

all south

CREDIT CONFERENCE 2025

Wednesday, September 17th

12:00 pm - 3:00 pm	Grand Ballroom	Exhibitor Set-Up + Attendee Check-In
1:15 pm - 3:15 pm	Centennial Ballroom 1	Building Industry Best Practices Discussion with Paul Blank, CBA (Ferguson Enterprises) & Anne Scarcella, CCE, CCRA (Crawford Electric Supply)
1:15 pm - 3:15 pm	Centennial Ballroom 2	Oil & Gas Industry Best Practices Discussion with Toni Drake, CCE (TRM Financial) & Natosha Reyenga, CBA, CCRA (RK Supply)
3:15 pm - 3:30 pm	Centennial Ballroom 3	Keepin' It Legal Best Practices with Craig Regens (Crowe Dunlevy) & Roxanne Price, CCE, CCRA (H&E Equipment Services, Inc.)
3:30 pm - 4:30 pm	Pre-Function Foyer Grand Ballroom	Break

SOCK Leadership: Daily Principles to Create a Positive Leadership Environment
with Jeff Jones (CFO of Twisted X)

What do socks and leadership have in common? In Jeff Jones' world, both socks and leadership are something he wears daily. It begins with Jeff's simple mantra about leadership, "Leadership is caring." The old adage, "people don't care how much you know until they know how much you care," rings true in leadership. Jeff will discuss the importance of caring about the four primary areas that enable leaders to make an impact and have the influence necessary to effect positive changes. The desire to care for Self, Others, Culture, and Curiosity (why did he spell it with a K?) is what makes a leader a force within an organization.

4:30 pm - 6:00 pm	Grand Ballroom
7:00 pm - 9:00 pm	Grand Ballroom

Dun & Bradstreet presents "Southern Nights, City Lights" Welcome Reception!
Catch Me If You Can Watch Party!

Thursday, September 18th

7:30 am - 8:45 am	Foyer
8:00 am - 8:45 am	Grand Ballroom
8:45 am - 9:00 am	Grand Ballroom
9:00 am - 10:00 am	Grand Ballroom

Registration Opens

Breakfast

UTA Presentation

United TranzActions presents... Frank Abagnale!



Funds stolen through fraud are almost never recovered, so fraud prevention is the best form of protection. Frank Abagnale takes you behind the scenes to show you how simple strategies can thwart today's cybercriminals. With vivid examples he uses when training FBI personnel and other law enforcement agencies, Abagnale reveals how identity thieves work, why passwords aren't keeping you safe, and why protecting yourself against scams has never been more important. Audiences praise his informative and entertaining sessions brimming with practical takeaways for attendees wanting to better protect themselves and their organizations from ever-increasing fraud.

10:00 am - 10:15 am	Grand Ballroom
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Break

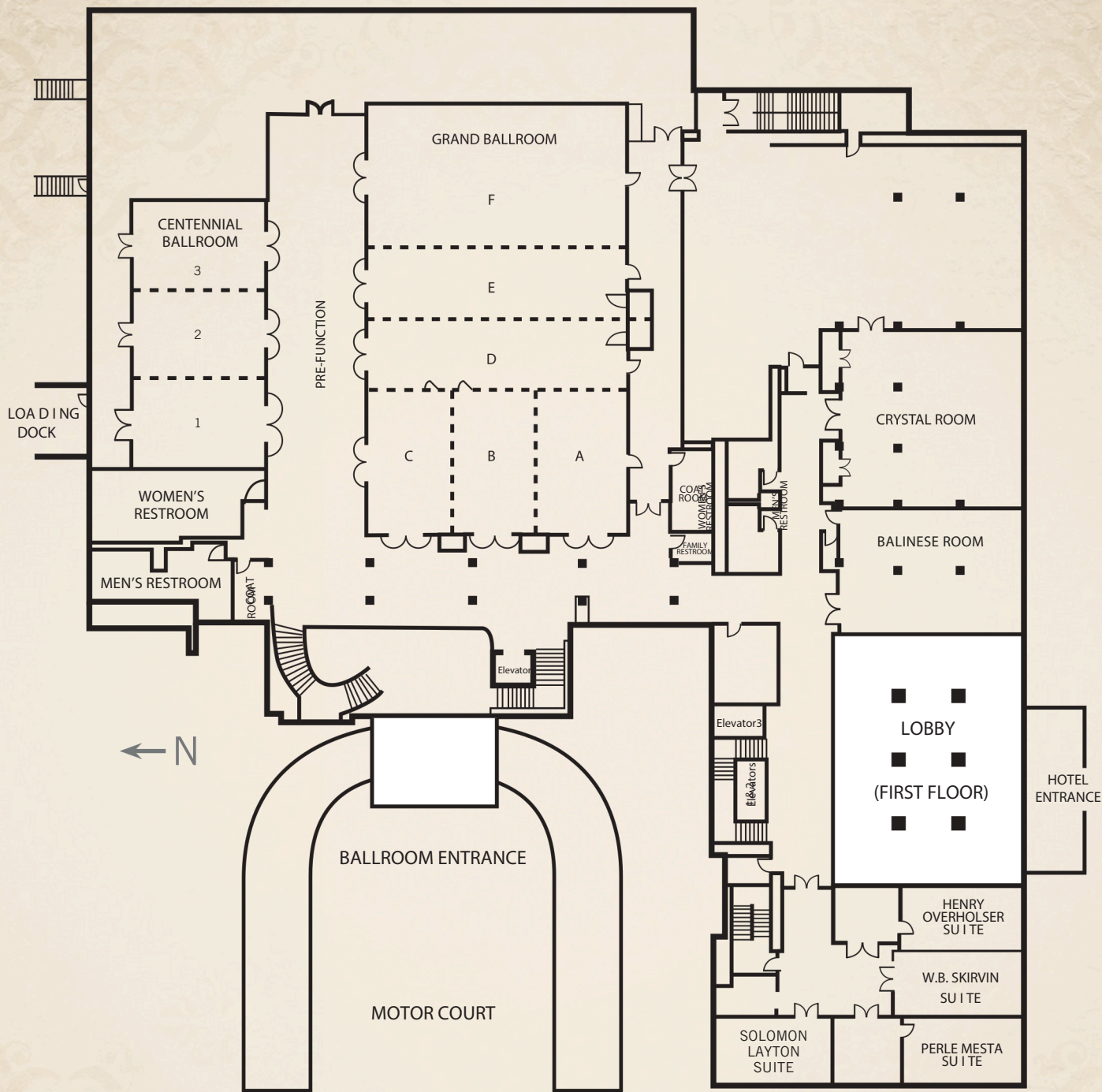
Woohoo!



You're *here*!

Welcome to the 2025 All South Credit Conference!
Scan or click on the QR code to access the digital program, take the feedback survey, and MORE!

2nd floor - overview



Education Circuit I 10:15 am - 11:30 am

Centennial Ballroom 1 **Resolving Account Disputes** with Karen Hart, Esq. (Bell Nunnally & Martin LLP)

Join long-time attorney and NACM educator Karen Hart for an informative and practical session covering best practices for how to head-off account disputes and how to successfully negotiate and resolve an account dispute if you find yourself and your company involved in one with a customer. We will cover credit file management, how to communicate and negotiate with customers, tips for resolving and settling account disputes, and what to expect from litigation, mediation, and other forms of dispute resolution.

Centennial Ballroom 2 **Payment Processing Challenges, Opportunities, & Best Practices** with Matt Fluegge (United TranzActions), Jim Davis (Heidelberg Materials), Edith Smith (Schulte Building Systems), Christy Rhodes (Crawford Electric), Wanda Borges (Borges & Associates)

In today's fast-paced and increasingly digital B2B environment, efficient and secure payment processing is more critical than ever. This panel discussion brings together finance, operations, and legal experts to explore the evolving landscape of payment collection and processing. Panelists will share real-world experiences and insights on how their organizations have improved Days Sales Outstanding (DSO), navigated common payment challenges, and implemented strategic decisions around payment terms and accepted methods.

Centennial Ballroom 3 **Generations in the Workplace** with Diana Crowe, CGA (NACM Southwest)

Today's workforce has the potential to be comprised of employees from ages 18 to 81 - that's five generations working side by side! Understanding the different generations and finding ways to effectively communicate and work together is critical to the long-term success of any company. In this session, we'll focus on gaining an understanding of each generation (the who, what, when, and why of their behaviors), and how we can find common ground to build a positive work environment for everyone and a legacy for your company that will last!

11:30 am - 12:30 pm

Grand Ballroom

Lunch & *Two Truths & a Lie!* 🗳️

Come say *hello!*

NACM COLLECTIONS offers top-rated collections services. Our professional staff of experienced collectors act as an extension of your credit department, working with you and your customer to obtain positive results. Our primary objective is to collect your money!

Stop by the NACM Collections booth to submit your guess on how much money we collected for our members in 2024! The closest guess will receive a prize! Winner announced Friday.

Exclusive Hint: Think seven figures...



Get your *certs!*

DID YOU KNOW that certification holders average 6% higher salaries than those with no certification?

Enhance your reputation and advance your career by earning a designation that attests to your high level of knowledge, experience, and commitment. Visit us at the NACM Education booth to talk about your next steps!



"I can't tell you enough how the certification program has benefited me through all stages of my career, but I know it is monumentally important as it has and continues to guide me in my day-to-day decisions."

Anne Scarcella, CCE, CCRA
Crawford Electric Supply



Education Circuit II 12:45 pm - 2:00 pm

Centennial Ballroom 1	<p>AI: Changing the Game for Credit Departments with Randy Lindley, Esq. (Bell Nunnally & Martin LLP)</p> <p>AI is EVERYWHERE....including credit departments. AI has the potential to revolutionize credit assessments by enhancing decision accuracy and uncovering fraud. BEWARE, although AI is a powerful tool, it comes with risks.... such as, biased decision-making, data privacy concerns, and ... drum roll please.....hallucinations. This presentation will explore the benefits and pitfalls of using AI in the credit department, and how to navigate the pitfalls responsibly.</p> <p>Please keep this quiet....but many credit managers think Tony Clark is no longer real -- HE is AI.</p>
Centennial Ballroom 2	<p>Who Let Me In Here? Tackling Imposter Syndrome Head-On with Tony Clark, CGA (NACM Southwest)</p> <p>Ever feel like you're just waiting for someone to realize you don't belong? You're not alone. In this candid session, we'll explore the roots of imposter syndrome, how it shows up in our professional lives, and—most importantly—how to quiet that inner critic and start owning your achievements with confidence.</p>
Centennial Ballroom 3	<p>Navigating the Trade War - The Present Effects & Future Forecasts of Tariffs on International Trade with Kevin Wiley Jr., (Hicks Law Group)</p> <p>New administration is enacting policies that will affect the economy, which is largely driven by commercial credit. Join Kevin as he covers the ins-and-outs of Trade Wars and how Tariffs will affect US business. Follow along and see how these policies will change your day-to-day operations and could impact your risk mitigation.</p>

2:00 pm - 2:15 pm Grand Ballroom Break

Education Circuit III 2:15 pm - 3:30 pm

Centennial Ballroom 1	<p>Collection Attorneys & Counterclaims: What Every Credit Manager Should Know with Chris Jameson (Jameson & Dunagan, PC)</p> <p>Chris' session will explore best practices for working with collection attorneys, from choosing the right legal partner to understanding key elements of fee agreements and retainers. Attendees will gain insight into how to navigate counterclaims, the collection manager's role when legal action escalates, and strategies for settlement when disputes arise. Perfect for credit professionals seeking clarity on the legal complexities that fall outside standard contingency arrangements.</p>
Centennial Ballroom 2	<p>From Scorecards to Strategy: A New Era in Credit Management with Paul Blank (Ferguson Enterprises LLC)</p> <p>Traditional credit metrics and performance scorecards no longer tell the full story. This session explores how redefining success in credit—beyond DSO and collection rates—can better align with strategic goals, drive business value, and elevate the role of credit professionals in today's dynamic environment.</p>
Centennial Ballroom 3	<p>The Perfect Payout with Rebecca Hicks (Hicks Law Group)</p> <p>Many customers who get into debt want to payout the debt over time. Negotiating and documenting these payout arrangements can lead to unexpected problems. Come learn negotiation tactics to get the best payout, how to document the deal so as not to waive important terms and conditions and, finally, enforcing the payout once it is in place.</p>

3:45 pm - 4:00 pm Grand Ballroom Foyer Break

Education Circuit IV

3:45 pm - 4:45 pm

Centennial Ballroom 1

Protecting the House: Dealing with Customer Requests to Revise Your Credit Terms and Conditions with Matt Jameson (Jameson & Dunagan, PC)

Has a customer ever tried to rewrite your contract? You're not alone — and you don't have to handle it alone, either. In this session, attorney Matt Jameson will walk you through practical strategies for responding to customer requests for contract modifications. You'll learn how to create clear internal policies, safeguard your company's terms and conditions, and identify key contract clauses that should never be compromised. Walk away with actionable insights every credit professional should have in their toolkit.

Centennial Ballroom 2

Not Your HR's Hiring Plan: Modern Recruiting for a New Era with Jessica Holt (Soligent)

Today's hiring landscape demands more than job boards and resumes. This session explores how modern recruiting is evolving—blending marketing tactics, data insights, and digital culture to connect with next-generation talent. We'll explore how to attract candidates who don't just fit the role but elevate it—using platforms they trust, language they understand, and values they care about. It's time to ditch outdated playbooks and build a recruiting strategy as bold and dynamic as the workforce you're trying to build.

Centennial Ballroom 3

NTCR - Exercise the Power of the Association with NACM Staff

The National Trade Credit Report is much more than a few tradelines. Learn the ins and outs of the NTCR and where you can minimize risk for your company by exercising the power of the association! From searching the database to the benefits of data contribution, your NACM team will help you through the process.

5:30 pm - 7:30 pm

Parlor OKC

The NTCR Presents, "Southern Nights, City Lights" Closing Reception!

Southern Nights CITY LIGHTS

We're wrapping up in style at Parlor! With two bars and seven different dinner spots under one roof, you get to pick your perfect meal using your gift card. Grab your favorites, then head upstairs to our private second-floor lounge where the party continues—drinks, laughs, and a final chance to celebrate together in Oklahoma City!

Parlor is a quick, 10-min walk from The Skirvin Hotel. [Click here to open walking directions!](#)



Friday, September 19th

8:00 am - 9:00 am
9:00 am - 10:00 am

Grand Ballroom
Grand Ballroom

Breakfast

Building Trust in Organizations with Jake Hillemeier (Dolese)

Trust is at the core of all thriving business relationships. Whether your goal is to foster trust within your team, your organization, or with your customers, understanding how to intentionally build trust can lead to greater productivity, stronger engagement, and increased confidence. In this session, you'll explore how building trust can unlock potential in unexpected ways, the vital role vulnerability plays in driving sustainable change, and what everyday courage looks like in action. By developing a culture of trust, you'll help create a more resilient and flourishing organization.

10:00 am - 10:15 am

Grand Ballroom Foyer

Break

10:15 am - 11:30 am

Grand Ballroom

2025 Economic Update with Chris Kuehl (Armada Corporate Intelligence)

The last few years have been full of the unexpected! While more of the unexpected is expected, there are some trends that can be anticipated. What is the situation with interest rates? What will the labor force look like? What does the inflation and recession threat look like? Join us as we gaze into the economic crystal ball with Dr. Kuehl!

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