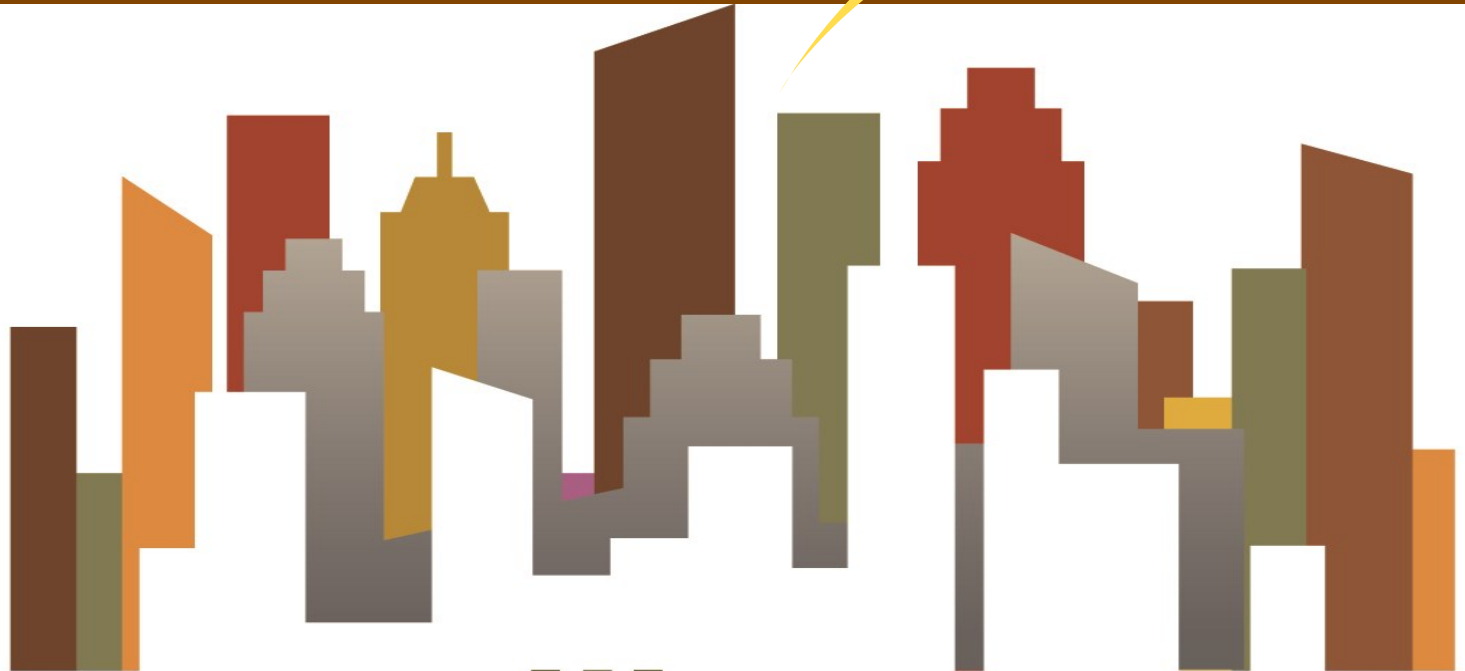


Credit Management Association®
presents



CreditScape

Fall Summit

COLLECTIONS

September 17 - 18, 2015
Tropicana Hotel Las Vegas

Register at www.CreditScapeConference.com



DISCUSSIONS & WORKSHOPS

- EFFECTIVE COMMUNICATION
- LEVERAGING AUTOMATION
- HIRE & RETAIN THE BEST COLLECTORS
- COLLECTION PREVENTION
- 6 STEPS TO COLLECTION SUCCESS
- CREDIT CARD COLLECTION STRATEGY
- COMPLIANCE AND BEST-PRACTICES
- THIRD-PARTY COLLECTION PROCESS
- ADVANCED COLLECTION TECHNIQUES
- INTERNATIONAL COLLECTIONS
- ...THE REST IS UP TO YOU

The goal of CreditScape is to provide an opportunity for credit practitioners at all levels of experience and expertise to come together to solve problems around collections and accounts receivable management.

While the Summit features subject-matter experts sharing their experiences with credit practitioners, much of the learning at CreditScape will come from practitioners sharing real-world experiences with each other in workshop-style settings. This is a perfect opportunity for credit and collections teams to get away from the office to pursue a journey towards process improvement.

PROGRAM HIGHLIGHTS

Effective Collection Communication Strategies

How to communicate effectively with customers of all different company sizes, personalities, and generational profiles using a variety of communication channels and techniques.

Leverage Automation for Better Collection Results—Peer Panel

Credit practitioners and participants will share their experiences with various automation tools to improve department performance. Discussions may include: RFP requirements, implementation advice, objectives, strategy, and metrics.

Hire and Retain the Best Collectors

Professional recruiter Bob Daniel teams up with Joe Lucas, VP & Chief Credit Officer for SRS Distribution Inc., to share recruiting and interview techniques, skill set evaluation, performance metrics, and policies and procedures for successfully hiring and retaining effective collectors.

The “Collection Prevention” Department—Peer Panel

Credit practitioners and participants will discuss a variety of tools to prevent or lower the cost of collections, including credit applications, credit investigations, UCCs, liens, and credit insurance.

Phone Power: 6 Steps to Collection Success—Bart Frankel

As the Manager of Financial Service for the Pratt & Whitney Division of United Technologies for over 20 years, Bart was responsible for a \$7 billion Order-to-Cash process. Participants will work with Bart and with each other to learn his highly successful 6-step process for getting paid.

Using Credit Cards for Collection Strategy— Scott Blakeley, Esq.

Creditors' rights attorney and thought leader Scott Blakeley has advised companies all around the country with their credit card payment programs and surcharge rights. Discuss how to weigh the advantages against the costs, compliance, and legal risks of using credit cards as part of your collection strategy.



EVENT INFORMATION

Date:	September 17 - 18, 2015
Location:	Tropicana Hotel Las Vegas 3801 S. Las Vegas Blvd, Las Vegas, NV 89109
Hotel:	\$129/night Reserve your room by August 26th Call (800) 634-4000 Group code: SCMA915
Entry fee:	\$495 per CMA member attendee \$595 per non-member attendee
To Register:	Space is limited to 100 participants www.CreditScapeConference.com
Questions:	Contact Lisa Wong at 951-672-0581 lwong@emailcma.org
Sponsors:	Contact Mike Mitchell at 818-972-5340 mmitchell@emailcma.org



SUMMIT HOSTS



Credit Management Association® (CMA) is a non-profit association that supports the business credit management function of B2B companies that sell on credit terms. CMA helps credit, collection, and financial decision-makers get the information and tools they need to make fast, accurate credit decisions.



AG Adjustments is CMA's chosen partner for third-party Commercial Debt Collections. AGA is a charter member of the Collection Agency Association of the Commercial Law League of America and a Platinum Partner to the Credit Research Foundation.

Collection Compliance & Best Practices

Panelists will submit a list of compliance requirements and best practices in advance (third-party agencies, legal, metrics, shared services centers, analytics, accounts payable) and participants will work in teams to evaluate the list and respond with questions to the panel.

Develop a Third-Party Collection Process

As acting Director of Finance Operations for Dun & Bradstreet, Chris Rios has developed a third-party collection process as part of his strategy to drive exceptional collection results. He will help participants create or improve their own third-party collection process that may involve insourcing, outsourcing to agencies, legal, and bankruptcy administration.

Advanced Collection Techniques

Collection attorney and construction lien law specialist Chris Ng will work with participants to enhance their pre- and post-judgment collections, and advise them how to best utilize their collection attorneys.

International Collections

International Credit Specialist Eddy Sumar, CCE, CICE and Richard Swanson, Regional Director for the U.S. & Foreign Commercial Service, will lead a panel discussion on cultural norms, collection protocols in foreign countries, and leveraging third-party services to get paid on exports.

Credit Management Association®

40 E Verdugo Avenue
Burbank, CA 91502

818.972.5300 ph
818.972.5308 fax

www.CreditManagementAssociation.org



Register at www.CreditScapeConference.com



Attendee name: _____

Register online at CreditScapeConference.com or return this completed form to: CMA, Attn: Lisa Wong, 40 E Verdugo Ave., Burbank, CA 91502, email to lwong@emailcma.org or Fax: 818-972-5308

Cancellation Policy: Cancellations must be received by August 21, 2015 for refund of registration. NO cancellations after August 21, 2015 and full fees apply. However substitutions are allowed.

ATTENDEE INFORMATION

Name:	Title:
Email:	Phone:
Company:	
Street Address:	City/State/Zip
What is your level of collections expertise? <input type="checkbox"/> Expert <input type="checkbox"/> Intermediate <input type="checkbox"/> Beginner	
<input type="checkbox"/> Check the box if you would like us to contact you about dietary needs or wheelchair access.	
What is one collections challenge you'd like to learn more about? _____ _____	
Other than credit management, name your favorite hobby/passion _____	

To book your room at the special rate of \$129 (before August 29, 2015), visit CreditScapeConference.com

PAYMENT METHOD

<input type="checkbox"/> Check is enclosed made payable to CMA	<input type="checkbox"/> CMA Members: \$495 <input type="checkbox"/> Non-CMA Members: \$595
Please charge to: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX	Card Number:
Name of Cardholder:	Code (for AMEX 4 digits on front of card, for VISA and MC last 3 digits on back):
I authorize a charge of \$ _____ to this card.	
Signature:	Exp. Date:

(Payment Must Accompany Registration)