

EACH YEAR, OUR BOARD OF DIRECTORS FINE TUNES AND RECOMMITS TO THE NACM MISSION OF SERVING CREDIT PROFESSIONALS.

We offer opportunities to learn in a variety of ways: **education** such as webinars and lunch + learns, networking and professional certifications. We provide access to **tools** such as credit exchange groups and vendors like collection agencies, payment vendors and more. We can do this because our affiliate is part of a larger organization, but also because of the **dedication** of the board to ensure our offerings provide value to our members.

This has been rewarded in a number of ways:

- + 13 new members in the last year.**
- + Increased participation in our credit exchange groups.** Like businesses from similar industries gather periodically to exchange accurate, factual data about the payment history of shared customers. This allows them to create better policies and decisions in extending credit.
- + Consistent attendance at our lunch + learns.**
- + Solid attendance at the Credit Congress in Colorado.** Like always, we hosted a reception, which was well attended. Several of our members also sat for their professional certification. And, of course, we attended a wide variety of educational sessions.

Other highlights:

- + We are social!** Not only do we have a twitter account, but we continue to put new content out on our website.
- + We partnered with other NACM affiliates to provide access to **cost-effective monthly webinars** that cover topics such as office efficiency, legal issues impacting the credit department, developing strong credit policies and more.**
- + We hosted an **annual meeting** that included nationally known speaker Dave Azuelo from Raytheon Missile Systems, Global Security Services. He provided perspective about why it is important for companies to prepare for mass casualty events, as well as tips on how to survive such an event.**

LOOKING AHEAD



Our board met for strategic planning in September. The outcome was several action items for the Education, Marketing and Membership committees.

EDUCATION COMMITTEE

The NACM Heartland Education Committee have identified the following goals for the next fiscal year:

- + Heartland will provide scholarship opportunities for members
 - + Continue to offer two Credit Congress scholarships for the 2020 Congress in Vegas
 - + Issue \$100 scholarships earmarked to pay for members who apply and successfully earn their CBA, CBF, or CCE in FYE2020.
 - + Heartland will offer a scholarships to pay course fees associated with a Heartland conducted designation course. Student is responsible for the book fees
- + Identify a Key Note Speaker for annual meeting on or before May 1
- + Conduct four lunch and learns in FYE2020
 - + TBD (Feb 2020)
 - + Baseball Game in KC (June 2020)
 - + TBD (Sept 2020)
 - + Round Table (November 2020)

MARKETING COMMITTEE

The NACM Heartland Marketing/Social Committee have identified the following goals for FYE 2020:

- + Testimonials
 - + Board Members will each write a testimonial for the website. Then each month we will rotate a new testimonial.
 - + Credit Groups Meetings: Will ask each month for testimonials on what NACM means to the members in an attempt to get a few more other than board members. Ask that Board Members bring up this item in the credit exchange group that they are part of. Bi-Monthly updates for board meetings.
- + Sales Materials
 - + Identify by 12-31-19 what materials need updated and/or created
 - + Updates to be in place by 3-31-20
 - + Sales PowerPoint
 - + Create a PowerPoint presentation that will be used when making calls to prospective customers.
 - Will be a continual update/change as we see how the responsive clients are to the presentation.

MEMBER SERVICES COMMITTEE

The NACM Heartland Membership Committee identified the following as a means to not only attract new members but also to retain existing membership.

- + Offer a promotion of a webinar at no cost to any new member
- + Add board agenda item to review list of potential members/guests of industry group meetings for contact by the Membership Committee
- + Identify members who have become inactive (non-attendance, not submitting data, not pulling reports, not attending education) and extend outreach communication for member retention
- + Quarterly discuss among the board members of “who they know” and “what they know” about new membership possibilities

2019–2020 BOARD OF DIRECTORS

Chair: Steve Stahl, Great Western Bank
Carroll Anderson, CE Investment
Mark Bluml, Landus Cooperative
Victor Clark, Renewable Energy Group
Joel Halverson, 3E - Electrical Engineering & Equipment
Norm Honas, Helena Agri-Enterprises LLC
Ty Knox, EFCO Corp.
Jennifer Leachman, Leachman Lumber
Jason Mott, MFA Incorporated
Jeanette Snyder, Nutrien
Rod Strom, Hawkeye Gold, LLC