

# THE **SANTA FE** GROUP

## **PRESS RELEASE**

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## **CATHERINE A. ALLEN RECEIVES NATIONAL ASSOCIATION FOR CREDIT COUNSELING MAKING A DIFFERENCE AWARD**

### ***CEO and Industry Leader Honored for Support and Strategic Insight***

**September 15, 2009 – Santa Fe, NM USA** – Catherine A. Allen, Chairman and CEO of The Santa Fe Group, was honored today by the National Foundation for Credit Counseling (NFCC) with its Making a Difference Award. The award was presented to Catherine during the NFCC's 44<sup>th</sup> Annual Leaders Conference at the Omni Shoreham Hotel in Washington, DC.

The Making a Difference Award recognizes people who make a significant impact on the NFCC and its Member Agencies. The award was presented to Catherine in recognition of her ardent support of the NFCC, the time she has devoted to the organization, and her strategic insight over the past three years.

"Cathy is helping to expand the reach of the NFCC and strengthen it for the future," said NFCC Board Chair Michele Johnson, who presented the award.

Since 2006, Catherine has served as Chair of the NFCC's Advisory Council. Under her leadership, the Advisory Council has championed key strategic initiatives including the Call to Action, the Debt Settlement Working Group and the Data Privacy and Security Working Group. These initiatives have helped the NFCC to develop and implement new standards to protect sensitive information.

Additionally, Catherine has played a pivotal role in the work of the NFCC Study Group, participating in both its planning sessions and regional Agency roundtables. During her tenure with the NFCC, she has introduced important new partners to the organization, including Debbie Bianucci, president and CEO of BAI; Dr. Janey Place, founder of DigitalThinking; and Peter Burns, former Vice President and Director of the Payment Cards Center with the Federal Reserve Bank of Philadelphia.

### **About The Santa Fe Group**

The Santa Fe Group ([santa-fe-group.com](http://santa-fe-group.com)) is a strategic consulting company providing unparalleled expertise to leading financial institutions and other critical infrastructure companies. The Santa Fe Group draws from the most advanced thinking in the industry and access to experts in risk management, technology, security, innovation and other critical areas to bring outstanding results to its clients. In addition to consulting services, The Santa Fe Group manages two industry groups: the Shared Assessments Program ([www.sharedassessments.org](http://www.sharedassessments.org)) and The Santa Fe Group Vendor Council ([http://santa-fe-group.com/capabilities\\_vendor-council.php](http://santa-fe-group.com/capabilities_vendor-council.php)).

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