



CreditScape is a unique opportunity where attendees can interact with other credit professionals through peer to peer networking, experiencing expert panelists, and learning from other credit practitioners of many different levels. While CreditScape 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 through workshop-style settings.

Agenda for the 2019 event, current as of 3/26/19.

Wednesday, May 15, 2019 – International Day

- 8:30 - 9:00 **Registration and Breakfast**
- 9:00 - 9:30 **International Day Opening**
- 9:30 - 10:30 **Export Success – Paul Jarzombek** - *The keys to effectively selling to 95% of the world's potential customers while staying out of trouble with the U.S. Government.*
In this session, we will examine the 11 International terms of sale or Incoterms that govern any International shipment. Developed by the International Chamber of Commerce in the 1930s these 3 letter acronyms are critical to any export transaction and, when used correctly, can be a powerful way to bring predictability to your International sales similar to what you experience with your domestic sales. When misunderstood, however, costs over-runs and delays and penalties are a real probability. As part of our discussion, we will briefly review payment terms/instruments/options as well because it is important to align your payment terms and expectations with your terms of sale or shipping terms.
- 10:30- 10:50 **Break**
- 10:50- noon **Continuation of Export Success – Paul Jarzombek** - After the break, we will explore the various Export Compliance Regulations that the U.S. Government imposes on all exporters of record no matter the terms of sale. You ship ex-works from your dock and title transfers immediately when your overseas customer picks up from your facility so you think you are safe. Think again. The U.S. Government imposes U.S. Export Administration Regulations (EAR) on the exporter of record (that's your company) no matter what the terms of sale are. Penalties and fines can be severe, but most egregious is the U.S. Government's ability to suspend your company's export privileges in extreme cases leaving you unable to sell to clients outside of the USA (yes Canada is an export) until the suspension is over.
- noon - 1:15 **Lunch**
- 1:15 - 2:30 **Country Risk & Political Conditions Around the Globe – Paul Jarzombek and Darryl Rowinski** - *Attendees will have fast paced discussions regarding regions of the world and conditions in individual countries that wish to purchase or have access to U.S products and services.*
Country and Political Risk situations can kill deals and export opportunities in the blink of an eye. Do your due diligence, understand the complexities and intricacies of attempting to do business in specific foreign countries. Prepare yourself, sales and management and don't be fooled or blinded by the excitement of making a big sale that could turn out to be in a minefield. Understanding country risk and political conditions to where you are exporting is a must know the situation.
- 2:30- 2:50 **Break**
- 2:50- 4:15 **International Credit Executives Round Table & Open Forum – Darryl Rowinski** – *Your questions answered!*
This session is where the best actionable ideas come from obtaining feedback from peers, hearing the most practical country-specific quality interaction, helping you address unique and common credit, collection and logistics challenges. You can submit your questions or recent challenging situation that you'd like feedback or advice on. Benefit from the collective knowledge and experience of your peers.
- 4:15 **End of Day**

Thursday, May 16, 2019 – General Session

- 8:00 - 9:00 **Registration and Breakfast**
- 9:00 - 9:15 **Conference Opening**
- 9:15 - 10:45 **Keynote Address: “Wag More, Bark Less: Reducing Negativity in the Workplace” – Karen Purves** -
As an award winning International Speaker with particular expertise in how language affects emotions, Karen knows how to connect with audiences as few others can.
Renowned speaker Karen Purves brings her expertise about how language effects emotions as the keynote address speaker of CreditScape. Her session explores 14 different ways people express negativity and tips for dealing with them. After participating in this program, attendees said their ability to handle negative situations in the workplace improved (on average) 28%.
- 10:45 - 11:00 **Break**

Thursday, May 16, 2019 – General Session (Continued)

- 11:00 – noon
Breakout Session 1
Automation in the Credit Department – Panel Discussion: Diana Crowe (HighRadius); Jon Seaman (Esker) & Dominic Biegel (Bectran) - Automation is the future of credit, and it will be coming to your department. Automation isn't designed to replace the human element, but rather support it, as credit managers will still run the machines. In this session, our expert panel will show you how AR/collections management software can help your company get paid faster, grow customer relationships, and talk about the skills you should have to allow you to focus on more strategic, business-critical objectives rather than repetitive administrative tasks, maintaining your company's foothold in your industry.
- 11:00 – noon
Breakout Session 2
Effective Credit Applications – James Reed, Partner, J. Ernest Baird, P.C. - *Your credit application can be one of the most important tools you have, both to extend credit as well as collect your accounts.*
This session will examine the essential points all credit applications must have to protect your company's rights and interests.
- noon
Lunch
- 1:15 – 2:30
Panel 1
The Multigenerational Workplace – Caitlin Crommett - *In a Time When the World Seems So Divided, It's More Important Than Ever to Keep Multi-generational Workplaces Connected & Working Effectively*
This presentation will explore the strengths of each generation in your workplace now, and how to engage each employee in the ways that work for them. The session will place a special emphasis on Millennials & Gen Z, as the youngest generations currently entering and growing in the workplace- how to attract the best of them, retain them, and keep them engaged, while making sure all generations are happy! Join Caitlin in an exciting journey into each generation and the unique traits of each group to determine how we can all work better, together. She will be giving actionable solutions for each person to take in order to better connect with generations other than their own at work and in life.
- 1:15 – 2:30
Panel 2
How to Be a Better Credit Manager – Mark Speiser, Director of Credit, Archer Daniels Midland and Scott Tingey, Director of Financial Services, Monrovia Nursery Co. – Learn tips from two of the best in the credit and finance industry on how to be a better credit manager. During this session, you'll learn to identify your "Big Rocks" to focus on the things that matter and not fall for classic distractions; explore how adaptability to technology will lead to your overall success; and to build and nurture relationships that help you become better at your job. You won't want to miss this session.
- 2:30 - 2:50
Break
- 2:50 - 3:50
Speed Networking – How to Be More Efficient in Your Credit Operations - Thought leaders from our many industry partners will lead small group discussions about how their various offerings can help credit departments meet their efficiency goals in areas such as customer onboarding, due diligence, cash application, accounts receivable management, payment processing, collections, workflow management, UCCs, Lien Filing and more. Fun and fast-paced, this session is in itself a super-efficient way to gather lots of ideas quickly.
- 3:50 - 4:50
Vendor Marketplace - View the offerings from all of our event sponsors and pick up your drink tickets for tonight's reception at this interactive event.
- 6:00 - 8:00
Cocktail Reception

Friday, May 17, 2019 – General Session

- 8:00 - 9:00
Registration and Breakfast
The Future of Credit Management – Yesinne Alvarez - *Technology and Analytics Have Changed the Credit Profession Forever*
- 9:00 - 9:45
How can you embrace technology and analytics to run an efficient credit department? As a credit professional, what skills should you obtain today to continue to be relevant in the workforce in the future? What are ways the credit department can bring value to your company's bottom line? These questions and more will be answered during this session.
- 9:45 - 10:30
Social Media: Tips and Tricks – Caitlin Crommett - *Take Your Workplace Social Media to the Next Level*
This session explores different ways to utilize social media to your benefit, and to push forward your career and your company. At a time when every generation uses social media differently, it's becoming more crucial than ever to understand how to make it work for everyone, and the advantages of actually using it at work. Join Caitlin on an exploration of social media, how it is used by each generation, and how you can use it so that it benefits you most at work and in life. Come prepared to take a deep dive into various social media platforms to see them as you've never seen them before. Open mind required!

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