

Board of Directors 2012 Election

EASTERN AND CENTRAL REGION CANDIDATE INFORMATION AND BALLOT

FOR THE POSITION OF DIRECTOR: CENTRAL REGION



Duane Schwartz, CCE has held the position of Credit Manger for The Tile Shop in Plymouth, Minnesota since 2000. In this role, he manages a credit department of a \$150 million for this distributor of ceramic, porcelain and stone floor and wall coverings. His responsibilities include credit approvals, collections, management reporting, store lease management and customer service.

Prior to the Tile Shop, Duane was the credit manager for Guyer's Builder Supply, a distributor of appliances, cabinets, fireplaces and floor covering also located in Plymouth. At Guyer's he managed a credit department responsible for a \$45 million portfolio. Other prior experience includes managing the credit department for Minneapolis-based Ryko Corporation, a \$ 50-million record label and music distributor; credit analyst for Lend Lease Trucks, Inc., a Minneapolis-based truck leasing and rental company; and as credit and collections manager for Condux Pipe International, a manufacturer of PVC pipe, telephone and cable installation products and underground boring equipment.

Duane graduated from Minnesota State University Mankato in 1986 with a degree in Business Administration and a minor in Economics.

Passionate about contributing to the strategic direction of both NACM-National and local associations, Duane has served on the Forius (NACM in Minneapolis) Board of Directors, with that service culminating as Chairperson and Councilor. Duane has also served on the NACM-National Board of Directors as a central region director and vice chairman and is now seeking re-election to the National Board to continue his service.

To address the greatest challenges facing NACM Affiliates today, Duane said that "declining membership is of great concern to NACM staff and leadership, both Affiliate and National. The new NACM National Trade Credit Report is an example of what I think will be a successful source of revenue for NACM Affiliates and allow NACM and Affiliates to demonstrate the power of credit information to all constituents—members and members' companies."

Duane's goal is to promote NACM and the credit profession to CFOs, controllers and other accounting professionals, demonstrat-

ing that credit is not merely a cost center but rather a critical part of increasing sales while keeping bad debt levels within company goals. NACM products and services support this single goal. "NACM's Mechanic's Lien and Bond Services (MLBS) is a great example of a valuable service provided by NACM that supports my company by allowing us to extend credit on some projects we would normally not take the risk on if not for the ability to file a lien."

Duane's participation in industry credit groups has saved his company a lot of money by arming him with knowledge and information. The Credit Managers' Index (CMI) is another tool he uses to make better informed decisions.

Educating the next generation of credit professionals is also a priority. Duane said that by using the technology they are comfortable with, NACM can deliver the education and information they need to grow in the credit profession. "They are our next leaders," he said. Another important focus is the experienced credit executive. "It is critical for NACM to create both executive-level educational opportunities and a network for our experienced credit leaders."



Kevin Quinn has more than 20 years in the position of credit manager in his 30-year career with Key Cooperative, based in Roland, Iowa. In the early years, he faced many challenges with Key Cooperative. It only had six locations and didn't pull credit reports for new customers. It instead relied on personal relationships to qualify credit. It was in those first years that Kevin read an article in the Wall Street Journal about NACM and its many benefits. He immediately sought out the nearest NACM Affiliate and took advantage of all it had to offer.

In return, Kevin has volunteered through his local affiliate, NACM Heartland in Des Moines, Iowa. His participation in an agricultural trade group, where he quickly lobbied to begin credit exchanges and worked to expand the group, resulted in being elected chairman of the group. The group eventually took on the acronym A.C.M.E., or Agricultural Credit Midwest Exchange. Following this service, Kevin was elected to the NACM Heartland Board of Directors. Under his leadership, A.C.M.E., as well as the other NACM Heartland industry groups, has flourished. Kevin believes that he has helped to make his affiliate stronger and better able to serve today's credit professional.

Kevin said that without a doubt, it's been exciting to be a part of such great organizations as NACM Heartland and NACM-National, and looks forward to serving the members of the Central Region as a national director. He believes growth and profitability have been and continue to be the greatest challenges to NACM. The consolidation of business in the world continues to reduce the number of credit departments. These consolidations mean fewer members at both the affiliate and national level, meaning more competition for available credit department dollars. He says NACM needs to continually expand its presence through marketing to reach into more industries and offer business solutions to its members; identify which aspects of the association create the most profit or growth and concentrate efforts to strengthen them.

Kevin is a true believer. "NACM is still one of the best kept secrets," he said and never misses the opportunity to talk about what NACM can do for today's credit department from education to networking and from industry credit exchange groups to solutions intended to make our jobs more efficient and effective. Kevin will continue to work at the affiliate level and, if elected to the national level, will work to gain greater exposure nationwide for this great organization.

Kevin believes in grassroots efforts. Leveraging personal testimonies from credit professional to credit professional is a beginning in cultivating growth. "If all credit professionals who know about the great benefits NACM brings to the table reach out to those who are not aware of NACM, we can cultivate more members to become our peers. NACM's future and its value are made evident by an engaged membership, and this depends on our members," he said. "We also need to recognize our champions and leaders. NACM needs business partners—attorneys and lobbyists who work to ensure we have the means to accomplish our jobs."

"Perhaps, in the end, what best defines my leadership style is summed up by the tagline used by my employer, Key Cooperative: 'connect, build, grow,'" he said.

FOR THE POSITION OF DIRECTOR: EASTERN REGION



Kevin Burke, CCE is currently the director of credit and finance for Erie Materials, Inc. based in Syracuse, New York. Hired at Erie Materials as an inside sales representative in 1985, he was promoted to assistant branch manager in 1988. Erie continued to grow in sales and locations and Kevin was asked to become the corporate credit manager in 2000. It was in 2003 that Kevin was again promoted to his current position.

Kevin has been involved in the construction industry since 1978 in both credit and sales capacities. Even though it can be said that credit and sales do not mix well, it has been that combination of vast product knowledge, selling experience and willingness to learn that has made his relationships to his customers so effective today.

Kevin has been a member and a voice in the Central New York Chapter of NACM since 1991. In his years of continued support and guidance, he was elected as president of the association in

1996, serving through 2000. He again stepped forward in 2001 after the elected president could not fulfill the obligation. He was also instrumental in organizing and hosting a successful regional conference in Syracuse, New York in 1998.

Kevin established the CAP program for his affiliate, completing it himself to receive his CBA designation in 1998. The following year, he mentored seven others in their pursuit. In 1999, Kevin was recognized for his efforts and support by receiving the CBA Award of Excellence from the NACM Honors and Awards Committee. Not stopping there, Kevin achieved his goal of obtaining the CCE designation in 2000.

He has served on the National Board of Directors; two years as a director and four years as a vice chairman. During this time, he served on many committees, including the one that formed the NACM Scholarship Foundation.

Kevin believes the two greatest challenges facing NACM continue to be growing and maintaining membership, followed closely by spreading the word about the value of NACM. "Companies need to understand the value of adequately staffing a credit function; that sound credit practices enhance corporate earnings."

Kevin strives to show others how being a part of an association like NACM can help them in their professional pursuits and attributes his success to NACM. "NACM helped me get to where I am today, both in life as a person and in business as a credit professional," he said. "It is through the various networking and educational opportunities that I have grown as a credit professional and I feel that it only fitting that I continue to make myself available to help others in their quest to increase their knowledge in the arena of credit."

Kevin believes that in these challenging times—the combination of a fragile economy and the job market—both companies and individuals need to reinvest in themselves by continuing to stay on top of the changes that impact the bottom line. "Even just in the last two years, we have witnessed events that have changed the way all of us have approached business," he said.

"The NACM name needs to resound loud and clear throughout the USA, showing everyone how important it is to be a part of what is going on today in the world of credit."



Karen Haynes manages the Luck Companies credit and collections team. Luck Companies, a family-held corporation in Richmond, Virginia established in 1923, is a values-based leadership organization that operates four distinct businesses. The largest, Luck Stone, is one of the nation's largest privately owned construction aggregate companies and a leader in mining innovation and environmental stewardship.

Its customer-inspired operation is redefining the customer experience and building enduring value for all of its partners. The other three businesses consist of the Charles Luck Stone Center, a source of inspiration, expertise and distinctive products for the design community and style-minded homeowners; HAR TRU Sports, a developer of innovative tennis products; and Luck Development Partners, a pioneer in land development that believes in building sustainable communities.

Karen is most proud of the accomplishments her team achieved in the last three years: team members rose to the challenge of economic uncertainty and as a result have become trusted advisors and partners to the business. She currently serves as the chairman of the Southeast Association of Credit Management. She is delighted to be a part of an organization that consistently challenges the status-quo and inspires other credit professionals to do the same. Previously, Karen served on the Board of Directors for NACM East Coast Corporation and also as president of the Richmond CFDD Chapter.

Karen graduated with a degree in Criminal Justice from Virginia Commonwealth University in 1999.

Karen thinks the greatest challenge facing the NACM affiliate network today is two-fold: declining membership numbers and less involvement among the current membership. Making sure NACM is relevant and providing the value that the membership needs to justify annual membership within their companies is necessary. "We also have to be more intentional about involving the younger generation of credit professionals in what we do so that we have a bench to continue building," she said, noting that this process should begin by looking at the NACM structure as a whole and asking the tough question, is it working the way it's designed to, or should we think about doing it differently?

"How I contribute to overcoming that challenge is by acting as a facilitator of discussions not just at the board and affiliate level, but with the membership as a whole. What thoughts might they have on how we can do it differently?" A huge undertaking, Karen knows that, "If we don't start having discussions at the grass roots level, our membership numbers are going to continue to decline."

Karen looks forward to further contributing to the NACM community by serving on the National Board and feels her knowledge and experience gained in various leadership roles will fuel her commitment to keeping the organization relevant. Her envisioned model encompasses a strong campaign to attract and retain members and rebuild the business credit and finance community that continues to experience losses during tough economic times. Another important component is leveraging technology and being first to market with ideas and solutions to set NACM apart from others.

"We continue to be the leader in education by revising, enhancing and adding to our core curriculum of classes and seminars so that our members and non-members alike have a place to go to get the answers and education needed in today's economic environment," she said. "If it were not for NACM, I would not be where I am today. I sincerely hope you will allow me the opportunity to give back to the organization that has given so much to me."



Gary Gaudette, CCE, CICP is currently employed by Hypertherm, Inc. as a senior treasury analyst and is responsible for setting the company's global credit policy and procedures, debt management, cash management and foreign exchange management. He has held successively more responsible positions since joining the company in 2002. Hypertherm, Inc., based in Hanover, New Hamp-

shire, is recognized as the world leader in the design and manufacture of the most advanced plasma cutting systems used in a variety of industries including shipbuilding, manufacturing and automotive repair.

Gary has a B.S. in Management and also an MBA in Leadership from Franklin Pierce University. He holds FCIB's Certified International Credit Professional (CICP) designation in addition to NACM's CCE designation. Gary has also completed NACM's Graduate School of Credit and Financial Management (GSCFM). Gary serves as the treasurer of Hypertherm's philanthropy team, and is the co-chair of the company's annual United Way campaign. He has also co-lead non-profit, community and municipal organizations, and, as a member of NACM New-England's (NACM-NE) Board of Directors, serves on the Executive Committee as an advisor to the chairman. He is also an original member and organizer of the Advisory Board for NACM-NE's New Hampshire Special Interest Group. Throughout Gary's career, he has had the privilege to lead many teams, ensuring that company and team goals were achieved while mentoring and providing growth and development opportunities for team members.

When asked about the major challenges facing the NACM Affiliate network, Gary pointed to the struggle of maintaining or increasing membership and remaining a key source for information and services for business credit professionals. "Nearly all companies have put great scrutiny around expenditures over the last couple of years and any items that are considered non-essential to business operations have been eliminated. Professional memberships are often viewed as something that can be put on hold until things get better. Then of course, the challenge becomes that the dollars are removed from budgets and it is difficult to get them back."

Gary has been instrumental in helping NACM-NE remain, or improve its position as a trusted source for business credit information through action. The Board has been working on a plan to increase brand awareness through emphasis on its web-based Knowledge Resource Center and a new newsletter that will be distributed to members, credit professionals and others such as CFOs. "The intention is to put our name in front of people as often as possible so that we become top of mind for business credit information. Then this should drive credit managers and their staff to look to NACM-New England for additional information and services," he said.

Gary said that if elected to the Board of Directors, his primary goal would be to carry on this tradition of setting the NACM standard of excellence by enhancing, promoting and protecting the interests of business credit professionals, and serving the needs of NACM members. "To help ensure NACM's success, I will work to implement and achieve SMART (Specific Measureable Attainable Realistic Time-Bound) goals that will enhance the long-term sustainability of the association. To help with the professional growth and development of others, I will be a champion to all credit professionals to share their knowledge with their staff and colleagues. Whether through training opportunities, the pursuit of professional designations, or by taking an active role with their local NACM affiliate, it is key to engage those in the business credit profession that are not actively involved," he said. "It would be an honor to help further advance the vision and mission of this organization."

2012 NACM-National Election Ballot

All NACM Central and Eastern Region members of record as of January 31, 2011 are eligible to cast **one** vote to elect a director for their respective region to the NACM-National Board of Directors. *(Please note that there are no Director positions by member election in the Southern and Western Regions this year.)*

CENTRAL REGION MEMBERS

For those holding membership in NACM Chicago MidWest, NACM Wisconsin, NACM Omaha, NACM St. Louis Gateway Region, NACM Greater Cleveland, NACM Heartland (Des Moines), NACM Fargo Moorhead, NACM Kansas City, FORIUS Business Credit Resources (Minneapolis), NACM Great Lakes Region (Detroit, Grand Rapids, Dayton, Indianapolis) or NACM South Central Region (Louisville).

Please cast **one** vote:

- Duane Schwartz, CCE**
- Kevin Quinn**

EASTERN REGION MEMBERS

For those holding membership in NACM Southern Tier (Binghamton), NACM New England (Boston), NACM Northeast (Buffalo), NACM Connecticut, NACM Hampton Roads (Norfolk), Pennsylvania Association of Credit Management (PACM), NACM Rhode Island, NACM East Coast (Fredericksburg) or the Federation of Credit & Finance Professionals (Baltimore & New Jersey/New York).

Please cast **one** vote:

- Kevin Burke, CCE**
- Karen Haynes**
- Gary Gaudette, CCE, CICP**

Ballots must be received by 5:00pm Eastern time on **November 11, 2011** in order to be deemed as eligible. Ballots received after this date and time will not be counted.

Fax to: 410-740-5574
 Mail to: NACM
 8840 Columbia 100 Parkway
 Columbia, MD 21045-2158

Vote online at www.nacm.org

In order to be counted as a valid ballot, the following information must be supplied:

 YOUR NAME

 COMPANY'S NAME

 TITLE

 COMPANY ADDRESS

 CITY STATE ZIP

 TELEPHONE FAX

 EMAIL ADDRESS

