

SOAR

Sailing Over A Recession

NACM Central Region Conference 2010

September 15 – 16

St. Charles Convention Center, St. Charles, MO

Hosted by NACM Gateway Region



 **NACM Gateway Region**
CREDIT AND BUSINESS SOLUTIONS
www.nacmgateway.org
An NACM Connect Company

ATTENDEE GUIDE



SOAR

Sailing Over A Recession

About the Conference

The National Association of Credit Management (NACM) Gateway Region affiliate and the Midwest School of Credit are proud to host this year's NACM Central Region Credit Conference, *SOAR (Sailing Over A Recession)*, from September 15 - 16, at the St. Charles Convention Center, St. Charles, MO.

This year's program includes over 20 educational sessions on a variety of topics designed for experienced credit and financial professionals, as well as those new to the industry.

This premier annual educational event offered exclusively by NACM Gateway Region will feature credit and financial experts from across the country who will present relevant information to attendees on today's critical credit topics.

On behalf of the NACM Gateway Region Advisory Board, management and staff, we hope you will join us at this important event. You don't want to miss what this year's meeting has to offer – **Register today!**

Why Should You Attend

Learn from experienced instructors from across the country, who are experts in their fields.

- Visit the exposition showcasing the latest products and services available to improve your job performance.
- Network with your peers.
- Reconnect with old friends while making new ones.
- Earn Continuing Education Units, CCE recertification points and CICP recertification points from the educational sessions you attend.

Your Registration Package Includes:

- Continental breakfast
- General sessions
- Concurrent educational sessions
- Morning and afternoon breaks
- Exhibit Hall entry and contest
- Lunch
- Cocktail reception on Wednesday

Location

St. Charles Convention Center
One Convention Center Plaza
St. Charles, MO 63303

Hotel Accommodations

Hotel reservations can be made at the Embassy Suites Hotel & Spa by calling 636-946-5544. Please identify yourself as a NACM Gateway Region Credit Conference attendee to receive the special conference rate of \$129 per night. The cut-off date is **August 15, 2010**. Reservations received after this date will be accepted on a space and/or rate available basis.

Methods of Registration

Please choose one of the following methods to register for the this year's Conference. Full payment must be received with your registration.

New This Year!

As you sail over the recession, take advantage of these team discounts:

- 5 - 9 attendees receive a 10% registration discount.
One coupon per person is valid.
- 10 or more attendees receive a 20% registration discount.
Two coupons per person are valid.

Fax

Complete the enclosed Registration Form and fax it to the NACM Gateway Region Education Department at 636-680-9219. Please call Kathy Berendsen at 800-935-6226, ext. 6410 to make your payment.

Mail

You may send your completed Registration Form with payment to:
NACM Gateway Region Headquarters
Attn: Credit Conference Registration
3005 Tollview Drive
Rolling Meadows, IL 60008-3708



Schedule-At-A-Glance



Wednesday, September 15

7:45 – 8:15 a.m. Registration and Breakfast – Main Lobby			
8:15 – 8:30 a.m. Welcome Remarks – NACM Gateway Region President Phil Lattanzio, CCE			
8:30 – 9:30 a.m. Increasing Your Personal and Professional Power to new Levels of Excellence Jerry V. Teplitz, JD, PhD			
9:30 – 10:00 a.m.	Break	Break	Break
10:00 – 11:15 a.m.	Your Management Success Formula Jerry V. Teplitz, JD, PhD I N	There’s Much More to Your Association Than you Know Phil Lattanzio and Lillian Novak B	Financial Statement Analysis I John Jaeger, CCE B
11:15 – 11:30 a.m.	Break	Break	Break
11:30 a.m. – 12:45 p.m.	International Financial Reporting Standards: Current Perspectives and Timeline Jeffrey R. Hoelscher, CPA A N	Overcoming Objections to Initiating UCC Filings Into Your Business Jerry Bailey I N	Financial Statement Analysis II John Jaeger, CCE I
12:45 – 2:00 p.m. All Conference Luncheon – Room A			
2:00 – 3:15 p.m.	Wisdom for Credit Professionals – 20s and 30s Panel Discussion B N	Wisdom for Credit Professionals – 40s and 50s Panel Discussion I N	Cash Flow John Jaeger, CCE I
3:15 – 3:45 p.m.	Break	Break	Break
3:45 – 5:00 p.m.	SOX 404 – Balancing the Cost and Benefits of Compliance Thomas N. Thelen, CPA A N	Eye on the Hill Bruce Nathan, Esq. I N	Case Study John Jaeger, CCE I
5:00 – 6:00 p.m. Cocktail Reception – Main Lobby Hosted by the Exhibitors			

Thursday, September 16

8:00 – 8:30 a.m. Registration and Breakfast – Main Lobby			
8:30 – 9:45 a.m.	101 Reasons We Aren’t Getting Paid Panel Discussion I N	Making Sense of Credit Reports Panel Discussion B	Doing Business Internationally on an Unsecured Basis David Marsh I
9:45 – 10:15 a.m.	Break	Break	Break
10:15 – 11:30 a.m.	102 Ways to get Paid Panel Discussion I N	Maintaining Your Career Edge: Strategic Career Management Part I Mona Shy I N	Doing Business Internationally on a Secured Basis David Marsh I
11:30 a.m. – 1:00 p.m. All Conference Luncheon – Room A			
1:00 – 2:15 p.m.	Tools of the Trade Panel Discussion I N	Maintaining Your Career Edge: Strategic Career Management Part II Judy Pannett, M.Ed I N	Fraud James Cali, CPA, CFF B
2:15 – 3:15 p.m. Conversation With A CFO General Session – Walter C. Easter, CFO, French Gerleman Electric Co.			
3:15 p.m. Networking Event – Cash Bar			

Key: **B** = Basic **I** = Intermediate **A** = Advanced **N** = New

Keynote Speaker

Jerry V. Teplitz, JD, PhD

Increasing Your Personal and Professional Power

Wednesday, 8:30 a.m.

Dr. Jerry V. Teplitz's background is as unique as the techniques and approaches he teaches. He originally graduated from Hunter College and Northwestern University School of Law and practiced as an attorney for the Illinois Environmental Protection Agency. Later, he studied and received his masters and doctorate degrees in wholistic health sciences, and over the last 32 years, has gained wide-spread acknowledgement for his expertise in helping others achieve their ultimate best in all areas of life.

Dr. Teplitz has been a field manager for the Carlson Learning Company, (now Inscape Publishing), since 1979, and President of his own consulting firm since 1974. A Certified Brain Gym Instructor, Jerry conducts seminars in the areas of stress management, employee productivity, and sales development.

Dr. Teplitz has authored four books, including *Managing Your Stress: How To Relax and Enjoy*, and his two latest books *Switched-On Living* and *Brain Gym for Business*. Articles on Dr.

Teplitz have appeared in publications such as *Successful Meetings*, *Prevention Magazine*, and *Travel & Leisure Golf Magazine*.

As a professional speaker, he has spoken to over one million people. He has also been honored by his peers in the National Speakers Association by receiving the Certified Speaking Professional designation, and has been selected as Top Rated Speaker by the International Platform Association.

Dr. Teplitz is also listed in several editions of *Who's Who in America*, and served eight years on the faculty of the U.S. Chamber of Commerce Institute for Organization Management.



Keynote Speaker

Walter C. Easter, CFO

**French Gerleman Electric Company
Conversation With A CFO**

Thursday, 2:15 p.m.

Mr. Easter earned a bachelor's degree in business administration with a specialty in accounting in 1982 from Saint Louis University. He was issued his Certified Public Accountant (CPA) certificate in 1983 from the State of Missouri upon passing the exam on the first attempt.

Mr. Easter began his career in the St. Louis office of Peat, Marwick and Mitchell. At the age of 23, he accepted a position as Controller for French Gerleman Electric Co., St. Louis, MO. Promoted to Vice President, Finance in 1993, Mr. Easter is now in his 27th year at French Gerleman. He is also actively involved in the management of his family owned business, Easter Fence.

Mr. Easter is a member of the Missouri Society of CPAs. His community involvement includes serving as a board member for both the Missouri Baptist Children's Home and the MBCH Foundation. He also regularly participates in fund raising for Multiple Sclerosis and Muscular Dystrophy.



Educational Sessions

Key: **B** = Basic **I** = Intermediate **A** = Advanced **N** = New

Wednesday

10:00 – 11:15 a.m.

Your Management Success Formula

Jerry V. Teplitz, JD, PhD
Teplitz Enterprises, Inc.

I **N**

With the increase in competition and changes in the workplace, the key to good management practices now requires a clear understanding of human behavior. Through this program, managers will learn their own behavior style while they also receive a picture of the style of the people they have to manage. This information will allow them to better relate to and motivate their subordinates, and is also valuable in team building, hiring, and the correct placement of personnel.

There's Much More to Your Association Than You Know

Phil Lattanzio and Lillian Novak
NACM Gateway Region

B

Are you new to NACM Gateway Region? Or have you been a member for many years and still don't feel like you have your arms around all the Association can do for you? Don't feel alone...there are so many aspects of the Association there are members who never figure it out. But we're here to help. Join NACM Gateway Region President Phil Lattanzio, CCE, and Vice President of Education Lillian Novak, as they present the many products and services offered through the Association—many of them free with your membership—all designed to make your job easier.

Financial Statement Analysis I

John Jaeger, CCE
Follett Higher Education Group

B

In this introductory session, we will cover an overview of the balance sheet and income statement; what assets and liabilities are typically on the balance sheet; what expense entries are on the income statement; and the relationship between the two statements. We will discuss the accrual basis of accounting, typical format of most financial statements, and the various accounting conventions that make up this accrual basis.

We will also touch briefly upon financial ratios—their meaning and interpretation. This session is geared for the credit “novitiate” who is just getting started in the art of reviewing financial statements. It will provide a “comfort level” to those who mistakenly believe that financial analysis is beyond their scope of comprehension.

11:30 a.m. – 12:45 p.m.

International Financial Reporting Standards: Current Perspectives and Timeline

Jeffrey R. Hoelscher, CPA
Ernst & Young

A **N**

This session will focus on a high-level overview of the significant impacts that the adoption of the International Financial Reporting Standards are likely to have on the US Generally Accepted Accounting Principles basic financial statements and related disclosures. We will address the significant impact that the initial adoption and the ongoing application of IFRS will have on the business processes of US based companies. The presentation will also include an update as to the current time line from the SEC and other relevant regulatory activity.

Overcoming Objections to Initiating UCC Filings Into Your Business

Jerry Bailey
NCS

I **N**

Are you incorporating UCC filings into your business practice? Afraid of your customers' reactions? One of the most important steps you can take to minimize risk and increase potential for debt recovery is to execute a security agreement and a UCC-1 financing statement. To successfully implement a UCC program you need the support of your sales force and customers.

This session will teach you how to:

- Establish credit policies to help increase sales.
- Overcome customer objections and address the concerns of your salespeople.
- Determine when to secure collateral and how to present security agreements.
- Benefit from securing commercial transactions.

Financial Statement Analysis II

John Jaeger, CCE
Follett Higher Education Group

I

The analysis of financial statements consists of a mixture of steps and pieces that interrelate and affect each other. No single part of the analysis should be interpreted in isolation. The specific conclusions drawn will be affected by the original objective established at the initiation of the analytical process. Every aspect of a firm's financial condition, operating performance and outlook affects the market value of its shares.

This session will bring light to the critical areas of analysis that are required in the credit risk assessment process and introduce the fundamentals of interpretation.

Educational Sessions

2:00 p.m. – 3:15 p.m.

Wisdom for Credit Professionals – 20s and 30s Panel Discussion

B N

Starting out on your career in credit and looking for direction? Join this panel discussion to learn from seasoned members and employment experts what the important steps are to ensure a solid career path in credit, collections and accounts receivable management.

Wisdom for Credit Professionals – 40s and 50s Panel Discussion

I N

You've been in credit a number of years and are now leading a team of analysts, collectors or other employees. What do they need from you? What do they expect from you? Are you leading them or pushing them? Join this open panel discussion to find out what makes a good leader and how you can hone your skills to become one of the best.

Cash Flow

John Jaeger, CCE

Follett Higher Education Group

Interpretation of the cash flow statement begins with the interrelationships that exist between the balance sheet (investment and financing decisions) and the income statement (operating decisions). The results of a company's current investment decisions are seen in two key operating assets; inventory and accounts receivable. Their levels represent both investment decisions and operating decisions by management.

3:45 p.m. – 5:00 p.m.

SOX 404 – Balancing the Cost and Benefits of Compliance

Thomas N. Thelen, CPA

Ernst & Young

A N

This discussion will focus on the evolution of compliance with Section 404 of the Sarbanes Oxley Act. Several years have passed since the initial wave of SOX 404 compliance. Companies have settled in to a reasonable, sustainable approach to compliance while identifying ways to find value in the process. We'll take a brief look back, discuss the benefits and how companies have made the process efficient, and talk about specifics relevant to the credit function.

Eye on the Hill

Bruce Nathan, Esq.

Lowenstein Sandler PC

I N

Five years have passed since the Bankruptcy Code was amended to expand trade creditors' rights. There have been efforts in Congress to roll back some of the pro-creditor changes, such as the Section 503(b) (9) 20-day goods priority claim and expanded utility rights. Congress has also been considering changes to the small business Chapter 11 provisions of the Bankruptcy Code.

Outside of the bankruptcy realm, the FTC has deferred enforcement of its Red Flags Rule to combat identity theft to no later than December 31, 2010. The Red Flags Rule has come under attack from a number of quarters, and there is legislation dealing with the Red Flags Rule that is moving through Congress. This session will delve into the latest proposed legislation in Congress, and NACM's position to deal with all these issues and other issues of interest to trade creditors.

Case Study

John Jaeger, CCE

Follett Higher Education Group

I

This session will walk through the financial analysis of a real company using the tools incorporated from prior presentations. Common sizing, trend analysis and ratio analysis will be performed to determine the company's performance, in addition to reviewing the Z-score methodology as a means of confirming results.



Educational Sessions

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Thursday

8:30 – 9:45 a.m.

101 Reasons We Aren't Getting Paid Panel Discussion

I N

The check is in the mail. I need a copy of the invoice. There's no one here to sign the check. We're filing bankruptcy! My computer is down. We don't have a payment run until next month.

You've heard many reasons why you can't get paid. This panel will discuss explanations debtors give for nonpayment, and how to determine simple excuses from reasons that may really have a serious impact on your cash flow.

Join our panel of credit managers, payable managers and collectors for this informative and fun panel discussion as we look for that one excuse that tops them all.

Making Sense of Credit Reports Panel Discussion

B

Are you confused by the variety of commercial credit reports available? What are the differences between the information you receive from the major reporting companies and what are the similarities? Which reports are best suited for your particular needs?

This session will sort out the mystery and explain the intricacies of D&B, Experian and Equifax reports. The panelists will also help you sort out which reports are best to use in different situations. Information on the file comparison of industry and financial trade data in their respective databases will also be discussed.

Doing Business Internationally on an Unsecured Basis David Marsh

Novus International, Inc.

I

This session will focus on the decision making in emerging markets versus developed countries. Mr. Marsh will also review the tools for determining a customer's credit worthiness and the differences in the investigation and credit approval process. The essential role financial statement analysis plays in assessing risk of default will also be discussed.

10:15 – 11:30 a.m.

102 Ways to get Paid Panel Discussion

I N

We've all heard the reasons you're not getting paid, now it's time to discuss how to overcome those common (and not so common) excuses. This panel discussion will review some of the tips of the trade on how to remove debtor's reasons for delaying payments. High audience participation will be encouraged, as YOU may hold the key to your colleague's credit problem. We'll look at tried and true collection techniques, new technology, and even some "less than traditional" attempts at collecting that past due debt.

Maintaining Your Career Edge: Strategic Career Management Part I

Mona Shy

Right Management

I N

A general overview of LinkedIn will be given, and tips and best practices will be shared. Come learn the full benefit of LinkedIn and why it is important to put your best professional profile forward!

Doing Business Internationally on A Secured Basis

David Marsh

Novus International, Inc.

I

Knowing when to use payment enhancements is important when conducting business internationally. It is also crucial to be careful with unsecured export payment terms. You will learn what instruments you can and should be ready to use when customer risk is marginal, as well as understanding the default risk associated with different sales channels.



Educational Sessions

1:00 – 2:15 p.m.

Tools of the Trade Panel Discussion



In today's dynamic credit environment, credit professionals are challenged every day to assume increasing responsibilities, monitor customers more closely and to provide timely information and reporting to senior management. In order to be successful, we have to work smarter with fewer resources. This session is designed to share some of the tools we've all developed to help us streamline our processes, enhance tools for day-to-day decision making and ultimately improve our results.

There is always so much to gain from sharing across organizations, whether it is enhancements to financial models for cash forecasting, improved AR budgeting methods, enhanced customer score cards or credit department performance metrics, tips for credit investigations, automation of processing credit references or perhaps a streamlined credit review/order release process. It is always helpful to hear how your colleagues are doing things at their companies.

Come join us to share your own successes or challenges and learn from other credit professionals at various size companies.

Maintaining Your Career Edge: Strategic Career Management Part II

Judy Pannett, M.Ed
Right Management



Learn how to develop a sense of ownership and accountability, which leads to greater job satisfaction. Discover your interests, strengths and needs, and how they contribute to informed career choices. By learning to leverage your strengths in your current and future roles inside your organization and beyond, you can build a realistic and sustainable career management action plan.



Fraud

James Cali, CPA, CFF
University of Missouri



You just discovered the bank account is overdrawn and plenty of inventory is missing –now what? Suddenly, you realize you're a victim, but a victim of what? Fraud, embezzlement, grand theft? This presentation will discuss some actual criminal investigations of fraud and embezzlement cases. You will also gain an understating of some common fraud schemes to see how the fraudster did it and why. The session is designed to help you identify some "fraud red flags" to prevent and/or detect fraudulent activity in your organization.

Learning Objectives

- Recognize 11 classic fraud schemes.
- Identify the profile of a fraudster and the characteristics of a white collar criminal.
- Recognize money laundering schemes.
- Spot fraud red flags.
- Develop basic internal controls.
- Reduce your chance of becoming a fraud victim.



SOAR

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Please choose only one session per time frame.

Wednesday, September 15

8:30 – 9:30 a.m. General Session – Jerry V. Teplitz, JD, PhD
Increasing Your Personal and Professional Power to New Levels of Excellence

10:00 – 11:15 a.m. Your Management Success Formula
 There's Much More to Your Association Than you Know
 Financial Statement Analysis I

11:30 a.m. – 12:45 p.m. International Financial Reporting Standards: Current Perspectives and Timeline
 Overcoming Objections to Initiating UCC Filings Into Your Business
 Financial Statement Analysis II

2:00 – 3:15 p.m. Wisdom for Credit Professionals – 20s and 30s
 Wisdom for Credit Professionals – 40s and 50s
 Cash Flow

3:45 – 5:00 p.m. SOX 404 – Balancing the Cost and Benefits of Compliance
 Eye on the Hill
 Case Study

5:00 – 6:00 p.m. Cocktail Reception

Thursday, September 16

8:30 – 9:45 a.m. 101 Reasons We Aren't Getting Paid
 Making Sense of Credit Reports
 Doing Business Internationally on an Unsecured Basis

10:15 – 11:30 a.m. 102 Ways to Get Paid
 Maintaining Your Career Edge Part I
 Doing Business on a Secured Basis

1:00 – 2:15 p.m. Tools of the Trade
 Maintaining Your Career Edge Part II
 Fraud

2:15 – 3:15 p.m. General Session – Walter C. Easter, CFO
A Conversation With a CFO

3:15 p.m. Networking Event – Cash Bar

Attendee Information

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail (an e-mail confirmation will be sent to attendees) _____

Payment Information

Please use this registration form as your invoice.

- Payment must be received prior to **August 15, 2010**.
- Cancellation deadline for a full refund is **September 1, 2010**.
- Cancellations received after **September 1, 2010**, will NOT be refunded.

Registration Fee

Two-Day Registration

Members \$299 \$ _____
Non-Members \$598 \$ _____

One-Day Registration

Members \$179 \$ _____
Non-Members \$298 \$ _____

Discounts

- Two coupons are valid for attending both days, and only one coupon is valid for one-day registrations.
- 5 – 9 attendees receive a 10% registration discount.
One coupon per person is valid.
- 10 or more attendees receive a 20% registration discount.
Two coupons per person are valid.

Yes, I am interested in donating to the MSC Silent Auction. Please call.

I would like to donate \$_____ to the Robert L. Vodraska Scholarship Fund.
Please add this additional amount to my invoice.

Coupons \$ _____

Donation \$ _____

Total Cost \$ _____

Payment Methods

Check Enclosed Payable to NACM Gateway Region
Mail to: 3005 Tollview Drive, Rolling Meadows, IL 60008

Charge \$_____ to my credit card

For security reasons, please do not fax your credit card number. Fax this Registration Form to Diane Thompson at 636-680-9219, and call Kathy Berendsen at 800-935-6226, ext. 6410 to make your payment.

Staff Use Only _____

Registration Form Submission

Fax to:
Diane Thompson
636-680-9219

Mail to:
NACM Gateway Region Headquarters
3005 Tollview Drive
Rolling Meadows, IL

SOAR

Sailing Over A Recession

Driving Directions

St. Charles Convention Center
St. Charles, MO

From East (St. Louis/Airport)

Take Interstate 70 west over the bridge to St. Charles. Take the second exit after the bridge, 5th Street South (Exit 229A), and go to the first light at Veterans Memorial Parkway and make a right turn. Travel one mile to Fairgrounds Road and make a left. The Convention Center will be immediately on your left.

From Southeast (Clayton/Kirkwood)

Take Interstate 270 North to Highway 364 (Page Road). Go west on 364 (Page Road Extension) approximately six miles and take the second exit after the bridge at St. Charles. Stay to the right and go to Highway 94, which intersects Veterans Memorial Parkway just before Interstate 70. Turn right and head east on Veterans Memorial Parkway. Go one mile and turn right on Beverly Street. The Convention Center will be immediately on your left.

From West (Kansas City)

Take Interstate 70 east to St. Charles. Exit at 5th Street (Exit 229) and veer right at the end of the ramp. Go to the first light, which is Veterans Memorial Parkway and make a right. Travel one mile to Fairgrounds Road. The Convention Center will be immediately on your left. Make a left onto Fairgrounds Road.

From Southwest

Take Interstate 64 State Highway 40 to State Highway 94. Go north on Highway 94 to St. Charles. Highway 94 (First Capitol) intersects with Veterans Memorial Highway just before Interstate 70. Turn right and head east on Veterans Memorial Parkway. Go one mile and turn right on Beverly Street. The Convention Center will be on your immediate left.

From North

Begin at the Interstate 270 loop to Interstate 70 and head west. Take the second exit after the bridge, 5th Street South (Exit 229A), and go to the first light at Veterans Memorial Parkway and make a right. Go one mile to Fairgrounds Road. The Convention Center will immediately be on your left.



NACM Gateway Region

Products and Services

NACM Gateway Region is pleased to offer the following products and services. For more information, or if you have any questions e-mail info@nacmconnect.org.

Commercial Collection Services

- Electronic Claims Placement
- Maximum Dollar Recovery
- Personal Service

Education

- Workshops and Seminars
- Webinars
- On-Site Training

Midwest School of Credit

- Annual Credit Conference
- Professional Designation Programs
- Self-Study Courses/Exam Reviews
- *Credit 101* and *Credit 102* Courses

Credit Group Services

- Deduction Information Group
- Industry Credit Groups
- Online Credit References
- SAP Users Group
- Sungard/GET PAID Users Group
- International Credit Professionals Group

Publications

- *Business Credit Magazine*
- *Gateway to Credit Newsletter*

Credit Reporting Services

- Commercial Credit Reports
- Consumer Credit Reports
- Employment Screening
- International Credit Reports

Staffing Services

- Temporary Positions
- Temp-to-Hire
- Direct Hire

Other Services

- Billing Solutions Services
- Cash Flow Solutions
- Check Guarantee Services
- Credit and Deductions Management Software
- Credit Card Processing
- Credit Insurance
- Credit Risk Management
- Critical Document Management
- Electronic Funds Transfer
- Online Bill Pay
- Retail Account Monitoring
- UCC and Mechanics Liens Filings