

“Grow – Educate – Mentor - the GEM’s of CPI”

Growing in knowledge,

Educating your community and

Mentoring others

By Sue Heusing

This past year we have joined President Esther Brinkley as she set her Destination for Excellence. That theme helped us to recognize that our members need the educational support, the network of membership both at the local and as direct members and the opportunities to share the knowledge with their local associations and communities. As we prepare to start a new year, let us recognize our outgoing President and her executive committee by showing our appreciation with a standing ovation. (Stand and Applaud).

Your new President has chosen a GEM as the symbol of office but the acronym has far greater meaning. The letter G in our **Gem** indicates we must *grow in knowledge*. We can do that by staying current on the trends in our various industries and passing that knowledge along to others. Spend the time it takes to become certified, attend conferences and workshops or better yet, conduct your own and pass that knowledge on to others. That leads us to the letter E in our **GEM**, *educating your community*. That can occur by providing scholarships to graduates, attending schools and offering

to teach classes in Credit, providing students with copies of the CD “Take Charge” which was produced by CPI. The M in our **GEM** outlines that we need to *mentor others*. Mentoring might mean the staff in our office; helping them to learn how to set and achieve goals. It might involve helping the Sales Team by outlining ways they can make the sale and still abide by your credit policy. We might mentor the customers we deal with in our business; offering to assist them above and beyond the normal business transaction which might insure they stay a customer. The senior citizens who may not have had the advantages we have had in the credit industry just might need someone to mentor them so they understand the changes that are always occurring in every market today and to be watchful of Scams that usually target the elderly. One of the greatest ways to meet new people and find a way to mentor them is to attend networking meetings. Go to the Chamber, Toastmasters, Lions, Elks, Kiwanis, or some other place where you can meet people and talk about what you do. Look for workshops on subjects of interest and volunteer to assist at the registration desk. Go meet the sales manager at your local hotel complex and find out what groups are planning to meet at that facility. Network on line by using Linked In! If you are interested in meeting people, find out who works for a certain company in your area and then try to meet and mentor them on line.

Each member should be a **GEM**. It doesn't matter if the GEM is a diamond, ruby, emerald, sapphire, or some other stone. The color doesn't matter, the size doesn't matter, and the number of carets or value can only be measured if each member makes the effort to Grow, Educate and Mentor.

District Presidents..., please come forward and take your positions
District 3&4 – **Michele Rocher**; District 5 – **Jim Lucas** ; District 7&9 -
Marylyn Tack; District 8 - **Dutchie Garza**; District 10 – **Margaret Ewart Moen**; District 12 – **Pat Bivens**. (pause for them to assemble). To you we will look for leadership and research to all the local associations in your Districts. To hold educational seminars and conferences, to provide guidance and inspiration for your local members to find new members, create good programs and spread the word that making an investment in CPI, is making an investment in their future. Can we count on you?

Answer: Yes, I will.

Past President **Esther Brinkley**, you have reached your Destination and your year in office has demonstrated the level of Excellence you planned to achieve. Your leadership was critical to the survival of CPI. We ask that you transfer that same dedication to the new core of officers and continue to serve this association. Your guidance will be invaluable to our new leaders so we ask for your pledge to assist. (answer I will).

CPI: Secretary- Treasurer- **Linda Bridgeford** - You have been appointed 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. There can be few positions that indicate you are responsible for a vast amount of the GEM's in our association and must represent your flawless work at all Board and Executive Committee Meetings. Do you pledge to serve this association in that office?

Second CPI Vice President – **Diane Radcliff** – You have agreed to serve Credit Professionals International. To you we will look for leadership of our members. You will serve as Chairmen of the Education committee and you will play a critical role in our effort to continue to grow the local, the districts, and our International presence in the industry. The education manual that you will produce should contain timely articles and current trends for all members to use. Do you pledge to lead us?

First Vice President – **Billie Plasker** As Membership Chairman, it will be up to you to develop the marketing plan to help CPI grow in numbers and once again become a viable trade association in our industry. You will also need to stand ready to lead should the President be unable to do so, be ready to stand up and help us grow CPI. Do we have your pledge to serve?

CPI President - **Jean Jervis** - 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 heard above all others. Just as the CEO of any major corporation, your efforts will appear in the annual report, the P&L Statement, and provide for the profit from your years of investment in CPI. Your GEM must be the brightest. Do you pledge to lead us? (answer I will).

Members, will you please stand (pause until all have risen). You are the future of CPI and you have demonstrated by your attendance at this conference that you have invested the time, energy, expense to attend. Commit to this Board of Directors that you too will _become the GEMS by saying I will.

Ladies and Gentlemen, please join me in congratulating your officers and wishing them the best for 2009-2010. (Applaud)