

## **Invest in your Future**

### **With CPI**

By Sue Heusing

This past year we have joined President Joyce Jones in A Whole New Ball Game. 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 the job that Head Coach Joyce Jones and her executive committee have done by showing our appreciation with a standing ovation. (Stand and Applaud).

Your new President has chosen “Invest In Your Future with CPI” as her theme this year. In any form of investing, there is an element of risk, fluctuations of the market, profit and loss, and long term growth or short term gains as well as losses. In order to make a lasting benefit with any investment, you need to spend the time, effort, and energy doing the research in order to reap the benefit of your investment.

If you watch the market in the Wall Street Journal, you can see which stocks go up or down everyday. The headlines can almost predict when the gains or losses prevail. “Bank Transactions Under Probe”; Crude Oil Hits

New High”; “Trading Holds Steady”; “Dollar’s Bounce Spurs Revised Outlooks for Year” and many others can trigger the daily price of a stock or an entire industry. Most investment advisors will tell you to *Pay Yourself First* from every paycheck. Make sure that a portion of your income is dedicated to your savings plan, Annuity, 401K, IRA, or stock and bond portfolio. Decide if the stock you own is a long term investment where you can have the dividends reinvested. If that stock fluctuates rapidly, you need to know when to buy and when to sell. Some portions of your investments will make more money than others, while some will show periodic losses driven by the market.

Does that sound familiar? Does our membership in CPI go up and down every year? Have we been seeing a decline in our numbers? Could it be a result of the market we are investing in now? Perhaps we need to review where our time and effort has been spent and which of those reaped the greatest gains. Perhaps we need to find new markets in which to invest. Change is a key word in the market today and what worked when CPI was organized back in the 1930’s and the way it continued to grow through the 1980’s is no longer working. We need to find new ways for the time, energy, and dedication of our members to be spent to make that effort more profitable. Investment of your time, the effort spent for programs must reap

a benefit not only for your members, but for the community you serve, and the general population. We have some very successful programs that have proven to work in some communities and the members there have shown that the investment they made is now paying benefits. Many of you may have heard about the program being spearheaded by the Jackson Tennessee CPI group which provides a court ordered solution for consumers guilty of writing bad checks. Or perhaps you have spoken to someone from Hutchinson, Kansas and they mentioned the program they are using in the local prisons to assist inmates that are about to re-enter the financial arena and might need some help to do so. Maybe you have heard about the education programs being offered to members of credit unions who help with student loans, or the ETA program done by Albuquerque for those people who do not qualify for checking accounts and still can collect their Social Security benefits. Regardless of the source, these locals have made an investment in their members and their communities.

District Presidents..., please come forward and take your positions  
District 3&4 – Anita Dingleline; District 5 – Kathryn Greiner; District 7&9  
- Marsha Thompson; District 8 - Linda Simbeck; District 10 - Tracy  
Harden; District 12 – Cindy White. (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 I will.

Past President Joyce Jones, your ball game is coming to the final inning. 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\_\_\_\_\_. 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. There can be few positions that compare and just as an Investment Counselor that checks the market everyday, you too will be responsible for all Board and Executive Committee Meetings. Do you pledge to serve this association in that office?

Second CPI Vice President – Jean Jervis. You have once again 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 – Esther Brinkley 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 our investment in the future of CPI. Do we have your pledge to serve?

CPI President - Barb Chapin. 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. 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 Invest In Your Future  
with CPI by saying I will.

Ladies and Gentlemen, please join me in congratulating your officers  
and wishing them the best for 2007-2008. (Applaud)