

Fall 2017



# E-INK Newsletter

## HIGHLIGHTS FROM CAC'S 100TH ANNUAL CONFERENCE

CAC's annual conference was a success! The 2017 annual conference hit a milestone this year – it was our 100th anniversary. Members from all over the state were represented as well as exhibitors from around the U.S.

For those of you that were not able to join us in Rancho Mirage, here are a few highlights:

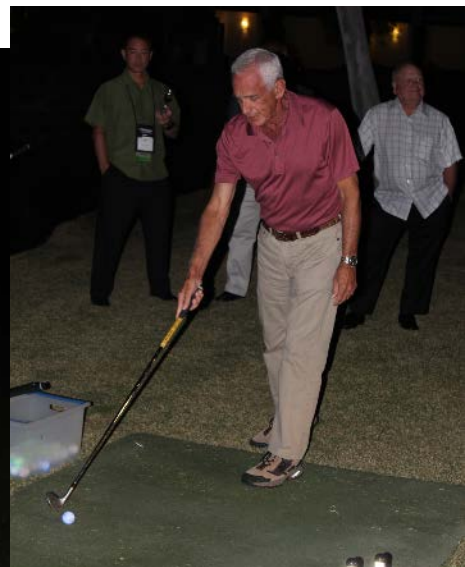
During the conference, we had over 40 percent more attendees (year over year) networking and sharing their years of collection experience, and we had 21 exhibitors with direct exposure to a targeted audience.

As in previous years, CAC hosted a fundraiser for PAC. This year, we played golf in the dark! Glow in the Dark – Closest to the Pin was a raving success. Whether you participated as a “golfer” or as a “heckler” everyone had a fabulous time. Congratulations to Rodney Meeks who was the winner of the Omni Rancho Mirage Resort and Spa and golf certificate!

The educational sessions at the conference were outstanding. Sessions included presentations by the credit bureaus, a legislative update, how to inspire your team, how to communicate with customers, CAC Boot Camp and much more. This was a perfect opportunity to learn from the industries best!

Among the conference attractions was a special historical presentation. The power point of CAC's 100 years of history was like opening a museum...so much to see. CAC honored all past presidents and a special gift was presented to the 13 past presidents in attendance. We are very proud of what we've done over the last 100 years including being the largest “Unit” within ACA.

Thank you to our sponsors Applied Innovations Inc., DAKCS Software Systems, Ontario Systems, and VoApps.









## Supporting the Leaders of Tomorrow - CACESF's 2017 Scholarship Contest

As the sun began to set on the third and final day of CAC's 100th Conference, Pat Collins, former president of CAC's Education Scholarship Foundation (CACESF), introduced the three high school finalists for the foundation's annual scholarship contest. With their mothers in attendance, each student read an essay on the importance of establishing and maintaining good financial credit during the college years.

The three finalists each had a unique way of explaining why it is so important to be financially responsible during your college years, and the lifelong consequences that people will have to deal with if they are not. From being denied a mortgage to not qualifying for the best loan interest rate to paying exorbitant interest fees, these students demonstrated a knowledge of smart borrowing practices unmet even by many adults.

Although each student was guaranteed a scholarship, the first, second, and third-place rankings were decided that night by our VIP judges, including Sean Smith, Director of Economic Development and Marketing for the City of Rancho Mirage, John Hunneman, Communications Director for State Senator Jeff Stone, and Jack Brown, President-elect of the American Collectors Association.

At the conclusion of their essay reading, the judges submitted their votes, and the winners were: Michael Reckers (first-place), Connor Long (second-place), and Edith Pan (third-place). These three students will be awarded a \$2,500, \$2,000, and \$1,500, respectively—all thanks to the generous support and financial contributions of members like you!

Reflecting on this year's scholarship contest, outgoing CACESF President Linda Guinn said, "Each year, I'm encouraged by the number of bright young people who will go on to be the leaders of tomorrow, and I'm proud of the important role that CAC plays in helping to educate them about the importance of responsible money practices. Michael, Connor, and Edith were chosen from a pool of over 900 students. Their families, their schools, and they, should be very proud."

