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Message from the President

Sue Heusing, MCE

President - Credit Professionals International 2013-2014

Hello CPI Members! Spring is here but some days Mother Nature and Father Time cannot decide who is in charge. The members of District 3&4 must have a good connection because, when I visited them at their conference in Charlotte, NC, in April, the weather was beautiful! Not only that, but the conference was a great success and I really enjoyed myself visiting with everyone. They had over half of the total membership of their district in attendance at the conference, the speakers were very well versed and interesting, and I received some very nice gifts. Thanks to everyone in District 3&4. Next year they are going to Gatlinburg, TN, and that sounds like a great place to visit too.



*“There is no magic formula
to recruiting new members
and retaining current members.
The magic is you and me.”*

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Next on the agenda is a trip to Lincoln, NE, for a joint conference with District 5 and District 7&9.

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These two districts have been meeting jointly for the past several years and have found it helpful to share the responsibility of planning and setting up the agenda.

District 10 is meeting at the same time in Portland, OR, and we are very anxious to hear from them about what is happening in the great Northwest, where all this started for CPI many years ago. District 8 was the early bird, with their conference on March 8.

I have finalized my plans to attend the International Conference in Albuquerque, NM. The \$299.00 early registration fee runs through May 5. Then the fee jumps to \$349.00. The hotel registration deadline is May 21. All of the local members are hard at work pulling everything together. There is still time to register, if you haven't already done so, and the Las Madrugadoras CPI members have a great tour planned up to Santa Fe for a day of fun and adventure.

Our greatest concern this year has been membership and we will be hearing from First Vice President Rhonda McKinney, MPCE/CSM/SAFE, at the conference. She will give a presentation on how to recruit student members and how to help them grow in CPI.

If you haven't already received the April 2014 issue of *The Credit Professional* magazine, it is on its way to you. our Publications Coordinator Linda Bridgeford, CCCE/MPCE; Second Vice President Cindy Westenhofer, MPCE; and our staff member Charlotte Rancilio have packed it with valuable information. Linda tells us how to take the fear out of public speaking. Cindy tells us where to find all the answers; and Linda Simbeck, MPCE/CFE retired, takes us through the steps of applying for certification. There is also advice from outside experts Mary Horner, who discusses how to plan and execute successful meetings, and

Paul Watko, PRP, who explores options to save for retirement. In addition, there are several other articles with information you will find valuable, professionally and personally.

This year we fell short of our goal for revenue from membership and my urgent message to you about helping with the "budget shortfall" has already resulted in some generous donations. Many members gave more than the \$15.00 we asked for and soon we will reach our goal of helping to balance the budget. If you haven't sent your contribution, please consider doing so and remember—it is tax deductible. As President, I am asking you not to give me any gifts this year at the conference! Instead, please make a contribution to CPI.

Check out the website and click on the button that will take you to VOTE. Let's show our officers that we fully support them for next year. Thanks to everyone for all the help this year and please join us in Albuquerque, NM, in June. Hope to see you there!

Sue Heusing, MCE
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Cell 214-585-3547



Membership Campaign Gets Results

Rhonda McKinney, MPCE/CSM/SAFE

First Vice President

The focus of this year's membership campaign was to promote each local association's affiliation with the Missing and Exploited Children's Fund under the banner of "Help a child become a Star." By using new technologies and/or social media to reach new members, especially potential new student members, we wanted to encourage the membership to become **Magicians** to support President Heusing's theme:

M—Membership
A—Actively
G—Growing
I—In
C—CPI

There is no magic formula to recruiting new members and retaining current members. The magic is you and me. The magic is created when WE design and execute a plan for engagement with others and then work the plan every single day. The plan should always include a strategy for engagement to retain current members, as well as a defined level of engagement for the recruitment of new members.

I am excited that we have added nine new members this year. Five are in District 5; one is in District 7&9; and three are direct members.

I am extremely excited about the proposed Student Certification Program, which we will be discussing at the International Conference next month in Albuquerque. We currently have five student members and I anticipate that number will grow when we adopt and implement the student certification program. I look forward to hearing success stories from all associations on implementation.



The membership campaign for 2013—2014 was very simple. I wanted to reward local associations and individuals for making the attempt to increase membership. There is no success without effort. And I believe we need to recognize and reward the efforts regardless of the outcome.

Each quarter, local associations were challenged to host or attend events and share information about CPI and the Foundation, *and* to use new technology and/or social media in their recruitment efforts.

Each quarter, the local association presidents or designated representatives were to submit a brief report on any recruitment efforts to receive an entry for each submission into a drawing for a \$25 cash prize.

Any local associations submitting at least three recruitment reports for the year will be entered into a special drawing for a \$50 cash prize at the end of the year.

Individual members have an opportunity to earn entries for a \$100 cash drawing at the end of the year in two ways.

- Any existing member that recruits a new member will receive an entry for each new member
- Any existing member recruiting five new members and qualifies for their 5R Pin, will receive five entries for each member

The contest began July 1, 2013, and ends May 1, 2014. I look forward to recognizing the winners at the 2014 International Conference.

U.S. Government News

CFPB Wants to Make Libraries Community Hubs for Financial Education

The Consumer Financial Protection Bureau (CFPB) announced in April 2014 that it is launching a Community Financial Education Project to make libraries neighborhood centers of financial education.

The CFPB is working with agencies such as the Institute of Museum and Library Services and the Federal Deposit Insurance Corporation (FDIC), as well as nine library systems across the country, to implement a pilot project to equip libraries with financial education resources and tools.

In a speech April 7, 2014, CFPB Director Richard Cordray said, that, while the CFPB focuses on rulemaking and oversight of financial markets, it “is uniquely positioned to help bridge the widening gap between people’s actual financial capability and the increasingly complex financial decisions they have to make. In order to do that, we must consciously devote ourselves to the crucial importance of financial education in our society.”

He added that, “through this partnership, we hope to gain more foot soldiers on the ground with the ability and the commitment to talk with people, learn about their needs, and help them become better consumers. We want Americans to have the tools and resources available to them so that they can be financially capable and develop the self-reliance to look out for themselves.”

Cordray cited studies showing that visits and participation in library programs across the country are up and that many people are going to their libraries to find out important information about personal finances.

He added, however, that “librarians are not necessarily skilled when it comes to financial literacy. That is not what they were trained for



and they may not feel comfortable dealing with these issues. In order to fill that role, our libraries need help in identifying unbiased and accurate materials. They need help in identifying reliable community partners who can help them establish, host, and present programs. And libraries need resources to help them advertise financial education programs, both to regular patrons inside the library, and to citizens who may not yet be coming to the library.”

FTC Halts Telemarketing Scheme

The Federal Trade Commission has halted a Canada-based telemarketing scheme that scammed U.S. older adults out of \$20 million between May 2011 and December 2013.

The defendants in the scam, which was halted March 18, 2014, by U.S. District Judge J. Curtis Joyner, cold-called older adults claiming to sell fraud protection, legal protection and pharmaceutical benefit services. The cost of the services ranged from \$187 to \$397.

In some instances, the telemarketers impersonated government and bank officials and enticed consumers to disclose their confidential bank account information, the FTC said. They then used that information to draw money from the consumers’ bank accounts.

The court found that the FTC will likely prevail in the case and, therefore, put a freeze on funds held by the accused, creating the potential for money to be returned to the scheme’s victims.

“Word of Mouth Marketing Gets Results

By Charmaine Lucas

Advantage Debt Management of America

“When the going gets tough, the tough get going.”

Whether coined by Joseph P. Kennedy (father of U.S. President John F. Kennedy) or the famous football coach Knute Rockne (it’s been attributed to both), this phrase describes what happened at the credit counseling agency where I work when the economy took a downturn in 2008.

Despite the fact that people needed our services more than ever, they were so focused on putting food on the table, paying bills and hanging onto their jobs that they didn’t have time to think about their need for the help we have to offer. Along with a steep decline in the number of individuals reaching out to us for help, we suffered a drop in the financial assistance that we and other nonprofit organizations receive through grants and donations.

The key to recovery was advertising. However, with funds diminishing, our organization, along with others in the industry, needed to find ways to market our services at a VERY low cost.

To combat this situation, our credit counseling agency created the new position of marketing director and placed an experienced counselor in the job. With this new position came a business card makeover. The agency decided to add her picture to the business card. With this addition, the contacts made could now place a face with a name.



The new marketing director first contacted business associates with whom the agency currently had a working relationship. The idea behind this was to re-establish the need for employers to recognize the credit problems their employees were having and the role the employers needed to play to help their workers solve those problems.

This was not only successful but led to additional contacts that were referred by employers we were already helping. Referrals also began pouring in from business associates whose clients were in financial turmoil, experiencing budgeting problems, overwhelming credit card and medical bills, etc. Many people simply needed guidance in getting their finances back in order or regaining control of their budget.

Our new marketing director also turned our attention to promoting credit education. Like

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get our education director into the classroom to promote the importance of credit education. The material given to these students pertains not only to the student's current needs but also to any other adults in their household. The ability to save and distinguish their "wants" from their "needs" should begin early in life—a big part of credit education.

The economy is now improving but we have not changed our marketing strategy. We have found the best and most cost-efficient advertising source available:

WORD OF MOUTH!

many credit counseling agencies, we have an education director who conducts free credit seminars for any interested group—large or small! Although many organizations put this type of education on the back burner when the economy took a downturn, our marketing director realized that we needed to utilize this valuable asset now more than ever.

We soon discovered there was a strong interest among groups to arrange seminars to help their members or employees with credit problems. The director was able to triple his credit talks through referred contacts and cold calling. These credit talks made it possible for us to inform individuals about the credit counseling help available in their own community versus seeking help from an out-of-town agency. Our agency has found that, when consumers have the option, they prefer an in-person, face-to-face, free counseling session with a local non-profit agency.

Our marketing director also recognized an equal need for credit education programs directed to young people, particularly juniors and seniors in high school. These young adults are getting ready to dive into a whole new spectrum of life and need to start preparing for the world of credit. We began making contacts with school counselors, principals, teachers and anyone in the education field we knew to

Enrich Your Life!

Wisdom in the Weirdest Places is a collection of the most popular inspirational articles from the internationally syndicated column *The Un-Comfort Zone*. Here in one place, along with brand new material, you can read your favorite stories by Robert Evans Wilson, Jr.



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"Rob Wilson uses his life experiences and keen perceptions to entertain and motivate. It's a fun and relaxing adventure each time he shares a story. You don't want to miss a word." *The Oklahoman*



**Credit Professionals International
International Conference
Albuquerque, New Mexico
June 12-14, 2014
Hotel-Albuquerque
At Old Town**

JOIN YOUR FELLOW CPI MEMBERS

Pursue Continuing Education

Be Part of CPI Business Meetings

Participate in the Walk-A-Thon

Celebrate Award Recipients

Meet Your New CPI Leaders

Enjoy Fun Social Events

Pre-Conference Tour

June 12, 2014

Santa Fe, New Mexico

Follow the Santa Fe Trail

To This

400-year-old Trading Center

Hosted by Las Madrugadoras CPI

Student Member Corner

Smartphone Banking: Managing Money on the Move

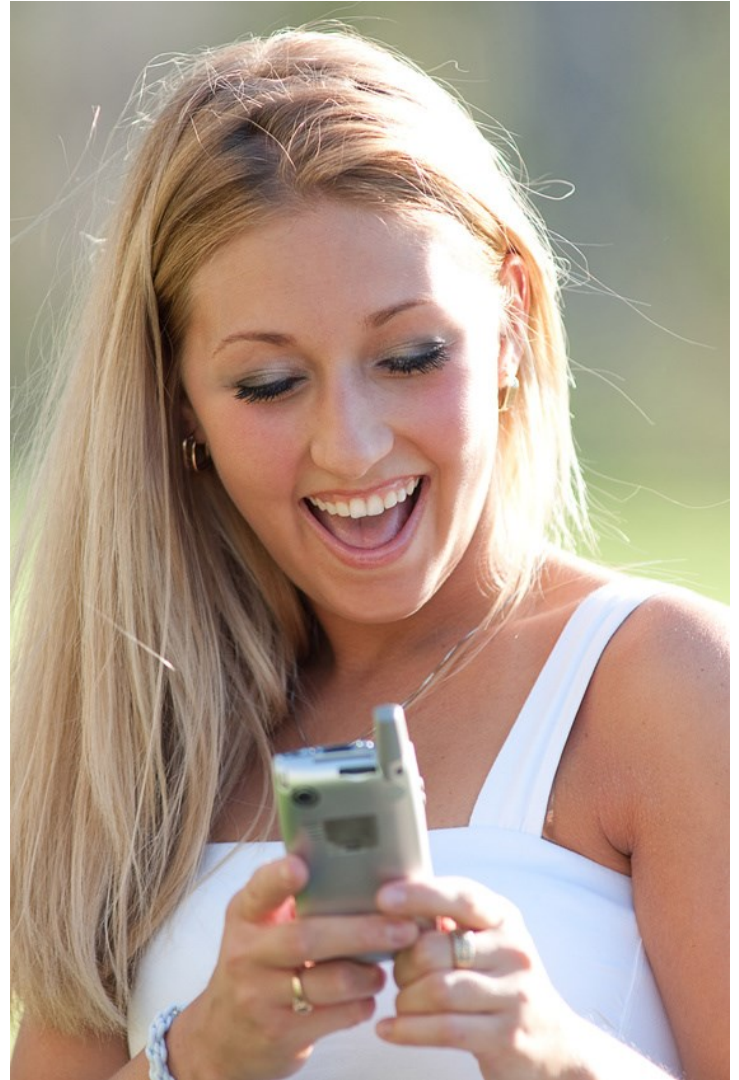
Many financial institutions are allowing consumers to use their smartphones to check account balances, transfer funds between accounts, make payments, and conduct practically any other banking activities that can be done on a computer. While mobile banking can provide convenience and allow you to keep on top of your accounts even when you're on the go, you should take precautions.

Ask your bank about the mobile banking services it offers and how much they may cost. Some financial institutions are allowing smartphone users to snap a photo of a check and deposit the amount right into their account, without having to enter a bank branch or use an ATM. Also, consumers can make person-to-person payments for situations such as splitting the bill for dinner with friends.

Some consumers also arrange with their bank to send them text alerts warning about low balances, an overdrawn account or unauthorized transactions.

Understand your potential liability for unauthorized transactions. “While you’ll generally be protected by the same consumer laws that would apply to your other banking transactions, it’s important to read the disclosures your bank provides about liability for unauthorized transactions and understand what terms apply to your transactions,” said Elizabeth Khalil, a Senior Policy Analyst in the Federal Deposit Insurance’s (FDIC) Division of Depositor and Consumer Protection.

Also be aware that the funds you place on a prepaid card may or may not be protected by FDIC insurance if the bank that holds the money (for you and other customers) were to fail. If you have questions, call the FDIC toll-free at 1-877-ASK-FDIC (1-877-275-3342).



As with any activity conducted online, keep security in mind. Protect your mobile device—not just your online account—with a password that is hard for others to guess. Don’t lend your smartphone to others. Know what to do if you lose your smartphone, such as whether you can remotely delete personal information such as your account logins and contact information for friends and relatives. Quickly report any unauthorized transactions or other suspicious activity.

Understand Your Leadership Style

By Glenn Gutek

At the risk of placing style over substance, all leaders must understand this simple truth: Style does matter. It is not about matching your belt to your shoes or accessorizing appropriately for the occasion, but rather understanding the way you go about leading.

A cautionary tale: Allen rose through the ranks of the military with great ease and retired young with a high rank. Properly prepared for his transition into civilian life, Allen was able to land a great opportunity with an upstart tech firm in the Midwest.

Everyone was confident his previous leadership performance would translate to the battlefield of competitive software development. Within months, it became obvious that the members of Allen's team were not responsive to the command-and-control leadership style that Allen was comfortable exercising.

Allen's story is not uncommon. Effective leadership in one field or with one team does not always translate to effective leadership with another team or in another field. The complexity of the marketplace has prompted the importance of knowing your leadership style and discerning the style that a team will easily respond to. The distinctions of leadership styles would be endless; however, the following six styles are the most prominent in the workforce today.

Charismatic: This is leadership by infusion of energy, often embodied in the personality of the leader. This leadership style may encompass a wide swath of personalities, but the common ingredient is that the energy ushered in by the leader is closely connected to that person. Once Elvis leaves the building, so does some of that infectious energy!



Over the years, the style has been both praised and panned, but any study of leadership must recognize that there is value to those who bring energy to an organization with their sheer presence. The downside of that leadership is the reality that some teams don't need to speed things up, but rather need to slow things down. The charismatic leader is an excellent vision-caster and can elicit a loyal and passionate following. Where this style will often fall short is in attention to details.

Technician: This is leadership by displaying both knowledge and skill. The style is highly valued in cultures where competence is high in economic value. It is leading by simply being the best producer of what your organization produces. People with this leadership style can influence their arena with an impeccable reputation, and they set the bar for the standard of work quality.

The style has limits in being replicated throughout an organization. Some leaders who strongly employ it can in time be a little like the "Wizard of OZ," hiding behind the curtain, pulling strings, leaving everyone to wonder "How does he/she do it?" Nobody can argue with the value quality plays in any area. Keep in mind

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there is a distinction between leading the best and being the best.

Strategic: This is leadership by connecting the dots. The style is embodied in people who tend to be global and conceptual thinkers. They not only are able to see the end destination, but they know the path to get there must be identified and paved. Tragically, the style can be marred by the blues, because not only do strategic leaders see what could be, they see what is not.

Team Builder: Here, leadership is by roles and unity. The style recognizes that you can't just assemble any group of people and claim you have a team. It is employed by leaders who look at people individually and find roles for them to fill. At the same time, they align these individuals into a cohesive whole.

Managerial: This is leadership by systems. The style focuses on doing things correctly. Processes and systems are designed and understood so that current operations function consistently. Though some would argue that managers are not leaders, you have to acknowledge that effective managers have a profound influence on those that surround them. In fact, they have the capacity to lead a culture that prizes management, even at the expense of effectiveness.

Directive: Here we have leadership by control. The style was embraced during the Industrial Revolution. In recent years, the command-and-control style has lost much of its appeal. However, any organization in crisis would love to have a directive leader step forward and bring order out of chaos. There is still a need for directive leaders.



Applying Leadership Styles

The most important thing to understand when examining the concept of leadership styles is to recognize that there are circumstances where certain styles flourish and others where they flounder. In days of old, the common philosophy was to master all of these styles. “A man for all seasons” was the fantasy of business owners, entrepreneurs and executives.

Today, the world is way too diverse and complex, and truthfully, nobody was ever excellent at all styles. Most writers on the subject these days encourage you to know your style and function in an environment where your style will flourish.

As a leader, not only should you know your natural style, but you should also know the “shadow side” of that style: How does your winning formula undermine your effectiveness? Typically revealing one or two weaknesses will not make a leader ineffective.

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Ineffectiveness will occur when your strength runs amok. There is an old saying that if the only tool you have is a hammer, then the whole world looks like a nail. Some of the biggest mistakes in leadership are akin to using a hammer when sandpaper is required.



Effective leadership in today's diverse culture will require a team approach, and teams require diverse leadership styles. By not only employing the best leadership style for you, but also knowing when to adapt to other styles, you can effectively lead your team to success.

About the author:

Glenn Gutek is a speaker and CEO of Aware Consulting & Coaching, a firm that helps small businesses and organizations improve their leadership and business development through training, development and coaching. He is also the author of *Wide-Awake Leadership*, which teaches leaders how to overcome mediocrity through effective leadership. For more information on speaking and consulting, please visit www.awakeconsulting.com or contact Glenn at glenn@awakeconsulting.com or (407) 901-4357.

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360 Degrees of Financial Literacy is a free online program designed to help Americans understand their personal finances through every stage of life.

Created and sponsored by the American Institute of Certified Public Accounts, it can be found at www.360financialliteracy.org.

Topics covered are credit and debt; in the workplace; paying for education; budgeting and spending; family financial planning; home ownership; insurance; in crisis; retirement planning; investor education; owning a business; taxes; and recent legislation.

Information is also organized by life stages: tweens & teens; college students; employed; military and reserves; small business owners; couples; parents & children; home owners; in crisis; and retirees.

The website also has an "Ask the Money Dr." feature, where consumers can submit a question to be answered by a qualified CPA. Past questions and answers. Are also posted.

In Memory Of...

Living Memorials:

In Memory of:

Bettie L. Martin
Past President of District 3&4 and
Of Jackson, MS CPI

Given by: CPI District 3&4

International Walk-A-Thon

Albuquerque, NM

June 13, 2014

We Walk For the Children



Sponsored by: Credit Professionals International
Credit Education Resources Foundation
National Center for Missing and Exploited Children



Oscar Mayorga

Male. **DOB:** 9/22/1997. Missing 8/7/2013 from Joliet, IL. Hispanic. Black hair. Brown eyes. Ht. 5' 7" Wt.: 130 lbs. Oscar is an endangered runaway. He may still be in the local area. He may also go by the last name of Majorga. Contact: Joliet, Illinois Police Department. 815-727-8575/

Omar Gathings

Male. **DOB:** 4/27/1997. Missing: 9/19/2013 from Cordova, TN. Biracial. Brown hair. Brown eyes. Omar is an endangered runaway. Contact: Memphis, TN, Police Department 901-545-2677.

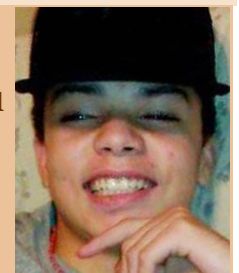


Breann Rodriguez

Female. **DOB:** 9/1/1997. Missing: 8/8/2013 from Fort Myers, FL. Black. Brown hair. Brown eyes. Ht. 5'3". Wt: 90 lbs. Breann was last seen on August 8, 2013. She may still be in the local area. Breann has multiple ear piercings and two lip piercings. Contact: Fort Myers, FL, Police Department 239-321-7000.

Carlos Sanquintin

Male. **DOB:** 12/26/1997. Missing: 8/21/2013 from Plymouth, MA. Biracial. Light brown hair. Brown eyes. Ht. 5'5" Wt: 130 lbs. Carlos may still be in the local area or he may travel to Framingham, MA. He is Hispanic and White. Contact Plymouth, MA, Police Department 508-830-4218.



**ANY ONE HAVING INFORMATION SHOULD CONTACT:
The National Center for Missing and Exploited Children
1-800-843-5678 (1-800-THE LOST)**

Child Find Canada—1-800-513-3463