

## Talk It Up! - Talk It Up! - Talk It UP!

By Sue Heusing

When President Carol mentioned she was using a colorful parrot it reminded me of a story of a parrot named Brando. His owners were disappointed because Brando never talked. After 5 or 6 weeks they came home from work to hear the bird say “Help me! Please, someone help me!”

“His first words they said and he wants someone to rescue him from us?” his owners proclaimed. They reviewed the circumstances and determined they had not had the radio or TV on so the bird could not be parroting any public communication and then they began to listen more closely and thought they heard someone calling for help outside of their apartment. A faint faraway cry, “Help me! Please, won’t someone help me?” The owners opened the window and they heard the voice more clearly from below the window. “Help me! Please help me!”

They called 911 and went outside with a flashlight to look around. There was nothing in their yard or the neighbors but a plaintive cry came from across the street where a couple of old warehouses had stood and would soon be ton down. There it was the cry again. By that time the police and fire departments were there and they found Mr. Edward Kavrick a semi-retired plumber who had been using the old warehouse to store surplus

equipment. That morning when he had stopped by to pick up a used water softener, his old van had slipped out of park and pinned him against the brick wall. In terrible pain he had started yelling for help but no one heard him above the busy traffic noise on the street.

“Thank you for hearing my cries for help,” he said weakly as they loaded him into the ambulance. “It was a miracle you found me!” Yes it was a miracle, but it was not until he was well that he learned it was Brando who had heard his cries and repeated his message.

I tell you that story because it sends the same message as the one Carol has asked us to convey to the members. We must learn the message and much like the parrot continue to repeat it over and over until someone hears us. We need to encourage the local members to share their concerns and needs up through the organization. From the local to the State or District and then on to the International. We need to seek out opportunities to promote CPI and “talk it up” on a daily basis. Always “talk it up” and avoid talking it down to avoid any negativity. If CPI is to grow and continue to function as a viable association, we must continue to parrot the strengths of our members, to provide the educational support and the network of membership both at the local and as direct members.

Much like the parrot whose bright plumage sets the bird apart from his less colorful friends in the aviary, we need CPI to be visible, clearly defined, and our members need to stand ready to Talk the Talk of a dedicated CPI member.

We will ask our members to share their successes by using our Web Site and our publications to spread the word on how their good works are impacting their communities. We want them to “Talk It Up” and tell everyone what they did, how they did it, and offer to help others achieve those same successes.

Will the District officers will please come forward:

As Presidents of your District Associations you have just been elected and installed at your most recent conference. Can we ask for your pledge to “Talk It Up” now and over the next several months at your local meetings, your State Meetings, and your fall seminars? If so, please answer; I will.

CPI: Secretary- Treasurer Kem Morales. You have been elected to serve this association as both Secretary and Treasurer. To you we will look for accurate minutes of the association meetings and an accounting of our financial status. Do you pledge to serve this association in that office?

CPI Vice Presidents – Joyce Jones and Linda Bridgeford. You have once again agreed to serve Credit Professionals International. To you we will look for leadership to talk the talk and to talk it up to the members. You will serve as Chairmen of the Education and Membership committees and you will play a critical role in our effort to “Talk It Up” Do you pledge to lead us?

CPI President - Carol Neal. You have been elected to the highest office this association can bestow on anyone. To you we will look for leadership, co-ordination of all efforts from every district and member. You must remain impartial but your voice must be the loudest in our effort to “Talk It Up” for your message of positive communications, your strength and commitment to CPI must be loud and clear to our membership. Do we have your pledge to “Talk It Up?”

Ladies and Gentlemen, please join me in congratulating your officers and wishing them the best for 2004-2005. (Applaud)