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THE CREDIT CONNECTION

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New CPI President's Acceptance Speech

Cindy Westenhofer, MPCE

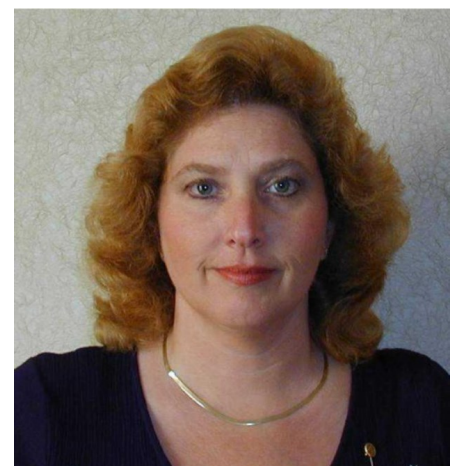
President - Credit Professionals International 2015-2016

**We all have the
opportunity to help
keep CPI alive for
future generations.**

Cindy Westenhofer

Thank you to all of the CPI members for your faith in me. I am honored to be your President. Throughout the years I have been very blessed to have many mentors in CPI.

Thank you to Sue Heusing, MCE, who did our installation and has provided guidance throughout the years. And to Barb Chapin, CCCE/MPCE; Martha Philip, CCCE; Gail Ottinger, CCCE/MPCE; and countless others who have encouraged me to take on this role of president.



I am an introvert by nature. Since joining CPI, and being around all of you, that has almost disappeared. But I am still

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better in front of a computer than making a speech.

This year, I put a lot of thought into the theme that I chose. Using the CPI initials, the theme is what CPI means to me:

Connect * Participate * Inspire

We ALL have the opportunity to **Connect** with each other through CPI.

We choose to **Participate** in CPI, within our communities, districts, states and international, through conferences and seminars and online through the website and social media.

We **Inspire** each other, inspire new members to join, and we all have the opportunity to inspire in our communities. You ALL inspire me! I would not be a member if I did not truly believe that all of the members of this organization are awesome! You all are why I am an active member and why I choose to serve in this role.

Our membership has been sliding for many years and our success in turning that around has not been optimum. However as we learned at our conference this year: The opposite of success is Opportunity. We all have the opportunity to help keep CPI alive for future generations. If we all work together I know we can succeed!

I will be updating the President's message on the website regularly and sending a lot of emails. I know nothing new about the emails, but Communication will be done so much you will probably be glad next year, after my term is over.

Each of you has the Opportunity to Connect, Participate & Inspire!

I promise to give my best effort this year, and to do everything I can to benefit CPI. I ask Every member to do the same! If there is anything that I can do for any of you, please do not hesitate to contact me.

Thank you again!

My theme is Connect * Participate * Inspire

CPI DUES RENEWAL DEADLINE IS FAST APPROACHING

"It's time to renew your CPI membership," says CPI Vice President and Membership Chairman Linda Simbeck, CFE/MPCE.

September 30, 2015, is the deadline for regular, at-large and direct members to renew their dues so that they can continue to reap the benefits of CPI membership. As voted at the International Conference in June, International dues are now \$100.00, with three exceptions.

"When an employer is paying members' dues, the employer pays \$100.00 each for the first two employees and \$85.00 each for any additional employees," Linda said. She added that Past International Presidents, whose term ended prior to June 2015, and student members are exempt from paying International dues.

Members who belong to local associations should pay their International dues to their local association and the treasurer will forward them to CPI. At-large and direct members can send their dues directly to CPI at the Corporate Office (10726 Manchester Road, Suite 210, St. Louis MO 63122). Linda noted that all members can also pay International dues by credit card through PayPal.

At-large members are those who belonged to a local association but no longer live in an area where there is one. Direct members are members who never belonged to a local association and do not have any in their area.

Let's Retain and Grow Our Membership

Linda Simbeck, CFE/MPCE

Vice President

Membership Chairman

I'm starting off my year as membership chairman by welcoming two new members:

**Alicia Marsh
Lacy Stauffacher**

Both are members of CPI of Hutchinson, KS. Alicia is a homeownership coordinator with Interfaith Housing Services, Inc. She learned about CPI from Sharon DeShazer, CCCE/MPCE. Lacy is a financial wellness coordinator, also with Interfaith Housing Services. She was contacted by Candi Stewart.

Alicia and Lacy, Welcome to CPI! We hope to meet you at our conference next year in Ann Arbor!

We had a great conference this year in Atlanta. Thank you CPI of Atlanta for all the hard work and planning you put into the conference. If you haven't read the Post-Conference Capsule, please take time to do so. It's on the website.

My job this year is membership.

I need every member's help to grow and maintain our membership. I know that each of you is very dedicated to CPI. So I know each of you will do your best to accomplish this goal.

What can you do today? Share with me (at jsimbeck@satx.rr.com) any new/old ideas that you have for getting new members or helping to retain the members we have. I promise I will be sure your voice is heard by the executive board, as I will share every idea/email I receive from you (unless you ask me not to).



This year's membership contest has three drawings:

1. One entry for every potential member: name and email/or snail mail address required.
2. One entry for any member bringing in a new member. If you get **five** new members you get double entry (10 entries).
3. One entry for any innovative membership promotion. i.e.: Make a CPI promotional video & put it online. Any implemented idea can be entered into the contest!

The winners of the contests will be announced at the International Conference in Ann Arbor in 2016.

Please contact me if there is ANYTHING I can do for You, Our CPI Member! That's why I am serving as your elected officer.

I hope everyone is having a great summer!

Reverse Mortgage TV, Web Ads Give False Impressions

You've probably seen them on late night cable TV channels: Older celebrities advising seniors to seriously consider reverse mortgages as a product that will ease financial worries in their retirement years.

But the U.S. Consumer Financial Protection Bureau has issued an advisory warning consumers that many reverse mortgage ads do not tell the full story.

"As older consumers consider reverse mortgage loans to tap into their home equity, they need to be careful of those late night TV ads that seem too good to be true," said CFPB Director Richard Cordray. "It is important that advertisements do not downplay the terms and risks of reverse mortgages or confuse prospective borrowers."

Confusion surrounding reverse mortgages is not new and it will only intensify in coming years with the retirement of the "baby boom" generation, which has more home equity than retirement savings.

Studies have estimated that among Americans nearing retirement, 41 percent have no retirement savings account. But a majority of them, about 74 percent, own their homes and have built up good equity, says the CFPB.

The most common ways for consumers to access this home equity is to refinance their original mortgage, take out a home equity loan or line of credit, sell the home and downsize, or obtain a reverse mortgage.

In a reverse mortgage, older homeowners can access the equity they have built up in their homes and defer payment of the loan until they pass away, sell, or move out. The loan proceeds are generally provided to the borrowers as lump-sum payments, monthly payments, or as lines of credit.



628,000 Reverse Mortgage Loans

The reverse mortgage market is about one percent of the size of the traditional mortgage market, with 628,000 outstanding loans, according to industry reports. Most reverse mortgages today are federally insured through the Federal Housing Authority's Home Equity Conversion Mortgage program, which carries some regulatory requirements.

But there are big downsides. The CFPB released a report in February chronicling reverse mortgage complaints—including unexpected expenses, quickly diminishing home equities and the rights of family heirs, who are often left out of the process. There are also issues with servicer run-arounds and foreclosures.

In a new study released in June 2015 by the CFPB, 97 unique reverse mortgage ads found on TV, radio, in print, and on the Internet were shown to a group of homeowners age 62 and older. The CFPB interviewed about 60 of these homeowners in focus groups and in one-on-one interviews in Chicago, Los Angeles, and

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Washington, D.C. The study found that many of the ads were incomplete and/or contained inaccurate information, the CFPB said.

“While advertisements frequently do not describe all the details of the particular product or service being sold, the incompleteness of reverse mortgage ads raises heightened concerns because reverse mortgages are complicated and often expensive loans intended for older, and frequently vulnerable, homeowners,” the agency said.

The study found that the ads were characterized by:

Ambiguity that reverse mortgages are loans:

Some consumers found it difficult to understand from the ads that reverse mortgages are loans with fees and compounding interest and that the loans need to be repaid. Most ads either did not include interest rates or included interest rates in fine print. Other consumers thought that, because the money they received through a reverse mortgage represented home equity they had accrued over time, there was no reason they would have to pay it back.

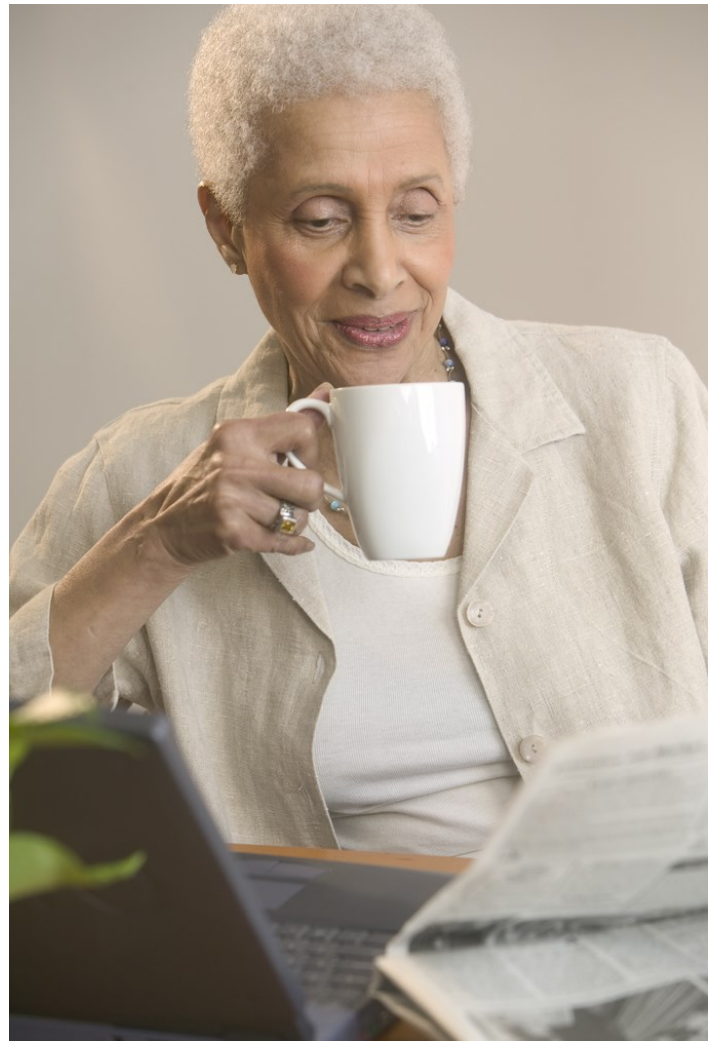
False impressions about government affiliation:

The advertisements left some older homeowners with the false impression that reverse mortgages are a risk-free government benefit and not a loan. The study found that consumers often misinterpret the role of the federal government in the reverse mortgage market as providing consumer protections that are not actually offered.

Difficult-to-read fine print: The study found that some consumers did not pick up on key aspects of the loan because the loan requirements were often buried in the fine print, if they were even mentioned at all. Many reverse mortgage ads reviewed did not, for example, mention helpful information like interest rates, repayment terms, and other requirements.

Celebrity endorsements that imply reliability and trust:

Many ads featured celebrity spokespeople discussing the benefits of reverse mortgages without mentioning the risks. Most consumers recalled TV ads that featured spokespeople portrayed as reliable and



trustworthy. One consumer in one focus group said, “When it’s a former Congressman endorsing it, it makes it sound like a good idea.”

False impressions about financial security and staying in the home for the rest of the consumer’s life:

The study found that many ads implied financial security for the rest of a consumer’s life. But a reverse mortgage does not guarantee financial security no matter how long a consumer lives. A consumer can tap into their equity too early and run out of funds to draw on. In addition, borrowers with a reverse mortgage are still responsible for paying property taxes, homeowner’s insurance, and property maintenance. Failing to meet these requirements can trigger a loan default that results in foreclosure. Most of the advertisements reviewed failed to mention such requirements.

(source: ecreditdaily.com)

U.S. Government News

Consumer Financial Protection Bureau Offers Free Guides for Financial Caregivers

As a member of CPI, you are more likely than others to be called upon by a family member or friend to manage their money when they are unable to pay bills or make financial decisions.

Whether or not you feel confident in taking on this responsibility, you can say “yes” because the Consumer Financial Protection Bureau (CFPB) Office for Older Americans has released four easy-to-understand guides to help you carry out your duties as a financial caregiver/ fiduciary. A fiduciary is anyone named to manage money or property for someone else.

These guides walk you through your duties; tell you how to watch out for scams and financial exploitation; what you should do if your loved one is a victim; and where to go for help.

The four guides, available free in both English and Spanish, are:

Managing Someone Else’s Money: Help for Guardians of Property and Conservators

This is helpful if a court names you to manage money and property for someone who needs help. (25 pages)

Managing Someone Else’s Money: Help for Agents Under a Power of Attorney

This is helpful when a friend/family member appoints you to manage their assets if they can’t. (23 pages)

Managing Someone Else’s Money: Help for Trustees Under a Revocable Living Trust

This is for use when someone appoints you to manage assets they’ve placed in a trust, when they can’t, due to illness or injury. (25 pages)



Managing Someone Else’s Money: Help for Representative Payees and VA Fiduciaries.

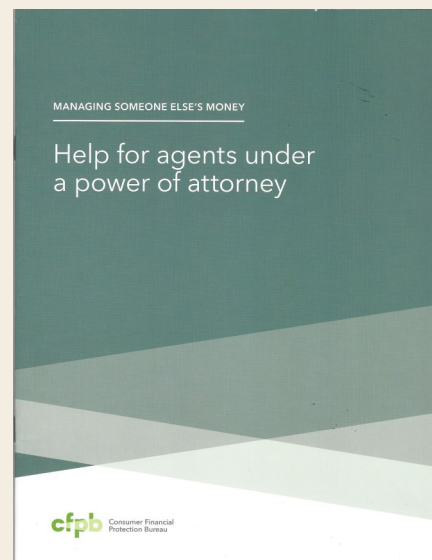
This is for use when a government agency names you to manage a relative or friend’s benefit or pension. (23 pages)

These guides are available to download on the CFPB website at consumerfinance.gov/managing-someone-elses-money.

You can also order free print copies at [Publications.USA.gov](https://publications.usa.gov) (type *Managing Someone Else’s Money* in the SEARCH box).

Also, you can place free bulk orders at promotions.usa.gov/cfpbpubs.html#special.

If you are a CPI member who does not have internet access, ask a fellow member who does to print or order these publications for you. Or contact the CPI Corporate Office.



Every Member Can Participate

Attend the October Strategic Planning Meeting Without Leaving Home or Office

There's something new coming to the CPI 2015 Strategic Planning Meeting, Oct. 16-17, and it's all about you—the members.

Thanks to technology, all CPI members will have the opportunity to attend and participate in the meeting directly from their home, office or favorite coffee house, via their computer, laptop or smart phone. Those lacking internet access are urged to team up with a member who does.

“We need ideas and input from all of our members, not just those who can get away from the office and fit the travel expenses into their budget,” says Strategic Planning Chairman Barbara Chapin, CCCE/MPCE.

“Of course, we are encouraging members to attend in person, if possible,” she added. “Being on site gives you the opportunity to talk with CPI officers and fellow members face-to-face, both within and outside the meeting sessions. These informal discussions can generate new ideas. But we also need input from as many members as possible.”

How It Works

CPI will be using the online Go To Meeting® program to connect CPI members across the country. The Go to Meeting® service is being provided by Past International President Pat Evans, MPCE, and the San Antonio Credit Union.

In early October, every CPI member with internet access will receive an e-mailed invitation to attend the Strategic Planning Meeting. It will include meeting session times and topics of discussion. Members can choose to attend all or some of the sessions. But they will need to R.S.V.P. for those they choose.

“Even if you are not sure you will be able to attend, please RSVP if you think you may



want to attend, so that you can be sent a link to the meeting,” said CPI President Cindy Westenhofer, MPCE. She also is encouraging members who will be attending to invite fellow CPI members without internet access to join them in person for the meeting.

The link to the Strategic Planning Meeting will come via an e-mail from CPI. It will give you step-by-step instructions on how to connect to the meeting via your computer. If you plan to attend via your smart phone, it will give the address to use to download the app. (Note: a sample e-mail, along with step-by-step directions, is available for review on the CPI website.)

“If you do not have the Go To Meeting® software on your computer, you can download it for free. Simply go to www.gotomeeting.com and sign up for the free trial,” Cindy said. You should do this several days before the Strategic Planning Meeting.

CPI Office Manager Charlotte Rancilio, who says she is not tech savvy, did a dry run with Pat Evans and says, “It worked! If I can do it, so can you.”

Inflation and Your Retirement Income Strategy

By Jennifer E. Camp

You might not think much about inflation. After all, it's been quite low for the past several years. Still, you may want to take it into account when you're planning your retirement income strategy.

Of course, no one can really predict the future course of inflation. But it's a pretty safe bet it won't disappear altogether—and even a mild inflation rate, over time, can strongly erode your purchasing power. Consider this: If you were to purchase an item today for \$100, that same item, in 25 years, would cost you \$209, assuming an annual inflation rate of 3 percent. That's a pretty big difference.

During your working years, you can hope that your income will at least rise enough to match inflation. But what about when you retire? How can you minimize the impact of inflation on your retirement income?

One thing you can certainly do is include an inflation assumption in your calculations of how much annual income you'll need. The number you choose as an inflation factor could possibly be based on recent inflation levels, but you might want to err on the conservative side and use a slightly higher figure. Since you may be retired for two or three decades, you might have to periodically adjust the inflation factor to correspond to the actual inflation rate.

Another important step is maintaining an investment portfolio that can potentially provide returns well above the inflation rate. Historically, stocks have been the only investment category—as opposed to investments such as Treasury bills and long-timer government bonds—whose returns have significantly outpaced inflation. So you may want to consider owning an appropriate percentage of stocks and stock-based investments in your portfolio, even during your retirement years.



Now, you might be concerned at the mention of the words “stocks” and “retirement years” in the same sentence. After all, stocks will fluctuate in value, sometimes dramatically, and even though you may be retired for a long time, you won't want to wait for years to “bounce back” from a bad year in the market. But not all investments move in the same direction at the same time; spreading your dollars among a range of asset classes—large stocks, small and mid-cap stocks, bonds, certificates of deposit (CDs), foreign investments and so on—may help you reduce the impact of volatility on your portfolio,

And you don't even have to rely solely on stocks to help combat inflation. You could also consider Treasury Inflation-Protected Securities, or TIPS. When you purchase a TIPS, your principal increases with inflation and decreases with deflation, as measure by the Consumer Price Index. Your TIPS pay interest twice a year, at a fixed rate; this rate is applied to the adjusted principal, so your interest payments will rise with inflation and fall with deflation. When your TIPS mature, you will receive adjusted principal or original principal, whichever is greater. As is the case with other

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District 5 Fundraiser Offers Unique Opportunity

Looking for a one-of-a-kind birthday or holiday gift for someone special? Or dreaming about treating yourself to something unique and awesome? But doubting your budget could handle either?

Don't despair! For just a few dollars, you could become the owner of a Pandora-style bracelet designed especially for Credit Professionals International (CPI) by S&T Creations. It is **THE** prize in a special raffle being sponsored by CPI's District 5 to raise funds for CPI projects.

The bracelet features blue Pandora beads, sparkling with rhinestones; iridescent faceted beads; iridescent white Pandora beads; and sterling silver charms, selected specifically with CPI in mind, suspended by silver scroll bails. The charms include a gavel, two bags of money, a computer, two locket frames (for pictures); and a vintage-designed ink well. The bracelet also has a one-inch extender, with a silver heart at the end, as an accent. For easy wear and application, it features a large lobster claw clasp.



You could win this unique gift by buying a raffle ticket for just \$3.00. Or increase your odds. Buy two raffle tickets for \$5.00 or four for \$10.00.

Send your check (no cash), payable to Credit Professionals International to: Charles Gordon, 1835 E. 8th Street, Jeffersonville IN 47130

This raffle is void in states where prohibited by law. So be certain to know your states laws before writing your check.

Living Memorials

In Memory Of::

Bonnie Burns
(Past District 3&4 President)_

Given by:
CPI District 3&4
Gail Ottinger, CCCE/MPCE

Deaths in CPI Family

Vera Zinner Reichel
(died May 2015, mother of CPI
Treasurer Charmaine Lucas)

Warren Hersh Kiess
(died June 22, 2015. Father of Anne
McBrayer, President of CPI of Las
Madrugadoras)

STUDENT CORNER

What Do You Want To Be When You Grow Up?

This is a question that we, at a very early age, are asked or that we ask ourselves. And our early answers might be anything from a rock star to “just like Mom or Dad”.

When you reach your teens, however, it is time to start giving serious thought to your answer. You want a career that sparks your interest, provides a good income and uses your talents. To achieve your goal, you need to map out a plan to use as a guide in choosing what courses to take in high school and what college or university offers the best program to pursue your chosen career.

As a student member of Credit Professionals International, you are probably already thinking about pursuing a career in the credit or financial fields. Here are brief descriptions of 10 of these careers. Each discusses the skills needed for the job; the level of education required; the field in which you need to major; and average salaries.

Financial analysts: work for businesses to help them or their clients make investment decisions. Analysts must have a bachelor's degree, often in business administration, accounting, statistics or finance. Analysts with a master's degree in business administration will find themselves among the most desirable employees.

Average salary: \$58,205/year
With benefits and bonuses: \$73,594

Personal financial advisors: use their knowledge of investments, tax laws and insurance to recommend financial options that help individuals meet their short-term and long-term goals. Advisors with a bachelor's degree in accounting, finance, economics, business mathematics or law will have the best opportunities for jobs in their field.

Average salary: \$66,405/year
With benefits and bonuses: \$85,553



Accountants: analyze, plan, evaluate and advise on matters of accounting theory and practice. A bachelor's degree in accounting or a related field is usually required, but those with a master's degree or experience to boot will have better job opportunities.

Average salary: \$43,215/year
With benefits and bonuses: \$52,813

Auditors: examine and analyze accounting records and prepare financial reports for clients. Auditors usually need a bachelor's degree, but as with accountants, experience and advanced degrees increase their chances of getting hired.

Average salary: \$57,365/year
With benefits and bonuses: \$68,138

Loan officers: assist individuals and organizations in applying for loans, assess the individual's creditworthiness and help them determine the most appropriate type of loan for his/her needs. Employers usually require loan officers to have a bachelor's degree in finance, economics or a related field. Loan officers will find experience in banking, lending or sales and knowledge of computers to be huge assets in their job search.

Average salary: \$48,318/year
With benefits and bonuses: \$58,685

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Collectors: keep track of accounts that are overdue and attempt to collect payment on them, making computer literacy and good communications skills a must in this job. Most collectors are required to have at least a high school diploma; however, employers prefer workers who have completed some college or who have experience in other occupations that involve contact with the public.

Average salary: \$27,960/year
With benefits and bonuses: \$33,215

Bank tellers: cash checks, accept deposits and loan payments and process withdrawals. They also may sell savings bonds and travelers' checks, accept bill payments and process paperwork. Most tellers have at least a high school diploma, but people with a bachelor's degree in business, accounting or liberal arts may get jobs as tellers to break into banking with the hopes of being promoted.

Average salary: \$19,828/year
With benefits and bonuses: \$24,793

Buyers: buy the goods and services a company needs either to resell to customers or for the establishment's own use. Educational requirements vary with the size of the organization, but many manufacturing firms prefer applicants with a bachelor's or master's degree in engineering, business, economics or one of the applied sciences.

Average salary: \$44,919/year
With benefits and bonuses: \$54,428

Treasurers: direct an organization's financial goals, objectives and budgets. Their duties may include overseeing the investment of funds and executing capital-raising strategies. Employers require a bachelor's degree in accounting, finance, economics or business administration; however, employers increasingly are placing emphasis on advanced degrees in these fields.

Average salary: \$97,645/year
With benefits and bonuses: \$130,957



Budget analysts: provide analysis and assistance to help companies develop their annual budgets, decide how to allocate current resources and estimate future financial requirements. A bachelor's degree—often in finance, economics, accounting, business, statistics, political science or sociology—is the minimum requirement for most employers, but an advanced degree is often preferred and sometimes required.

Average salary: \$55,566/year
With benefits and bonuses: \$67,586

You can obtain more information about these careers and other career opportunities at jobs.aol.com. The information in this article was obtained from this website.

2016 CPI International Conference Takes Shape



Now is the time to make plans to attend the 2016 CPI International Conference, to be held June 21-26, in Ann Arbor, MI, at the Holiday Inn & Suites University of Michigan Area (**on Boardwalk**).

Hosted by CPI of Ann Arbor, the conference gives CPI members the opportunity to be part of CPI business meetings; attend continuing education sessions; socialize at the CPI President's Reception and luncheons; participate in the International Walk-A-Thon, sponsored by the Credit Education Resources Foundation; meet and celebrate with award winners; attend the installation of the new International officers and meet

each of them personally; renew old friendships and make new friends.

The Conference will kick off with a tour of the Michigan Stadium, home of the famous Wolverines, and the nearby Crisler Center, which is the home arena for the University of Michigan's men's and women's basketball teams, as well as its women's gymnastics team. The two-hour walking tour will include the locker room, press box, the Crisler Center Concourse, the Hall of Honor and more.

CPI members can register for the conference online, via the CPI website. Those without internet access can obtain registration information and forms from the CPI Corporate Office. The early registration fee, offered through April 30, is \$299.00. After that, it increases to \$349.00. The hotel room reservation information is also on the CPI website. The special CPI room rate is \$109.99/night for double or \$119.99/night for king. Be sure to use File Code CPI to get these rates and make certain to book rooms at the Holiday Inn on the Boardwalk, and not one of the other three Holiday Inns in Ann Arbor. Direct any questions to Conference Co-Chairs Noelle Grigg and Jean Jervis, CCCE/MPCE.

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bonds, though, you could choose to sell your TIPS before it matures.

Work with your financial advisor to help decide what moves are right for you to help protect your retirement income from inflation. It may be a "hidden" threat, but you don't want to ignore it.

Yield to maturity cannot be predetermined, due to uncertain future inflation adjustments. If TIPS are sold prior to maturity, you may receive less than your initial investment amount. If bonds are not held in a tax-advantaged account,

investors will be required to pay federal taxes on the accredited value annually, although they will not receive any principal payment until maturity. When the inflation rate is high and the principal value is rising significantly, the taxes paid on TIPS may exceed interest income received. Therefore, TIPS may not be suitable for investors who depend on their investments for living expenses.

Jennifer Camp is a financial advisor with Edward Jones in Senoia, Georgia. She can be reached at Jennifer.Camp@edwardjones.com or by phone: 770-599-3981