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THE CREDIT CONNECTION

Message from the President

**Credit Education Month
will be here before you
know it.**

**Please make plans
to go out into the
community and share
your knowledge
with others.**

Cheryl Burleson-Davis

Cheryl Burleson-Davis, ACE/MPCE

President - Credit Professionals International 2017-2018

Dear members,

Well, I don't know about where you are, but for many of us this has been one cold winter so far!



With the holidays in the rear view, it's time to look ahead and get busy.



Charlotte, Linda and Connie need your help with the magazine. It takes a great deal of time to find articles and people willing to write articles. So here's your opportunity to let us know what you're interested in reading and what you would like to see in your magazine. Would you like to know

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how to skip trace, refinance a mortgage, or handle the breach at Equifax? Let us know or, even better, write the article and email to Charlotte. The deadline for articles for our next publication is March 15th.

Credit Education Month will be here before you know it. Please make plans to go out into the community and share your knowledge with others. The Banzai program is going well within the schools, so let's build on that momentum by reaching out to other groups within our communities!

The results are in! The results from the survey are in the newsletter and unfortunately, there is not a clear cut direction for us to take based on the three choices provided. Many members made a selection, but then included comments on the fourth choice that did not necessarily coincide with their original selection.

That being said, Cindy Westenhofer needs recommendations on revisions for the By-Laws. If you have any recommendations, please forward to Cindy as soon as possible.

If you haven't registered for International Conference, it's not too late. So far we have 41 registrations, but the hotel rooms are going fast! Please contact the hotel for your room reservations. We look forward to seeing you in Charlotte!

Stay warm!

Cheryl



Membership Survey Results

OPTION #1—Simplify the bylaws to make it easier for CPI members to actively participate

OPTION #2—Continue the Association as is. It can be viable for two more years.

OPTION #3—Investigate the possibility of converting your CPI membership to a Credit Education Resources Foundation membership.

OPTION #4—Your suggested idea:

VOTES

Option One: 22

Option Two: 11

Option Three: 22

Option Four: 9

How to Sell CPI to Potential Members

Marylyn Tack

Vice President

Membership Chairman

Ask individuals to come to your local association meeting.

Take the initiative and ask people from work, church and places of business that you frequent to attend a meeting. Most new members have told me this is why they joined.

A simple “come to our meeting” invitation isn’t enough. You have to sell them. That is, tell them why they should come to the meeting. For example:

- We are going to have a report on the Banzai! Project our local association is sponsoring in three area public schools. It’s a fantastic financial literacy program conducted in schools across the country. The goal is to teach children how to handle money at every stage of their life. I know you are interested in financial literacy. I’m certain you will enjoy her presentation.
- (for a young co-worker) Jane Smith is our guest speaker this month. She will be speaking on what’s new in the field of collections. I know you are just starting out in this field and I think you will get a lot of good ideas from Jane. She’s a pro.
- We will be making plans to celebrate Credit Education Month, which our national association sponsors every March. You are such a creative person. We would love to have your input. I think you would enjoy working with us.

Get involved in community activities.

One of the reasons people join an association is to get involved in their community. It is difficult



to do this on your own but there is strength in numbers. And it is associations that provide that strength. There are many ways to do this.

For example, some local associations volunteer at a local food bank. This gives them the opportunity to give back to their community. Others may volunteer at a school. Some may sponsor scholarships to a local community college.

Keep your current members involved.

- Ask for their opinion and then listen to them.
- Call prior to your meeting to remind them of the date, time and location.
- Send a flyer/email to your members and potential members with meeting dates and speaker information.

Step outside the box.

- Don’t be afraid to try something new! If it doesn’t work, at least you tried.
- All things do not have to be credit related. We all have private lives that affect us.

BE A PART OF THE 2018 CREDIT EDUCATION BONANZA

CHOOSE AN EVENT

America Saves Week (February 26-March 3, 2018)
(sponsored by America Saves and the American Savings Education Council)

National Consumer Protection Week (March 4-10, 2018)
(sponsored by the Federal Trade Commission)

Credit Education Month (March 1-31, 2018)
(sponsored by Credit Professionals International and the Credit Education Resources Foundation)

Financial Literacy Month (April 1-30, 2018)
(sponsored by the Council for Economic Education)

GET THE SCOOP

Visit these websites for information, ideas and materials.

America Saves Week (February 26-March 3, 2018)
(www.americasavesweek.org)

National Consumer Protection Week (March 4-10, 2018)
(www.consumerftc.gov/national-consumer-protection-week)

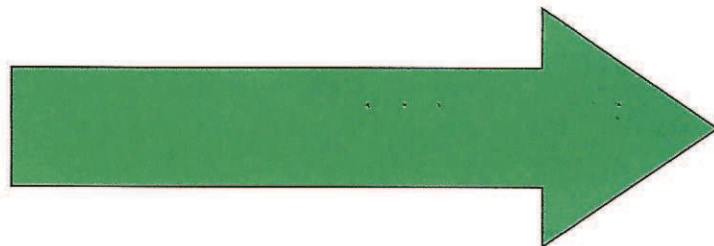
Credit Education Month (March 1-31, 2018)
(www.creditprofessionals.org)

Financial Literacy Month (April 1-30, 2018)
(www.councilforeconed.org)

Contact the CPI Corporate Office if you lack internet access

TAKE ACTION

Turn the page for more information on how to celebrate these events.



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To Do Via Social Media

Have fun sending tweets and posts on social media. Both America Saves Week and National Consumer Protection Week provide sample tweets and posts, including photos, on their websites. (See page four for website addresses.)

Or create your own tweets and posts for these two events, as well as for our own Credit Education Month and Financial Literacy Month.

Visit the website of the sponsor of Financial Literacy Month (councilforeconed.org). Click on “under events” on the home page to get the scoop on their new #MySavingsStory video campaign. The videos feature a successful fashion designer, best-selling author, an entrepreneur and others telling children what they’ve learned about the importance of financial literacy and saving. The website also has a link



to their blog to find the names of those involved and dates when their videos will be released throughout Financial Literacy Month (April). The #MySavingsStory videos will air on the council’s Facebook page. There is a link to their Facebook page on their website.

www.councilforeconed.org.

To Do In Your Community

- Set up a display in the lobby of your bank or at your local library. Get friends, family members and someone from the bank or library to help you. Keep it stocked with free materials you can get from government agencies. (www.publications.USA.gov) or from sponsors of these events.
- Tie one of these events in with one of your volunteer activities. Do you volunteer at an area food pantry? Are you involved with organizations such as Beyond Housing? Do you volunteer with or belong to a group or organization at your church, synagogue or mosque that serves people in your community? These offer opportunities to distribute materials.
- Spread the word about the Council for Economic Education’s video campaign to schools, youth organizations, parents, grandparents and after school programs.



Throw a party for family, friends and neighbors. Distribute free materials from sponsors of these important events.

Government News

Oregon Adopts Several Consumer Protection Laws

As of March 1, 2018, Oregon health care providers will be prohibited from billing consumers for amounts above what health insurance pays. This protects in-network patients from being billed out-of-network prices.

A law was passed to stop financial abuse of older adults. It enables investment advisers to delay financial changes to an older adult's account if the changes seem suspicious. The state estimates one in five older adults is a victim of fraud.

Another bill passed requires securities professionals to carry at least one million dollars in insurance to cover losses due to bad acts.

Two new laws expand worker protections. One allows children of someone who died on the job to get benefits if they are in post-secondary education. Another new law increases the Worker's Memorial Scholarship account, which awards scholarships to dependents or spouses of workers killed or permanently disabled on the job.

Another bill passed raises the minimum and maximum benefit for workers receiving a permanent total disability award. The minimum went from \$50 or 90 percent of the worker's weekly wage to 33 percent of the state average weekly wage. The maximum is now 133 percent of the state average weekly wage.

Indiana Considers Capping Payday Loan Interest Rates

New legislation now under consideration in Indiana would cap small loan finance charges



at 36 percent. Currently, the cap for payday loans in the state is 391 percent. Currently, 15 states, the District of Columbia and the military already cap payday loans at 36 percent or less.

Washington State Considers Regulating Student Lenders

Legislators are considering a proposed law that, if passed, would set new standards for student-loan servicers and give the state the authority to license and regulate them. About 800,000 Washington borrowers owe money on student loans. This is a number that has increased about 35 percent in the last decade. If passed, the new law would apply to public and private college and university tuition, as well as for-profit colleges. Current loans affect not only the students but a large number of older adults who co-signed a child's or grandchild's college loans and are responsible for the payments. The concern is that these loans can have a devastating effect on retirement plans.

You might, for example, have a guest speaker from the Red Cross to give advice on how to be prepared for an emergency. Or someone speaking on elder abuse. Another good topic might be personal development.

- Think positive. Times change. So give some thought and discussion on the subject of “how to get from what we were to what we need to be for the future.”

Be open to new ideas.

Go to CPI’s website and take a look at “How to Use Social Media to Attract New Millennial Members” by Amada How. Then put it into action.

All associations today are facing challenges to recruit new members. *Association Management* magazine has noted that this has happened at other times in the past. But, they noted, the tide will turn again, as it did some years ago.

We have some great ideas here to make that happen for CPI. Give these ideas a try and let me know the results, so that we can share your experiences with all CPI members.



The Power of a Handwritten Note

Ritch K. Eich, Ph.D. M.A., B.A.

Today, when you receive a thank-you note from your boss, it’s probably in the form of a text message or email.

While the acknowledgement of a job well done is important, what is often missing is authenticity and forethought.

When you put pen to paper, you are forced to think about what you are writing because you can’t simply hit the delete key.

The fact that it takes longer to write out a personal note also speaks volumes to the recipients. You took valuable time from your busy day to write a note just for them. Not just a personal note, but a personal handwritten note.

A truly personal note to a client, employee, supervisor or colleague has many benefits.

- Your note will help you stand out, be noticed and be remembered.

- A personal note often conveys a deeper sense of appreciation, remembrance and gratitude because it most likely took longer to prepare.
- Handwritten notes especially come across as more thoughtful because you, most likely, had to carefully consider what to say before writing it down.
- A tweet, text or email can get quickly buried under a mountain of newer tweets, texts and emails. A personal or handwritten message will stand out and be remembered for a long time, even if it gets filed away.
- Personal notes from business leaders often help strengthen employee morale, heighten productivity, facilitate interpersonal communication and help retain team members who will feel more appreciated, leading to reduced recruiting and training costs.

Ritch K. Eich, Ph.D., M.A., B.A., is author of the book “Trust, Truth + Tenacity: How Ordinary People Become Extraordinary Leaders”.

Motivating “Average” Employees

By Mary Van

It is no secret among seasoned managers that less than 50 percent of the employees do more than 50 percent of the work. It is because not all employees have the same capabilities and drive.

The tasks completed by the average employees are still critical to the success of an organization. The management challenge then is to figure out how to keep the average employees motivated, that is, the workers who deliver on their objectives successfully and do not proactively seek additional tasks or challenges.

Internalize the importance of average employees. Managers naturally wish all employees were superstars. Since it is not reality, managers need to internalize and appreciate the contributions average employees make. They are not the most important factor in an organization, but they are important to its ability to achieve success. Recognizing their importance goes a long way in keeping them motivated.

Be honest with average employees. Avoid telling average employees they are doing a great job when they are simply delivering on what they are assigned to do. The ambiguity in communication results in employees being confused and demoralized. Employees should know that performance level is determined by the contributions they made to the organization. Do not exaggerate their contributions. This is not youth sports. Not every employee could receive a trophy.

Encourage average employees to develop. Average employees of today may be the stars of tomorrow. It is the manager’s job to know the capabilities and aspirations of all employees. An employee could be an average performer because he or she is not doing a job matching their skills.



An employee could have difficulties in their personal life that prevents them from taking on more responsibilities. An employee could have the potential to take on more but lacks the confidence to step forward. Managers should never assume average employees are content to be where they are.

There is also a practical reason why managers should put forth effort to encourage average employees to develop. The best and the brightest employees usually are the targets of poaching by

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Death In CPI Family Diane Gallimore, MPCE

Diane Gallimore, MPCE, a member of CPI of the Triad and District 3&4, died December 14, 2017, with complications from ALS (amyotrophic lateral sclerosis), a rare neurological disease. She had battled the disease for more than a year.

Diane joined CPI in 2000 and was very active in the organization. She served as President of CPI of the Triad several times. She attended all State and District conferences, along with many International conferences. She served as President of North Carolina State and District 3&4. She was a recipient of the Credit Professional of the Year award at the local, state and district levels.

Diane was employed at Piedmont Gas in Greensboro, NC, for 20 years, where she served as the On Line Customer Service Supervisor.

Diane was very active at First Baptist Church in Greensboro and, for the last 25 years, served as Children and Preschool Department Director. She also taught Children's Sunday School and the Wednesday Night Children's Bible Study.

Diane is survived by her sister, Eva Nifong, MPCE, who is also an active member of CPI. Eva said that Diane's daughter and two grandchildren were the love of her life. Although they lived in Pittsburgh, PA, she talked with them daily.

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other employers. Without a pipeline of average employees with potential, an organization may find itself not able to carry out critical tasks necessary to achieve success.

May Van, a career and leadership coach, is a partner at Kelleher Associates. Visit:

kelleherllc.com/team/may-van.



Three Great Reasons To Attend The 2018 International Conference

EDUCATION

When it comes to our work, we all have the tendency to think that we know it all. We don't. New information and improved ways of doing our jobs are always popping up. Don't miss out on this opportunity to bone up on what's new and to share new helpful information you've discovered and put into practice on the job.



RENEW FRIENDSHIPS/MAKE NEW FRIENDS

Whether gathering for a meeting, attending an education program, participating in a Walk-A-Thon, enjoying the Career Club Luncheon or Inaugural banquet, spending free time exploring the historic city of Charlotte—whose roots date back long before the American Revolution, you'll have opportunities to renew old friendships and make new ones.

MAKE CONFERENCE AND HOTEL RESERVATIONS

The Crown Plaza Hotel: Call 704-527-9650

Be sure to tell them you are with Credit Professionals International to receive the special rate.

Download the Conference registration form on the CPI website or contact the CPI Corporate Office to have the form mailed to you.



STUDENT CORNER

You're Going to College: Time to Start Using Payment Apps

By Caren Welner Campbell, NerdWallet

Life in a college dorm means sharing everything from class notes to mini-fridges and bathrooms. But what about sharing expenses with friends or roommates when ordering a pizza?

To ease the splitting of everyday expenses like movies and meals, many college students turn to peer-to-peer (P2P) payment apps.

These apps help you calculate everyone's share, then send or receive the money right away—which means nobody has to run to the ATM.

Easy Transactions Through Apps

The most popular P2P apps tend to work in similar ways. Once you've downloaded your app of choice, you link it to your bank account, credit card or debit card.

When you pay someone, the amount you send is drawn from that source. When someone pays you, that sum is credited to your app balance.

You can keep the money there and use it to pay someone in another transaction, or you can send the money to your linked account.

The most popular payments apps include Venmo, PayPal, Square Cash, Popmoney, Zelle and Snapchat's Snapcash feature.

In many cases, both sender and recipient have to use the same app, so it pays to go with the one your friends use.



Social Butterflies: Try Venmo

For most college students, that app is Venmo. The social media component is at least part of the reason for the app's popularity. Along with sending and receiving money with Venmo, you can also see a social feed that shows your friends' emoji-filled messages and paybacks (dollar amounts not included).

The service is free, with one exception: If you've chosen to use a credit card as a funding source, there's a 3 percent fee on every dollar you send. (Many other platforms charge a comparable fee; for details, check their FAQs.)

Venmo recently began offering group accounts, which are useful for fraternities, sororities, clubs and teams. Some college vendors take Venmo too, such as the maid service offered by Duke's Campus Enterprises. At the University of Pennsylvania, students use Venmo at food trucks that sell cheesesteaks and burritos on campus.

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Food trucks aside, you can't buy much with Venmo just yet, though that could change soon. Venmo's owner, the payment platform company PayPal, announced in April that many retailers that already accept PayPal will soon take Venmo as well.

Shoppers or Snapchatters: Try Square Cash

In the meantime, if shopping is your bag, look into Square Cash. It gives you the option of immediately transferring your app balance to a virtual prepaid Visa card; you can then use that card for e-commerce or upload it into Apple Pay to shop at any of the two million-plus retailers



that accept Apple Pay.

As a bonus, Square Cash powers Snapcash, the P2P function within the photo app Snapchat, so your P2P network can encompass Snapchatters as well.

Bank customers: Try Zelle



Mom, Dad or Grandma may want to slip you a little extra cash via P2P too. If so, they should consider Zelle, a new money transfer platform in the mobile apps of many major banks, including Chase, Capital One, Wells Fargo, Bank of America and USAA. (More banks and credit unions will be joining up later this year.)

Zelle is easy for even technophobes to use. The sender needs to know only the recipient's email address or phone number. Even better, because Zelle works directly with the banks, all transfers after the first one arrive in your account within minutes.

Using a P2P app is a good option for young adults. It can pay off later, too. Because it records all your transactions, it's easy to track your spending and figure out a budget—even if

Boost Meeting Participation

To increase input at a brainstorming meeting, all you need are a pile of blank index cards, a cardboard box and a small prize, like a \$15 coffee shop gift card. Pass out the blank cards so each attendee has several to work with.

When an attendee presents an idea or enhances someone else's, he or she enters their name on the card and drops it into the box.

More participation means more entries. At the end of the session, draw one card for the prize. At a later time, you can reward attendees for ideas that are implemented but, for now, the drawing is just giving you more ideas to consider.

*Adapted from "5 Signs You're Approaching Burnout,"
Miranda Marquit, Business 2 Community,
www.business2community.com*