

## SUCCESS IS A JOURNEY, NOT A DESTINATION

(Installation of International President, Barbara Hall, 1996/97)

By Sue Heusing, MCE

Each year we elect a new slate of officers to serve our association and lead Credit Professionals International. To each of the retiring officers, board members and chairmen, we owe a debt of gratitude for having done an outstanding job this past year. "*Framing the Future*" was truly an appropriate theme for Credit Professionals with reengineering our association as the central focus. They accomplished their goals and established a firm location from which the newly elected officers can begin their journey. A journey which begins with a single step as the new officers will follow the road map of those who preceded them. Before we begin, let us show our appreciation for a job well done by those who are retiring. (Applause)

The newly elected President chose "*Success Is A Journey, Not A Destination*" as the theme for 1996-97. It has been a special journey for President Barb since she has been leading both her District and working up the line of ascension to International President. Each of these officers set their goals long before they reached the ceremony that installs them as your leaders. So in that respect, these officers have already travelled a very long passage. Their journey has no end and even next year when a new President is elected and stands ready to lead, the journey for this group will continue, for "*Success is a Journey, Not a Destination.*" Success is not a point on the map. Conrad Hilton, the famous hotelier said many years ago, "Success seems to be connected with action. Successful men keep moving. They make mistakes, but they don't quit. Success seems to be largely a matter of hanging on after others have let go." Most people give up just when they're about to achieve success, never realizing that it's the constant and determined effort that breaks down all resistance, sweeps away all obstacles. Coach Vince Lombardi said, "The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will." He went on to say, "The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand."

Leadership alone does not guaranty success. Some men have thousands of reasons why they cannot succeed, when all they need is one reason why they can. Success on any major scale requires that we accept responsibility. The one quality that all successful people have is the ability to take on responsibility. Your new leaders have taken on the responsibility to direct Credit Professionals International for the next year. They are responsible for growth through membership, education to our members, our credit community and the general public. They must function within a balanced budget, while at the same time plan for the future of this association. They have some very tough challenges before them. Their journey will not be without peril. Most methods of transportation have built-in safety features: railroad crossings have gates and bells and the engines have horns and whistles; air traffic controllers work with the aviation industry to determine who flies at what altitude or from what direction to approach for take off and landings; there are traffic signal, air bags, and seat belts, directional signals and road signs for people who drive cars. "Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek," according to Mario Andretti,

the race car driver. You must choose the speed and the direction, when to pass or when to hold back and wait for a better opportunity. Regardless of the method of transportation, the end result allows the traveller choices. Do we take the local or the express lane on the highway? Do we start our journey today or tomorrow? Do we go alone or in a group? Do we take a train, bus, plane or drive ourselves?

Our officers and directors will face many of these questions over the next year. The journey they will begin today can be successful, or just another trip toward some unknown destination. What we are asking of them is to make *Success their Journey and Not a Destination* for Credit Professionals over the next year.

Will the District Presidents please come forward and take your position before your peers (*they assemble*). To succeed - we need to do the best we can, where we are and with what we have. You, the District Presidents, make up the balance of the Executive Board. Your ability to journey throughout your districts and bring members the message of our desire for success is critical. Our road cannot be paved with good intentions, our track should be free from obstruction, our sails trim and cargo loaded. Don't plan to use your old "keys to success" because someone has changed the locks. It doesn't matter where you choose to travel or what mode of transportation you choose - what you take with you and how you handle the journey are important. The highway of life has far more toll roads than freeways and we ask you to travel with us this next year. Can we ask for your pledge to journey with us?

Will the Executive Committee please take their places? (*They assemble*). As Officers and Chairmen of respective committees, your job has been outlined in the Bylaws of our association. Things like membership, education, a balanced budget, careful record keeping are critical to Credit Professionals. Every member should be concerned, but you the officers are challenged to provide specific direction and leadership. Your journey will take you down some paths you have not seen before and we ask that you not follow where the path might lead but instead go where there is no path and leave a brand new trail. We ask now jointly to make your personal commitment to the association that elected you to serve your members for 1996/97. (*They should answer, "I will."*)

Please help me congratulate these duly installed officers of Credit Professionals International. (*Applause.*) President Barbara Hall will step forward now and lead this association. She will provide the direction, leadership, communication, impartial judgement and motivation necessary for the officer to which she has been elected. (*Barb gives acceptance.*)