



## october **superdays**

### **THE BIG GAME: Get Ready for All South**

Speaker: Joe Bontke, Outreach Manager for Houston EEOC

Topic: Employment Law—Hostile Work Environment

October 7 and 8, 2014

For more information or  
to register, please call:  
**281-228-6100**  
or reserve your seats  
online **TODAY!**



#### **DETAILS:**

- Lunch begins at 11:30am
- Lunch is \$26 per person; \$31 for walk-ins
- Not a member of a group? Contact Phaedra Vaughner for information on joining: [pvaughner@nacmgs.org](mailto:pvaughner@nacmgs.org)

#### **Group Meetings**

##### **Tuesday, October 7:**

- 10:30am: Contractors Supply
- 12:30pm: Building Materials  
Electrical Supply

##### **Wednesday, October 8:**

- 10:00am: International Credit Executives
- 12:30pm: President's Circle  
Oilfield Service & Supply

**NACM Gulf States**  
**Houston Conference Center**  
10887 S. Wilcrest Drive  
Houston, TX 77099

*Cancellations received 72 hours prior to group meetings and Super Days luncheons will be honored. Cancellations not received in the stated timeframes and no-shows will be billed. Qualified substitutions are welcome. Written email or fax verification will be issued by NACM Gulf States.*

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**NACMLouisiana**  
2, 3 **Groups Calendar – October**

**NACM Gulf States**

10887 Wilcrest  
P.O. Box 721348  
Houston, TX 77272-1348  
[www.nacmgs.org](http://www.nacmgs.org)

**Phone/Fax**

Business Offices	281-228-6100/6122
Accounting	281-228-6100/6151
Adjustment Bureau	281-228-6100/6122
Industry Credit Groups	281-228-6100/6123
Collections	281-228-6100/6122
Credit Reporting	281-228-6100/6120
Sales	281-228-6100/6151
Louisiana	504-885-3897/504-780-9346

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NACM Gulf States

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Jeremie Hartzog 225-292-1303  
Notoco Industries, Inc.

Bruce McKee 281-485-1458  
Packaging Service Co., Inc.

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Ascend Performance Materials

Robin Walters, CCE, ICCE 281-584-2596  
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Waukesha Pearce Industries, Inc.

**Corporate Counsel**

Carl Doré Jr., Esq. 281-829-1555  
Doré Law Group

**National Group Meetings**

Oct 19-22	Transportation Revenue Management Conference Embassy Suites/Convention Center - New Orleans, LA	8:30am-5:00pm
Oct 24	National Oilfield Service & Supply Group (at All South) New Orleans, LA	1:00-5:00pm

**Regional Group Meetings**

Oct 24	Texas Statewide Construction Credit Group (at All South) New Orleans, LA	8:30am-12:00pm
Oct 24	Plumbing & Water Works Group (at All South) New Orleans, LA	10:30-11:30am
Oct 24	Drywall Supply Group (at All South) New Orleans, LA	3:30-5:00pm
Oct 22-24	All-South Credit Conference Embassy Suites Convention Center - New Orleans, LA	8:30am-5:00pm

**Local Group Meetings for October**

Oct 7	Contractors Supply Group NACM Conference Center - Houston, TX	10:30-11:30am
Oct 7	Electrical Supply Group NACM Conference Center - Houston, TX	12:30-1:30pm
Oct 7	Building Materials Group NACM Conference Center - Houston, TX	12:30-1:30pm
Oct 8	International Credit Executives Group NACM Conference Center - Houston, TX	10:30-11:30am
Oct 8	President's Circle Meeting NACM Conference Center - Houston, TX	12:30-1:30pm
Oct 8	Oilfield Service and Supply Group NACM Conference Center - Houston, TX	12:30-1:30pm
Oct 9	<a href="#">Baton Rouge Building/Industrial Group</a> <a href="#">Drusilla's Place - Baton Rouge, LA</a>	12:00-1:30pm
Oct 14	Hotel Restaurant and Institutional Supply Group Teleconference Meeting Silver Eagle Distributors - Houston, TX	11:30am-1:00pm
Oct 14	<a href="#">New Orleans Electrical Group</a> <a href="#">Drago's Seafood Restaurant - Metairie, LA</a>	12:00-1:30pm
Oct 15	<a href="#">New Orleans Building Materials Group</a> <a href="#">Drago's Seafood Restaurant - Metairie, LA</a>	12:00-1:30pm
Oct 29	Steel & Metal Supply Group Jax Grill - Houston, TX	11:30am-1:00pm



Build certification roadmap points, participate in the Credit Managers' Index! Need a reminder? **Sign up** to receive an alert email, sent when the survey opens each month.

Coverage of the CMI has appeared in:  
*Wall Street Journal, Business Week, LA Times*

Next chance to participate is **October 20-24**. Visit the [CMI survey page](#) any time during these dates to help bring awareness to the credit profession.



Your Business Credit Trade Association dedicated to improving the performance of today's business credit community.

**Directory**

NACM Gulf States  
10887 Wilcrest  
P.O. Box 721348  
Houston, TX 77272-1348  
[www.nacmgs.org](http://www.nacmgs.org)

Main Phone Number 281-228-6100  
Toll Free 866-252-NACM  
Main Fax 281-228-6122  
Louisiana Office 504-885-3897

**Staff Extensions**

Accounting  
Vice President of Finance & Administration,  
Bernard Forde 1450

Administration  
President, Kathleen Quill, CAE, CBA 1400  
Executive Assistant, Becky Showers, CGA 1405  
Louisiana Division, Henry Albert, CGA 1560

Membership/Education/Groups,  
Debra Martin, CGA 1317

Legislative Issues  
President, Kathleen Quill, CAE, CBA 1400

**NACM Business Credit Services**

Main Phone Number 281-228-6100  
Adjustments & Workouts 281-228-6100  
Collections 281-228-6100  
Credit Reports 281-228-6100  
Sales 281-228-6100  
Toll Free 866-252-NACM  
Remote Access 281-228-6142  
Credit Reporting Fax 281-228-6121  
Collections Fax 281-228-6122  
Sales Fax 281-228-6151

**Staff Extensions**

Collections  
Manager, Frank Edmond 1430

Distressed Business Services  
Int'l Collections  
Manager, Gerald Clements 1370

Credit Interchange  
Manager, Steve Krischke, CGA 1480  
Interchange Supervisor, Wanda Love 1341  
Special Reports, Deidre Henry 1350

Sales & Services  
Manager, Byron McKinney, CGA 1465

Both NACM Gulf States and NACM Business Credit Services exist for and because of you. Any questions or specific needs are not just welcome, but the reason we are here. Please call us.

september  
newmembers

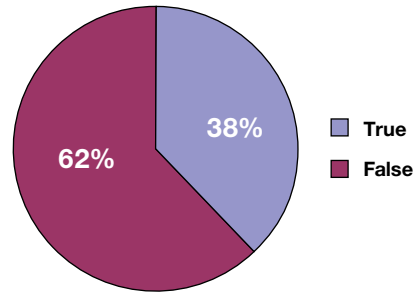
Applus RTD  
Cass Information Systems, Inc.  
Goodman Manufacturing  
Ntegrity Financial Solutions  
Seven Star Packing & Supply

september  
olympians

Sarah Barnett  
Melissa Gonzalez

septemberflashpoll

To be unlawful, the conduct must create a work environment that would be intimidating, hostile or offensive to reasonable people. The law states that the victim does have to be the person actually harrassed. True or false?



Correct Answer:  
False

Learn more about employment law in a hostile work environment at October Super Days!

NACMLouisiana



October Industry Group Meetings

For more information, please contact Carolyn Lewis Pajeaud at 504-885-3897 or [carolyn@nacmgs.org](mailto:carolyn@nacmgs.org).

**Oct 9**  
**Baton Rouge Building/  
Industrial Group**

Drusilla's Restaurant  
3482 Drusilla Lane  
Baton Rouge, LA 70809  
225-923-0896  
[www.druscillaplace.com](http://www.druscillaplace.com)

**Oct 14**  
**New Orleans  
Electrical Group**

Drago's Restaurant  
3232 N. Arnoult Road  
Metairie, LA 70002  
504-888-9254  
[www.dragosrestaurant.com](http://www.dragosrestaurant.com)

**Oct 15**  
**New Orleans Building  
Materials Group**

Drago's Restaurant  
3232 N. Arnoult Road  
Metairie, LA 70002  
504-888-9254  
[www.dragosrestaurant.com](http://www.dragosrestaurant.com)

# Collection 101

September 5, 2014

Presenter: Frank Edmond,  
NACM Gulf States



## What's APPening at NACM Gulf States!

As many of you know, we're introducing an exciting new feature to our conferences this year: our very own NACM Gulf States event app! This is yet another case of, "you've spoken and we've listened." After many requests from conference attendees, we've opted to use an app [to replace the program/in addition to the program]. As this is our first crack at using an app and being that we have a variety of technological skill levels, we've chosen to provide our attendees with an app that is easy to install, easy to gain access to and easy to use. This straightforward program will:

- a) **Give you easy access to your private community.** See what other dedicated and knowledgeable professionals are attending the event at click of a button.
- b) **Allow you to very easily access the event schedule.** Browse through the abundance of educational opportunities we have to offer to see which are most beneficial to you and your company. Then, customize your schedule by selecting the classes you wish to attend directly through the app. Your classes are stored directly into your phone's calendar!
- c) **Keep you in the loop with up-to-the-second alerts and notifications.** Any changes that occur throughout the conference (time or room changes, etc.) or special event reminders (PARTIES!) will be sent through the new app. You won't want to miss any important or exciting updates so be sure to be part of the "in crowd."
- d) **Make it easy for you to recognize and reach out to event sponsors.** Sponsors are a big (BIG) part of why our events are, indeed, so eventful. Chances are, if at any moment during the conference, you think to yourself "wow" or "this is pretty cool," a sponsor was involved in making that happen. You can use the app to reach out and thank them for all they do for the credit community.
- e) **Save some trees.** Just as emails help save trees, so do apps. The more information becomes accessible through the app, the less printing that needs to be done on paper. This helps save time, money and, best of all, TREES!

For a detailed and personalized walk-through on how to download and use the app, please contact Becky Showers ([bshowers@nacmgs.org](mailto:bshowers@nacmgs.org)) or Evelyn McAdam ([emcadam@nacmgs.org](mailto:emcadam@nacmgs.org)).

# what's coming up in 2014?

DATE	EVENT, PRESENTER	TIME
Oct 8	<b>Developing an Internal Credit Scoring System: Best Practices</b> <b>Presenter: Vernon Gerety, PhD, VGAdvisors LLC</b> Developing internal scoring systems is a popular pursuit for credit executives. Using their intimate understanding of the business credit practices, the hope is that an internally developed 'expert-based' credit score, will result in a stronger, more applicable risk tool. The goals are to improve decision making and operational efficiency within the credit organization and also to reduce the natural tension between credit policy and sales objectives. Internal Credit Scoring Systems are usually developed by a team from the credit and collection organization. These systems are typically rules based systems, assigning points based upon common risk metrics (e.g., firm's age, firm's size, industry, and previous payment experiences, etc.). This seminar will include a 'how do' guide for developing an effective credit scoring system for your organization. Examples of credit scoring applications will be demonstrated. For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:00pm
Oct 15	<b>Credit in the Service Industry</b> <b>Presenter: Bob Karau, Robins, Kaplan, Miller &amp; Ciresi, LLP</b> For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:00pm
Oct 19-21	<b>2014 Transportation Revenue Management Group (TRMG)</b> NACM Gulf States is proud to host TRMG. Primary members must be companies in the freight transportation industry with a membership in the National Air Express & Cargo Group, the National Motor Carriers Group, the National Rail Transportation Group, the National Lessors & Fuel Group or the National Transportation Group. This <a href="#">conference</a> will be held at the Houston conference center.	
Oct 20	<b>LinkedIn? What's in It for Me and My Company?</b> <b>Presenter: Nancy Watson-Pistole, CCE, ICCE, Seafax   FoodONE</b> Do you find those invitations from colleagues to "join my network on LinkedIn" annoying? Do you only have a LinkedIn profile because everyone else does? Well, that thinking is about to change. Staggering statistics about usage and demographics will be presented, as well as strategies for effectively using this professional networking website—and it's not just about finding a job! Discover LinkedIn's potential and how it can help you and your company become more successful. For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:00pm
Oct 22-24	<b>2014 All South Credit Conference – GAME ON!</b> All South is an annual fall event hosted by an NACM affiliate in the Southern Region (Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, South Carolina, North Carolina, Tennessee, Arkansas and Oklahoma). It regularly offers high-octane credit, finance and collections educational sessions over two full days. CEU credits from NACM National are awarded. Topics covered are both classic and topical, and have included bankruptcy and bankruptcy preference defense, collection law and effective techniques, best practices in credit applications and personal guarantees, fraud prevention and detection, financial statement analysis, mergers and acquisitions in your customer base, training and motivating staff, credit tools available, software user groups and much, much more. Credit professionals enjoy great education, networking and information sharing, sending you back to your company with a "sharper axe." As Sir Francis Bacon said, "Knowledge is power." Get powerful at All South.	
Oct 22	<b>Leggo My Alter Ego! How to Legally Pierce the Corporate Veil and Get Paid</b> <b>Presenter: Karen Hart, Esq., Bell Nunnally and Martin LLP</b> Learn the fundamentals of alter ego, single business enterprise theory, and piercing the corporate veil. We will cover the importance of knowing who you are really doing business with on the front end to avoid problems later. Attendees will come away with a solid understanding of the standards and process for establishing alter ego to pierce the corporate veil to potentially hold individual shareholders or corporate parents, subsidiaries, or other affiliates responsible for company debts. Learn what to watch for and what it takes to establish alter ego, pierce the veil, and improve your bottom line! For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:30pm
Oct 27	<b>Accurately Forecasting Cash</b> <b>Presenter: Ronald Sereika, CCE, CEW, CooperVision, Inc.</b> Are you struggling to come up with a strategy to predict the amount of cash your company will bring in each month? Does treasury get upset with you when you don't collect enough cash in a month and they need to borrow it? Or even worse, you have a good month of collections, but no one anticipated it and then treasury is upset that they borrowed money they now do not need? If you face any of these dilemmas then this webinar is for you. You will be taught a technique that will allow you to predict (not guess) your monthly cash receipts within 5% or better each month. This technique has worked for our instructor in three different industries and will help make you the "King of Cash." For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:00pm
Nov 3	<b>Optimizing Accounts Receivable Management</b> <b>Presenter: John Salek, Creditek, A Genpact Company</b> For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00–3:00pm
Nov 5	<b>My Customer Just Filed Bankruptcy—Now What?</b> <b>Presenter: Bruce Nathan, Esq., Lowenstein Sandler LLP</b> It's the moment you most dread: your customer is at risk of filing or has just filed a Chapter 11 bankruptcy case. In this teleconference, there will be discussion of the circumstances where credit providers can exercise their UCC stoppage of delivery and adequate assurance rights to relieve themselves of the obligation to extend credit to troubled customers. Another area of focus will include how Bankruptcy Code Section 503(b)(9) has enhanced trade creditor rights by granting goods sellers whose customer has filed bankruptcy an administrative priority claim for the value of their goods received by the debtor within 20 days of bankruptcy—and how to assert a priority claim. Nathan will also cover recent litigation concerning requirements and defenses to priority status that seek to limit recovery by trade creditors, the rights of creditors that are parties to "executory contracts," such as supply and services agreements and purchase orders, and defenses that have gutted reclamation rights as an effective bankruptcy remedy. For more information on this NACM-National <a href="#">teleconference</a> , click <a href="#">here</a> .	2:00–3:30pm

# what's coming up in 2014?

DATE	EVENT, PRESENTER	TIME
Nov 7	<b>Advanced Credit Training Camp</b> <b>Presenter: Linda Bost, CCE, Cameron Valves &amp; Measurements</b> A follow-up day to our Credit Training Camp seminar designed to provide an overview of the trade credit function covering the gathering and evaluating of credit application information, application of the Cs of credit in everyday use, fundamentals of presentation to management and assessing credit risk and putting it into application.	8:30am-4:30pm
Nov 12	<b>My Salesman Did What? How Can I Fix It?</b> <b>Presenter: Rebecca Hicks, Esq., Hicks Law Group PLLC</b> For more information on this NACM-National <a href="#">webinar</a> , click <a href="#">here</a> .	2:00-3:00pm
Nov 19	<b>There's More to Management Reporting than DSO</b> <b>Presenter: Kathleen Quill, CAE, CBA, NACM Gulf States and Val Venable, CCE, Ascend Performance Materials</b> How do you bring value to your company's executive office? Most credit departments report DSO or past due customers to their top management every month, but that's more a measure of sales than of credit performance. You might not realize it, but you have access to a lot more information that is valuable to your company's management. What about Percent of Sales to Write Off by branch, region or even salesman? Collection Effectiveness Index? How about reporting your profitable customers who aren't using their available credit or for whom you would raise their limit? Find out about these and some things you never dreamed of. We'll help you learn how to make these calculations, too, and present them in a quick and easy read for your management.	8:30-11:30pm

For information on all **events held at NACM Gulf States**, contact the [NACM Gulf States Education Department](#) or call 281-228-6100.

For **certification exam registration** contact the [NACM Education Department](#) or call 410-740-5560.

For **teleconferences and all other events**, contact the [NACM Meetings Department](#) or call 410-740-5560.

NOTE: This is a tentative schedule. Dates, times and presenters on all scheduled events are subject to change.



## September Report



The September CMI from the National Association of Credit Management fell to 54.9 from 56.7. While still firmly in the growth category, this is the lowest reading in nearly two years. This was not a good month and that brings a great many concerns to the forefront. "This was not a small reversal of fortune by any stretch of the imagination," said NACM Economist Chris Kuehl, PhD. In past years, it has been noted that the CMI tends to predict the pattern that will be seen in the PMI in the next month or two. "If that assessment continues to be accurate, the economy as a whole may be in for a very rude awakening," Kuehl said. "The numbers this month are almost shocking and there will be intense interest in what the index reports in the next iteration as this will determine whether this is the start of a depressing trend or just one of those anomalous months. The one factor that may provide some hope is that August and September are often difficult to get an accurate read on given the vagaries of the summer break and the return to school."

The index of favorable factors hung onto the 60s, but just by a hair with its fall from 63.8 to 60.9. One of the big declines was in sales, which fell from 64.8 to 60.9, a low going back to March. New credit applications went from 60.9 to 59.0. Though not a huge drop, it is now below 60 for the first time since May. Dollar collections went from 62.7 to 59.9, a more substantial drop out of the 60s. Amount of credit extended fell as well, from 66.7 to 64.0. Importantly, these are still decent numbers overall, just not as exciting as they were a month ago. This may have more to do with a surge in the past than any comment on the situation right now.

More distressing is that unfavorable factors worsened, indicating some real business distress. The index fell from 52.1 to 50.9, dangerously close to slipping into contraction territory. Rejections of credit applications actually improved from 51.9 to 52.5, bringing speculation that some companies got a little looser with credit as sales started to sag. Accounts placed for collection fell from 52.1 to 50.7, which worries many as it appears that some of these accounts in trouble were in decent shape not long ago. Disputes increased, causing the factor to slip into the contraction zone—from 50.6 to 49.2. Dollar amount beyond terms also plunged into negative territory, from 50.3 to 47.2. This is one of its sharpest drops all year and a low not seen in almost two years. Dollar amount of customer deductions also declined. It has been sinking for a while and is now sitting at 49.8. Filings for bankruptcies went south as well, moving from 57.5 to 55.8. All in all, these numbers are bad and signal more distress to come.

View the complete [CMI report for September 2014](#) for a full breakdown that includes commentary on the manufacturing and service sector results, and data tables and graphics. [CMI archives](#) may also be viewed on NACM's website.

# The Best Series about Professional Networking, Ever: Part IV

By Evelyn McAdam

## The How

Still with me? Great! Now that you know why networking is such a vital and important part of business (or should be, if it isn't already), let's talk about how to be the most successful and the best you can possibly be.

First, there are two things that are imperative to remember throughout your networking journey:

- A. **Patience.** As I'd mentioned previously, networking will not happen overnight. It's like training for a marathon. Building important relationships takes time, effort, care, energy and discipline. You have to keep your eye on the finish line to help keep you motivated throughout the race. You're going to get out of it what you put into it. Also, don't wait until a week before the run to start training. Too many people wait until they need a network to start building one and by then it's too late. Harvey Mackay, author and networker extraordinaire said it best: "Dig your well before you're thirsty."
- B. **It's a two-way street.** You can't only think of what you can get out of it; you have to think of how you can help others, as well. Whether it's offering a simple management technique or referring one of your new-found acquaintances to a new supplier, you have to be receptive to the needs of those around you. If you don't hesitate to help those in your group, they will not hesitate to help you either.

There are a few things to consider if you're looking to start networking. Successful coaches don't just send their players into a game and expect to become champions. They do their research beforehand: scout and draft good players, research the strengths and weaknesses of the opposition's players and watch previous games to see the other team's best and most frequent plays. That, ladies and gentlemen, is planning and strategy, and it is as important to those coaches as it should be to you.

As you probably know, networking events are usually about two hours long, and your time is money. It's time spent away from your family, your friends, your other business associates and your inbox. Before you give up anything important to you, you should do some research as to whether that sacrifice will be worth it. Lack of strategic research and planning could mean meeting the wrong people at the wrong places and the wrong times. Grab a pen; here's your first checklist:

- List your key business needs. If you don't know what's important to you, how will you know what to look for? Either on your own or with a member of management, come up with a list of 5-10 things that are most important to you and/or your company.
- Decide on your success criteria. What measurements will you use to determine if the group you're networking with is worth foregoing other engagements?
  - Example: Return on investment is a good start. If networking with a particular circle costs you \$100 per month but brings in \$500 worth of business in that same span of time, it's probably a good investment.
  - Also, you should consider how much it could save you. If you invest \$100 a month, but consistently learn new procedures or industry trends that can save your company tens, maybe hundreds of thousands, that would be a worthwhile investment, too.
- Find organizations and associations on the internet that suit your company's business networking needs. Do some research on what they have to offer and see just how many of their products and services align with your business goals.
  - If you're having trouble finding any relevant networking events, ask a few of the people you know who are currently successful at networking. Find out where they're going, what they're getting out of it and what they're doing that makes them so successful in their efforts. Asking the opinions of others is a great way to get insider information on whether their group is worth the investment of money, time and energy.

Once you've done a thorough run-through of what you're looking to get out of networking, established your goals and measurements, and done research on where to invest, it's time to practice on the playing field!

## What to Do Before an Event

- A) **Design a 20-second verbal overview about your business.** Sometimes, networking can be like a press conference—you only get a minute or two to let people know who you are and why you matter.
  - i. **You should present key business features and benefits.** What are your company's strengths and how do your unique features benefit your clients? This quick introduction should be to-the-point and memorable.
  - ii. **Be sure you come prepared with business cards.** All of the information should be current and up-to-date. Business cards with handwritten contact information look unprofessional and could give off an impression of unpreparedness.
  - iii. **See if your company offers any promotional swag to hand out.** It doesn't cost you anything and you're more likely to be remembered. Who doesn't like to receive a complimentary tote bag or flash drive?

- B) **Practice introducing yourself.** Practice makes perfect, so stand in front of the mirror, get on your webcam or even get help from your friends. Practice will make you more sure of yourself and more confident in your introductions. For tips on how to kick-off kick-ass conversations, read the 'what to do during the event' section to come!
- C) **Take the time to perfect your online profiles.** Just like your business card, your profiles should be updated to contain current contact information and employment information. Your LinkedIn picture should be a professional picture of yourself (not one of you and your family, or one of yourself 15 years ago and *definitely* not a candid selfie in your home or at the club). Your business information should be easy to find and to understand.
- D) **Get a list of attendees in advance.** Thanks to the internet, information on companies and individuals is now easier than ever to find.
- i. If you take the time and make the effort to research the individuals and companies, you'll seem more credible and you'll have a better foundation for your conversation. ("I saw you got a promotion last year. How are you liking your new projects?" "I saw your company donated a significant amount to the American Heart Association last year. We've donated to them as well!")
  - ii. You should scan the list for the people on it that you'd like to meet the most. Once you know who you'd like to speak to, think of a brief series of questions that you'd like to ask them. It's very important that you also be prepared for questions they may ask you.
- E) **Finally, you should arrange for someone to go with you.** Since your first few networking events can be rather daunting, having someone you know there may alleviate some of the tension and anxiety you may feel. If you take a coworker along, they can help you fill in the blanks when someone catches you with a question you don't have an answer to.

Sources for the article in its entirety include:

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2. Page, Michael. "Benefits of Networking." Michael Page Career Center. Web. May 31, 2014.
3. Brown, Rob. "The Four P's of Great Networking." Business Brainstorming, Dec. 6, 2010. Web. May 31, 2014.
4. Brown, Rob. "Online vs. Offline Networking." Business Brainstorming, Dec. 21, 2010. Web. May 31, 2014.
5. Brown, Rob. "The Top Twenty Benefits of Networking." Business Brainstorming, Nov. 30, 2010. Web. May 31, 2014.
6. The Marketing Donut. "Benefit from Networking." Web. May 31, 2014.
7. Institute of Environmental Management & Assessment. "The Benefits of Networking." Web. May 31, 2014.
8. Lotich, Patricia. "5 Advantages of Professional Networking." The Thriving Small Business (TSB), May 7, 2014. Web. May 31, 2014.
9. Welch, Jeff. "4 Benefits of Professional Networking." Langevin Learning Services, Jun. 6, 2013. Web. May 31, 2014.
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11. Heathfield, Susan. "Tips for Successful Business Networking – 10 Advantages of Business Networking." About.com. Web. May 31, 2014.
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## Rapid Fire Collection Tips

September 5, 2014

Presenter: Robert Verhage, CBA, Texas Auto Pros





# GAME ON!

## All South Credit Conference October 22-24, 2014 New Orleans, Louisiana

It's that time of year again: All South Credit Conference. We've got a **spectacular** line-up of coaches and plays this year, so grab your gear and get in the game! Here's what you can expect during your time on the field:

### Wednesday, October 22

2:00–6:00pm      **Registration Open**  
5:30–7:00pm      **Opening Night Welcome – Tailgate Party**

### Thursday, October 23

7:00am              **Full Embassy Suites Breakfast**  
7:30am–6:00pm   **Partner Displays**  
7:45–8:00am      **First-Timers Orientation and Workshop**  
8:15–9:00am      **Opening General Session**

9:00–10:30am

#### **MOVING THE BALL ACROSS THE FIELD: The Credit Managers' Guide to Transporting Goods**

*Wendy Belcher, Estes Express Lines*

If you create, fabricate or distribute anything, you are using transportation providers. It's a highly competitive business, but they have credit managers, too! In this session, a credit transportation pro will tell you how she looks at your company, your load, your destinations and at least a dozen other elements that go into your rate and fees. Which do you think costs more to ship: a flatbed of steel or a trailer full of lightbulbs? See? There's a lot to know before you ship with the first logistics company to buy your president a steak dinner!

**CEUs: .15**

#### **A GREAT DEFENSE STARTS WITH A GOOD OFFENSE: Plugging the Holes in Your Credit Application and Collections Communications**

*Steve Chicarelli, Baker Donelson*

Don't make it easy to break your defensive line by making weak agreements with your customers! Layout, elements, signature placements, venue...you've covered every hole you can think of in your application and communications with your customer. Haven't you? This session will help you make sure you are bulletproof or help you *get* bulletproof when it comes to those documents.

**CEUs: .15**

#### **SCOUTING & RECRUITING YOUR TEAM: HELP! Finding, Vetting and Keeping Good Staff**

*Chris Myers, Professional Alternatives*

If you have an office lineup full of bright, devoted, honest, punctual, extra-mile teammates, this session is not for you. For the rest of us, the never-ending search for great players and the never-ending struggle to keep those great players is, well, never-ending! This session will help you understand why we are in the employment situation we are in, what drives employees to work for you or someone else, the best techniques to find and keep them on your team and, best of all, some real stories from the field of play that will make you grateful for the teammates that you have!

**CEUs: .15**

10:30–10:40am      **Break**

10:40am–12:00pm

#### **GAIN HOME FIELD ADVANTAGE: How a Small Group of Determined People Changed Your World— The Mississippi Lien Law Story**

*Kurt Sorenson, CBF, H&E Equipment*

*Kristal Bonner, LCR M Corp (Hajoca)*

*Robert Wise, Sharpe & Wise PLLC*

When the Mississippi Supreme Court struck down the "stop pay" law, the construction supplier team lost home field advantage and was left with no play at all to secure payment on construction jobs. It took leadership, strategy and a whole stadium full of backup players to craft and pass a lien law that created a fair playing field. But they did it! Come hear how, plus lessons learned and how they can be applied to more than just lien law.

**CEUs: .15**

(continued)

## **A QUARTERBACK IS JUST BAIT WITHOUT AN OFFENSIVE LINE: Is It Still Leadership if No One is Following?**

*Jeff Jones, Gallium Technologies*

Every great quarterback in history had great receivers. He also had an offensive line that protected him, allowing him to execute their strategy. Teams win together and teams lose together, but everyone wants to be part of a winning team. When you look over your shoulder, is your team behind you? Maybe they should be beside you. Shake up your ideas about being a leader in this insightful session.

**CEUs: .15**

## **4th DOWN AND 4: WHAT ARE YOUR PLAYING OPTIONS? Great Risk Often Equals Great Reward—**

### **Tools to Sell a High Risk Customer**

*Chris Ring, NACM-National*

*Rudet Fountain, UTA*

Smart players (aka credit managers) know when to take a risk and when to have a backup play, but the best players know how to take riskier sales without the risk element. This session will cover multiple options to secure your receivables with maneuvers that let you increase sales, keep your risk under control and get carried off the field by your adoring public at the end of the game.

**CEUs: .125**

12:00–1:00pm      **Lunch**

1:10–2:45pm

## **YOU'VE GOT THE BALL! RUN!: The 15-Minute Credit Decision**

*George Thorson, Triumph Business Capital*

All your experience and professional education comes to this: you have a credit application, a large order, financial statements and 15 minutes to make a “pass or play” decision. This fast-paced session will challenge you, with actual cases, to make sound decisions based on the fact set you are given. You'll leave with a heightened level of confidence so that you can use financial statements to make quick, but sound, decisions.

**CEUs: .175**

## **NOBODY STARTED OUT AS NUMBER ONE: Good, Better, Best Credit Policies & Procedures (Part 1 of 2)**

*Val Venable, CCE, Ascend Performance Materials*

*Bruce Nathan, Lowenstein Sadler LLP*

Like Billy Bean's Oakland A's (remember Moneyball?), not every team can afford “A list” policies and procedures. But there *is* a baseline everyone can and should meet, and incremental improvements from there. Do you know where your playbook falls? Ready for better or best? This session packs in so much information, it continues all afternoon.

**CEUs: .175**

## **WHAT'S IN YOUR PLAYBOOK WHEN YOUR OLD PLAYS DON'T WORK?: Using Your NACM Tools (Especially the FREE Ones) to Get the Best Credit Information Possible**

*Michelle Herman, NACM*

With the emergence of the NACM Trade Credit Report, every NACM member became a part of the largest anti-fraud team in the world! But your membership earns you MVP trophy after MVP trophy when you realize all the things you can do and get for free. Don't miss this knock-your-socks-off introduction to secret plays you didn't even know were in your team's playbook.

**CEUs: .175**

2:45–3:00pm      **Break**

3:00–4:30pm

## **WHAT'S THE PLAY?: NACM Website Tricks, Tips and Tools**

*Robin Schauseil, CAE, NACM National*

Every coach has secret weapons—the plays and formations that you pull out when the clock is running and it's time to make your move. The NACM National website is your secret weapon! Using the Google search engine, it puts every article, book, form and reference you need at your searchable fingertips. And that is just the beginning of the secret weapons available to you! This session is guaranteed to set you up to be the expert on your team, no matter what the credit question is.

**CEUs: .15**

## **NOBODY STARTED OUT AS NUMBER ONE: Good, Better, Best Credit Policies & Procedures (Part 2 of 2)**

*Val Venable, CCE, Ascend Performance Materials*

*Bruce Nathan, Lowenstein Sadler LLP*

Like Billy Bean's Oakland A's (remember Moneyball?), not every team can afford “A list” policies and procedures. But there *is* a baseline everyone can and should meet, and incremental improvements from there. Do you know where your playbook falls? Ready for better or best? This session packs in so much information, you'll wonder where you've been!

**CEUs: .15**

*(continued)*

## HUT, HUT! MOVE THAT BALL DOWNFIELD...GO, GO, GO!: 80 Collection Tips in 60 Minutes

Robert Verhage, CBA, Texas Auto Pros

The pace on the field is fast, and so is this session! 60 Tips in 60 Minutes is one of our highest rated courses; this year we've upped the ante from 60 tips to 80 and this session is guaranteed to send you out the door with at least a dozen collection tips you can implement tomorrow to help your team collect your money faster. Bring a pen and a pad of paper, because you don't want to miss anything this coach has to share. He does shout a little, but it's all about his passion for collecting money!

**CEUs: .1**

5:30–7:00pm **Reception by 2015 All South host affiliate**

### Friday, October 24

7:30am **Full Embassy Suites Breakfast**

7:30am–6:00pm **Partner Displays**

8:00–11:45am **Texas State Wide Construction Credit Group Meeting** (by invitation only)

**Southwest Metals Group Meeting** (by invitation only)

8:00–9:30am

### **TRADED! YOU DON'T ALWAYS GET TO CHOOSE YOUR TEAMMATES: Mergers and Acquisitions from the Acquirer Credit Department Viewpoint—What I Wish I'd Known Then**

Don Giallanza, CCE, Halliburton

Don Burell, CCE, Schlumberger Oilfield Tech

When owners are holding acquisition talks, nobody ever asks the linemen to the table! But it's the linemen who have to win games.

Considerations like common customers, divergent credit policies and credit limits, collection processes, staffing assignments and levels are just the tip of the iceberg when it comes down to integrating your players and your playbooks. Come hear from seasoned veterans the lessons they learned on the field and how they ultimately integrated their teams.

**CEUs: .15**

### **DEFINE "FOOTBALL": ABCs of International Sales—What You Absolutely, Positively Need to Know Before Your Goods Leave US Soil**

Sherry Mama, Blades International

If the multiple definitions of "football" have taught us one thing, it's that we are playing an entirely different game when we leave the US! Even if you think your ball isn't leaving US soil, there are some steps and precautions each and every company should be taking to assure that regulators and auditors won't be taking up residence in your offices because you of a foul you committed crossing a line you that didn't even know was there. This is a don't-miss session!

**CEUs: .15**

9:30–9:45am **Break**

9:45–11:45am

### **MAKE SURE YOU KNOW THE RULES OF THE GAME BEFORE YOU GET TAPPED IN!: International Finance**

Matthew Pickle, Exterran

This session will walk you through the international tender process: credit, bonds, milestones and cashflow. There will be ample time for Q&A with experts, so be sure to bring yours!

**CEUs: .2**

### **YOUR TEAM NEEDS A DEEP BENCH: Standbys as a Credit Enhancement**

Sherry Mama, Blades International

Often perceived as difficult, cumbersome and "Hail Mary" plays, standby letters of credit can help you create a powerful sales offensive for your company and your customer that otherwise might have been too risky. This presentation will take you step-by-step through the powerful tool that is a standby letter of credit. You'll leave fully confident that you can add them to your lineup and put your company in a position to increase sales and profits.

**CEUs: .2**

12:00–1:30pm **Lunch: Keynote Speaker**

Ed Quatrevaux, Inspector General of the City of New Orleans

1:45–4:00pm **National Oilfield Service & Supply Group Meeting**

(by invitation only)

(continued)

Keep looking—next month's winner might be YOU!



Call 281-228-6100  
or email Evelyn McAdam at  
[emcadam@nacmgs.org](mailto:emcadam@nacmgs.org)  
to claim your prize.

## OFF SIDES! Trust Fund Statutes: What Are They and How to Use Them Successfully

Jason Walker, Andrews Myers

Lisa Norman, Andrews Myers

When your team's name is on the scoreboard, there are only two possibilities for who has possession of the ball, right? Trust fund statutes are supposed to and have successfully been used to make sure that your money (like the ball) isn't carried off by someone else. This session will cover the statutes, when they apply and how you can use them to recover money you may not think is recoverable.

**CEUs: .15**

## SO, YOU WANT TO PLAY IN THE BIG LEAGUES? Lessons from the Field—Plusses and Minuses of “Moving Up” in Credit in a Large Organization

Len Brown, CCE, Ferguson

Amanda Smithson, CBF, ABC Supply

We've all been conditioned to believe that bigger is better, but working for—and moving up in—a bigger company requires a different playbook altogether. Is it for you? In this session, credit managers who have moved to progressively more responsibility in companies with large credit functions will share their experience, advice and some lessons they wish they could have learned an easier way while playing on a large team.

**CEUs: .15**

3:15–3:30pm **Break**

3:45–5:00pm

## THE TICKET PRICE MAY NOT BE ALL YOU PAY: Escheatment and 1099 Forms—Hot Government Revenue Sources from YOU

Wanda Borges, Borges & Associates

Charles Dunlap, Ntegrity Financial Solutions

With deficits rising and no relief for the home team, our government is continually searching for new revenue sources. Voters don't get mad when they fine your companies for non-compliance with regulations. Stepping out of bounds with escheatment requirements or mismatching your contractor's name on your 1099 forms can result in penalties that set your team back hard. The experts in this session will cover the latest ways that you can help your company control risk and mitigate losses.

**CEUs: .125**

## IT ONLY TAKES 10 YARDS: Small Claims, Judgments and Tips to Successfully Collect Your Judgments

John Herberger, Herberger & Associates

Lori Drake, CBA, Lone Star Materials

Most games are not won with dramatic 55-yard pass returns. Most are won by a systematic, disciplined march of down after down against the opponent. Small claims court and judgments are your “down by down” strategy to win. This session will walk you through the process and assuming, of course, that you are the winner, will provide tips and techniques to help you collect that judgment at the end of the game.

**CEUs: .125**

6:30 pm

## Homecoming Dance (a la *Carrie*) Closing Event

Great teams work hard together, then they play together. Combining our theme and our proximity to Halloween, we'll close out this All South with a Homecoming Dance—a la the classic horror movie *Carrie*. Wear your best prom outfit, your football or cheerleader outfit or come as a faculty chaperone, because this IS a costume party. We promise to skip the pig's blood but provide a memorable trip down memory lane to your halcyon high school days. And, really, who could leave New Orleans without a good party under your belt?



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Fax - (713) 355-7475

# What's in YOUR Locker?

2014 has been a landmark year regarding feedback from our NACM Gulf States members. Everything from group meetings and education to customer service is undergoing exciting new changes, thanks to comments and emails from vocal members like you.

One particular area, however, that received a constant flurry of feedback was marketing. All kinds of reviews were sent to our marketing and sales teams, including statements from one end of the spectrum ("I didn't receive ANY information on that class") to the other ("I am receiving too many emails," aka, INBOX OVERLOAD).

We collaborated and contemplated for quite some time as to how to solve everyone's issues. After much research and deliberation we've implemented what we like to call the 'Locker System.' Instead of sending out one email daily about upcoming sessions and events, we will send out one message weekly, consolidating only the essential information.


You will see a row of black and red lockers, as shown below:

## NACM Gulf States September Events

We've heard you and we're reducing the number of e-mails. Help us reduce your e-mail inbox.

**Open the lockers for detailed information on NACM Gulf States Education and Events!**

<p><b>October Super Days</b></p> <p>10/07/2014 &amp; 10/08/2014</p> <p>8:30 am - 11:30 am</p>	<p><b>Advanced Credit Training Camp</b></p> <p>11/07/2014</p> <p>8:30 am - 4:30 pm</p>	<p><b>There's More to Management Reporting Than DSO</b></p> <p>11/19/2014</p> <p>8:30 am - 11:30 am</p>	<p><b>International Credit &amp; Collections Symposium</b></p> <p>12/05/2014</p> <p>8:30 am - 4:30 pm</p>	<p><b>Rolling Out A Credit Card Payment Program and Surcharging The Customer</b></p> <p>01/09/2015</p> <p>8:30 am - 4:30 pm</p>
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National Association of Credit Management

In chronological order, each locker will have the title, date and time of each event. Each locker will also be linked to the respective web page for that event where you can find more detailed information.

**YOU CHOOSE just how much information you get!**

If you have any questions or feedback for the marketing department, please feel encouraged to contact Evelyn McAdam ([emcadam@nacmgs.org](mailto:emcadam@nacmgs.org)) at 281-228-6100 ext. 1373.

# 2014superdays

<b>DATES</b>	<b>THEME</b>	<b>TOPIC</b>	<b>SPEAKER</b>
<b>Oct 7 &amp; 8</b> Tue/Wed	<b>Have the Best Team on the Field</b>	Employment Law— Hostile Work Environment	Joe Bontke, EEOC
<b>Nov 18 &amp; 19</b> Tue/Wed	<b>Home-Field Advantage: Industry Credit Groups</b>	Member Networking	
<b>Dec 10</b> Wed	<b>Go Global: Taking Home the Gold Medal</b>	Holiday Gala	

## Tools of Financial Analysis

September 19, 2014

Presenter: Jim Shreve, FTD Resources



## Why NACM?

“Belonging to the National Wholesale Nursery Products Credit Group with NACM is one of the most important things you can do for your company. The face-to-face meetings are priceless! Not only do they provide you with vital information, they build trust with the members, create support groups and help you make the right credit decisions. All of the education and updates that you receive are invaluable and necessary for you to grow and be the best credit professional that you can be.

NACM’s credit reports are great! Within a few minutes, you can get current, updated information from members that you know and can tell whose information you have. Sometimes you can get so much information that you can approve credit or make credit decisions very quickly. How great is that?

At my first meeting I learned something that I could not have received or learned from any place else. It saved my company money and I feel that all my future meetings are now paid for.”

**Alexandra Kane**  
*Credit Manager, Bailey Nurseries Inc.*  
*National Wholesale Nursery Group Chairperson*



# october 2014

sunday

monday

tuesday

wednesday

thursday

friday

saturday

			<b>1</b>	<b>2</b> 6:00pm - Financial Statement Analysis I (CBA)	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b>	<b>7</b> 10:30am - CONT Group Mtg 12:30pm - BLMT Group Mtg 12:30pm - ELEC Group Mtg	<b>8</b> 10:00am - INTL Group Mtg 12:30pm - OFSS Group Mtg 12:30pm - President's Circle Mtg	<b>9</b> 12:00pm - Baton Rouge Building/Industrial Group Mtg 6:00pm - Financial Statement Analysis I (CBA)	<b>10</b>	<b>11</b>
			Super Days			
<b>12</b>	<b>13</b>	<b>14</b> 11:30am - HRIS Group Mtg 12:00pm - New Orleans Electrical Supply Group Mtg	<b>15</b> 12:00pm - New Orleans Building Materials Group Mtg	<b>16</b> 6:00pm - Financial Statement Analysis I (CBA)	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b> 12:00pm - Louisiana Institutional Food Group Mtg	<b>22</b>	<b>23</b> 6:00pm - Financial Statement Analysis I (CBA)	<b>24</b> 8:30am - TSWCCG Mtg 10:30am - PLUM Group Mtg 1:00pm - NOSS Group Mtg 3:30pm - DWSP Group Mtg	<b>25</b>
TRMG			ALL SOUTH IN NEW ORLEANS			
<b>26</b>	<b>27</b>	<b>28</b> 10:00am - TFIG Teleconference 10:30am - Navigating Your NACM Gulf States Member Page & Credit Reporting Database Webinar	<b>29</b> 11:30am - STLM Group Mtg	<b>30</b> 6:00pm - Financial Statement Analysis I (CBA)	<b>31</b>	

Set your calendar and your budget now!

## It's GAME ON!

All South Credit Conference  
in New Orleans, LA

It'll be time to "huddle up" and update your playbook before you know it. Make your plan now!

**Registration opens  
June 1, 2014.**  
[www.nacmgs.org](http://www.nacmgs.org)

22  
OCTOBER  
24

October 22-24, 2014



# november 2014

sunday

monday

tuesday

wednesday

thursday

friday

saturday

						1
2	3	4	5	6 6:00pm – Financial Statement Analysis I (CBA)	7 8:30am – Advanced Credit Training Camp	8
9	10	11 12:00pm – New Orleans Electrical Supply Group	12 11:30am – HEC Group Mtg	13 12:00pm – Baton Rouge Building/Industrial Group 6:00pm – Financial Statement Analysis I (CBA)	14	15
16	17	18 10:30am – CONT Group Mtg 10:30am – HAC Group Mtg 12:00pm – Gulf States Building & Construction Video Conference 12:30pm – BLMT Group Mtg 12:30pm – ELEC Group Mtg	19 8:30am – There's More to Management Reporting than DSO 11:30am – Gulf States Food Group Video Conference 12:30pm – OFSS Group Mtg 12:30pm – President's Circle Mtg	20 10:30am – Navigating your NACM Gulf States Member Page & Credit Reporting Database Webinar 11:30am – STML Group Mtg	21	22
23	24	Super Days		26 Holiday	27 Holiday	28
30						29

## Tip of the Month

**Heavy duty, high-powered accounts receivable analytics. For free. As a thank-you gift. Only for NACM members.**

Really! The NACM National Trade Credit Report database can and does offer customized detailed A/R analytics at the push of a button. It won't ALWAYS be free, but for now, you can run it every month, every week, every DAY.

You can see your portfolio comparative to:

- Yourself at other points in time,
- Members of your industry credit group,
- Everyone with your industry code, and
- The database in general. It produces easy to use infographics of the data.

The analytics are based on trade payment information—the freshest and deepest in the market today. All provided by the ONLY provider you own, your NACM Gulf States.

Don't delay! Ask us to "turn you on" if you already contribute data or to get you started if you need to contribute data. It won't be free forever. Call us today!

Kathleen E. Quill, CAE, CBA, NACM Gulf States