

Message from the President



It doesn't seem possible that summer has come and gone with such speed. Just a few weeks ago we were all getting back from Albuquerque to continue in our CPI journey. Little did we know that so many challenges were ahead of us as we set out on our journey toward **Destination: Excellence**. From the news received, we know that so much has happened in all

our lives. Some of the happenings are happy with new homes, additions to our families, new positions. Some of the happenings are not so happy with illness and loss of members of our families and other special loved ones. Through all this I hope you will be able to see the beauty of your journey.

Fall is in the air and in many areas CPI is beginning a new journey as associations install new officers and branch out toward their own **Destination: Excellence**. As a reminder, please complete the officer change forms and submit to the Corporate Office. This insures that the mailings will be sent to the correct officers. We look forward to new energy and enthusiasm as we set goals for the challenges that lie ahead of us in the new year.

In my installation, Charlotte Maness told us that "Destination: Excellence" implies that we have finally arrived and our journey is over. We are somewhat reversing the quote "Success is a journey, not a destination" but we are sending the same message. The joys and successes of life do not come when we arrive; they come along the way, as we enjoy the journey.

As each individual and association seeks to reach for excellence, I ask that you find new confidence in knowing that you are part of an Association that is ready to see the greatness in each person and to cultivate that greatness. We all have our God given talents and these talents grow as we grow our ability and knowledge.

The Executive Committee and the Strategic Planning Meetings were held in St. Louis in October. These meetings were very productive and the members who were able to attend came away with renewed enthusiasm to continue in their CPI journey. These meetings are open to all members and I would encourage you to make plans to attend these meetings next year.

The new education manual has been mailed to each member whose dues have been paid to International.

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CPI TO E-MAIL NEWSLETTER TO ALL MEMBERS

Credit Professionals International will begin e-mailing *The Credit Connection* newsletter to all members with the February 2009 issue.

The decision was made by the CPI Executive Committee at its October 2008 meeting in St. Louis, MO. It is the latest in the organization's efforts to increase benefits to its members.

Although the newsletter is currently available to Members at www.creditprofessionals.org (the CPI website), having it delivered to their e-mail box will make it easier for CPI members to access it.

"It's like the difference between going to the drug store to get your newspaper and having it delivered right to your door," said CPI President Esther Brinkley, CA/MPCE.

All CPI members will also have the *Post-Conference Capsule* e-mailed to them, rather than having a professionally printed copy mailed to them.

In addition to expanding membership benefits, the changes are a cost saving measure. They will eliminate the cost of printing and mailing the August newsletter and *Post-Conference Capsule* to all members, as well as the printing and mailing of three issues of *The Credit Connection* to International, District, State and Local leaders; active Past International Presidents; direct and at-large members; and subscribers.

The Executive Committee also decided that:

- **Current subscribers**, whether or not they have e-mail, will receive a mailed photocopy of *The Credit Connection* until their subscription expires.
- **At-Large and Direct members, as well as Past International Presidents**, without e-mail will automatically receive a mailed photocopy of *The Credit Connection* and the *Post-Conference Capsule*. They **do not** have to request this.
- **Other CPI members who do not have access to the Internet** may request that a photocopy of the newsletter be mailed to them. Just contact the CPI Corporate Headquarters at 10726 Manchester

Road, Ste. 210, St. Louis MO 63122 (phone: 314/821-9393; fax: 314-821-7171). Or, if they prefer, they can ask a fellow CPI member to print a copy off the Internet for them

Administrative information for International, District, State and Local leaders that has been included with the newsletter mailings will now be e-mailed to them. It will also automatically be mailed to those leaders who do not have Internet access.

All CPI members are urged to check their e-mail address listed in the Membership Directory in the "Members Only" section of the CPI website: www.creditprofessionals.org. If it is wrong or isn't listed, go to the "Member's Only" home page and click on "update your membership information."

"If we do not have your correct e-mail address, you will be missing out on a valuable membership benefit," Esther said.

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Along with this manual, you received your new user name and password for the website.

As the holiday season approaches, excellence will be your reward as you reach out to those less fortunate in their journey. My wish for you is health and happiness during the holiday and into the New Year.

Thank you each for your commitment to Excellence and to CPI.

**Esther T. Brinkley, CA/MPCE
President 2008-2009**

DESTINATION: EXCELLENCE

MEMBERSHIP RECRUITING AND RETAINING (PART TWO)

*In this issue we'll cover:
Recruiting is everybody's job
Recruiting is an Ongoing Process*

Recruiting is Everybody's Job



Although your association may need one person to coordinate the efforts of recruiting members, EVERYONE should be responsible for maintaining and sustaining membership. Your membership campaign should include specific tasks to be accom-

plished, a timeline, and an indication of who will be responsible for completing each task.

Recruiting is an Ongoing Process

Recruiting new members isn't something you do just during an annual membership drive. If your local association is involved in any community projects, it's a great image development opportunity for you. Whether it be collaborating on a program with another group or participating in a community service environment with non-members, this is a recruitment opportunity that you can't pass up.

Use those opportunities to educate people



about Credit Professionals. All of your members should be prepared to answer the question "tell me about your club, what do you do?" Can your current members answer that question? Is the answer consistent?

Just like a company, work to make your organization's name a household word. Keep in mind that candidates for your local association are most likely members of other groups in your area. The outreach programs you participate in may have positive recruitment effects. Keep in mind, people are often changing jobs. Don't miss the opportunity to sell your association to those employees who are making career changes.



**Jean Jervis, CCCE/MPCE
CPI First Vice President/Membership Chairman**

GOVERNMENT NEWS

*With news regarding the financial industry making national headlines daily, we urge you to keep abreast via your favorite news media—print, broadcast and Internet. The CPI website—www.creditprofessionals.org—has links to several credit-related news sources, such as *Credit & Collection Headline News*.*

On this page, we report on some recent actions at the state level and take a look at what may lie ahead at the federal level when a new Congress convenes in 2009.

The CPI Publications Committee

State News

California hospital workers who inappropriately access patient medical records will face harsher penalties as a result of two bills signed into law by Governor Arnold Schwarzenegger in late September. Under the new legislation, health care providers are responsible for protecting patient data from unauthorized access. Violators can be fined up to \$250,000 per incident.



Arkansas has seen an 86 percent drop this year in the number of payday lenders operating in the state. Two Arkansas Supreme Court rulings earlier this year prompted the retreat of payday lenders from the state. Those rulings resulted in the State Attorney General ordering all payday lenders in the state to be licensed and regulated by the Arkansas State Board of Collection Agencies. The State Supreme Court will soon take up the constitutionality of the Check-Cashers Act, a 1999 law designed to provide payday lenders legal cover to operate in Arkansas.



Some predict that bankruptcy reform and increased government regulation will be major issues taken up by both houses of Congress when they reconvene in 2009.

The bankruptcy reform proposal most likely to be addressed would let federal bankruptcy judges lower payments on subprime mortgages to help homeowners who have fallen behind on their payments avoid foreclosure. The Mortgage Bankers Association said the legislation would force lenders to charge more for new loans.

Regulatory issues are “going to come in a big way in 2009”, said Robert E. Litan, an economist at the Brookings Institution, in a *New York Times* report. Areas that could face regulation include derivatives, hedge funds, mortgage brokers and credit-rating agencies. There is also talk of a new agency to protect consumers from various financial abuses involving mortgages, auto and student loans, and credit cards. Another area that may come under scrutiny in the future is health care insurance.

Do You Yahoo and Are You Linked In?

By Susan J. Heusing, MCE

Did you know that Credit Professionals International (CPI) has a Yahoo Group? Do you know how to use it? Are you a member? Why not? It's easy to join. Just click on the link and ask the moderator if you can join.

<http://finance.groups.yahoo.com/group/Creditpros/>

When you receive an invitation to join from someone in CPI, just say yes. Be sure and check your spam filter because sometimes the message might be misdirected. It's free, it works, and it is a way to stay connected.

Under messages, you will find a Welcome that explains the Yahoo Group was formed to promote communication within CPI. If you have a message that you want everyone to see, use the Yahoo Group instead of entering all those email addresses in your message.

You will also find a message called Membership. Here again, you can search the local networking and business groups meeting in your area, attend some of their functions, and ask if they have a Yahoo Group that sends out meeting announcements so you can be added to their list. What better way to network and find new members?

As a member of several Yahoo Groups, many others often use the Group to promote important messages about upcoming events, to broadcast job leads, to provide tips on interviewing, or sample interview questions.

If someone sees an interesting article that might be helpful to everyone in the credit industry, send it to all on the Yahoo Group. If you have something you wish to sell, have a fund raising project for your local, need to reach out to the entire membership for certification or an upcoming conference, send a message on the Yahoo Group.



A second networking idea is "Linked In". Unlike Face Book, My Space and other social groups which were developed for alumni, Linked In is primarily a Professional Networking Group. As a member for the past few years, I have nearly 400 direct links to people in the DFW metroplex. Recently I sent invitations to the members attending the Strategic Planning and Executive Meeting in St Louis so they could take a look at my profile. There is also a CPI Group within Linked In that shows our CPI logo.

<http://www.linkedin.com/>

Linked In is the latest thing in job searches. Many employers are no longer using Monster or Career Building or any of the other job boards since they can use Linked In for fewer dollars. Sales people are using Linked In to find prospects for the product or service they are selling.

When I need to find information about a subject, I have always used Google and now when I Google myself, the first item that appears is my Linked In Profile. Try It! Google yourself and I suspect you will find something you have done for CPI very near the top of the list. WHY? We are in the electronic age and anything and everything you do can be found on your PC. Why not build your profile so when someone looks at you, they see more than a recent article in a local paper that mentioned you presented a program.

What better way to find someone in a company than to enter the name of the company and try to locate a contact inside. Job seekers use it to schedule informational interviews, to find out more about the company than you will find on their website. Once you have established a network, you can ask for an introduction to someone who may know the person you are trying to reach. The electronic age is here to stay. It's time to get connected.

Join Linked In and start to Yahoo!

KNOW HOW TO TAKE YOUR LUMPS

By Susan S. Franke
Wealth Management Specialist
Raymond James & Associates

If you are about to retire or change jobs, or if your employer is terminating the company retirement plan, you may be eligible to receive a "lump sum distribution" as defined in the Internal Revenue Code. Such a distribution may be substantial and may represent the cornerstone of your retirement security. So it is important to consider your options carefully before making a decision regarding distributions.

Basically, you are faced with two main options. Should you take a direct distribution and pay your taxes now? Or should you roll your distribution over into a traditional Individual Retirement Account (IRA)?

If you decide not to roll the distribution over into a traditional IRA, you must pay tax on the distribution in the year you receive it. You will, of course, be able to invest the remainder as you please. The main benefit of paying taxes on your distribution now is that you may be eligible for special tax treatment. If you were born before 1936, you may be eligible for ten-year tax-averaging on your lump sum distribution. Or, if your distribution will include shares of your employer's stock, a portion of your distribution may be eligible for the new lower capital gains tax treatment. If either of these situations exists, you may be able to pay a lower tax rate than usual on your distribution. If not, your distribution may be taxed at your ordinary income tax rate so you may want to consider your second option.

Your second option is to roll the distribution over into a traditional IRA. This alternative assures that assets will continue to enjoy tax-deferred growth to provide for your retirement. Under current IRS regulations, you need not begin taking distributions from your traditional IRA until you reach age 70 1/2.

Here are some facts to keep in mind when faced with the distribution decision.

- Only 60 days are permitted between the receipt of your lump sum distribution and the date of the roll over.
- All contributions (pre- and after-tax) and earnings distributed from the employer's qualified plan may be rolled over.
- Regardless of whether it is deductible, it is still possible to make an annual \$5,000 (for 2008) IRA contribution, plus a \$1,000 catch-up for those who have attained age 50, to a traditional or Roth IRA account.
- Contributions to the IRA may only be made in cash; but, with a rollover transaction, if non-cash assets are received as part of the distribution, they may be rolled into the IRA (e.g. employer stock or mutual fund shares).
- Distributions may be made from a traditional IRA account at any time after age 59 1/2 free of penalty.

The traditional IRA account provides you with an opportunity to continue building assets during working years through continued tax-deferred compounding. There will be no tax implications until you begin to take distributions. This continued tax-deferred growth could mean the difference between your living simply or living well during your "golden years." Of course, before you decide which strategy best meets your objectives, it is a good idea to consult with your financial and tax advisors.

*You can reach Susan Franke at
800-338-7846*

TRY THESE EASY-TO-DO IDEAS FOR CREDIT EDUCATION MONTH 2009

The nation's current financial crisis has many CPI members up to their eyeballs in work and asking, "How can we find the time to celebrate Credit Education Month?"

Don't give up! CPI is here to help! Here are great ideas and excellent resources for free professionally prepared credit education materials and programs.

Celebration Ideas

Try these easy-to-do ideas for celebrating Credit Education Month right where you are already involved—at work and in your community.

- If customers come into your workplace, ask your employer's permission to set up a Credit Education Month display in the lobby, filled with materials from the government resources given in this article.
- No consumer visitors at work? Ask your employer for permission to distribute credit education materials to fellow employees. Or ask if you can conduct a lunchtime credit education program for employees.
- If you have children in school, ask the teacher if you can present a program (with handouts) during Credit Education Month. Tie your presentation into a classroom subject. For young children learning basic math, work these elements into your presentation. For middle school and high school students, use the FDIC's *Money Smart for Young Adult* program. Its curriculum is aligned with educational standards for all 50 states and the District of Columbia.
- If you belong to a church or civic organization, volunteer to do a Credit Education Month presentation, with handouts, on a credit topic during the group's March meeting.

Internet Resources

Federal Trade Commission

"Read Up! Reach Out!"

www.ftc.gov/bcp/edu/microsites/reachout/readup.htm

"Protect Your Identity Day"

www.ftc.gov/bcp/edu/pubs/consumer/idtheft/id06.pdf

"Read Up! How To Be An Informed Consumer" centers on a 35-page booklet filled with information for consumers on topics such as managing your finances, major purchases and investments, consumer rights, and avoiding scams and rip-offs. Information is given on how to order related FTC publications.

The *"Reach Out"* section of this website provides credit education ideas.

CPI members can use the FTC's *"Protect Your Identity Day"* kit to educate consumers on this topic. The FTC has not assigned a specific day to this event, so choose a date during Credit Education Month. The kit includes a CD containing:

- The entire kit contents, for use in customizing and printing
- *Deter, Detect, Defend* videos for computer broadcast
- *Talking About Identity Theft: A How-To Guide*, which offers more sample materials, including a speech, presentation, and template media materials in English and Spanish.

Federal Deposit Insurance Corporation

www.fdic.gov/consumers/consumer/moneysmart

"Money Smart" is a financial education program available to instructors in two versions at no charge:

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- **Money Smart Adult Financial Education Curriculum**
- **Money Smart for Young Adults**

The first helps adults outside the financial mainstream enhance their money skills and create positive banking relationships. Available in both an instructor-led and a computer-based instruction version, it consists of 10 modules, each on a specific topic. Each module includes:

- A comprehensive, fully scripted guide for instructors. It includes everything needed to start teaching the program, including easy-to-follow cues, script, and interactive class exercises.
- Overheads, in Word and PowerPoint format.
- Take-home guide for participants.

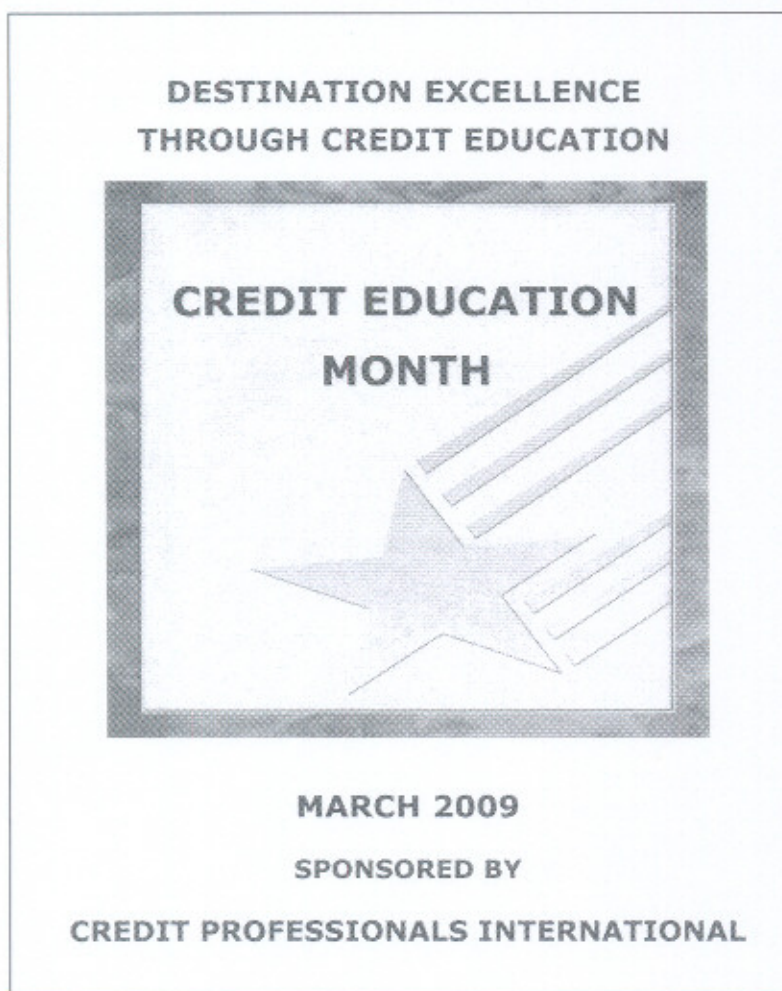
The *Money Smart for Young Adults* program teaches youth between ages 12 and 20 the basics of handling their money and finances, including how to create positive relationships with financial institutions.

Each of the eight instructor-led modules in the *Young Adults* program includes a fully scripted instructor guide, participant guide and overhead slides

Credit Education Resources Foundation
The Foundation offers "*Take Charge of Your Life*," a 73-minute audio program covering the basics

of money and credit management. It consists of seven lessons.

To facilitate presentations of this program, the Foundation has produced an accompanying PowerPoint presentation and a written Instructor's Guide. Both can be downloaded from the CPI website: www.creditprofessionals.org



The audio program can also be used for self-study, making it ideal for donating to community, school or church libraries; local community centers; programs for women who have been abused or been released from prison; programs that help the poor to get education, jobs and housing.

CPI members can be creative in finding other ways to distribute the CD, such as donating copies to a silent auction fundraiser or distributing/selling copies at a meeting of other organizations to which they belong.

The CDs can be purchased from the

Foundation at \$15.00 each (1-5 copies) or \$12.00 each (6+copies).

You now have what you need to make Credit Education Month 2009 the best ever

Download the 2009 Credit Education Month poster at www.creditprofessionals.org

LIVING MEMORIALS AND CONTRIBUTIONS

MEMORIAL—A lasting tribute to the memory of a deceased relative, friend or CPI member.

SALUTE—A thoughtful way to remember achievements, special occasions, birthdays, anniversaries, to say "Thank You" or to give recognition for an event that is special to you.

CONTRIBUTION—A monetary donation given by an individual or group to support the activities of Credit Professionals International or the Credit Education Resources Foundation.

All donations are entered into our permanent memorial record. An acknowledgement, without reference to the amount of the gift, is sent to the person you designate.

The memorials and contributions listed below are those received since the last issue of *The Credit Connection*.

LIVING MEMORIALS

In Memory Of:

Given By:

Alma Dunaway Freeman
(Mother of Int'l. Past President
Charlotte Maness, CCCE/MPCE)

Gail Ottinger,
CCCE/MPCE
Nona Ellzey, MPCE
Past Presidents,
District 3&4
Diane Radcliff, PCE
Sue Heusing, MCE
Mary Nebeker,
CCCE/MPCE

Claire M. Gauntt
(Member since 1952)
(Past President, District 8)

Sue Heusing, MCE
Mary Nebeker,
CCCE/MPCE

Virginia Patten
(Past President, District 3&)

Gail Ottinger,
CCCE/MPCE
Past Presidents,
District 3&4
Nona Ellzey, MPCE

Jerry Arnold Shaw
(husband of Helen Shaw)

Diane Radcliff, PCE
Gail Ottinger,
CCCE/MPCE

Ruth Ann Aller

CPI of Pocatello, ID
CPI of Anchorage, AK

LIVING MEMORIALS

Enclosed is my contribution to:

Credit Professionals International
 Credit Education Resources Foundation

Memorial Salute Contribution

Salute:

Name of honoree _____

Occasion _____

Address of honoree _____

Memorial:

Name of Deceased _____

Please notify:

Name _____

Address _____

Relationship _____

Contribution from:

Name _____

Address _____

Send donations to: 525-B N. Laclede Station Road, St. Louis, MO 63119.

WALK-A-THON NEWS

The National Center for Missing and Exploited Children reported that Ella Casey and her toddler daughter, Marteen Casey, were found August 1, 2008, in Phoenix, Arizona.

They had been abducted from Newark, Ohio, on November 28, 2006.

They were featured in the May 2007 issue of *The Credit Connection*.

MANY HANDS MAKE LIGHT WORK

By Mary Lou Addy, CCCE/MPCE

Sometime ago I was asked to write an article about involving new members that join our associations. I wonder at this time if this article is a little too late?

With that being said, it is my hope that what I may write will encourage us to seek new members and make them an important part of all the activities that we are involved in.

When I think back to my first introduction to Credit Professionals, our local association had over 100 members with an average attendance of 65 to 70 at each meeting. Even with that large a group, they still found something meaningful for each and every new member to work on.

I just received information that Pocatello CPI is disbanding. I am sure that the loss of Ruth Ann Aller is a major cause of this. We need to work in our locals to make certain that we have strong leadership that can carry on when members are lost to us for any reason.



Treat each new member as a part of the team, remembering that "Together everyone accomplishes more." Assign each new member a mentor and, if at all possible, place that new member on a committee with the mentor.

Make sure to give the new member the feeling of belonging. Encourage your long time members to greet new members at each and every function.

Place them on a committee that is active and involved in membership promotion, education, marketing, or community activities. Many times, the new member



has contacts in the area that could lead to more new members. Use that new member as a resource.

Take time to look around at your next meeting and ask yourself, "Is there a member here that is not involved in a committee?" If your answer is yes, approach that member with an offer to work on a committee that they would enjoy. Sometimes we fail to take into consideration our members wishes when it comes to committee work. Not all of us enjoy the same projects.



Encourage your new members to take an active roll in the care and feeding of your local CPI association. In these times of less support from employers, we need to make CPI a meeting they want to attend. We can only accomplish this if we make them feel wanted and needed.

As a new member, they should also be willing to ask what they can do to support the association. They also should show a willingness to become involved.

In three short years, we will be 75 years old. Let us work diligently to make certain that we have involved members to celebrate that great occasion.

BOOKMARK THIS!

A Super Site for Credit Managers

A great resource for credit managers is the website of the U.S. Business Journal.



According to the journal's publisher, Steve Bastien, who is a CPI direct member, the site provides the latest news on troubled and bankrupt companies. It offers a Company

Tracking Feature specifically geared toward credit managers. By simply selecting individual firms or keywords, news items on those firms are e-mailed automatically to you—keeping credit managers up to date in a way few services can.

To take advantage of this service, visit <http://www.usbj.biz> and log in with username: usbusiness1 and password: usbj. This site can help make a credit manager's job easier.

Where to Find Something About Almost Everything

When you need to know about something, you can "Goggle it" and browse through a sometimes large number of websites. Or you can visit the U.S. government's official web portal USA.gov™.

Here are just some of the things you can find at USA.gov: lists, by state, of Attorneys General, insurance regulators and Better Business Bureaus; access to sign up for the federal Do Not Call Registry; how to contact elected officials; information on fraud and identity theft trends; information on internet fraud and how to file a complaint; a mortgage comparison calculator; product recall lists; how to stop unsolicited mail, telemarketing and e-mail; and telephone assistance programs for low-income households.

For a list of all topics visit www.us.gov/citizen/topics/consumer_safety.shtml

CPI In Action

Here are more reports of CPI members at work in their communities during Make a Difference Day 2007 and Credit Education Month 2008.

CPI of Atlanta

For Make a Difference Day, CPI members Carol Neal, CCBE/MPCE, Michele Rocher, MPCE, and Rhonda McKinney, MPCE, conducted a program on credit education, identity theft and budgeting at the Gateway Center for Abused Women and Children.

Amelia Brown helped neighbors with yard work and Anne Hammond, CCBE/MPCE, and Joyce Dove, CCBE/MPCE, distributed Identity Theft brochures in Montreal, GA, at an Elderhostel event.

CPI of Norfolk

For Make a Difference Day, Pat Bivens, MPCE, and other members of the Norfolk CPI provided assistance

on credit-related matters to the VAW-120 air wing, that had just returned from deployment efforts in Iraq and Afghanistan.

Hutchinson CPI

(Central Kansas Business Connection)

For Credit Education Month, the Central Kansas Business Connection sponsored a booth at the Women's Show in Hutchinson. Using the theme "Who Has Your Identity", they showed a video on identity theft and handed out printed information on how to avoid



identity theft. More than 2,000 people attended the show.

(Marsha Thompson, PCE, staffs the Hutchinson CPI "Identity Theft" booth.)



International Walk-A-Thon

Silverdale, Washington

June 21, 2009



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

We Walk For the Children



Ethan Davis

Male. **DOB:** 5/21/1991. Missing 10/4/2008 from Pearl, Mississippi. White. Light brown hair. Green eyes. Ht: 5'10". Wt.: 175 lbs. Ethan has a tattoo of a skull on his left shoulder. He may be lost or injured.

Emily Suddeth Female. **DOB:** 10/18/1993. Missing 11/5/2008 from Huntersville, North Carolina. White. Sandy hair. Hazel eyes. Ht: 5'0". Wt.: 95. Emily may be in the company of a male. When she was last seen, Emily's hair was dyed black.



Elizabeth Stoneburg—Endangered Runaway

Female. **DOB:** 2/1/1993. Missing 8/11/2008 from Clinton, Ohio. Race: White. Blonde hair. Blue eyes. Ht: 5'5". Wt.: 130 lbs. Elizabeth may travel to Florida. When last seen, she had braces on her teeth. She may be in need of medical attention..

Flor Escobar—Non-Family Abduction

Female. **DOB:** 8/12/1992. Missing 3/3/2008 from West Valley City, Utah.. Race: Hispanic. Black Hair. Brown Eyes. Ht: 4'8". Wt.: 100 lbs. Flor may be in the company of an adult male. They may have traveled to California or Guatemala. She may be in need of medical attention.



ANYONE 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