

STARS ARE MAGIC

By Sue Heusing

Over the past year your President has asked us to take ACTION. The acronym for ACTION was Act Now, Commit to Grow, Team Up, Inspire Others, Opportunities are here and Never Give Up. For that we need to thank President Pat, her officers and committee chairman for bringing us together once again to start a new year here in San Antonio. Will Pat Evans please stand. Let's show our appreciation (applaud).

The election of officers has provided a new President for next and the new theme includes the use of Stars and Magic as indicated by the decorations on your tables. We have seen the symbol of stars used in prior years by previous Presidents. But this year those Stars have a stronger meaning than ever before.

Just as we see some stars shining very brightly at night, others are barely visible to the human eye. Many stars can be seen from one location but if you travel to other parts of the globe they do not appear. Some members shine brightly for a short period of time and then we never see them again while others continue to provide a constant stream of light. Your President is one of those stars. Her steadfast desire to continue providing the light for others helped her

decide on using Stars Are Magic as the theme. However she cannot provide all of the light to navigate next year; she needs each of us to remember the STARS acronym this year. The first **S** outlines the **Situation**. We have a great trade association that continues to decline in membership. The **T** represents **TASK**, and that task is spelled out by finding ways to maintain our current members while at the same time, finding new ones. The **A** represents **ACTION**, which will pick up from Pat Evans theme to take Action by gaining new members, holding interesting programs to attract prospective members to come to the meetings, participate in credit education in the community, and provide the starlight for others to follow. The **R** represents **RESULTS**. We can measure the results of our efforts if those we invite to a meeting continue to attend and ultimately join CPI. The final **S** represents **SUCCESS**, which can only be measured if we in fact use the first four: **Situation, Task, Action, Result**.

So how does the word **MAGIC** fit into this theme? Why do you see both a magic wand and those stars on your table? Translate the **MAGIC** to Membership Actively Growing In CPI. Wouldn't it be nice if we could wave that magic wand and increase our membership?

Well, that is why each of you are going to take one home with you to remind you that you can provide the MAGIC for your local, for your District and for CPI with Members at Large. Waving your wand will not solve the problem, but if you keep in handy it will remind you that every time you network with someone, they could be a prospective member for CPI.

Will the officers please come forward:

CPI: Treasurer Eva Nifong. You have been appointed to serve this association as Treasurer and an accounting of our financial status is part of your duty. Do you pledge to serve this association in that office?

CPI: Secretary Linda Sembeck You have been appointed to serve this association as Secretary. To you we will look for accurate minutes of the association meetings. Do you pledge to serve this association in that office?

CPI: 2nd Vice President Cindy Westenhofer You have been elected to serve this association as 2nd Vice President. In that roll you will serve as the Education Chairman and to you we will look for articles for the two issues of the magazine. Articles that will help education out members but also to interest others in joining CPI.

CPI: 1st Vice President ___Rhonda McKinney___ You have been elected to this key roll and will serve as Membership Chairman. To you we will look for ways not only to maintain our current members but to once again grow the numbers in our locals or by direct membership. You will need to stand ready to lead should the President be unable to do so. Do you pledge to serve this association in that office?

CPI: President _Sue Heusing ___ You have agreed to lead Credit Professionals International, by presiding at all meetings, representing CPI to the public and to you we will look for guidance, impartial judgment, and strong leadership. Your Star must be the brightest on the horizon and the magic you create will enable us to continue as Credit Professionals International. Do you pledge to lead us?

Ladies and Gentlemen, please stand with me now and tell me that you too, will remember the theme for this next year and provide the assistance these officers need for 2013-2014. You will assess the **Situation**, Define the **Task**, Take **Action**, Determine the **Results**, and Report your **Success**. Do we have your pledge. Please answer

I Will and let's give them a round of applause. For you the members of CPI are the ones who will provide the MAGIC. You will help

Membership Actively Growing In CPI.