend NACM's new series of sessions on the topic of Strategic Leadership to focus on professional development and prepare credit professionals to work with the C-suite of players. Session topics include: Creating a Culture of Trust; Building a High-Performance Team; Building a Leadership Pipeline; and Relationship Building.

CFDD AT CREDIT CONGRESS



Chris Birdwell



Heidi Lindgren-Boyce, CCE



Brett Hanft, CBA



Mary Moore, CBA



Val Hardesty, CCE, CICP

CFDD Members share their knowledge and expertise by leading the following sessions:

32011. Unveiling the Hidden Costs of Customer Pushback Terms, Web Billing Portals and How to Win Back Your Company's Payment Terms

Speakers: Chris Birdwell, Credit Strategies Manager, Pioneer Balloon Co. and Heidi Lindgren-Boyce, CCE, Senior Credit Manager, Star Rentals, Inc.

32021. The Time Is NOW to Review and Update Your Credit Policy

Speaker: Brett Hanft, CBA, Credit Manager, American International Forest Products, LLC

32031. Leadership Speed Learning

Moderated by Mary Moore, CBA, Director of Credit, SouthernCarlson International, Inc.

32041. Lifeline for Implementing New ERP/Software Programs

Speakers: Valarie Hardesty, CCE, CICP, Director of Credit, Elevate Textiles, Inc. and Marlene Groh, CCE, ICCE, Regional Credit Manager Southeast, MidSouth and Mid-Atlantic, Carrier Enterprise

32051. Take Your Game to the Next Level—Using Emotional Intelligence to Advance Your Career

Speaker: Jake Hillemeier, Director, Learning & Organizational Development, Dolese Bros. Co.

32061. Fifteen Ways to Minimize Delinquency and Maximize Customer Service Before the First Collection Call

Speaker: Bob Karau, Credit and Collections, Merchant & Gould, P.C.

32071. Building Relationships with Customers

Speaker: Alaina Worden, CCE, Credit & Collections Manager, CECO, Inc.

32081. Best Practices Roundtable Discussion

Moderated by Wendy Mode, CCE, CICP, Delta Steel

32091. Mindfulness for Improved Performance

Speaker: Natalie Hawn, CBA, Nutrien Ag Solutions



Marlene Groh, CCE, ICCE



Jake Hillemeier



Bob Karau



Alaina Worden, CCE



Wendy Mode, CCE, CICP



Natalie Hawn, CBA



Sam Bell

Get Involved, Stay Involved

As members of CFDD, we understand the value of belonging to a professional organization. Now read that sentence again and make a mental list of the endless benefits you regularly derive from your CFDD and NACM membership. You probably thought about the collection services provided by NACM Affiliates, or the credit reports you regularly purchase from your Affiliate. Industry Credit Groups also probably came to mind and all the critical information you've learned while participating in those groups. Oh, and don't forget about the professional development and networking—two key ingredients needed for a successful career.

CFDD has played a key role in my career since the start. My association with CFDD has made me a better, well-rounded credit professional. I've added to my professional skills by taking advantage of monthly meetings, webinars, conferences and the annual Credit Congress. I've also assembled a vast network of professional peers, many of whom I am proud to call good friends. The benefits have been plentiful throughout the years, and fellow CFDD members have taken the time to help me along the way.

Our organization is only as strong as our membership, and that's where you come in—you are our strength. We, as an organization, need you to get involved and stay involved.

Many members have told me that they have stayed involved with credit because of CFDD or that they now consider themselves as having a professional credit career rather than merely a job. As we advance through our professional careers, it's important to take the time to reflect on how much our organization has added to our success. Perhaps one of the keys to your success is the network of professionals that you have developed, through attending meetings and events—the relationship you built with others who understand the business credit profession and have more than likely made you a stronger credit manager.



CFDD needs your participation and support—whether it is to spread the word about the value CFDD brings to the credit profession, or to step forward and serve on your local Chapter Board or the CFDD National Board representing your chapter. Your commitment to service helps our organization grow.

As I think about those who have had an influence on my professional career, most of them have been related to the CFDD organization in some way. We are all caught up in the frenzy of today's tenuous business environment. Our employers are asking all of us to do more with less. Today's economic climate has only added

Submit Your Nomination for a CFDD National Award by **March 15**

Award Nominations Welcome

- In Recognition of **Chapter Excellence**
- Outstanding Regular Program
 - Outstanding Seminar or Workshop
 - Outstanding Chapter Publicity Award



- In Recognition of **Member Excellence**
- National Mentor Achievement
 - Distinguished Member Achievement (DMA)
 - The Spirit Award

Completed applications should be sent as an email attachment to cfdd@nacm.org.

[Download the Application](#)



Check out CFDD's Simplified Scholarship Application Form



Application Forms Are Due by **April 30, 2023**

new challenges and more demands of our time, which was already in high-demand. Let CFDD help you turn those challenges into opportunities for growth.

We need all of you to continue to stay involved by volunteering your time and expertise. Without you—and the contributions that you make—CFDD will not be able to flourish and bring value to our profession at the level it currently is. We all have to give something back to replenish the value we have received.

Giving back can take many forms, whether it is mentoring other credit professionals, lending time and expertise, or simply encouraging others to join, you can give something back to our organization and replenish its vitality. Make the time to get involved and ensure the future of our organization.



**CFDD Scholarship
Application Forms Are Now
Being Accepted Through
April 30, 2023**

Sam Bell is the 2022-2023 CFDD Immediate Past National Chairman. Sam is a proud member of the CFDD Louisville Chapter and is credit manager for Louisville Ladder Group LLC in Louisville, KY.



**REGISTER NOW TO ATTEND THE CREDIT
PROFESSIONAL'S PREMIER EDUCATION EVENT**

RATES

NACM Members ¹	\$969
Nonmembers ¹	\$1,129
First-time Attendee—Come with a Colleague ²	\$249
CFDD Annual Awards Luncheon & Business Meeting	\$89

HOTEL (GAYLORD TEXAN RESORT)

Single/Double Room	\$185 plus resort fee/ applicable taxes
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**CFDD
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Tuesday, June 13 • 10:45am-1:45pm

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¹These fees apply to all delegates staying at the Gaylord Texan Resort, our official conference hotel from June 11-14. A Facilities Usage Fee of \$250 applies to anyone not staying at our conference hotel. (This does not apply to those who permanently reside in the Dallas area.)

²First-time Attendee—Come with a Colleague
This special offer is for credit practitioners who have never attended Credit Congress before and will attend with a member or non-member full delegate from the same company. Both delegates must have an individual room reservation at The Gaylord Texan during the conference. Housing will be verified through our housing block. Offer is not valid with the Teams, Service Provider or Guest rates and cannot be combined with other offers, discounts or scholarships. Only one first-time attendee registration is permitted per each full delegate registration. Should the full delegate cancel, the first-time attendee will replace the full delegate registration at that rate. Should the new attendee cancel, the \$249 registration fee is nonrefundable.

**REGISTER ONLINE OR DOWNLOAD
A FORM AT CREDITCONGRESS.NACM.ORG.**

Opportunities Start with Education

All opportunities start with education. If you want that big promotion, a raise or more respect in the credit industry, you need a way to show how serious you are about your profession. NACM's Professional Certification Program is a way for credit managers to elevate their careers and showcase their expertise.

You can start your professional journey toward one of NACM's six designations at any time—whether you are just starting out in the credit field or are a tenured credit manager. Professional designations are more than just letters after your name: they provide opportunities to gain roles in higher positions, credibility and the potential to earn a higher salary. An independent study of NACM members revealed those who hold certifications average 6% higher salaries than those who do not.

Let's salute our 2022 CFDD member achievers and resolve to add more names to the roll of CFDD member credential holders!



Jennifer Blend, CBA
Phoenix Chapter
Financial Manager
Graybar Electric Company, Inc.

Angela Dixon, CBA
Raleigh/Durham Chapter
Credit Underwriter
Cary Oil Co., Inc.

Kimberly Jones, CBA
Portland Chapter
Credit Underwriting Lead
CECO, Inc.

Jill Lott, CBA
Albuquerque Chapter
Financial Manager
Graybar Electric Company, Inc.

Robert Stephen Palmer, CBA
Raleigh/Durham Chapter

Heather Spencer, CBA
Kansas City Chapter
Senior District Financial Manager
The Sherwin-Williams Company



Tara Pease, CCE, ICCE
Louisville Chapter
International Credit Manager
The David J. Joseph Company/NUCOR



Mark Levine, CCE, CICP
Charlotte Chapter
Credit Risk Manager
American Tire Distributors, Inc.

SHOW OFF YOUR CREDITABILITY WITH YOUR DESIGNATION BADGE.

ICCE
CICP
CCRA
CCE
CBF
CBA

It reflects your knowledge, skills, abilities, accomplishments and leadership.

Visit nacm.org/certification or call the NACM Education Dept. at 410-740-5560 to find out about your next designation.



Jamilex Gotay

Increase Workplace Productivity with These 5 Simple Hacks

Welcome to 2023!

As you start thinking about your game plan for the new year, consider making workplace productivity a priority. 2022 was riddled with stories of workplace burnout and fatigue. Luckily, we've found a few tips to turn that around and get you moving in the right direction.

1. Learn to Say “No”

Start saying “no” to habits that waste precious time—whether that’s scrolling through social media or doing favors for others, prioritize your time to get your work done. If you don’t have time to answer someone right away, send over a voice note or the FAQs page or “simply respond slower so they have the chance to find the answer for themselves,” reads a *Forbes* article.

2. Change Daily Habits

Sometimes it takes changing the little things you do to improve your productivity. “I suggest tracking your habits as a way to motivate yourself to take small steps each day, setting yourself up for success versus being hard on yourself for not getting it perfect each day,” reads another article from *Forbes*.

3. Take a Break

Taking a break does wonders for your health, both physically and mentally. “Allowing yourself downtime with minimal stimuli helps replenish your brain’s capacity for attention, focus and creativity, and it allows you to process new information you’ve learned and tie it to other ideas,” Samantha Artherholt, psychologist and clinical associate professor at UW School of Medicine Department of Rehabilitation, told *Right as Rain*. Figure out what a “break” means to you. Is it going out to grab a coffee or taking a jog? By letting yourself get away and recharge, you’re going to increase your productivity and health in the long run.

4. Set a Schedule

This is a simple yet effective way to boost productivity at work. Make a schedule of your priorities inside and outside the workplace. At work, focus on your performance and daily tasks. During your time off, structure your schedule to leave room for your obsession (hobby) and decompression (intentional relaxation). This way, you’re able to maintain a healthy work-life balance that can be customized to your heart’s content.

5. Treat Yourself

Once you accomplish your set tasks, reward yourself. You can treat yourself with something small, like a coffee break or short walk or take advantage of self-care regimens for positive reinforcement.



Publicize Your Virtual Meetings Nationwide

CFDD Chapters wishing to publicize their virtual meetings nationwide should email details to Vice Chairman - Education, Programs & Chairman Elect Kelly Shock at kelly.shock@clr.com. Kelly will share the program information with all Chapter Presidents.

Join Team CMI!

Business credit professionals are able to offer perspectives about the economy that no one else can. After all, commercial credit is the lifeblood of all economies as companies rely on credit to purchase everything from raw materials to inventory, equipment and services. Virtually every business transaction that involves another business depends on credit. NACM collects those robust perspectives every month in the form of a survey, called the Credit Managers' Index (CMI).

We know the CMI is an accurate, forward-looking economic index. The CMI detected that the U.S. economy was in a recession in 2008/2009 before the experts officially called the recession. Team CMI needs your support as we enter another period of economic turbulence. Help us keep a finger on the pulse of the U.S. business economy.

Intentions are not concrete and conjecture weakens the data of other indices. Other surveys cannot compare to the valuable information the CMI has to offer. It's the credit department that is on the front line of the economy at all times. Credit professionals see the first signs of a slowing economy as payments slow, collection claims rise or the number of bankruptcy filings increase.

The CMI can predict economic developments because of the very nature of credit management. Credit professionals look to the future because they are concerned about the condition of their customers 15, 30, 60 and 90 days from now. Credit professionals think ahead, which is why the index is so reliable.

Although many of the questions asked are fairly basic, a closer look reveals that they all suggest something that hasn't yet happened but will in the coming weeks and months. The questions in the survey take advantage of the forward-looking nature of credit management to accurately and intuitively suggest where the economy is headed.

As the leading advocate for B2B credit, NACM not only wants the credit profession to grow, but also wants to bring focus to the critical role it plays.

Every member of the CMI team helps grow the important economic indicator and helps spread the word about business credit. If you're interested in both growing the profession and bringing attention to the role of the credit professional, [join Team CMI](#).

Earn 0.1 roadmap points each month

- Receive email alerts when survey opens
- All responses confidential

SURVEY OPENS	SURVEY CLOSSES
Mon., February 6	Fri., February 10
Mon., March 6	Fri., March 10
Mon., April 10	Fri., April 14



Read more about the CMI [here](#).

2 REASONS TO JOIN THE CMI TEAM

1 Credit professionals see the future and have made the CMI a forward looking, accurate economic indicator.

The CMI brings attention to the credit profession and the important role it plays in the U.S. business economy. **2**

The CMI Team Needs Your Help.



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



Our **Vision** is to be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment.