

NACM 115th Credit Congress & Expo

Sessions

Thursday, June 2, 2011 by Brian Shappell

The series of Credit Congress educational sessions focused on international business did not stop with those on Canada and South Korea, covered in NACM's blog last week during Credit Congress. A trio of sessions, presented in conjunction with FCIB, covering three other key nations also drew interested audiences and rave reviews.

Like the session on South Korea, Kyle Choi, Esq. of Bluestone Law Ltd. also led the "Doing Business in China" session focusing on opportunity, cultural nuances and the often overlooked yet critical topic of population breakdowns. "Some people are worried about not having enough population growth," said Choi, noting that this is a remarkable sentiment to be felt in a country comprised of 1.3 billion residents. Referring to China's one-child policy, he quipped, "in 10 to 20 years, we're going to have huge aging population issues." Choi went on to warn that China's meteoric growth could soon become a thing of the past as the nation tries to grapple with inflationary concerns.

"Doing Business in Brazil," was especially well-attended session under the direction of native Brazilian Octávio Aronis, of Aronis Advogados. The interactive session included significant discussion on collections in Brazil, a topic that has frustrated many companies and credit professionals involved in Latin America's hottest market. "Based on collecting over there, I think it's much better if you hire somebody in Brazil to do your collections," said Aronis. "This is the best procedure. You send them to the local professional, and he knows the law. I wouldn't be wasting my time with overseas collectors."

Hiring a local also became a hot topic during the final session of the five-part series, one focused on Chile. Christian Laborda Mora, of Laborda Abogados & Asociados LTDA, said credit professionals/businesses who do not sweat the small stuff when dealing with Chilean businesses often simply don't get paid.

"Basically, the bank executive will not provide you information if you have a problem; Also, culturally, you're likely to offend when the bank tells the representatives from the company that you were investigating them," he said, noting it's part of why employing someone who knows the business and communications culture there is a near necessity. "You probably should hire a Chilean lawyer. There are often good results even when we just send a letter. People don't like receiving a letter from the lawyer and, if they see the letter is coming from Chile, they know you're serious and think 'I could face problems.'"

More coverage from the "Doing Business In..." series will be featured via a variety of NACM platforms including the summer edition of the FCIB newsletter and the July/August edition of Business Credit.

Brian Shappell and Jake Barron, NACM staff writers

2011 Credit Congress Schedule of Events

SATURDAY, MAY 21

- 8:00am-1:00pm NACM Bookstore
- 8:00am-5:00pm Registration
- 8:30am-5:00pm 19000-19004. Business Credit Principles Certificate Course 🎵 *(pre-registration required)*
- 8:45am-4:00pm NACM Board of Directors Meeting
- 6:00-8:00pm NACM Designee & GSCFM Alumni Hosted Event 🎵

SUNDAY, MAY 22

- 6:30am-2:30pm NACM Scholarship Foundation Golf Outing 🎵
- 7:30am-5:00pm Registration & NACM Bookstore
- 7:30am-12:45pm 19005. CCE Exam Review 🎵 *(pre-registration required)*
- 8:00am-Noon 19006. & 19007. CBF & CBA Exam Reviews 🎵 *(pre-registration required)*
- 8:00am-Noon CFDD Board of Directors Meeting
- 8:30am-4:00pm 19000-19004. Business Credit Principles Certificate Course 🎵 *(pre-registration required)*
- 1:00-3:30pm 19009. NACM Affiliated Association Chief Operating Officer's (COO) Training: Exploring Social Media *(closed session)*
- 1:00-4:00pm CBA & CBF Designation Exams *(pre-approval required)*
- 1:00-5:00pm CCE Designation Exam *(pre-approval required)*
- 1:30-3:00pm 19010. An Introduction to the NACM Certification Program
- 3:00-3:45pm 19011. First-Time Attendee Orientation
- 4:00-6:00pm Expo Grand Opening/Opening Reception

MONDAY, MAY 23

- 7:30am-5:00pm Registration & NACM Bookstore
- 8:30-10:45am 19012. Opening General Session
- 10:45am-2:00pm Expo Hall Open
- 11:00am-1:00pm International Utility Group Luncheon 🎵 *(pre-registration required)*
- 11:45am-1:45pm FCIB Networking Luncheon 🎵 *(pre-registration required)*
- Noon-1:30pm Luncheon in the Expo Hall
- 1:00-5:00pm 19000-19004. Business Credit Principles Certificate Course 🎵 *(pre-registration required)*
- 1:15-5:00pm 19022. International Utility Group Meeting

2:00-5:00pm

Executive Exchange Sessions

19015. Building and Construction
19016. Collections
19017. Credit Management
19018. International Credit
19019. Legal Issues
19020. Performance Metrics

5:00-6:30pm

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TUESDAY, MAY 24

- 7:30am-5:00pm Registration & NACM Bookstore
- 7:30-8:30am NACM-Canada Breakfast *(by invitation only)*
- 8:30am-5:00pm 19000-19004. Business Credit Principles Certificate Course 🎵 *(pre-registration required)*
- 9:00-10:30am 19013. Super Session & Annual Business Meeting
Speaker sponsored by Experian
- 9:00am-5:00pm 19023. International Utility Group Meeting
- 10:30am-2:00pm Expo Hall Open
- 11:45am-1:45pm CFDD Luncheon 🎵 *(pre-registration required)*
- Noon-1:30pm Luncheon in the Expo Hall
- 2:00-5:00pm
- ### CONCURRENT EDUCATIONAL SESSIONS
- 19025.** Utilizing Return on Equity (ROE)
- 19026.** BAPCPA Five Years Later
- 19027.** Corporate Credit Risk Management: Using People, Processes and Technology to Assess, Manage and Minimize Risk
- 19028.** Mechanic's Liens & Bonds: Critical Elements for Every Construction Credit Manager
- 19029.** The High Cost of Poor Writing
- 19030.** Doing Business in Canada: 1 of 5 in a Special International Track
- 19031.** Leadership vs. "Managership"
- 19032.** The Shocking Truth Executives Need to Know About Protecting Stored Data and Achieving PCI DSS Validation: All in Plain English

🎵 Listings with this symbol denote optional events that require an additional fee. Please refer to the Credit Congress Fee Schedule Overview on page 43 for costs or visit <http://creditcongress.nacm.org>.

Must be a registered delegate of the 2011 Credit Congress to attend/participate in any conference event, optional activity, networking function or session. Badges must be worn at all times.


Dates and times are subject to change. Please refer to the NACM website for updates.

WEDNESDAY, MAY 25

7:30am-4:00pm Registration & NACM Bookstore

8:30am-10:00am CONCURRENT EDUCATIONAL SESSIONS

- 19035. How to Collect the Debt and Keep the Customer
- 19036. A Best Practice Guide to Managing Bankruptcies: Before and After the Filing
- 19037. Leading, Guiding and Directing Others
- 19038. Bulletproofing Your Credit Department: Part 1 of 2
- 19039. Teaming With Sales
- 19040. Doing Business With Minority Business Enterprises
- 19041. FAQ on Credit Card Processing
- 19042. Doing Business in Brazil: 2 of 5 in a Special International Track
- 19043. How to Make Crucial Conversations Work for You
- 19044. Hijacking the Global Economy: Terrorism, Corruption and Traffickers

8:30-5:00pm 19000-19004. Business Credit Principles Certificate Course  (pre-registration required)

9:00am-Noon NACM Affiliated Association COOs' Meeting

10:30am-Noon CONCURRENT EDUCATIONAL SESSIONS

- 19047. A/R Credits: The Recent Target for Unclaimed Property Auditors
- 19048. Bulletproofing Your Credit Department: Part 2 of 2
- 19049. Training the Workforce
- 19050. The UCC Sale of Goods and the Battle of the Forms
- 19051. Diving Deep Into Ratios
- 19052. Got Champions? Transforming Contacts Into Advocates
- 19053. Doing Business in Venezuela: 3 of 5 in a Special International Track
- 19054. Protecting Your Company From Credit Fraud: Unlocking the Secrets of Small Business Risk
- 19055. An Advanced Look at Microsoft Office Excel 2007
- 19056. Party Time: Surely the Economy is Recovering by Now

Noon-1:00pm Leadership Luncheon (by invitation only)
Sponsored by United TranzActions

1:30-3:00pm CONCURRENT EDUCATIONAL SESSIONS

- 19060. Antitrust Issues: U.S. Department of Justice Tougher Than Ever
- 19061. How to Effectively Plan, Measure and Track Cash Collections
- 19062. Impact of the Business Cycle on Credit Risk

3:30-5:00pm

- 19063. Preferences 101
 - 19064. Banking Issues in Modern America
 - 19065. How to Make Crucial Conversations Work for You
 - 19066. Doing Business in China: 4 of 5 in a Special International Track
 - 19067. Tackling Business With Tact
 - 19068. An Advanced Look at Microsoft Office Excel 2007
- ### CONCURRENT EDUCATIONAL SESSIONS
- 19070. Bankruptcy War Stories: Practical Lessons Learned From the Trenches (What the Textbooks Don't Tell You)
 - 19071. Credit, Cash and Collections Management
 - 19072. Those Difficult Collections After a Judgment
 - 19073. Reducing Capital Costs by Optimizing Your Receivables
 - 19074. Got Champions? Transforming Contacts Into Advocates
 - 19075. Doing Business in Chile: 5 of 5 in a Special International Track
 - 19076. Tackling Business With Tact
 - 19077. Office 2010: New Features, A Look Ahead

6:00-10:00pm

NACM's Closing Night Party: Nashville Nightlife
Featuring music by LoCash Cowboys
Band sponsored by United TranzActions



LoCash Cowboys

At the 2006 NACM Closing Night Party, the LoCash Cowboys rocked the house Nashville style for our delegates. Since then, they have established themselves as a rising star in country music. LoCash Cowboys' current radio single, "Keep In Mind," was written by hit-makers Jeffrey Steele ("The Cowboy In Me," "My Town") and Shane Minor ("Beautiful Mess"), and appears on their forthcoming debut album *This Is How We Do It*. The album is scheduled for release in April. The duo's previous single, "Here Comes Summer," cracked Top 40 radio, while its video reached the Top 5 on the GAC and CMT Pure Country countdowns. Their new music is featured in the current season of CMT's "Dallas Cowboys Cheerleaders: Making the Team." The LoCash Cowboys also co-wrote "You're Gonna Fly," a song on Keith Urban's new album, *Get Closer*. United TranzActions is graciously sponsoring the LoCash Cowboys at this year's Closing Night Party.

