

**NACM**



**Phoenix Chapter**

**Credit and Financial Development Division**

2nd Quarter 2011

Volume 5

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**The Challenge is in determining;  
Are we Talking, or are we Listening?**

By: **Gwendolyn A. Stroops, CCE**  
President, CFDD-Phoenix Chapter

As Credit and Financial Professionals how we communicate can make or break us! The words we choose can bring a smile and lend to helpfulness or without intention, distract and cause anger or frustration.

Whether it is email, phone or in person, the perception by our receiver can be misunderstood!



**Points of Interest:**

- Membership in CFDD, Broadening Your Business Knowledge
- Overcoming Procrastination
- Who cares if I falsely disparage somebody's business?
- NACM & CFDD in the Southwest



***A tip: Receive without judgment or assumption.***

Listening communicates importance and respect. Interpretation is curious. Face to Face or by phone is not similar to email, and in fact there are studies.

One study of a thousand responses, found 68% of the respondents exclaim it is failure to listen and interpret. Further studies of interpersonal communication unveiled stats you may not expect; 58% of effective communication is carried in our body language, 35% in our voice inflection and tone, and only 7% in our actual words per Dr. Rick Schaefer. He mentioned, "How many times in our life, is our words falsely misunderstood?" Dr. Schaefer wrote *effectiveness of communication* by meeting in person, being a clear speaker, and a great listener as 100% effective. Speaking by phone only includes the words you choose (7%) but the tone and inflection of your voice (35%) for a total of 42% effectiveness... a big drop! Clearly using email rests solely on your words, with only a 7% chance of clarity. **Seven percent! Wow!**

"Failure to communicate, what do you mean by that?" Renowned author, Dr. Alan Zimmerman concludes that Listening is the largest part of failure to communicate. He said, "I wonder why do so many people seem to be so bad at listening? I think one of the reasons for poor listening is our negative attitude towards it. We tend to see listening as a weak and submissive behavior, while talking is an act of power." Dr. Zimmerman has an article "Talking Is Sharing, But Listening Is Caring" what was interesting were the 6 behaviors he felt we should learn

Listening is a skill, that can be learned, and improved or even perfected. Many of us strive to improve our skills and seek ways to learn better methods; being misunderstood, in my humble opinion is unproductive. We may be able to avoid misperceptions, by some good advice shared:

**First, DECIDE TO LISTEN.**

Dr. Zimmerman has a communication program, "The Relationship Recipe: Rapport, Respect, and Recognition, Whatever, it starts with the decision to listen is first".

**Second, COME WITH AN OPEN MIND.**

It's so easy to enter a conversation with preconceived ideas about the other person intention or his topic of discussion. Your preconceptions act as a filter, and you only hear what supports your preconceptions.

**Third, REMOVE PHYSICAL and other BARRIERS.**

When there's some "things" between you and the other person, listening can become more difficult. The barrier might be your hearing, a desk, wall or frankly that "thing" between you and the other person. Simply remove those barriers.

Continued: Gwendolyn Stroops, CCE

**Fourth, LEAN FORWARD. LEAN BACK.**

The more you physically position yourself to listen, the more you will listen. In effect, your body is saying, "I'm ready to listen".

Emails have a Lean back effect; consider what words you have read, use caution that your not reading into the words. Be benevolent and unassuming, **listen** in a fashion like, did you intend to say this?

**Fifth, LOOK AT THE SPEAKER. THE SENDER.**

If you doubt the importance of eye contact, think of someone who doesn't look at you when you're speaking. Do you know the Sender and care?

**Sixth, FOCUS.**

In other words, put aside everything else that is not related to the listening process.

Email perceptive requires focus. Each of us perceives and interprets differently, have different experiences, cultures, sets of morals, religious beliefs, languages, dialects, childhood upbringing, education and basically just different life experiences every day.

We use all of that life experience to interpret the world in this moment for those words on that email. That gives us separate emotional interpretations of every word.

Be kind while Listening, Read with openness, to seek clarity, remember you can manage only you.

Thank you, it is because of your membership our CFDD Phoenix Chapter is strong and great!



## Programs in CFDD, Broadening Your Business Knowledge

By: Sheila Roames, CCE

Vice President, Program Chair, CFDD Phoenix Chapter

The most successful associations and professional societies inevitably are the ones that make a difference in their members' careers and businesses this is the perfect description of YOUR CFDD Phoenix Membership.

My personal involvement in CFDD has helped to develop my leadership qualities and relationship skills. Only by taking complete advantage of your membership in CFDD can you aid and accelerate your growth and your learning and professional development. That involvement and commitment will enable you to chart the best path for yourself on your journey. Your biggest reward will be to reflect back on your self grow and development on your path toward professional achievement.

We want to continue providing you with subject matter that will sharpen your skills. To do that, we need your help. Please look over the following list of potential speaker program subjects and let me know which ones you are interested in. Also, please let me know other topics you would like to have presented. We are always looking for our "hidden talent" with in our own chapter so if you would like to be a presenter or if you know of anyone who would be a good program presenter, please let me know

**April 12, 2011** *mark your Calendars* to hear "How to Deal with Difficult People" by Sheila Roames, CCE

Western Regional Credit Manager of Ergon Asphalt & Emulsions.

**Some of the future Suggested Topics are:**

- Business Entities
- Bankruptcy from the Debtor's Attorneys Perspective
- Collection Techniques
- Credit Management for Today's Economic Conditions
- Leadership for Today
- Communications with Senior Management



# Education in CFDD and NACM

By: Dee Polito, CBA  
Education/Scholarship Chair, CFDD Phoenix Chapter

Congratulations to our latest group of participants taking their tests. We had one of the largest classes working towards obtaining their designations: CBA, CBF and CCE. Those still preparing will take their exam in July or November. Be sure and have all your paperwork in order. We just know you ALL PASSED!

CBA : Ayrika Williams, Ellen Wodiuk, Rosa Apodaca, Yvette Aust, Mayra Plascencia, Barbara Chase, Tiffany Scott, Ron Brandtman

CCE: Daniel Harvick and David Fritz



For those continuing on with their education, Southwest Business Credit Services is providing a class on Financial Analysis II starting in April. Please contact Nancy Slaughter for information.

602-252-8866 or by email [nancy.slaughter@nacmaz.org](mailto:nancy.slaughter@nacmaz.org)

NACM National also has the following on-line courses coming up:

[Accounting](#) | [Business Law](#) | [Credit Law](#)

NACM independent study courses presented online are designed to provide a **more convenient alternative to traditional courses** while also offering a network of support. Our courses allow the flexibility to choose the most opportune times to study and take exams, be it morning or evening, weekday or weekend. They grant the freedom from being required to attend scheduled classes; however, students follow a weekly syllabus so that they stay motivated to complete their course.

A course facilitator is available for each class to provide assistance. Our facilitators are accessible through email to answer questions, provide guidance and help students prepare for the online exams.

At NACM-National, providing students with the best education possible is a priority. For this reason, our classes are intensive, **college-level courses**. Due to the independent nature of our courses presented online, students should be highly self-motivated with the ability to learn from a non-traditional presentation medium. Students should also be comfortable using the Internet.

## SCHOLARSHIP

National Scholarships for this year will be announced at the Credit Congress held in Nashville. Good Luck to all those that applied. Our local scholarships are always available. Contact any Board Member for information.

Thanks to all who purchase raffle tickets at our Monthly Meetings and those who have participated in our Fund Raisers. A few "Subway" tickets are still available. Please contact Don Kruggel at [donald.kruggel@grainger.com](mailto:donald.kruggel@grainger.com) or (623) 374-3715 should you be interested in purchasing one.

- [NACM CFDD-Phoenix Subway Fundraiser Flyer](#)



Hope you had a chance to visit our CFDD Booth at the Business Conference April 6th or 7th. Thanks to Ellen Wodiuk and all who donated items and volunteered their time. All proceeds from the Booth and the Garage sale (Did you see our Flyer?) held on March 26th were donated to the Scholarship Fund. Our committees this year has been very active in their fund-raising efforts. It's a team effort and thanks to all who have helped, especially to my focus group: Georgeann Weinhandl, Don Kruggel, Ann Beam, Eric Volland, and Melanie Schaefer. Come out and participate ... We need new ideas and we would love to have you join our TEAM !!



Date	Event	Location	Type
04.25.2011 - 08.12.2011	Accounting Online Course	-Online Courses	
05.02.2011 - 07.29.2011	Business Law Online Course	Online Courses	
05.02.2011 - 07.29.2011	Credit Law Online Course	-Online Courses	
08.29.2011 - 12.09.2011	Accounting Online Course	-Online Courses	
09.06.2011 - 12.02.2011	Business Law Online Course	Online Courses	
09.06.2011 - 12.02.2011	Credit Law Online Course	-Online Courses	

# Articles from Subject Matter Experts

From our President, CFDD-Phoenix Chapter Gwendolyn A. Stroops, CCE

"I would personally like to recognize Colleen Kettenhofen for sharing her expertise, but most especially for her amazing presentation style. Colleen cordially provided skillful methods to be used in any facet of our life's, giving sound advice and tools to our participating members, which was an extreme honor bestowed on us. We were very humbled to have had the opportunity to listen to an author and an Award Winning, Nationally renowned speaker!"

"Furthermore, personally I would like to extend our deepest appreciation to Mike King, Esq whom we all have the utmost and highest respect of! Mike communicates much needed legal advise in every article, he reveals how to methods, which better assist all of the Credit Professionals to make sensible decisions. Mike has graciously given his time to train, mentor, and guide us in the soundest direction. We are extremely grateful for Mike's contributions. [Thank you!](#)

## Overcoming Procrastination: Pressing Past Your Fears



By **Colleen Kettenhofen**

In this new must-read article, discover nine keys to facing your fears and pushing past procrastination. Worry is interest paid on trouble before it is due. Learn how to turn your failures into stepping stones for personal progress. Overcoming procrastination can dramatically improve your profits, productivity, morale and motivation!

"Learn to see failure as a stepping stone to your personal progress."

[www.BounceBackHigher.com](http://www.BounceBackHigher.com)

Many of us procrastinate doing something for many reasons. Sometimes it's a result of perfectionism. We reason that if we can't do it perfectly, maybe we shouldn't do it at all. Or, we procrastinate because something is unpleasant. We just don't want to do it.

We also procrastinate because of deep seated fears. Unfounded fears mind you, but fears nonetheless. For example, what if we do that thing and we fail? We can learn from our mistakes if we'll look at them from a new perspective. Adversity arms us with increased knowledge, ability, and experience. Not to mention increased self-confidence because we overcame the perceived challenge. Yes, the key word here is "perceived." It's all in how we look at it. One person's passion is another's peril.

1. Forget motivation. Just do it. It sounds a bit harsh. But sometimes we just have to do it. Get started on that task we don't want to do. Because if we wait until we're motivated, that day never comes. There are certain things we simply will never want to do. Whether it's cleaning the garage, clearing clutter from a closet, or completing a report.
2. In overcoming procrastination, all the motivational hullabaloo and psychobabble won't always work. Face your fears. What do you need to change? What part of YOU do you need to change? The only way out of fear is to go through it.
3. Take action. Get moving. Don't wait another day. The future is now. Whatever you do, don't stew. As the saying goes, worry is interest paid on trouble before it is due. Ever noticed that once you get started on a task, after a while you're on a roll? For example, you say to yourself, "I'm going to work on this project for half an hour, then, if I want to stop I can."
4. The hardest part of overcoming procrastination is getting started. Try an experiment: Tell yourself you will work on that thing for just twenty minutes. After that, don't stop if you feel like continuing. Press through until you've finished. See if you don't feel better.
5. Think about how good you'll feel when it's done. See if this sounds familiar: Consider a time when you've procrastinated doing something. All the while you're working on a fun task instead. But in the back of your mind, you're thinking about what you should be doing. And it ruins all the fun!

Once you complete the task you'd procrastinated, you feel so much better, lighter and happier. You're saying to yourself, "If only I'd completed this sooner. I would have been so much better off!" Sound familiar? Been there, done that. In overcoming procrastination, think AHEAD of time how much better you'll feel just getting it done. You'll feel a surge of energy and self-esteem.

6. Don't take failure personally. Don't internalize it. So, what if you finally do that thing and it doesn't go as planned? See it as a learning experience. See your setback as temporary, not as a permanent fatal flaw. Remember, it's our response that determines if we will keep moving forward or give up.
7. Avoid blaming. Let go the mistake but don't lose the lesson. If we are always looking for outside circumstances or someone else to blame, we're not moving forward. Don't be a blamer. You know these people. Maybe someone you work or live with. They're so focused on blaming. They never learn the lesson to move them toward success.
8. Adversity creates maturity. Overcoming adversity builds strength and character. It shifts our priorities and changes our perspective. Petty annoyances don't matter as much. For example, several years ago in South Carolina, I delivered a keynote speech to cancer survivors and their relatives. I had them break into groups and share what they'd learned from a cancer diagnosis. Here were some phrases I heard many times over: "I've learned not to sweat the small stuff. I now know what matters. My relationships have improved. I have a greater appreciation for nature."
9. Find mentors. Model yourself after people you admire. What steps have they taken in overcoming procrastination, facing their fears, and achieving success? See if you can talk with them. Heed their advice. Listening to others share how they've overcome adversity is a huge motivator. You realize you're not alone. Don't isolate. Don't try to do it all on your own. Isolation is the killer of dreams. Take it a step at a time. Don't be afraid to ask for help.

For those of you who like control (you know who you are!) and tend to do everything on your own, here is a quote by Joyce Meyer: In her book "Woman to Woman," she writes, "If you are struggling with something in your life, as yourself honestly if you are putting your faith in God, believing that His grace will meet the need, or if you are relying on your own abilities and leaving Him out of the loop?"

Twice, when I picked up her book, it happened to open to the page with that quote. My eyes fell on the words. I don't think it was by accident. I think it was for me. And I think it was for me to share with you.

## Legal advice: Right to sue for trade libel

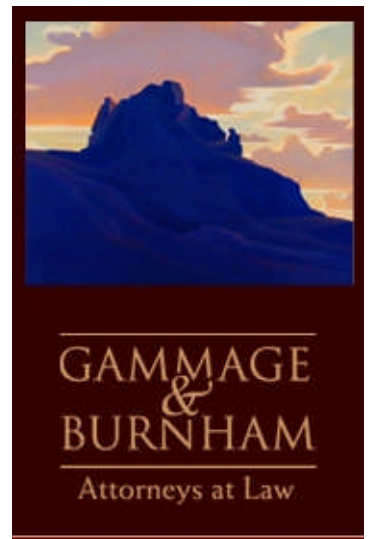
### QUESTION:

WHO CARES IF I FALSELY DISPARAGE SOMEBODY'S BUSINESS?

**ANSWER:** FALSE STATEMENTS ABOUT PEOPLE, THEIR PROPERTY, OR BUSINESS CAN RESULT IN LAWSUITS FOR TRADE LIBEL.

By: **Mike King, Esq.**

Gammage & Burnham, P.L.C. [gblaw.com](http://gblaw.com)



What happens if you publish an erroneous alert to customers disparaging the quality of your competitor's products? Or say you make false statements to the U.S. Patent and Trademark Office which prevent your competitor from obtaining a trademark? How about if you screw up somebody's land sale by misleading people about title to the property or the zoning of the property?

All of the foregoing are actual, factual allegations from recent cases upholding the right to sue for trade libel!

Article next page

So what is trade libel? Well, trade libel is also known as “injurious falsehood,” “disparagement of property,” and “commercial disparagement.” If you communicate false statements to third parties about a person’s business or property, you can be sued for trade libel.

Take the case of a board-certified surgeon who was denied vascular surgical privileges at a hospital in the case of *Patel v. Soriano*, 848 A.2d 803 (N.J.Super. 2004). Dr. Patel wanted vascular surgical privileges at Irvington General Hospital, but was blocked by Dr. Soriano, the Chief of Vascular Surgery at the hospital. Dr. Patel said that Dr. Soriano sabotaged his application by communicating false statements disparaging Dr. Patel’s abilities and medical record. Dr. Patel testified that Dr. Soriano made the false statements to other members of the hospital staff in order to continue Dr. Soriano’s monopolistic control over the hospital’s vascular surgery department. The trial judge awarded damages of \$1,195,377.61 against the hospital and \$1,184,316.25 against Dr. Soriano.

Dr. Patel sued for defamation, breach of contract, tortious interference with economic advantage, and violation of the New Jersey Antitrust Act. The appellate court threw out the restraint of trade and monopolization theories. The appellate court affirmed the award for tortious interference with prospective contractual relationships. The defamation claim was barred by the statute of limitations, but the court thought that trade libel was the appropriate theory anyway. So Dr. Patel was allowed to go back to the trial court to establish his damages for lost income resulting from tortious interference with business relationships and trade libel. The court even said that he could try to prove punitive damages.

The court said that trade libel cases require proof of publication of information derogatory to property or business and designed to prevent others from dealing with someone. The communication has to be made to a third person and must be a material influence in causing others not to deal with the plaintiff. Unlike defamation where, in a slander per se case, the plaintiff does not need to show damages, proof of damages is essential to a trade libel case.

A trade libel or disparagement action requires proof of the following:

1. publication of information derogatory to the quality of someone’s business;
2. the derogatory information was calculated to prevent others from dealing with someone or was intended to interfere with business relationships with others;
3. the falsehood must be communicated to a third person;
4. the false statement must be a substantial cause for others not to deal with the claimant;
5. the statement was false;
6. the defendant must have known the statement was false or recklessly didn’t care whether it was false;
7. the claimant must prove loss of present or prospective economic gain.

Of course, you want people to be able to freely exchange important business information, including information necessary for such important decisions as whether or not someone is allowed to operate on patients. “A communication made bona fide upon any subject matter in which the party communicating has an interest or in reference to which he has a duty, is privileged if made to a person having a corresponding interest or duty.” So the false communication is privileged or protected if it is appropriate to the occasion for which it is published. The false statement must be legitimate to the interest to be protected or promoted.

But someone “abuses the privilege if he knows the statement is false or acts in reckless disregard of its truth or falsity, if publication serves a purpose contrary to the interest sought to be promoted by the privilege, or if the statement is excessively published.” In Dr. Soriano’s case, the trial judge said that Dr. Soriano blew the qualified privilege when he made disparaging statements solely to keep his competitor out of the hospital.

So remember what your mother told you. Tell the truth. If you don’t know, keep your mouth shut. And don’t go poking your nose into other people’s business!

If you or your business colleagues need guidance upon appropriate communications in business, please call me.

# Membership Corner

By: Ellen Wodiuk, CBA

Membership Chair, CFDD-Phoenix Chapter

## VISIT THE CFDD RAFFLE TABLE

2011 SOUTHWEST

11th BUSINESS & CONSTRUCTION

CREDIT CONFERENCE

APRIL 6 & 7

Sheraton Phoenix Airport Hotel

### TEXT CFDD – TEXT OPPORTUNITY



CFDD WANTS YOU TO BE A MEMBER!

All Raffle Items Donated & Proceeds Benefit The CFDD Scholarship Fund

**3 for \$5.00; 7 for \$10.00 and 21 for \$20.00**

MEMBERSHIP DRIVE UPDATE: 64

**KEEP THOSE PROSPECTS COMING AND EARN YOUR \$25.00 GIFT CERTIFICATE TODAY!**

# Affiliate - NACM AZ Southwest Business Credit Services

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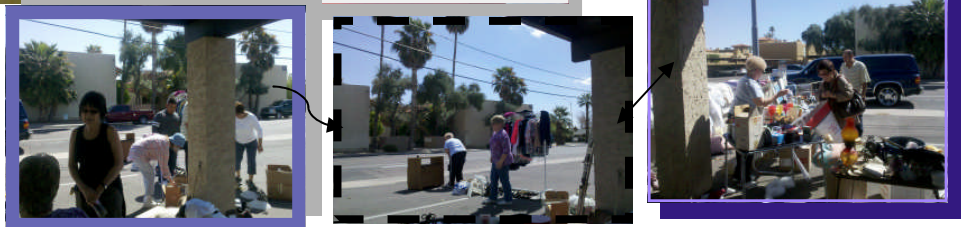
## CFDD Phoenix board-members HARD at work Fundraising for Education !!!

Ellen & Ann the first CFDD booth fundraiser event!

We are grateful to SWBCS for the opportunity, the donations, and Ellen's Creativity!



Georgeann, Gwen, Dee, Ann, Ellen & Rosa donating for CFDD fundraising! Scholarship for Education!!



Happy Birthday  
Happy Birthday



Member	Month	Day
<b>APRIL</b>		
Carolyn Peradotto		10
Ann Beam, CBF		24
<b>MAY</b>		
Shannon Bagshaw, CBA		9
Tiffany Scott, CBA		24
<b>JUNE</b>		
Melanie Schaefer		3
Eric Volland		8
Angie Essig, CBA		19
Dee Polito, CBA		30
David Saldivar		30

**OUR MISSION**  
*and vision*



**OUR MISSION:** The mission of the National Association of Credit Management's

Credit and Financial Development Division shall be to promote active interest in the credit and financial profession, to develop and market educational programs that are vital to the development of the effective professional, and to be a viable force within the NACM network.

**OUR VISION:** To dynamically impact the National Association of Credit Management's global vision by being the leader in educational programming and direction, thereby setting industry standards for professional excellence.

# PHOENIX CHAPTER OFFICERS AND BOARD 2009—2011

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## A Word From The Editor

The CFDD Credit Newsletter is published quarterly by CFDD-Phoenix Chapter for its members, potential members, and other interested credit professionals.

Original articles for publication are encouraged. Previously published and copyrighted articles of interest to the credit community will be reprinted if permissions are given.

All information intended for publication should be sent to:

Michael Nawrocki at [michael.nawrocki@grainger.com](mailto:michael.nawrocki@grainger.com)

All articles submitted are subject to editing due to space limitations and editorial style, but represent the opinions of the individual authors, not that of CFDD-Phoenix Chapter.

