



# The Credit Tour 2025

# connected.

# GRAND RAPIDS

## April 15

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## Meeting Agenda

Sheraton Grand Rapids Airport Hotel  
 5700 28th Street Southeast  
 Grand Rapids, MI 49546

**REGISTRATION DEADLINE: APRIL 8**

**PRICING:**

\$199 members

*(Two coupons per company are valid)*

\$398 nonmembers

**QUESTIONS?** Please contact Lillian Novak at [lillian.novak@nacmconnect.org](mailto:lillian.novak@nacmconnect.org)

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## Tuesday

April 15, 9:00 a.m. – 3:30 p.m. ET

9:00 a.m. – 9:20 a.m. Registration and Coffee Service

9:20 a.m. Opening Remarks – Dorann Guenard

9:30 a.m. – 10:30 a.m.

*Guarding Against Deception; Amy Cook, CCE, Credit Manager, McNaughton McKay Electric; Brian Schumaker, CCE, Credit Manager, UFP Industries, Inc.*

Payment fraud continues to be a major problem for companies. Knowing how to identify the latest fraud schemes, recognize emerging threats and implement effective fraud mitigation strategies is critical to protecting your business' bottom line. Join our panel of experts and learn essential tips and best practices to help you fight fraud. Don't miss this opportunity to gain critical knowledge and protect your organization from the growing threat of business-to-business (B2B) fraud!

10:45 a.m. – 12:00 p.m.

*Downsizing Terms – A Roundtable Discussion, Marvin Lacey, Director of Finance, H. D. Hudson Manufacturing Co.*

In recent years there have been demands from customers to grant longer terms. In cases where you've allowed this, many credit professionals are now looking to take back the reins and get customers back to their "normal" terms. But how do you accomplish this without potentially offending your customer? In this open roundtable, we will share examples of strategies, successes (and failures). If you find yourself in this situation, here's a place you can pick up a tip or two from your fellow credit managers.

12:00 p.m. – 12:45 p.m. Lunch

12:45 p.m. – 1:00 p.m. NACM News and Updates – Phil Lattanzio

1:00 p.m. – 2:00 p.m.

*Multitasking in the Credit Department, Jessica Henderson, Senior Global Credit Analyst, Bissell Homecare Inc.; Zak Kane, Strategic Sales Manager, Sidetrade; Regina Sandrik, Credit Manager, Novo Building Products*

More and more credit departments are being asked to take on additional responsibilities without the luxury of additional staff. As a result, multitasking has become more than a skill – it is now a necessity. Our panelists will share how they have approached this issue in their departments and have been successful in managing it. We will also look forward to hearing what the attendees have done to overcome the situation.

2:15 p.m. – 3:30 p.m.

*The Five C's of Credit in Review, Caroline Perkins, CCE, Credit Manager, Mickey Thompson Performance Tires*

Character, Capacity, Capital, Collateral, Conditions. These pillars set the fundamental framework for evaluating creditworthiness and mitigating risk in credit decisions. Whether you are new to credit or a seasoned professional, this comprehensive overview will equip you with the tools you need to navigate the complexities of credit evaluation effectively.



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