



CREDIT PROFESSIONALS INTERNATIONAL

DISTRICT TWELVE

Newsletter

June 2008

Message from the President

I would like to thank the Charlottesville Association for putting on such a wonderful conference for us and for all of their hard work. The educational program was excellent, with very timely information covered. Thank you to Diane Fender and her committee for all of their hard work.



Thank you to everyone that helped in my Installation. I sincerely appreciate District 12 placing their faith in me to be your President for the coming year. I will do my utmost to fulfill my obligations and to have a very good year CPI.

Thank you to my officers and chairman of committees that volunteered to serve this year. Without you we would not have CPI, so please know that I appreciate all the time and effort that you put into to CPI.

I just returned from Albuquerque, NM from the International Conference. The Las Madrugadoras CPI was our host and did an excellent job. They only have fourteen members in their Association, but you would have thought they were a much larger group from the Conference they sponsored.

Our speakers included Kari Stewart on 7 Steps to Less Stress; Roy Crawford on Communicate, Communicate, Communicate; Jean Logsdon on Conflict of Interest; and Cindy Westonhofer on how to Navigate the CPI Website.

The material these speakers provided was excellent and I know for sure that I can use the session on how to handle stress this year! We all learned so much and came away with so many great ideas that I am sure we can put into practice in our work as well as our personal lives.

Our International Officers were installed for this year as follows: President Esther Brinkley, First Vice President Jean Jervis, Second Vice President Billie Plasker, and our very own, Beth Parsons Secretary Treasurer. President Esther's theme is CPI - Destination: Excellence, with the star as her symbol.

Gail Ottinger was presented the Hero Award at the Awards luncheon.

District 12 was presented the following awards at the Awards luncheon:

- District with largest percentage of locals with membership retention with 67%; we also received \$50.00 for this award.
- Local Association Awards:
 - Locals that Increased the Number of Members:
 - Norfolk, VA 2 Members
 - Locals that Maintained the Same Number of Members:
 - New Kensington, Pennsylvania
 - Charlottesville, Virginia
 - Locals that Added New Members this Year:
 - Norfolk, Virginia 4 new members

I was very proud to accept these certificates on behalf of our District and Local Associations. I will present these certificates at our March 2009 conference in Virginia Beach.

I was also extremely proud to represent Cathy Chiari, MPCE, as our nominee for Credit Professional of the Year at the Installation Banquet. I only wish she could have been present to meet her fellow nominees and to have been recognized for all of her accomplishments in CPI. The Advisory Board Chairman announced that Carol Neal from District 5 was the International Credit Professional of the Year. I have the certificate that was presented to Cathy and I will be forwarding it on to her.

The 2009 International Conference will be held in Silverdale, WA on June 18-21, hosted by Bremerton CPI. I hope that you will put this on your calendars and try to attend. Beth Parsons will be installed as Second Vice President, and it would be so nice to have District 12 there to support her.

I have attached a corrected copy of the Committee rosters for this year along with a few changes on members' information.

Please remember to forward your change of officer's form to me and to send a copy to the International office. This is very important, so that mailings will go to the new Association Presidents.

I look forward to working with all of you this year, and I appreciate the trust you have given me by electing me as your President of District 12.

Enjoy the rest of your summer.

Billie Plasker, PCS
District 12 President

DISTRICT 12 OFFICERS 2008-2009

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DISTRICT 12 COMMITTEES 2008-2009

AUDIT

Cathy Chiari, MPCE (Norfolk, VA)
Nancy Thomas (Charlottesville, VA)

ADVISORY (CPI OF THE YEAR AWARD)

Cindy White, PCE (Norfolk, VA) Chairman
Diane Fender (Charlottesville, VA)
Pat Bivens, MPCE (Norfolk, VA)

ATTENDANCE

Margaret Snoddy (Charlottesville, VA)

BUDGET

Cindy White, PCE (Norfolk, VA)
Beth Parsons, MPCE (Norfolk, VA)
Carol Lewis (Norfolk, VA)
Billie Plasker, PCS (Nation's Capital, VA)

BYLAWS AND STANDING RULES

Nancy Gibson, Chairman (Norfolk, VA)
Pat Bivens, MPCE (Norfolk, VA)
Shirley B. Tolley, CCCE, PCE (Lexington-Buena Vista, VA)

CAREER CLUB

Nancy Thomas (Charlottesville, VA)

CONFERENCE COMMITTEE

Beth Parsons, MPCE (Norfolk, VA)
Pat Bivens, MPCE (Norfolk, VA)

EDUCATION, EXTENSION AND MEMBERSHIP

Pat Bivens, MPCE Chairman (Norfolk, VA)
And all CPI Members

NOMINATING

Cindy White, PCE, Chairman (Norfolk, VA)
Nancy Gibson (Charlottesville, VA)
Angie Twiford, PCS (Direct Member)

PIN AND EMBLEM

Cathy Chiari, MPCE (Norfolk, VA)

HOSTESSES

Nancy Gibson, Chairman (Charlottesville, VA)
 Mildred Floyd, MPCE (Charlottesville, VA)
 Whitney Quartucci (Norfolk, VA)

Membership Contact Changes

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Two Things Not to Worry About

In my life, I have found there are two things about which I should never worry. First, I shouldn't worry about the things I can't change. If I can't change them, worry is certainly most foolish and useless. Second, I shouldn't worry about the things I can change. If I can change them, then taking action will accomplish far more than wasting my energies in worry. Besides, it is my belief that, 9 times out of 10, worrying about something does more danger than the thing itself. Give worry its rightful place – out of your life.

Source Unknown

50 Ways to Keep Your Members

1. Have a program, not a campaign. Retention is a year-round priority and needs to be planned.
2. Publish an Annual Report -- and send it to all members.
3. Feature a "service of the month" in your newsletter. You'll probably go one-two years without a repeat.
4. Issue a press release on new services.
5. Give new members a sample "News Release" to send to all the Public/Industry/Profession that they've joined.
6. Send mailgrams vs. renewal notices-sometimes called renew-o-grams.
7. Anytime a hot issue comes up, call as many members as possible to ask their opinion.
8. If you are planning a new service announce it just prior to renewal time.
9. Have a new member orientation.
10. Send a letter with the message pad flyer "While you were out" the Association President called-Message: Call me to renew your membership.
11. Be sure to acknowledge renewal checks just like new members.
12. Copy to use on invoice, "If you're waiting for the LAST renewal letter before you renew, this is it!"
13. Give members "envelope stuffers" for their employees so they can tell them their company/institution has joined and how that membership can benefit them.
14. Send a newsletter w/front and back covers only--inside: "we'd love to have sent you this complete issue, but you haven't renewed. Call president immediately to reinstate."
15. Send a "New Member Newsletter" to 1st year members once a quarter during their first year.
16. Send congratulatory notes to members when they celebrate anniversaries (of employment) with their company.
17. Sponsor a social function for staff/clerical personnel of your member companies (i.e. Secretaries, etc.)
18. Send renewal notice as formal invitation. "President (Name) requests the honor of another year as your partner in furthering our industry and helping our respective firms,"
19. Send a Directory "Proof" to non-renewals. Tell them it's on the way to the printers, and here's their listing if they renew now.
20. List members in mock "Yellow Pages" Listing-Leave non-renewals off. Ask for renewal to add names.
21. Develop a "Speakers Bureau" of your members and help arrange opportunities for them to go out and talk about your association.
22. Send a post card printed on 1/2 with "here's our side of the story" (list benefits). "We'd like to hear your side" (why you didn't renew).
23. Get your members involved in some activity- active members don't drop.
24. Have a retention committee-give them goals.
25. Reward renewal efforts as well as recruitment efforts.
26. After 2-3 invoices, have an officer contact personally.
27. Send a "ledger sheet" listing all the benefits that have been credited to your members "account" in the past year.
28. Let new members attend 1st Dinner, Meeting, Seminar, etc., for free.
29. Let new members attending their 1st meeting get in a free "plug" for their business-not just name, etc.
30. Keep members' names and addresses current and accurate-easiest sign of caring.
31. Display names of non-renewals on boards at meetings. Get peers to contact. Use "10 most wanted," etc.
32. If you give a member a job, make it worthwhile.

- 33. List those that do renew in publication and say "thanks".
- 34. Keep an activity file on each member-note inactivity-sign of potential drop.
- 35. Use national association as renewal tool-conference, publications, etc.
- 36. Hold a "service fair" at your next meeting. Each service/committee has a tabletop display during gathering.
- 37. Hold a retention contest-take non-renewals-see who can generate the most members and dollars.
- 38. Assign an officer to every member. (Liaison)
- 39. Get spouses active-assures member renewal.
- 40. Get employees and employers-not just principles-active.
- 41. Send "thank-you-grams" for everything.
- 42. Feature "member of the month" in publications.
- 43. Send a congratulations letter to a person's boss when he/she becomes an officer, committee chairperson,

- etc.
- 44. Get members to your annual conference.
- 45. Give new members a ribbon and reception at conference.
- 46. Give new members a one-time business card ad free in newsletter.
- 47. Hold leadership-training seminar to give tools to be successful.
- 48. Send members a pledge card-they return it with name of a dropped member they'll get back.
- 49. Hold a monthly (prior to meeting) president's "News Conference"--where members can talk to, meet and ask questions of president and members.
- 50. Be a reason to renew. Show new members, your local association has qualified, hardworking, dedicated professionals of good spirit and honest concern, they will renew.

**Join Us at CPI International
June 18 – 21, 2009
Silverdale, Washington**

CPI District 12 – Chester, Virginia



President Cindy White



Immediate Past President Presenting Cindy White with her President's Pin



2008 – 2009 District 12 Officers: Sherry Perry, Beth Parsons, Cathy Chiari, Mildred Floyd (for Nancy Gibson), Carol Lewis, Pat Bivens, and Billie Plasker



President Billie Plasker, Installing Officer Diane Fender and Immediate Past President Cindy White



Beth Parsons, Carol Lewis and Mildred Floyd



District 12 Credit Professional of the Year – Cathy Chiari



Helen Burkett Recognized for 50 Years of CPI