



Chris Birdwell

Associating Ownership

I feel in some ways, my term as CFDD National Chair just began, when in reality it quickly drew to a close in June. Most members reading this farewell address do not even know me. However, consistent with Ken Blanchard's quote and my theme "None of Us Is as Smart as All of Us," I want you to know that your membership and support, no matter the level of involvement, are cherished and critical to ensuring the long-term success of CFDD.

During my ascension, it was clear the initiatives of previous Executive Committees coupled with the efforts and support of the NACM team of stars created a robust culmination of resources rooted in our vision of learning, coaching, networking and individual enrichments, such as designation achievements, Scholarship awardees and so much more! I find myself perplexed as to why prospective members introduced to the benefits of CFDD do not embrace receiving such enormous professional value at a nominal cost when compared to other memberships.

This bewilderment guided my focus in the direction of how often products and services change their advertising and marketing strategies to promote freshness and top-of-mind awareness.

We have all been in this scenario or something similar: You are standing in line at a convenience or grocery store and your eyes cannot avoid noticing the catchy starbursts of gossip or scandalous photos on the cover of certain magazines. The same is true involving labeling of products with splashy packaging, intriguing ingredients and alluring pictures. The question is whether you are enticed enough to pick it up and associate ownership; this level of marketing is known as "impulse buying." Don't even act as if you have not fallen prey! For instance, I don't know if this is a nationwide problem but I will unabashedly share that my trips to the store often result in items such as peanut M&Ms, Hostess Fruit Pies or some other delicacy mysteriously appearing in our cart, making their way up the conveyor belt and through checkout.

Capitalizing on this premise and aligning with my inference above regarding impulse buying, I am thrilled our Board and NACM are open to brand recognition initiatives in order to improve buy-in and ownership to both seasoned and new generation credit professionals.

For instance, the Board of Directors' unanimous decision, supported by NACM, to relax our scholarship application was a fabulous change towards energizing

more attendees for Credit Congress 2023. I was grateful when the Board agreed to move forward and empower members' creativity with the creation of a catchy/spirited CFDD tagline, intended to modernize and visibly pronounce CFDD values and benefits.



Greg Hanlon accepts the Outstanding Regular Program Award on behalf of CFDD's Wichita Chapter



Alaina Worden, CCE, accepts the Outstanding Regular Program Award on behalf of CFDD's Portland Chapter

CFDD's **Wichita Chapter** was honored with a **National Special Program Award** in recognition of its 2022 Super Session! They held a partial-day seminar with three speakers for a mini-conference in Wichita that included a group lunch. Attorney Wanda Borges spoke on Subchapter V of the Bankruptcy Code, Nancy Watson-Pistole, CCE, ICCE, spoke on positive language in communications and Attorney Jason Torf presented on the topic of credit processes and lawsuits.



Lisa Burns, CBF, CIGP, and Greg Hanlon accept the National Special Program Award on behalf of CFDD's Wichita Chapter

In Class B, **CFDD Wichita** was recognized as this year's **National Publicity Award** recipient. Our Wichita Chapter surpassed its goal for 2022: they implemented a hybrid approach to monthly meetings, and held their Super Session. They began to recognize membership milestones and took more photos at their regular meetings. They have succeeded in getting more members to write articles for their newsletters and they provide consistent communication via their website, Facebook page and newsletter.



Alaina Worden, CCE, accepts the Class A Outstanding Publicity Award on behalf of CFDD's Portland Chapter



Cindy Overeem accepts the Class B Outstanding Publicity Award on behalf of CFDD's Wichita Chapter



Career Matchmaking

Have you fallen out of love with your current job? In the mood for a change of scenery, or a new career? Join CFDD Wichita for a lunch & learn presentation and Q&A with an expert from The Arnold Group. Topics covered will include:

- Resume tips
- Interview tips
- Best practices for changing jobs
- And much more!

Speaker: Kristy Hawkins of The Arnold Group

Excelling at Excel

Go beyond the basics to enhance your knowledge of data management in Microsoft Excel and learn ways to communicate meaningful analyses of your work. This will be an intermediate level session covering topics such as:

- Visualize with charts
- Navigate with links
- Identify data with conditional formatting
- Understand data and data types
- Manage entry with data validation
- Summarize data with tables and pivots
- View trends with sparklines
- Best practices for handling data.

Speaker: Dawn Monroe



Automation & Credit Metrics

Our speaker will share how her company has adapted to the future and current state of business by implementing automation and creating bots. She will demonstrate what automation can look like in the credit sphere and answer questions about how this can be used in the workflow at our own workplaces for expedited access to information and providing better customer service.

Speaker: Pamela Krank, President, The Credit Department, Inc.

3 Simple Tools to Navigate Emotions in the Workplace

Traci will walk through:

- The Beat Method: a few easy steps to rewrite the story you're telling yourself and choose how you want to feel
- Trauma responses and identifying them
- The 4 R Protocol: Recognize, Ride, Release and Reach to cope, process and regulate through emotions & triggers in the workplace and beyond.

Speaker: Traci Hall, Traci Hall Coaching

Staying Afloat: How NACM Can Help Guide Your Professional Vessel Through Turbulent Waters

Chris Birdwell



Is it safe to say we all tend to contemplate our workdays while lying in bed trying to carve out a few more minutes of rest? The real question is how often does your day transpire the way you envision? For credit professionals, the answer is rarely and deep down we like this deviation. In fact, I am convinced this is one of the underlying reasons tenures for our profession is unique when compared to other careers. Truthfully, how could we not be conditioned for change and unexpected adjustments. No one reading this article went to their guidance counselor seeking advice for the best colleges or courses in preparation for a degree or expertise in credit management. Instead, we all fell into one of the most critical professions for the world's economy and commerce, and should relish and recognize our importance to the health of our respective companies.

Having recently returned from NACM's annual educational buffet and gathering of credit professionals at the 127th Credit Congress, the opportunities to increase ones knowledge in a multitude of relevant credit, finance and leadership areas were immense. Though many attendees share titles and professional designations, like a ship navigating the sea, everyone's course has been diverse. Have you ever considered we are all captains of our personal and professional vessels and successes depends on how we overcome turbulence and tribulation?

CHRIS BIRDWELL WROTE ABOVE ARTICLE FOR BUSINESS CREDIT. TO READ FULL ARTICLE GO TO BUSINESS CREDIT MAGAZINE JULY/AUGUST 2023 ISSUE



Chris Birdwell



**Heidi
Lindgren-Boyce, CCE**



Natalie Hawn, CBA

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.

32091. Mindfulness for Improved Performance

Speaker: Natalie Hawn, CBA, Nutrien Ag Solutions

CFDD WICHITA MEMBERS AT CREDIT CONGRESS

GRAPEVINE, TX

2023

TAYLOR AND JARED



LISA BURNS



NATALIE HAWN AND GREG HANLON



CHRIS BIRDWELL



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Sr Manager - OTC/Credit
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**REPRESENTING THE
WICHITA CHAPTER**



Chris Birdwell
Credit Strategies Manager
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**IMMEDIATE PAST
NATIONAL CHAIR**

SELA RIZO



CINDY OVEREEM (THIS PICTURE WAS USED IN BUSINESS



CREDIT MAGAZINE JANUARY 2024
ISSUE "5 THINGS I WISH I KNEW
BEFORE MY FIRST CREDIT
CONGRESS" PAGE 8-9.

