



Utah Credit Professional DeAnna L. Stock Receives National Award

*Honored by the National Association of Credit Management
As the Recipient of the 2009 CBF Designation of Excellence Award*

June 29, 2009: Columbia, Maryland—The National Association of Credit Management (NACM) has honored **DeAnna L. Stock, CBF** with the CBF Designation of Excellence Award. Stock was recognized during NACM's 113th Annual Credit Congress, held in Orlando, Florida, June 14-17.

Once DeAnna Stock began the process of earning her NACM designations, very little impeded her success. Though she faced limited educational resources and paid all costs on her own, Stock rapidly rose through the designation ranks, earning her CBA (Credit Business Associate) in March 2008 and her CBF (Certified Business Fellow) in July 2008. She is planning to take the exam for NACM's highest designation, the Certified Credit Executive (CCE), later this year.

Since 1988, Stock has been an active member of both the NACM Business Credit Services, based in Salt Lake City, and the Southern Utah Construction Trades and Material Suppliers Industry Group. She is described as being "a strong force in the success" of the industry group and "has consistently fostered" its growth and activities. Stock chaired the industry group in 2004–2005.

As corporate credit manager for Sunroc Corporation of St. George, a supplier of construction and building materials, Stock manages all aspects of the accounts receivable portfolio, including the administration of customer credit lines and payment terms, assessment of customer financial liabilities, and identification of default risks.

She explains, "When I was promoted to the position of corporate credit manager, I made the decision to work on getting my CBA, CBF and CCE designations. I had wanted to get these designations since becoming a member of NACM in 1988, but somehow I just never got started. Working full time and being a wife and mother, I just kept putting it off. I made the decision that I had put it off long enough."

Among her peers, Stock is known as the "go-to" person for all things related to mechanic's liens and the Utah Construction Registry. She provided in-house training on these topics numerous times and has also mentored area credit managers within her department. Stock received the NACM Business Credit Services CBF Designation of Excellence Award in 2008.

The NACM-National Honors and Awards Committee bases its awards on a scoring system that rates nominees in nearly 50 areas of professional life, including their participation in NACM activities on the local and national levels, service on local and national industry credit groups, educational attainment in the credit field, continuing education participation, professional accomplishments and dedication to the profession.

The National Association of Credit Management warmly congratulates Ms. Stock on her receipt of this distinguished award.

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NACM, headquartered in Columbia, Maryland, supports more than 18,000 business credit and financial professionals worldwide with premier industry services, tools and information. NACM and its network of Affiliated Associations are the leading resource for credit and financial management information and education, delivering products and services, which improve the management of business credit and accounts receivable. NACM's collective voice has influenced legislative results concerning commercial business and trade credit to our nation's policy makers for more than 100 years, and continues to play an active part in legislative issues pertaining to business credit and corporate bankruptcy. Its annual Credit Congress is the largest gathering of credit professionals in the world. More information about NACM is available at www.nacm.org.