



The Credit Tour 2025

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NEW ENGLAND

June 18 & 20

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Meeting Agenda

VIRTUAL
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Wednesday

June 18, 9:00 a.m. – 11:30 a.m. ET

Opening Remarks – Dorann Guenard

9:00 a.m. – 10:00 a.m.

Economic Update

Chris Kuehl, Economist, Armada Corporate Intelligence (Virtual)

With the new administration things are changing fast, and many of the changes have a direct impact on the economy. Join us for an insightful and engaging session as we delve into the current state of the economy and its implications for the commercial credit landscape.

10:30 a.m. – 11:30 a.m.

Using Data to Align Management and Improve Performance

Brian Suthoff, Founder, Truvert

"In God we trust. All others must bring data." This quote from W. Edwards Deming points to the importance of measurement, data and analysis. Clean customer data and analytics boost efficiency, lower risk, demonstrate your value, and help other managers make informed decisions. We'll review key indicators (DSO, DBT, ADD, CEI), their uses, and ways to automate and improve customer and trade data.

Friday

June 20, 9:00 a.m. – 11:30 a.m. ET

Opening Remarks – Dorann Guenard

9:00 a.m. – 10:00 a.m.

Setting a Timeline for Effective Collections

Marc Davenport, AVP Customer Experience, Caine & Weiner

Basic collection techniques tell us that placements that are not too old have a better chance of being collected than older ones. But does your collection strategy include the best possible times for each step in the collections process to maximize success? When should a demand letter go out? Should there be different strategies for new customers and long-time customers? This session will provide you with actionable strategies to improve cash flow and reduce delinquency rates.

10:30 a.m. – 11:30 a.m.

Credit Application Fraud: Some of the Signs, Preventive Steps & Remedies for the Savvy Vendor

Thomas Fawkes, Partner, Tucker Ellis

A key role of the credit department is to mitigate and prevent losses. That job becomes increasingly difficult when bad actors engage in unscrupulous conduct, such as by submitting a fraudulent credit application to induce your company to ship goods with no intention to pay for them. In this session, you will learn to identify some of the telltale signs of potential fraud and how to engage in extra diligence to save your company from losses. You will also hear about available remedies in the event goods are shipped and the fraudsters don't pay you. Don't let the bad guys win – learn about how to beat the fraudsters before they beat you!

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