

2024 GRAND RAPIDS ANNUAL MEETING

IT FEELS GOOD TO RECONNECT...



THURSDAY
JUNE 20

START AT 9:15 AM

Join us to learn and network with your peers and leaders in the commercial credit profession.



Mike Nortman
Business Development Manager
Esker



Jason Torf
Partner
Tucker Ellis LLP



James Brown
Founder and Owner
BKwire.com



Chris Kuehl (Virtual)
Armada Corporation
Intelligence

NACM CONNECT ANNUAL MEETING

MEETING AGENDA

Sheraton Grand Rapids Airport
5700 28th Street East
Grand Rapids, MI 49546

WWW.NACMCONNECT.ORG

QUESTIONS? Please contact Lillian Novak at
lillian.novak@nacmconnect.org

SPEAKERS

THURSDAY JUNE 20

9:15 A.M. — 5 P.M. EDT

9:15 A.M. - 9:30 A.M.

OPENING REMARKS

*Phil Lattanzio, CCE, President & COO
NACM Connect*

9:30 A.M. – 10:30 A.M.

AR KPI's You Should Track & Share within Your Organization

*Mike Nortman, Business Development Manager,
Esker*

In this session, we will uncover the pivotal Key Performance Indicators (KPIs) that drive success in accounts receivable (AR) management. Join us for an engaging discussion where we delve into the essence of AR KPIs, unravel their significance, and learn how to leverage them effectively to optimize financial health and operational efficiency.

10:45 A.M. – 12:00 P.M.

AI and the Credit Department

*Jason Torf, Partners
Tucker Ellis LLP*

While artificial intelligence (AI) has been around for decades, there have been enormous advances in the technology over the past several years that have now made it viable for business applications, including credit. AI stands to transform the credit industry as we know it, and the benefits of AI are apparent: automation of customer onboarding and underwriting, predictive analytics, data management, collections, and forecasting is now possible, which could in the future substantially expedite decision making and reduce credit department labor costs. There are, however, substantial risks: the technology is still developing, is still prone to errors, and cannot – at least at this time – navigate around unforeseen events and replace the experience and judgment of tenured (human) credit professionals. During this presentation, we will discuss the benefits and opportunities of integrating AI into your company's credit function, along with the legal and business risks and challenges associated with the current AI technology.

12:00 P.M. – 1:00 P.M.

LUNCH

**ALL REGISTRATIONS ARE TAKEN
ONLINE AT WWW.NACMCONNECT.ORG**

1:00 P.M - 2:00 P.M

The Impact of Bankruptcies - Deeper Than You Think

*James Brown, Partners
Founder and Owner, BKWire.com*

In the year 2023, more than 18,000 businesses filed for bankruptcy, which affected over 400,000 creditors. Such bankruptcy filings can have significant impacts on your company, and it's crucial to be aware of the potential risks. If one of your customers files for bankruptcy, it can negatively affect your business, and the impact can even extend beyond that if your customer's customer also files for bankruptcy.

In this session, we will delve into this topic in greater detail and learn how to use data to uncover the hidden effects of bankruptcy filings on your business. It's important to take proactive measures to safeguard your company and arm yourself with the knowledge you need to mitigate the risks and protect your business in the long run.

2:15 P.M – 3:30 P.M. Economic Update

Chris Kuehl, Armada Corporate Intelligence (Virtual)

Once again we will be ending our day of learning with Chris Kuehl's insights into the current state of the economy. Always a don't miss, get an idea of where the economy may be heading in the months ahead.

3:30 P.M – 5:00 P.M. BUSINESS MEETING & RECEPTION

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CEU points and CCE recertification points are available for all educational sessions.

While registering online, you will have the opportunity to choose your payment method. We are happy to take a credit card online or invoice you. You will also have the opportunity to apply coupons as allowed.

Cancellation Policy: Cancellations must be received in writing, via email or mail no later than two weeks prior to the meeting date to qualify for a full refund. Cancellations received later than two weeks prior to the meeting date DO NOT qualify for a refund of registration fees. Substitutions are allowed. Sorry, phone cancellations cannot be honored.