

2019 Credit Professional's Conference

October 10—Milwaukee WI

BCMA

Business Credit
Management Association



KARRIE LANDSVERK - KEYNOTE OPENING SESSION SPEAKER

In order to succeed in today's marketplace, leaders have to work collaboratively with all their stakeholders. Trusting and cooperative relationships have to be established and maintained. Having highly developed communication skills is what will position leaders for long-term success and maintain high value in the eyes of their stakeholders. **Karrie speaks from experience in the area of communicating with clarity, intention, and excellence!**

COMMUNICATING SO OTHERS HEAR AND FOLLOW YOUR VISION

GENERAL OPENING SESSION at 9:00 AM led by Karrie Landsverk

As leaders, we are responsible to communicate a clear vision, give specific direction and feedback on how to attain that vision, as well as navigate the required change necessary to realize that vision. How we communicate with our co-workers dramatically impacts our ability to succeed. If we are unable to clearly communicate our vision in a way that draws others in, we will not have people who follow the vision. If we are unable to give specific and meaningful feedback to those working with us, we will leave people confused, checked out or going in many different directions. If we do not proactively prepare people for needed change and communicate well throughout the change, we will leave people afraid, confused or unproductive. Communication is central to effective leadership and building highly connected and engaged groups.

Professional Speaker, Karrie Landsverk, is going to facilitate a session that will identify key techniques to ensure others are hearing our message and following our vision when we communicate. She will have us laughing, connecting and leaving with practical techniques we can *apply right away with others!*

THE BUSINESS CREDIT MANAGEMENT ASSOCIATION

Wisconsin Credit Association
New Berlin, Wisconsin

EARLY RESERVATION DISCOUNT IF REGISTERED BY SEPTEMBER 25

CONFERENCE LOCATION

Holiday Inn Milwaukee Riverfront
4700 N Port Washington Road
Milwaukee, WI

OVERNIGHT ROOMS can be reserved by contacting the hotel at 414.962.6040 no later than September 9, 2019. Mention the Wisconsin Credit Association block to receive the discounted group rate of \$109 for the evening of Wednesday, October 9.

REGISTRATION FEES include sessions, handout materials, delegate premiums sponsored by InPro Corp and meals listed in the agenda. **BUSINESS CASUAL** is appropriate for the day.

CONFIRMATION including specific directions to the conference will be sent to registered delegates. If your confirmation is not received by October 1, contact WCA immediately.

REFUND POLICY No refund or credit for cancellations after 10/1/2019. Substitutions are permitted with notification to WCA. Sorry, no discount allowed for sessions or meals not attended.

AGENDA— OCTOBER 10, 2019

7:30 Registration | Buffet Breakfast | Visit Silent Auction

9:00 GENERAL OPENING SESSION

→ *Communicating So Others Hear and Follow Your Vision*

10:45 Break | Visit Silent Auction

11:00 → *The Evolving Cyber Threat Landscape and How to Combat it*

12:00 Lunch Included

1:00 - → *Business Credit Mastermind Roundtable*

4:00

2:15 Break | Visit Silent Auction | Bidding closes at 2:30 PM

Sponsor: Aerobic Systems Inc

4:00 CASH BAR & APPETIZER SOCIAL

Sponsor: Experian

→ Award Winning Silent Auction Bids at 4:00 PM

5:00 Adjourn

Continuing Education Units (CEU) & Professional Education Units (CPE) have been awarded for all sessions by the American Society of Credit & Collection Professionals (ASCCP)

SILENT AUCTION & SCHOLARSHIPS Again this year, the



Conference will host the Member Scholarship Fund's largest fundraiser—an extraordinary SILENT AUCTION. Each year, thousands of dollars are raised through the Auction

and awarded to members who apply for grants to attend WCA educational programs. Simply check YES on the registration form to add your name to the list of generous contributors or donate online at <https://wcacredit.org/silent-auction-sponsors/>. Help us to make this the best year ever. Everything except spouses and in-laws are sincerely appreciated as donations!

APPLY FOR SCHOLARSHIP GRANTS to use toward your conference fees at <https://wcacredit.org/scholarships/>.

The deadline to apply for a Scholarship for the Conference is September 15.

11:00 AM—12:00 PM

THE EVOLVING CYBER THREAT LANDSCAPE AND HOW TO COMBAT IT

*Led by Tom Scarborough, Director
Cyber Defense and Operations. Fifth Third Bank*

Cyber threats continue to evolve and grow in today's ever-changing technological landscape. Top threats include Business Email Compromise (BEC) attacks which increased by 130% in 2018 and of course, Ransomware. One wrong click by an employee can mean an infected email has worked its way into your company, potentially impacting all your online systems, electronic accounts receivables, email, phones and more - basically bringing your business to a fast halt. In this session, you'll learn ways you can help identify and defend yourself and your organization from attacks. Threats can be effectively mitigated through awareness, preparedness and active defense.

Tom Scarborough has over 17 years of Information Security Management experience and in his present Director role, he oversees the day-to-day operations of Information Security including Cyber Threat Intelligence, Threat Detection and Assessment, Incident Response, Insider Threat, Attack Surface Management, and the Ethical Hacking Program.

1:00—4:00 PM

MASTERMIND CREDIT ROUNDTABLE

Moderated by Darryl Rowinski & Bill Neureuther

Financial managers and staff are encouraged to attend. Managing and maximizing cash flow, financial implications of sales agreements, customer contracts and assessing sales risk while extending open account credit to customers will always be challenging. Roundtable discussion on the most critical business topics leads to the exchange of information, ideas, industry best practices, and the opportunity to share your top issues and challenges with your peers (outside of your organization). In this field, you cannot stand alone. This session is returning to the Conference again this year, requested by popular demand from those who were helped during these important discussions over the past 8 years! A topic questionnaire will be sent to you under separate cover.

ATTENDEE REGISTRATION FORM

DELEGATE INFORMATION

One registration per form please-duplicate as needed

NAME _____ TITLE _____

PHONE _____ FAX _____

EMAIL _____

CERTIFICATION(S) HELD (IF ANY): _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

RESERVE EARLY & SAVE MORE!

FEES:	Registrations received by Sep 25	Registrations received after Sep 25
BCMA WCA Member	\$195.00	\$235.00
All Others	\$225.00	\$265.00

YES, please add to my registration fee a donation to the Member Education Scholarship Fund \$ _____
TOTAL \$ _____

YES, I want to donate *something* for the Silent Auction. Please have someone at the Association contact me at _____

YES, I want to sponsor an event or session at the Conference. Please have someone at the Association contact me at _____

PAYMENT INFORMATION

Send invoice or Check enclosed (Payable to WCA) or Credit Card

Print name (as it appears on CC) _____

Address on statement _____

City/State/Zip _____

Card # _____ CVC# _____ Exp Date _____

RETURN THIS REGISTRATION FORM:

By Email admin@wcacredit.org or fax 262.827.2899 or mail to:

The Business Credit Management Association—Wisconsin
15755 W Rogers Dr #200 | PO Box 510157

ONLINE: <https://wcacredit.org/webinar-seminar-registration/>

* Conference Registration Deadline is 10/1/2019

* Overnight room block expires 9/9/2019

Sorry, no credit or refund for cancellations after 10/1/2019 or no shows due to required guarantees to the conference hotel. Substitutions permitted with notification to WCA. Questions, call 262.289.1225.

Thank you...

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Credit & Collection Professionals

Contact the Association to become a proud sponsor for this year's event! Your contribution to the Conference assures this valuable networking and training will be continued for professionals in this demanding field!

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PO Box 510157
New Berlin WI 53151

Now...more than ever...you need essential strategies, techniques & tools to improve in this vulnerable business climate!

2019 CREDIT PROFESSIONAL'S CONFERENCE

October 10

Addressing the needs of credit, collection & finance professionals to secure a successful future!

Support our Conference Sponsors! We wish to thank those sponsors and partners who have already contributed to the success of this year's Conference. To join the growing list, contact WCA at 262.827.2880.

