

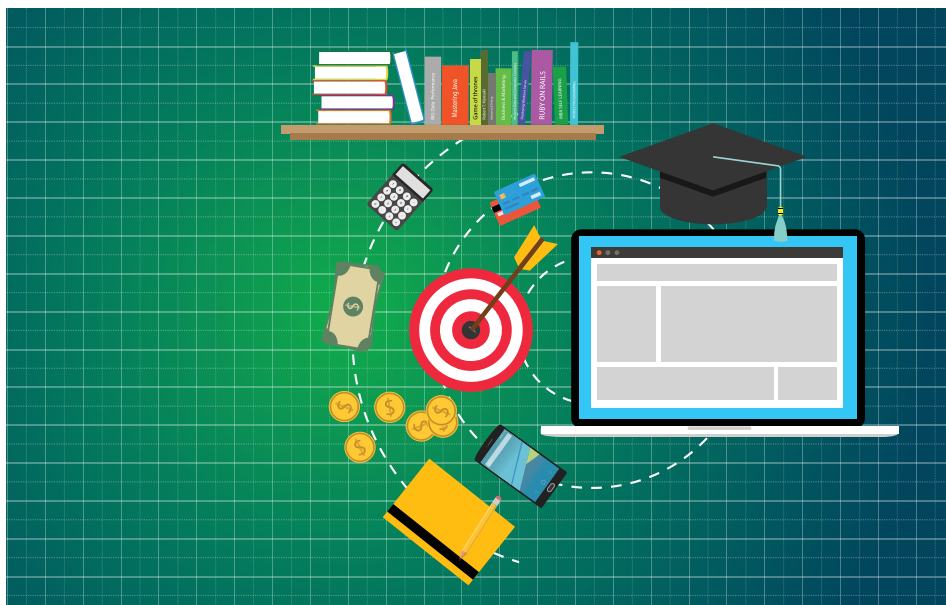
Natalie Hawn, CBA

## Reinvest and Recommit to Your Goals

Happy New Year CFDD Family! On behalf of your National Board, I would like to take this time to wish you the very best for the upcoming year.

Now is the time to set your **vision** and **goals** for 2024!

To me, January has always brought a sense of excitement and renewal as it always feels like an opportunity to reset and start fresh. But first, I encourage you to take the time to reflect on your personal growth and development in the past year. What did you learn? What goals did you set and achieve? What didn't go according to your plan? With these questions in mind, you can set the stage for the new year and create strategies for **reinvestment** and **recommitment** to your vision and goals.



Chairman Kelly Shock has adopted the theme “People Need People”—a good reminder to carry with us as we plan our goals for the new year. Our CFDD network of mentors is valuable for goal setting and garnering feedback that is needed for continued success. At my current company, we spend a lot of time discussing different principles. There is one that resonates with me when I think about CFDD and how it has shaped my personal and professional growth: **self-actualization**. Self-actualization is the realization of your full potential; self-actualization is the highest of all motivations, which drives us to realize our true potential and achieve our ideal self. Through our CFDD network of mentors, you can realize your potential and continually seek further education.

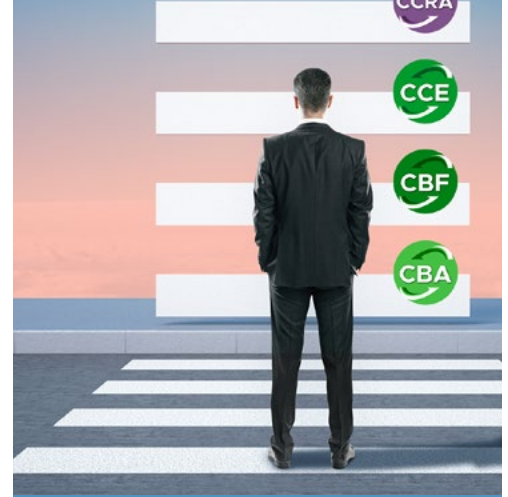
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As you work through your 2024 vision, think about what further education you would like to achieve. Is your goal to earn your CBA, CBF, CCE designation? If you have already earned these designations, maybe your vision should be to step into the role of mentor and encourage someone along their path to professional excellence. Don't forget to add attending NACM's June Credit Congress in Las Vegas to your list of goals because this is a way to further your education and expand your mentor network. We've planned another wonderful CFDD track of sessions with nine of your CFDD colleagues presenting on a wide variety of topics from different leadership topics, public speaking and credit policy, to name a few. Consider volunteering as a way to give back to CFDD. By volunteering for CFDD, you can make a positive impact on the lives of others, as well as your own. You can share your expertise, network with peers, mentor new members, serve on committees or boards, participate in charitable events, and more. Volunteering also helps you develop your leadership, communication and teamwork skills. Together, we can make 2024 a successful and rewarding year!

*Natalie Hawn, CBA, Collections Team Leader at Koch Engineered Solutions in Wichita, Kansas*

## SHOW OFF YOUR CREDITABILITY WITH YOUR DESIGNATION BADGE.



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

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



## Congratulations to Our Achievers



**Tim Cain, CBA**

*Portland Chapter*

Director of Global Credit & Collections  
Keen, Inc.

**Dusty Lomeland, CBA**

*Portland Chapter*

Regional Credit Manager  
Consolidated Supply Co.



**Angela Dixon, CBF**

*Raleigh/Durham Chapter*

Lead Credit Underwriter  
Cary Oil Co., Inc.

**Heather Spencer, CBF**

*Kansas City Chapter*

Senior District Financial Manager  
The Sherwin-Williams Company

## CFDD's Scholarship Fund Supports Professional Growth



**33 CFDD Members have received a scholarship to attend NACM's 2024 Annual Credit Congress**



# 2023 CFDD Membership Milestones



**Barbara Stene, CCE**  
CFDD Minneapolis/St. Paul Chapter



**Ruth Moehnke**  
CFDD Portland Chapter



**Larry Glenn, CBA**  
CFDD Kansas City Chapter

**Heidi Lindgren-Boyce, CCE**  
CFDD Seattle Chapter

**Kelly Simon, CCE**  
CFDD Seattle Chapter

**Nancy Watson-Pistole, CCE, ICCE**  
CFDD Kansas City Chapter



**Marlene Groh, CCE, ICCE**  
CFDD Charlotte Chapter

**Deborah Poynter**  
CFDD Minneapolis/St. Paul Chapter

**Richard Reed**  
CFDD Kansas City Chapter

**Kelly Shock, CCE, CCRA**  
CFDD Oklahoma Chapter

**Melinda Wells, CBA**  
CFDD Tacoma Chapter



**Dave Beckel, CCE**  
CFDD Direct Member

**Ronald Bonden, CCE**  
CFDD Minneapolis/St. Paul Chapter

**Valarie Hardesty, CCE, CICP**  
CFDD Charlotte Chapter

**Ken Lane, Jr., CBA**  
CFDD Seattle Chapter

**Tawnya Marsh, CCE**  
CFDD Portland Chapter

**Pamela Price-Jones**  
CFDD Portland Chapter

**Susan St. Denis**  
CFDD Minneapolis/St. Paul Chapter

**Dana Webster, CBA, CGA, CICP**  
CFDD Oklahoma Chapter

**Karyn Weckman, CBF**  
CFDD Minneapolis/St. Paul Chapter

**Sheila Williams, CBA, CICP**  
CFDD Wichita Chapter



**Amy Amundson**  
CFDD Seattle Chapter

**Chris Birdwell**  
CFDD Wichita Chapter

**John Dabe, CCE**  
CFDD Charlotte Chapter

**Michael Githens, CICP**  
CFDD Wichita Chapter

**Elizabeth Honeycutt, CBA**  
CFDD Charlotte Chapter

**Brandon Hrabe**  
CFDD Wichita Chapter

**Jennifer Maina, CBA, CICP**  
CFDD Wichita Chapter

**Rebecca Mazur, CBA**  
CFDD Charlotte Chapter

**Avelenna Melsha, CBA**  
CFDD Minneapolis/St. Paul Chapter

**Donna Michell, CBF**  
CFDD Raleigh/Durham Chapter

**Clara Nemeth, CCE, CGA**  
CFDD Portland Chapter

**Cindy Overeem**  
CFDD Wichita Chapter

**Yvonne Prinslow, CCE**  
CFDD Portland Chapter

**Ernest Williams**  
CFDD Raleigh/Durham Chapter

**Stephen Wood, CBF**  
CFDD Kansas City Chapter



**Georgette Bevan, CCE, CGA**  
CFDD Phoenix Chapter

**Sandra Funt, CBA**  
CFDD Minneapolis/St. Paul Chapter

**Zach Hawker**  
CFDD Portland Chapter

**Christopher Hering, Esq.**  
CFDD Phoenix Chapter

**Lisa Keller, CCE, CGA**  
CFDD Phoenix Chapter

**Mark Levine, CCE, CICP**  
CFDD Charlotte Chapter

**Sela Rizo**  
CFDD Wichita Chapter

**Clay Williams**  
CFDD Kansas City Chapter

# January 2024 CFDD Membership Milestones



**Eunice Helgeson, CCE**  
CFDD Minneapolis/St. Paul Chapter



**Dusty Lomeland, CBA**  
CFDD Portland Chapter



**Brett Hanft, CBA**  
CFDD Portland Chapter

**Dan Zaback**  
CFDD Seattle Chapter



**Michelle Achondo, CBA, CICIP**  
CFDD Seattle Chapter

**Barbara Condit, CCE**  
CFDD Minneapolis/St. Paul Chapter

**Diane Crimmins, CBF, CGA**  
CFDD Minneapolis/St. Paul Chapter



**David Hvidston, CCE**  
CFDD Minneapolis/St. Paul Chapter

**Vikki Milam**  
CFDD Direct Member

**Joy Mitchell, CCE, CICIP**  
CFDD Minneapolis/St. Paul Chapter

**Tara Pease, CCE, ICCE**  
CFDD Louisville Chapter



**William Heintz, CCE**  
CFDD Portland Chapter

**Sandra Langdon, CPA, CMA, CICIP, CCE**  
CFDD Charlotte Chapter

**Nancy Loehrs**  
CFDD Minneapolis/  
St. Paul Chapter

**Stephanie Moore, CCE, CICIP**  
CFDD Charlotte Chapter

**Christopher Parker, CBF**  
CFDD Raleigh/Durham Chapter

**Eve Sahnov, CCE**  
CFDD Portland Chapter



**Cheryl Barnett, CBF**  
CFDD Oklahoma Chapter

**Carolyn Burnett**  
CFDD Oklahoma Chapter

**Eleanor Hartman, CCE**  
CFDD Portland Chapter

**Michele Miller, CBF**  
CFDD Oklahoma Chapter

**Alejandro Ojeda-Nonzioli, CCE**  
CFDD Oklahoma Chapter

**Teresa Peck, CBA**  
CFDD Charlotte Chapter

**Aimee Woodring, CCE**  
CFDD Oklahoma Chapter

Submit Your Nomination for a CFDD National Award by March 15

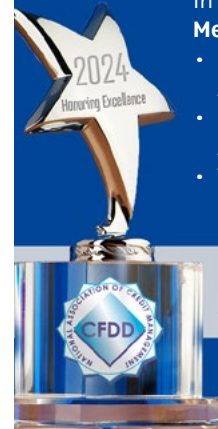
## Award Nominations Welcome

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](mailto:cfdd@nacm.org).

[Download the Application](#)

## Step into a National Leadership Role



Talk with your CFDD Chapter Leadership about service on the CFDD National Board as a Chapter Director



# 2024 CFDD SESSION TRACK



Mastering Leadership and Performance Excellence

## ➤ Discover the Five Practices of Exemplary Leadership

Speaker: Kelly Simon, CCE



## ➤ Death at the Podium: How to Control & Overcome Your Fear of Public Speaking

Speakers: Brett Hanft, CBA & Heidi Lindgren-Boyce, CCE



## ➤ You Deserve an Upgrade: Leadership Wellness

Speaker: Sheila Roames, CCE



## ➤ Supervisor Essentials

Speaker: Natalie Hawn, CBA



## ➤ Credit Policy Boot Camp

Speakers: Brett Hanft, CBA & Tawnya Marsh, CCE



## ➤ Here Comes the Judge: Turn White Paper into Green

Speaker: Ellen Wodiuk, CCE, ICCE



## ➤ Performance Conversations: An Alternative to the Dreaded Annual Review

Speaker: Nancy Watson-Pistole, CCE, ICCE



## ➤ Best Practices Roundtable

Moderator: Wendy Mode, CCE, CICP



Session descriptions are online for your convenience at [creditcongress.nacm.org](http://creditcongress.nacm.org).

➤ Empower

➤ Engage

➤ Elevate

# silent AUCTION

EXPO HALL + JUNE 10TH

## Benefitting the NACM Scholarship Foundation and the CFDD Scholarship Fund

CFDD is teaming up with NACM at the Silent Auction being held at our 2024 Credit Congress. Interesting, fun, unique and trendy items are what makes the auction thrive and succeed.

New this year, we are pleased to have a CFDD section of items that will specifically support the CFDD Scholarship Fund.

Funds raised during the auction will be used to provide scholarships to individuals in need of assistance to continue their education in credit. Both the NACM and CFDD Scholarship Foundations benefit.

The silent auction will take place in the Expo Hall on Monday night, June 10th during the Beer & Browse Reception.

To confirm a donation, you may use the form on the next page, or complete the online donation form at [nacm.org/silent-auction-donor](https://nacm.org/silent-auction-donor).



**We encourage donations by April 26th for logistical purposes.**

(Sooner than later is appreciated though!)



# Silent Auction Donor Form

Please complete this form to make a donation to the annual Silent Auction held at Credit Congress.

**Contact Name: \***

First Name

Last Name

**Company Name: \***

**Company Address: \***

Street Address

Street Address Line 2

City

State/Province

Zip/Postal Code

**Phone Number: \***

Area Code

Phone Number

**Email \***

Example@example.com

**Approximate Value: \***

**Donation Item \***

**Description of Donation Item \***

**This Donation is \***

Corporate

Personal

Yes, I would like to be sent a receipt for my donation for tax purposes.

Please ship your item to the following address:

NACM

Attn: Cara Crown

8840 Columbia 100 Parkway Columbia, MD 21045-2158

Email questions to [carac@nacm.org](mailto:carac@nacm.org)





Barb Condit, CCE

## Perspectives from CFDD's Past National Leaders **Grab the Brass Ring: Learn, Mentor & Network**

I often think of my mentors and networking teams now that I am retired. I can tell you that once you work in the field of credit, you never fully retire, as you may be asked by your church council or friends for assistance in the accounting area.

Being a member of CFDD and obtaining your certifications is something you will carry with you through your life. The knowledge never leaves you and you are more likely to be informed on investment opportunities that will guide you towards retirement.

Pay it forward by mentoring others. Get and stay involved in your local CFDD Chapter. Most of all, spread the message about the benefits of being a CFDD member:

- Education: You will always use it.
- Mentors: They are always there for you assisting you to go further.
- Networking: Endless volume of information. Friends who will always be there for you.

My recommendation is to grab the brass ring on the credit merry-go-round and learn all you can from your mentors and networking team. Do not be afraid to mentor others as the personal rewards you gain from watching them grow within the credit field is something you will never forget, in addition to forming many lifelong friendships.

I may be retired but found working part-time in the retail field very rewarding while still being able to use my credit and accounting background. I currently mentor a group of young employees in processing orders, cash box procedures, and banking procedures. I will answer questions regarding educational opportunities in the accounting field once they graduate. I hope that two of the employees that I mentor will continue in the accounting field after graduation.

If you look around, there is always an opportunity to mentor and encourage someone to enter the credit and accounting field. We all speak CFDD, and sometimes it is the best-kept secret. Let's open the box and let the secret out by spreading the word about the benefits obtained from being a member. Membership is the best gift you can give an employee: It not only benefits your company but encourages your employees to go further.

*Barb Condit, CCE, 2014-2015 National Chair*

**Lyrics Inspire Me**  
*A Chorus of Words*  
from Kelly Shock, CCE, CCRA

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**“So when it’s dark,  
look on the bright side  
And when it rains,  
wait on the sunshine  
We could take all  
the hard lessons  
Add a little lovin’ and  
turn ‘em into blessings  
Don’t complicate it  
Keep it simple  
Just work hard and  
be nice to people”**

---

*Work Hard and Be Nice*  
by Michael Franti



# Chapter News

## Oklahoma Chapter Christmas Party

In December, several CFDD Oklahoma members attended the NACM Southwest Holiday Soiree. At this event, we celebrated the upcoming retirement of Dana Webster, CBA, CICP, CGA. Dana is the co-founder and a Legacy Member of CFDD Oklahoma, as well as a Past President of CFDD Denver.



From Left to Right:  
Dana Webster,  
Kamesha Mitchell,  
Rachel Rapson,  
Mindy Fullingim,  
Tina Henson,  
Michele Miller,  
Trudy Haynes, and  
Kelly Shock.

## Seattle/Tacoma Joint Christmas Party



## Portland Chapter Holiday Party—A Winter Luau

A huge shout out to Kim Jones CBA, Sylvia Schultz, and Eleanor Hartman, CCE for putting together a great event. The room transformed into a winter oasis with Hawaiian food and adult punch.

The Pictionary game was my favorite. I loved how everyone interacted. The networking and friendships that are built, along with the educational offerings within CFDD, keeps me coming back for more.

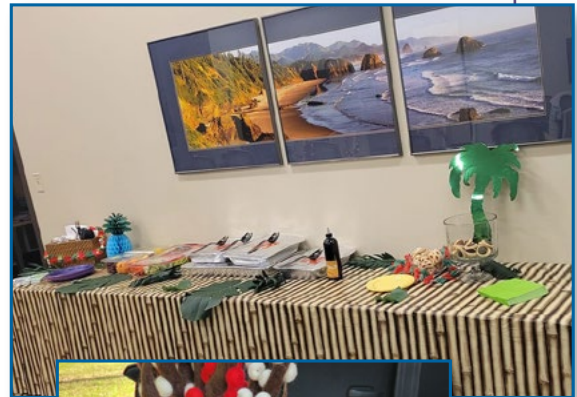


Melissa Garcia, CBF, leads her team to a tie in this round.

The holiday party is also the launch of the Chapter's winter fundraiser. From a raffle basket, to wine wall and mystery gifts, we had it all.



Wine wall & mystery gifts



December Raffle Basket

# What's Our Value-Added Tagline?

## The CFDD National Board Presents Final Tag Line Choices

The CFDD National Board of Directors is ready to embrace a new tag line for CFDD. A catchy tagline captures what makes CFDD different and better by answering the question, “Why should I choose you?”

Great taglines accomplish three goals:

- Grab attention
- Keep the brand top-of-mind
- Communicate the value proposition of belonging to CFDD

A great tagline is like a friendly handshake (or hug) for the CFDD brand. It should be clear, short, and easy to remember, making members feel good about our CFDD brand. It should be unique and connect with our membership emotionally while staying true to our values.

Here are the final ideas:

**CFDD: Committed to  
Professional Excellence**

**CFDD: Your Foundation  
for Success**

**Commit. Focus. Dedicate. Discover.  
Together We Thrive.**



## Join Team CMI!

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 CLOSES
Mon., February 5	Tues., February 13
Mon., March 11	Tues., March 19
Mon., April 8	Tues., April 16

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

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.