

ACA International

2023 Accomplishments Report

Helping Members Succeed



WE'VE BEEN WORKING ON SOME EXCITING THINGS THIS YEAR!

Internal Rigor

EOS Success



ACA continued to use the Entrepreneurial Operating System (EOS), a set of concepts and tools designed to clarify, simplify and achieve an overall organizational vision. The system is used so that everyone is working toward the same goals and is held accountable for what they said they'd do. It helps ensure ACA is working efficiently and accomplishing goals that will bring real value to members.

Strategic Planning



This summer, the Board of Directors completed its first self-evaluation survey to ensure the group is the most effective it can be. In September, board members attended a multi-day meeting where they thoughtfully updated ACA's mission, vision, and values and constructed ACA's next 3-year Strategic Goals. They are:

1. Maintain effective advocacy leadership at the state and federal levels.
2. Provide exceptional and relevant education, credentialing, business, and professional development resources.
3. Explore expanded offerings to serve our broad membership base.
4. Aggressively combat meritless litigation and legal claims.
5. Pursue new, and strengthen existing, strategic partnerships.

Vision

To be the leading voice and resource of the accounts receivable management industry.

Mission

Helping members succeed in the accounts receivable management industry by providing the gold standard in advocacy, education, and resources.



WE'VE BEEN WORKING ON SOME EXCITING THINGS THIS YEAR!

New Member Benefit Programs

Best Places to Work in Collections



ACA joined forces with the Best Companies Group to bring the Best Places to Work in Collections program to ACA members, and to the broader industry. The Best Places to Work in Collections is a way to help employers identify what is required to attract and retain their best employees—plus it gives you a new promotional tool for clients and job candidates. ACA took on this program to help members increase the quality of their cultures to ensure they have the right talent on board and grow their businesses. It is free for ACA members to participate, and winners are celebrated at ACA's Annual Convention & Expo.

Benchmarking Intelligence



ACA's Benchmarking Intelligence database, which launched in January 2023, provides critical market information for our members. This new self-service tool allows U.S. member companies to compare their own performance against a variety of other participating member companies on an anonymous basis to help guide your strategic decision-making, with the hopes of enabling even greater profitability. It is free for ACA members to participate.

Digital Media Services



ACA has started offering digital media services to help members reach their markets. We are enabling businesses to connect with target audiences, using direct-response marketing strategies that cultivate client engagement, increase revenues and propel brand loyalty by design. We offer:

- Promotional videos
- Instructional videos
- Animated logos
- Quarterly campaigns

Meeting Enhancements



Understanding that it's an investment to send people to in-person events, ACA has worked with several members and affiliate members to maximize on that expenditure by co-locating their personal company or user group meetings with ACA's conferences. Inquire with ACA's Meetings team if you would like more information.



ACA AWARDS



Education

Winner: ACA How: Regulation F Implementation education initiative

Award: Power of Associations Silver Award from the American Society of Association Executives



Communications

Winners: *Collector* magazine & *ACA Daily* newsletter

Awards: Silver awards for excellence in content and design from the American Society of Business Publication Editors

MEMBER SERVICES

Answering Member Questions

So far in 2023, the Member Services team has responded to more than 4,500 phone calls, online chat messages and email and contact form requests. Member Services continues to direct members to the online message portal that was introduced last year. This portal is tied directly to our member database and allows for quicker response times and gives members a single place to look at all of their exchanges with the ACA Member Services team.

ACA's Member Services team takes great pride in offering members and the public a one-stop location for all their questions regarding membership, education, events or other assistance. They can access this:

- By calling 800-269-1607.
- By filling out the [Contact Us webform](#) and getting a response right in their ACA website inbox.
- Via online chat.

Managing State Units

In May 2023, the Michigan Association of Collection Agencies (MACA) merged with the Great Lakes Credit and Collection Association (GLCCA), which is one of the units ACA manages.

ACA currently manages four of the association's 32 units. ACA provides these units with executive leadership and strategic guidance and manages all business functions, including finance and accounting, marketing communications, membership processing, event management and administrative support.

ACA also has an association management team that manages several related entities, such as the International Association of Commercial Collectors. This is an area ACA looks forward to continuing to grow in the future.

ACA International manages four of the association's 32 units:



- Florida Collectors Association
- Georgia Collectors Association
- Great Lakes Credit and Collection Association (Illinois, Michigan, Minnesota and Wisconsin)
- California Association of Collectors



COMPLIANCE

- Read and analyzed more than **3,000** federal and state judicial opinions related to industry-relevant issues arising from the FDCPA, FCRA, TCPA, and analogous state laws. Synopsized nearly **300** of the most salient opinions for inclusion in the Daily Decision library.
- Answered nearly **400** member questions via the Compliance Help Desk.
- Reviewed and dissected more than **50** new state and local laws that became effective in 2023 for potential applicability to ARM-industry issues and created summary content about more than **30** of these state and local laws for inclusion in *ACA's Guide to State Collection Laws and Practices* and, as appropriate, in various ACA SearchPoint documents.
- Created nine slide decks comprising more than **200** slides in total to deliver detailed information about new state and local legislation for members of ACA's State Guide Cohort.
- Provided detailed compliance updates about new industry-relevant judicial decisions and changes in applicable state and federal law on **40** weekly ACA Huddles.
- Featured panelists in ACA Huddles on recent industry-relevant trends in decisional law and CFPB Supervisory Highlights.
- Evaluated more than **70** civil complaints filed in 2023 that attempt to state claims under Reg F and evaluated those putative Reg F claims for novelty, validity and frequency.
- Rewrote the curriculum and voiceover scripts for an overhaul of ACA's Credit and Collection Compliance Officer (CCCO) course modules for Advanced FDCPA and Duties of Data Furnishers Under the FCRA.
- Reviewed and substantively revised and updated content for other CCCO courses, including "Ethical and Professional Collections," "Writing Effective Policies & Procedures," "Conducting a Risk Assessment," and "Controls and Corrective Actions."
- Made substantive updates to **24** SearchPoint documents—more than 10% of the ACA SearchPoint library.
- Vetted the contents of the TCPA Guide—more than **100** pages across nine chapters covering every aspect of the act and related laws—in preparation for an updated version of the guide.
- Published four "Ask the Compliance Help Desk" articles and five "ACA SearchPoint" articles in *Collector* magazine.



10% ACA's State Guide Cohort grew by more than 10% this year.

FEDERAL ADVOCACY

ACA's Federal Advocacy team worked to educate and engage new members of Congress about ACA and the accounts receivable management industry. Leah Dempsey and Scott Purcell were active in Capitol Hill meetings and educating members of Congress about the industry.

As the White House and CFPB continue to target industry practices, such as medical debt credit reporting, ACA has been successful in holding the line to ensure no negative legislation or agency policies have advanced since the beginning of this administration and Congress.

Pushing Back on CFPB Overreach



ACA was successful in pushing back on CFPB overreach by forcing them to slow down and complete the SBREFA process on a new Fair Credit Reporting Act rulemaking that has the possibility to harm ACA members.

We outlined legal and policy arguments on behalf of members in comments to the CFPB on several other topics such as proposed nonbank registries for “repeat offenders” and consumer contracts, the abusive guidance under UDAAP, and medical financing products.

ACA worked with Congress to reiterate these concerns in letters to the CFPB. We filed several Freedom of Information Act (FOIA) requests with federal agencies and worked with Congress to send a letter to the CFPB about its inadequate responses to FOIA requests.

ACA also filed an amicus brief supporting challenges to the CFPB's constitutionality and has worked with Congress to pass legislation reforming the CFPB's structure out of the House Financial Services Committee. ACA worked with a coalition of industries to ensure that the SAFE Banking Act included language to limit Operation Choke-Point-like activities restricting banking access for legitimate businesses, and helped push for a markup of the bill in the Senate Banking Committee.

Additionally, ACA continues to work with the Appropriations Committees in the House and Senate to keep harmful language related to the industry out of the bill.

Call Blocking & Labeling



ACA continued to lead coalition efforts with other industry trade groups at the Federal Communications Commission related to call blocking and labeling and filed several more letters early in the year.

ACA also leads efforts to push the FCC and House Energy and Senate Commerce Committees to address call and text blocking and mislabeling issues.

For example, ACA and its coalition partners filed additional comments with the FCC asking for deadlines on changes to call authentication and network updates to ensure their members' legitimate calls are getting through. Due to industry input in the first round of public comments, the FCC also extended the comment deadline to allow stakeholders more time to provide their input on the impact of proposed rules on callers.

ACA continues to work with Congress to ensure that it does not pass harmful legislation related to the TCPA. ACA is also working with the Senate Commerce Committee to introduce legislation related to capping attorney's fees in TCPA litigation.

ACA created a member resource to help members understand how they can work with their phone carrier and telecom providers to increase the chances of their legitimate calls getting through. This guide was created with Brownstein Hyatt Farber Schreck LLP, ACA's advocacy partner on issues related to the FCC, including work on issues related to call blocking, text blocking and call mislabeling.

FEDERAL ADVOCACY

Data-Driven Work



As part of ACA's relationships with over 70 members of Congress, and our national network of state unit lobbyists with significant state house relationships, we can now educate lawmakers on how many people, by race and by credit score band, are impacted in our communities by some of these well-intended but harmful ideas.

When it comes to legislation that will clearly reduce the return to creditors because of debt collection restrictions, ACA used data from the Federal Reserve Board, CFPB and other sources to quantify the negative impact on credit availability by state and population demographics.

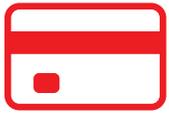
Furthering Our Outreach



Our advocacy team continues to be recognized as a thought leader, with invitations to speak and educate other groups about ARM industry issues. ACA CEO Scott Purcell has also traveled across the country to successfully expand the scope of ACA's relationships with members of Congress and their staff.

ACA published articles related to its advocacy efforts in *The Wall Street Journal* and *American Banker*, and responded to many other news outlets on behalf of the industry.

CFPB's New FCRA Proposed Rulemaking



In September, the White House and CFPB announced a proposed FCRA rulemaking, including a SBREFA (Small Business Regulatory Enforcement Fairness Act) process that is required prior to an official rulemaking. ACA—with leadership from Leah Dempsey, shareholder at Brownstein Hyatt Farber Schreck LLP—responded to the CFPB's proposals and worked diligently for ACA to be represented on the panel. To that end, ACA had two of its members on the panel. ACA and Dempsey were also instrumental in ensuring ACA members had more time to respond than the initial expedited process from the bureau. ACA will continue to be at the forefront of fighting the untenable aspects of this rule.

SCRA



ACA is playing a leading and integral role in a coalition of financial services groups to get H.B. 118-121 amended, which would limit use of the database related to the Servicemembers Civil Relief Act, which actually is required under the current provisions of the SCRA. Often new laws can end up with contradictions, as this one did—and ACA is there to help bring healthy resolutions to such errors.

We also:

- Held hundreds of meetings with lawmakers and regulators to advocate on ACA members' behalf.
- Joined several organizations calling on the House Financial Services Committee to introduce bipartisan legislation that would prevent credit repair scams.
- Held two successful fly-in events in Washington, D.C., that included members of Congress on both sides of the aisle, regulators and coalition partners.
- Hosted a health care receivables briefing on Capitol Hill with representatives from HFMA and AAHAM and attended by members of Congress.
- Worked with the U.S. Chamber of Commerce to send a letter related to a Public Company Accounting Oversight Board amendment that would make audits much more difficult and complex. Members of Congress reiterated these concerns.

FEDERAL ADVOCACY



Leah Dempsey
ACA lobbyist and partner
at Brownstein Hyatt
Farber Schreck, LLP



Highlights from ACA's 2023 Washington Insights



70+ ACA has relationships with over 70 members of Congress.

20+ ACA has sent dozens of letters to Congress and the CFPB outlining legal and policy arguments against taking extreme actions to limit collections activity.



Over the past year, the White House has targeted ‘junk fees’ — fees that cover businesses' legitimate expenses — supported the forgiveness of student loan debt even for those who can pay and worked with federal agencies to suppress credit reporting of debts owed in the health care, student loan and housing spaces. All of this sounds good on paper, unless of course you are a medical provider in a rural and underserved area who relies on payment for services to keep the doors open so those patients can be seen.

-Scott Purcell, *article in American Banker, Aug. 30, 2023*

ACA'S POLITICAL ACTION COMMITTEE



A Chronicle of Remarkable Achievements

This year, ACPAC has realized a series of impressive accomplishments, reflecting both the unwavering dedication of its team and the trust placed in us by our affiliate members. As we step back to review our journey, it's clear that we've not just achieved our objectives, but have set new benchmarks for future endeavors.

One of the pivotal moments this year was witnessing a remarkable 30% growth in the number of our affiliate members stepping forward to sign an SRF and actively participate in the PAC. This figure is not just a testament to our growth but also to the increasing confidence and commitment of our members. It speaks volumes about the strength of our community, and the collective efforts being made to drive our vision forward.

Last year, only 28% of PAC members were covered under an SRF. Fast forward to this year, and the number has seen a significant surge, standing at 44%. This 16% jump is not just a quantitative increase, but a clear indication of the amplified trust and active involvement of our members in the PAC's missions and goals.

While these numbers are encouraging, they are further augmented by the generous contributions to the ACPAC Candidate fund. This year alone, we've been graced by donations from 62 individual donors. This means we've surpassed last year's number of donors, underscoring the increasing faith in our cause and objectives.

However, it's not just about the numbers; it's about the impact and the strides we've taken. Among the numerous milestones achieved, one that shines the brightest is our growth in participation rates. We've seen an almost 20% surge in participation in the PAC this year. This growth is significant considering it is an off-year in the federal election cycle. Contrary to the trends observed among other financial services PACs, where such growth has been an anomaly this year, ACPAC has broken the mold.

This exceptional performance is a result of our proactive engagement strategy with our members. Our approach, combined with our members' unyielding support, has propelled us to an advantageous position as we approach 2024. A testament to our success is evident in the funds raised, amounting to just over \$236,000 this year.

As we reflect upon these accomplishments, it's evident that thanks to determination, a robust strategy, and unparalleled support from our members, ACPAC has not only achieved its objectives but has set itself on a trajectory for continued success and impact in the coming years.

30%

Increase in the number of Affiliate member companies that signed an SRF.

What is an SRF?

To join ACPAC, a company's chief executive officer or primary ACA contact must first file a Solicitation Release Form (SRF).

STATE/UNIT ADVOCACY

ACA and its units help position the industry for success in the public policy arena by working with more than 30 state lobbyists and engaging a network of unit legislative teams. These boots-on-the-ground industry advocates share legislative trends and strategies during ACA's monthly Unit Leader & Lobbyist Calls, designed to help lobbying teams communicate about ARM-related bills that may have far-reaching impacts.

Defensive and Proactive Strategies



While most legislation introduced at the state level requires a defensive strategy to either stop or amend the proposal, our legislative teams across the country are always looking for opportunities to be on the offense and advance legislation to modernize existing laws or address new issues impacting the industry with a balanced approach. These proactive efforts include reining in rogue credit repair organizations and working to clarify that third-party agencies can collect card fees. Our lobbying teams are also on the front lines in working to amend or defeat onerous medical debt legislation, massive increases to garnishment and bank levy exemptions, proposals shortening the statute of limitations and prohibitions on credit reporting, among others.

Credit Repair



The Washington Collectors Association's legislative team built on momentum from the California unit's successful work to enact legislation to rein in rogue credit repair organizations and curtail mass generic dispute letter mills. Almost immediately after the California governor signed the legislation on credit repair, the Washington unit started working to find a bill sponsor in support of their efforts in their state. With the help of an ACA Industry Advancement Fund grant, the unit was able to ramp up their advocacy efforts and successfully navigate the legislative process. Earlier this year, Gov. Jay Inslee signed H.B. 1311 into law at a ceremony attended by many members from the Washington unit's legislative team. Like the California law, Washington's provides transparency about the processes between credit repair organizations, debt collectors and consumers. The new law aims to put an end to abusive behavior and create ethical standards of conduct for the credit repair industry.

Card Fees



The Great Lakes Credit and Collection Association made it a legislative priority to clarify that third-party agencies may impose a surcharge on credit card transactions. The Minnesota legislative team worked with other financial services industry members in the state to identify legislative vehicles with the best chance of passing. They were able to successfully insert language into a larger bill, which passed both chambers and was signed into law. The amended law continues to impose the 5% surcharge limit but provides clarity that it also applies to third-party agencies.

Several other units are looking at similar solutions, including Montana where the unit successfully advocated to pass a bill out of the first chamber before it was stalled in the second chamber.

STATE/UNIT ADVOCACY

Garnishment and Statute of Limitations



ACA continues to fight against legislation to further limit garnishment and massively expand wage, personal property and bank levy exemptions. These efforts include pushing back against proposals in Massachusetts, Michigan, New Mexico, Oregon and Washington, as well as bills to shorten the statute of limitations in Massachusetts and Virginia. ACA also remains active in supporting legal efforts to rein in or overturn the Arizona ballot initiative, which significantly increased garnishment exemptions in the state.

Providing Research to Expose Bad Legislation



ACA has used research from the Federal Reserve Bank of New York and the CFPB to help change the narrative around legislation aimed at massively expanding current exemptions by demonstrating the impact these proposals will have on all consumers' access to credit.

The Federal Reserve Bank of New York found that limiting debt collection practices leads to a decline in access to credit. CFPB research suggests a \$1 change in garnishment exemption causes a \$7.69 decrease in available credit for every consumer. ACA uses this research and data to demonstrate the negative impact various proposals will have on the consumers in a particular state. This impact can also be broken down by race. Clearly exposing the unintended consequences proposed legislation will have on consumers in a state and, more specifically, the subgroup of consumers the legislation primarily claims to protect, is helping to change the nature of the debate.

Working With Regulators



ACA continues to strengthen relationships with several national associations of state regulators, including NACARA, the Conference of State Bank Supervisors and state attorneys general. These relationships with policymakers allow ACA and its members to educate them on pressing issues facing the ARM industry at both the state and federal levels.

ACA also remains active in responding, in concert with our units, to regulatory activity in multiple states and localities, including California, Maryland, Minnesota, New York, New York City and Nevada.

800+

Number of ARM-related bills introduced at the state level in 2023.

30+

Number of state lobbyists ACA works with to advocate for member interests.

COMMUNICATIONS

Customized Job Roles

ACA introduced customized job roles and communications preferences that allow members to tailor their online experience and take advantage of the educational offerings that best fit their employees' specific roles. Our online store features a list of job roles to choose from so you can filter relevant educational courses and resources included with your Training Zone membership. We've also started releasing role-specific education and meetups.

Enhanced Buyers Guide

ACA redesigned our online **Buyers Guide** to make it easier for members to find their next vendor partner. Now members can search for companies by:

- Company, contact name, and keyword;
- Markets/services provided; or
- ACA event participation.

Additionally, the July/August issue of *Collector* magazine features a handy printed version of the Buyers Guide.

Member Benefit Highlights

Each month, ACA sends out an email to members highlighting a handful of our member benefits. The open rates for this email have grown steadily over time, indicating that members crave these reminders of all the ways we are helping them succeed.

Website Improvements

Training Zone subscribers can now review their courses under the new My Items tab in the ACA Store. We also added the new Benchmarking Intelligence portal to the website, improved the navigation options on the home page and added a section for ACA Jobs in the home page footer.



80,000

Users visit ACA's website on average each month.



5,000

People subscribe to *ACA Daily*.



43,000+

Number of pageviews of the July/August issue of *Collector*, making it our most popular issue of the year.



1,000+

The Hub online community monthly pageviews



9,000

People receive our monthly member benefits emails.

COMMUNICATIONS



Social Media Engagement

ACA shows consistent growth in its social media activity.

1,980

FACEBOOK FOLLOWERS

3,175

X (TWITTER) FOLLOWERS

9,586

LINKEDIN GROUP PAGE MEMBERS



MEETINGS AND EVENTS



AS OF OCT. 31, 2023:

1

Committee of 100

Feb. 21-24 | Ritz Carlton Laguna Niguel

The Committee of 100 meeting exceeded its previous records, selling out once again with 117 attendees, including spouses and distinguished guests. The heart of the four-day networking event lay in the discussions on pressing issues and the exchange of innovative ideas. Congressman Patrick McHenry's participation further elevated the event's significance. Each year, the Committee of 100 meeting serves as a crucial fundraising platform for ACPAC, resulting in \$180,000 pledged to support its vital initiatives.



What attendees had to say:

- "I continue to say that I don't think I'd still be in business if not for the support of friends and colleagues—and those friendships were born at C100."
- "The networking is the best part of this meeting. Love the relationships that I have developed."
- "Incredible networking opportunities throughout the meetings. The location meant you were always running into other attendees and provided countless opportunities to visit and expand on ideas."
- "Extremely valuable. ACA does a great job of providing opportunities for all to network as a group."
- "I think this might be one of the most valuable conferences of the year. I'm happy to have sponsored it, and the networking opportunities were fantastic."

2

Level Up Leadership Experience

March 21-22 | Caesars Palace Las Vegas

Level Up was held in conjunction with IGNITE and is the only leadership training of its kind in the industry. It provides agencies the opportunity to grow their employees to become impactful leaders within the agency. Over one and a half days, an impressive 11 hours of education was provided for participants to learn to inspire, challenge, motivate and empower the teams they lead. Sessions were created and led by ACA International's Director of Education, Kelli Krueger, who has 27 years of agency experience.



MEETINGS AND EVENTS

3 IGNITE

March 22-24 | Caesars Palace Las Vegas

This year's IGNITE focused on building a growth mindset to help attendees see all the future possibilities. Twenty sessions covered topics such as FinTok, investing in IT to prevent catastrophic failures, coaching and interviewing, digital debt recovery, compliance, exploring new technologies and sales techniques. From the Main Stage, attendees embarked on a visionary journey into the future of the ARM industry from innovative advancements to potential challenges. Twenty-five Affiliate members showcased their services in the Expo Hall, and ACPAC hosted a College Throwback Nightcap featuring a free-throw contest in celebration of March Madness.



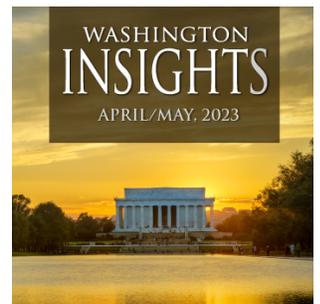
Attendees on the highlight of your IGNITE experience:

- "The ability to connect with industry leaders, vendors and others in the debt collection business, and the opportunity to hear or share ideas in informal conversations at the conference welcome event, at the end of the day and in between sessions."
- "Exposure to new vendors supporting the sector."
- "The Keynote Address discussing the future in debt collecting—what we can expect and what technologies companies should embrace really struck a chord."
- "On the last day, we did a session where we rotated tables. It was awesome—just could have used a little more time at each table."
- "I appreciate the committee and the presenters really committing to a deeper dive into current industry-related topics, challenges and ways to incorporate and embrace the inevitable changes. In the past, the conferences have tended to present the broad strokes, or an overview of different areas of debt collecting/buying/servicing. Breakout sessions, detailed information and demonstrations, and relevant material enrich the conference and the takeaways for the participants. This was a great event!"

4 Washington Insights Fly-In

May 15-17 | Phoenix Park Hotel

ACA continues to be the leader in advocacy for the industry. 2023 marked the return of official Hill visits with elected officials. Activity in Washington, D.C. in 2023 stood to have a major impact on agencies, and ACA members came in full force. ACA has built tremendous relationships on the Hill, evident in the showing of elected officials and Hill leaders who came to speak at the event. ACA also held a joint session with AAHAM and HFMA on health care receivables issues.



One attendee's biggest takeaway:

"I must play an important role in establishing/maintaining solid relationships with our Congressional delegation and helping to keep them informed of topics/issues critical to our company and the industry, collectively. I better understand how each of us doing our part really makes a difference in impacting the legislation threatening our livelihoods and to hopefully influence positive legislation that can create winning outcomes for everyone, without the unintended consequences that come with an under-informed or misinformed Congress."

MEETINGS AND EVENTS

5 Annual Convention & Expo

July 26-28 | Hilton Chicago

The 2023 convention saw an increase of 100 attendees over last year with a total of 859. The convention was also supported by more than 80 exhibiting companies and 31 sponsoring companies. Deeper group registration discounts were introduced this year.



New this year in the Expo Hall, we introduced the Doodle Lounge, Money Machine, Self-Guided Expo Tours and Expo Bingo. Endless networking opportunities included multiple receptions, 555 minutes of expo time and 250 attendees heading over to Flight Club Darts for the ACPAC event.

Small agencies saw a bigger focus on them as sessions were introduced for agencies with 50 or fewer employees. A first, the small agency nightcap took place at the end of day one for small agencies to connect with one another. The creation of these initiatives prompted the beginning of ACA's Small Agency Jam Sessions.

Interactive opportunities took center stage at breakout sessions where attendees engaged in fast-paced, roundtable discussions on hot topics in the industry. A fun twist to vendor topics brought in Pitch Slam, where vendors competed in a high-energy sales pitch competition. The Innovation Stage sessions on the Expo Hall floor continue to grow in interest as Affiliate members showcased 15-minute presentations on their latest offerings.

On the Main Stage, best-selling author Jon Gordon spoke about proven principles and practices that make great leaders great. ACA's leading advocates led the day two Main Stage session with impactful topics at the state and federal levels. Betsy Ziegler of 1871 closed out the Main Stage events with a perspective on the latest technologies and what attendees can do inside their own organizations to engage the human side of innovation to drive positive change.

What attendees said:

- "I love the interaction we get at convention. I love talking with people through our current problems as an agency and getting feedback on things other people try that may work for us as well. Such a great experience."
- "The people were amazing. The knowledge was out of this world! Keep it up!"
- "Such a good combination of topics! Very sad I could not get to all of them myself. We did try to divide and conquer."
- "The event was very well done and my first annual convention. I've done some smaller ones and then usually do the Fall Forum. I really enjoyed Friday's sessions the most with the incredible speaker from 1871 and was surprised by how much I got out of two of the later sessions that day. Those sessions were set up in 10 minute increments with its own individual topic. After 10 minutes you switched to another table and topic. I learned the most and was the most engaged there. They were excellent. Thanks to Kelli or whoever dreamed those up, they really made the event for me and I look forward to doing more sessions like that going forward."



EDUCATION

Professional Designations

ACA offers seven professional designations that are highly recognized and regarded in the accounts receivable management industry.

Attorney CLEs

ACA applied for Continuing Legal Education credits (CLEs) for the Legal Track sessions at the 2023 Convention & Expo. There were 87 attorneys who requested CLEs for 38 states this year, with a total of 144 CLE forms processed. Some attorneys are licensed in multiple states, which accounts for the higher number of CLE forms processed.

Partnership with Noted Economist

At the end of 2022, ACA teamed up with economist Dr. Chris Kuehl to get his expert analysis on the economy. We want to equip our members with the insights they need for budgeting and planning.

Kuehl is the managing director and cofounder of Armada Corporate Intelligence, which provides corporate intelligence gathering, economic forecasting and strategy development.

Kuehl came back again this year for a Super Huddle event in October to help members prepare for the economic landscape in 2024.

Webinars and Courses



of CORE sessions and total number of registrants:

Total: 27
Registered: 448



of Hot Topic sessions and total number of registrants:

Total: 32
Registered: 1,532



of ACA Huddles and total number of registrants:

Total: 36
Registered: 12,735



of Innovation Stage sessions and total number of registrants:

Total: 32
Registered: 1,532

600+

People earned a Professional Collection Specialist designation in the last year.

42

New speakers for ACA since January 2023

New: Hot Topic Series

Beyond the regular Hot Topics focused on Collector Development, Operations and Compliance, we held several series:

- The Marketing and Sales Mastery Series
- Debt Buying 101
- State Laws for Collectors
- ChatGPT: AI

EDUCATION

New Education and Networking Opportunities

Small Agency Jam Session

Tackling the Big Issues, Celebrating the Small Victories, and Everything in Between

At the Bar

Collaborative discussions to drive positive litigation outcomes for you and the ARM industry.

Safeguards Education

Continued the ACA How Safeguards Rule Implementation through July 2023 (over 200 members registered for this program).

ACA
HOW | Safeguards Rule
Implementation

Thought Leadership

Invited to speak at the CUNA Collection School

This school's content caters to every level of experience, from new-hire collections personnel to veteran managers. No matter an attendee's skill level coming in, they leave CUNA Collections & Bankruptcy School with new insights, perspectives and strategies to strengthen their credit union's collections department and help it thrive.

Invited to conduct two sessions at The Student Loans & Receivables Collection Conference

A premier conference in the higher education collection industry, SLRCC provides continued learning opportunities for college and university personnel, responsible for compliance of loan programs and institutional account receivables management. The conference is designed to foster opportunities to share ideas and experience hands-on training.

Invited to present at five unit meetings, conducted nine presentations and over 13 hours of programing:

MCC: 2 breakout sessions

Northeast: 1 breakout session

Florida: 1 breakout session

Southwest: 1 breakout session

Gulf States: 4 breakout sessions



COLLECTORS INSURANCE AGENCY: WE'VE GOT YOU COVERED

Complete Array of Commercial Insurance Plans

We provide 24-hour turnaround for certificates of insurance, assistance with your applications, a proactive review of your losses and corrective measures, a review of your clients' contractual insurance requirements, coverage audits, and exposure analysis of your outside-the-box professional services.

Professional and Affordable Licensing Services

Our professional staff works with proprietary automation and ACA's Compliance Department to bring you the finest, most affordable licensing service available.

Statutory, Blanket Client, and Client Contract

For more than 40 years, ACA members have come to rely on Collectors Insurance Agency's renowned surety Bond Program. We offer automatic renewals, expedited on-site document preparation, highly competitive rates, and thorough knowledge of your bonding requirements.

A New Insurance Offering

Working with Aon, our insurance broker, and QBE, our E&O insurance carrier, CIA has created a new professional liability insurance policy for passive debt buyers. The Passive Debt Buyer's Professional Liability Policy is offered by QBE and is designed for those debt buyers that outsource their collection activity. Coverage offerings include vicarious liability, regulatory liability, and investigations with limits of liability up to \$2,000,000.

Cyber Insurance Growth

Cyber insurance continues to generate interest among ACA members, and we see continued growth in the cyber program. Our insurance partner, Axis, has introduced a new policy form with additional enhancements to meet current cyber trends. Cyber insurance is an ever-changing market and with the help of Aon and Axis, CIA is helping members obtain the coverage they need to meet today's and tomorrow's challenges.

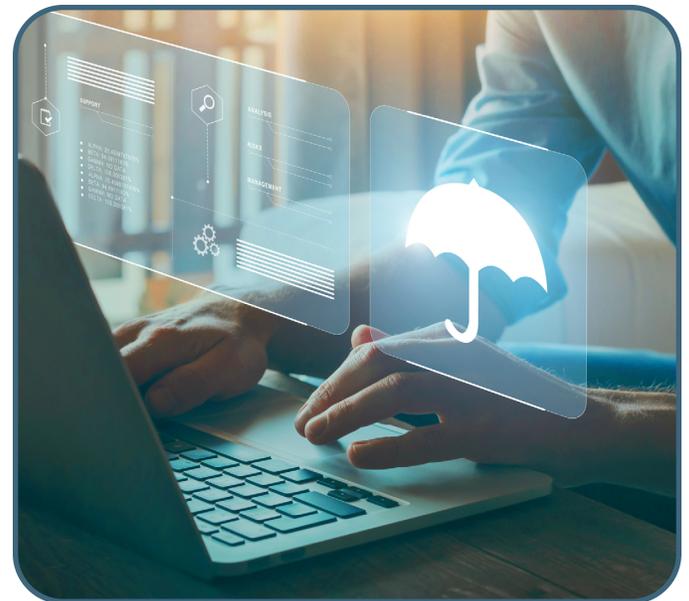
New Lower Bond Rates

CIA's bond unit announced a reduction in rates earlier this year—a big win for our members. CIA's broker Aon worked on negotiating lower rates in most states for our members with our surety partner, Travelers.

Technology Upgrades

Bonds: This year we moved to AonBondLink (ABL), an award-winning surety administration program. This project has been in the works for years and, with the help ACA's IT team, Aon, Travelers and the Bond team, we were able to make it a reality this spring. We also saved ACA/CIA the cost of the service by using a system our broker had in place.

Licensing: We met with several vendors to discuss replacing our existing licensing software. After months of meetings and calls, we ultimately decided to implement in-house processes instead. This will save us the cost of using an outside vendor and puts us in control of the development.



IT & TECHNOLOGY

ACA's IT team works behind the scenes to build strong technological supports for all our member initiatives. Here are just some of the projects they worked on in 2023:

Website Enhancements

- Redesigned the ACA SearchPoint page to match the look of the Newsroom and updated the site search page to better integrate SearchPoint navigation/results.
- Enhanced the search function on the News page.
- Implemented a search function for the Policymakers website.
- Enhanced the online speaker portal.
- Implemented an RFP submission form for speakers to submit their proposals.
- Helped our vendor build the Dynamic Benchmarking platform for members.
- Designed a method to track website terms and conditions, membership agreements, etc.

Internal Improvements

- Streamlined the ACPAC donation reporting process.
- Streamlined the credentialing processes to assist staff in managing ACA's professional designations.
- Implemented an extensive library of procedures and processes to automate many daily tasks.
- Streamlined the Unit remit process.
- Created a series of Strategic Planning Reports and added new procedures to track member engagements (i.e., HUB activity, SearchPoint utilization, State Guide utilization, etc.) to assist the ACA Board and senior management.
- Prepared data for a new bonds system in Collectors Insurance Agency, including invoice integration and document merge.

30+

Number of projects the IT team worked on this year for ACA departments.

Focus on Security

ACA has partnered with TPx, a leading managed services provider and a member of our Alliance ACA program, for high-quality cybersecurity solutions. This partnership enables ACA to leverage TPx's broad cybersecurity portfolio and deep expertise.

Planning for the Future



ACA is working to identify all the collection agencies in the U.S. to grow our membership. We're using the ZoomInfo database, which has the contact information and profiles of over 100 million companies and is used for B2B marketing and research.



ACA is undertaking an initiative to enhance our Member Directory to make it easier to know which members take and work forwarded accounts by a number of factors (state, market and many others). This enhanced data set should help grow the revenue and profits of both members who have forwarding accounts to send and those that have capacity to work them.



We will continue to speak up for member interests at the state and federal level, advocating for the accounts receivable management industry in a way that benefits both businesses and consumers.

