

Excellence

August 09

A newsletter for the members of Intermountain Credit Education League (ICEL)

Thursday
August 13
Red Lion Hotel
11:45-1:15

In The Trenches

Warriors:
Janae Jeffs, CCE
Penny Williams



Sunburned!

President, Erin Doll, CBA, Mountain Contractors Supply Group

'Tis the season for vacations, family time, BBQ's and fun in the sun. We all remember our moms telling us not to swim right after lunch and to wear sunscreen, but most of us inevitably ended up with a sunburn at least once in our lives. It stings. It hurts and it itches, but you dare not scratch it. You try aloe vera. You take a cold shower so it doesn't get worse. But, basically, for the next few days, you suffer. Then, it starts peeling. No matter how you look at it or at what stage, sunburns are no fun. They are just a part of summer and sometimes, no matter what you do, you end up a little burned.

Credit can be like those nasty sunburns. You have your policy in place. You have the credit application. You followed all the steps and inevitably a few of those customers burn you. Somehow, somehow, they slipped past your radar. Sometimes, it wasn't a huge surprise. Maybe it was a marginal account you took a chance on. Maybe it was someone in sales or management that decided to give someone a chance. But, sometimes it is a complete shock. Sometimes it is an account you thought and everyone else thought was stellar. Those are the tough ones.

So, what do you do? Do you question yourself and wonder how did I miss that? Be honest, often that's exactly what happens. What I have learned is that as experienced credit managers we do a great job of evaluating and judging customers during the credit process. We know what to look for. We have gut feelings on lots of accounts. We are really good at figuring out what kind of account this will be. Sometimes we are wrong, but for the most part, our experienced instincts are dead on. I have also learned that none of us, not one, has a magic crystal ball and can see the future. Sometimes things happen that we never could have predicted. Sometimes we are surprised.

So when you get burned and you will, what do you do? You treat the burn. Just like your sunburn, it is uncomfortable. It is painful. But, it is not terminal. Apply your aloe vera. These are your collection skills. Cover that exposed area up (put the account on hold to stem the bleeding.) Realize that for the short term, this account is going to make you uncomfortable. It goes with the territory. Sometimes, no matter what you do, you end up getting a little burned.

ICEL August Luncheon

"In The Trenches" August 13, Red Lion Hotel, 11:45-1:15 p.m.

Red Lion Hotel, 151 West 600 South, SLC, UT

Cost: \$16, Contact Georgette Bevan, CCE, 801-433-6116 or GBevan@nacmint.com

Experienced credit managers share tales of credit battles fought & won

Speakers: Janae Jeffs, CCE, Muir Enterprises

Penny Williams, Midwest Floor Coverings

ICEL'S annual "In the Trenches" meeting is consistently one of the highest rated meetings of the year! Janae and Penny will share every day solutions to every day problems and you will hear situations and examples of how to cope with the challenge of being a credit manager in today's economic climate.

We hope you'll join us!

July ICEL Luncheon Re-cap "Test Your Credit Knowledge"

by Carolyn Thompsen, Meadow Gold Dairy

This year, the ICEL Board decided to change the yearly social to a lunch during the day, but we still wanted to have some fun and maybe even keep it job related. So, after much thought and contemplation, we came up with playing some sort of game with prizes and even a raffle for coming to the event. Kelley Kunz, CCE, Vice President of ICEL came up with the idea to run the game the same way as Jeopardy. The winning team received \$20.00 gift cards to Café Rio, second place was gift cards for 2 movie tickets. We had bonus prizes of Jamba Juice cards and for candy. Kelley Kunz, and Carolyn Thompsen acted as hosts for ICEL Jeopardy.

Carolyn and Kelley



Raffle prizes for this game show were an IPOD, donated by ICEL, a \$30.00 gift certificate to F.Y.E. (donated by Geneva Rock), a back pack (donated by Geneva Rock), ICEL coffee mugs, ICEL clocks and NACM flashlights.

The room was divided into groups by table and each group had a captain who picked the category and the points. Only the captain could give the answer and if it was wrong, the table was disqualified. There were four categories: Financial Statements, UCC's, Credit Law, Credit Applications, and a bonus category of Credit. The questions were given 6 different point levels: 500, 400, 300, 200, 100 and the bonus category questions were all worth 250 points. Here are some of the questions we used:

Q: What is the measurement of short-term liquidity? The ability of a firm to meet needs for cash as they arise? A: Current Ratio

Q: What ratio measures profit generated after consideration of all expenses & revenues? A: Net Profit Margin

Q: What financial statement segregates cash inflows & outflows by operating, financing, and investing activities? A: Statement of Cash Flow

Q: What is the method of accounting for uncollectible accounts that recognized the expense only when accounts are judged to be worthless? A: Direct write-off method

Q: What is the process of obtaining information from an opposing party prior to going to trial? A: Discovery

Q: What is a method of settling disputes outside of court by using the service of a neutral third party, who acts as a communicating agent between the parties and assist them in negotiation of a settlement? A: Mediation

Q: What is the failure, without legal excuse, of a promisor to perform the obligations of a contract? A: Breach of Contract

Q: A court order, issued after a judgment has been entered against the debtor, directing the sheriff to seize and sell any of the debtor's non-exempt real or personal property. The proceeds of the sale are used to pay off the judgment, accrued interest, and costs of the sale, Any surplus is paid to the debtor. A: Writ of Execution

Q: Generally, a security agreement or financing statement is effective for how long? A: Five years.

Q: What is a document prepared by a secured creditor, and filed with the appropriate government official, to give notice to the public that the creditor has a security interest in collateral? A: Financing Statement

Q: What is the process of taking legal steps necessary to ensure that a secured party's interest in collateral will withstand attack by competing secured creditors, judgment lien holders, and a bankruptcy trustee? A: Perfection

Q: What article # of the UCC is Secured Transactions? A: 9

Q: What Auditor's opinion is one that states that the schedules are prepared accurately, fairly present the results of operations for the period reported, and shows the actual financial condition of the

concern on the date of the statement, prepared in a manner consistent with that used last year and with

GAAP? A: An Unqualified Opinion

Q:What type of property that is movable, and any property that is not real property? A: Personal Property

Q: Name titles of a person or persons would be best to sign a personal guarantee when establishing

credit for a new customer? A: Owner. President for Company, CEO. CFO, Managing Member

Q:What are three different terms you could offer to new customers? Some of the possible answers: CIA (cash in advance), COD (cash on Delivery), Net 10th Prox. (due on the 10th of the following month), Net 10 (due 10 days after delivery), 2% 10 net 30 (2% discount paid in 10 days net paid 30 day) ETC.

Q:What are three things that you would look for on a completed Credit Application? Some of the possible answers: Signature, references, contact information, sales tax information, Federal ID number, length of time in business. physical and mailing address, phone-fax and email, personal guarantee signed, ownership info, type of Business i.e.: partnership, corporation etc. .

Q:When can you pull a personal credit report? A: When you have a personal guarantee on that person.

Q:Why would you ask for a personal guarantee? A: When the business that is asking for credit is relatively new, when the finances of the business are not strong enough, and when the credit report shows questionable payment history.

The winning table was comprised of Spokesperson: Amanda Doyle, CBA, Hajoca Corp; Rebecca Knaak, Alder Sales Corp; Ailisa Wheeler, CBA, CH Spencer; Georgette Bevan, CCE, NACM; Janae Jeffs, CCE, Muir Enterprises; Kelly Fate, CBF, Huish Detergents; Keeley Worley, US Foodservice; and Lynette Jensen, US Foodservice.

After the game was over we drew for the IPOD (won by Carol Taylor: Ogden Roofers Supply), the F.Y.E. gift certificate (won by Stacy Labbe: Meadow Gold Dairy), and the back pack (won by Kelley Kunz, Martin Door).

It was a fun event that we hope to repeat in the future. Remember, if you have any good ideas or suggestions for our future meetings please feel free to let a board member know.

Who Am I?

by Georgette Bevan, CCE, Director of Education, NACM BCS

Something strange happened when I got to work... I was transferred to the Credit Department. I didn't know anything about credit management, but they needed a warm body and I qualified by breathing. Oh Boy! With a bit of in-house training, I get to call people and ask for money. Several months later another strange thing happened when I got to work... I received a promotion. NOW WAIT A MINUTE ... I don't know what I'm doing!!! I needed H-E-L-P to fulfill the requirements of the opportunity I had been given. That is when I found NACM. I attended every seminar, class and convention I could possibly fit in and to my surprise – I enjoyed it! I networked with other credit people and gained insight and ideas on how to approach the tough decisions and dilemmas in my company. Professional designations were achieved along the way. And you guessed it ... promotions followed and additional responsibilities that made my daily work routine challenging, exciting and fulfilling. I found that I really like learning and progressing so I went back to college and completed my bachelor's degree.

So who am I? There are many individuals who can step forward and claim this statement. This particular statement is mine ... Georgette Bevan, CCE. Participating in the NACM Education Program and Professional Designation Program transformed me into a CREDIT HERO. It changed my earning ability (\$\$\$), my job performance and my life.

I believe in the NACM Credit Education Program so much that it's where I work every day! Give me a call to discuss your potential. 801-433-6116.

FALL SEMESTER BEGINS THE WEEK OF AUGUST 26, 2009. FOR A CLASS SCHEDULE GO TO WWW.NACMINT.COM

August Spotlight

Rebecca Knaak, Alder Sales Corp.

by Shanna Sorge, CBA, Easton Technical Products

Rebecca has worked in accounting for over 16 years and came to Alder Sales Corp. from Masterpiece Hardwood Floors, Inc. where she was the Office Manager for 8 years.

Rebecca attended Salt Lake Community College where she received an A.S. in English. She would like to go back to school and get her Bachelor's Degree. She believes strongly in education and that you are never too old to learn.

Rebecca was born and raised right here in Salt Lake City. She once lived in Minnesota but found herself getting homesick for our beautiful mountains. She feels we are so lucky to live in one of the most beautiful states in the nation.

She loves to read and watch movies. One of Rebecca's favorite authors is Larry McMurtry and she is methodically reading through all of his books.

Welcome Rebecca, we look forward to getting to know you better.

Friday, September 18, 2009

NACM Fall Festivities For All Members

Old Mill Golf Course

6080 So. Wasatch Blvd., SLC, UT

- **Golf Tournament**
- **Buffet Dinner**
- **BINGO**
- **Prize Money**

Outrageous FUN for everyone!
Golf, Dinner, Bingo, Prizes, \$\$\$\$

Contact Georgette Bevan, CCE, to sign up:
(801) 484-1891, Phone 801-433-6116, or email GBevan@nacmint.com



ICEL INTERMOUNTAIN
Credit Education League

2009-2010 ICEL Board of Directors

President

Erin Doll, CBA
Mountain Contractors Supply Group
484-8885, edoll@mtncom.net

Lana Harris
Burton Lumber, 952-3700
lanah@burtonlumber.com

Carolyn Thompson
Meadow Gold Dairies, 973-2409
carolyn_thompson@deanfoods.com

Vice President

Kelley Kunz, CCE
Martin Door Mfg., 973-9310
kellykunz@martindoor.com

Shanna Sorge, CBA
Easton Technical Products
526-6224, Scs@eastontp.com

Sandra Brown
Schmidt Signs, 486-0193
pinneylady@hotmail.com

Secretary & Ed Coordinator

Georgette Bevan, CCE
NACM BCS, 487-8781
GBevan@nacmint.com

Mary Jane McIntosh, CBA
Henderson Wheel, 486-4916
maryjane@hendersonwheel.com

Whitney Davidson, CBA
Sunroc, 378-5004
wdaavidson@sunroc.net

Treasurer

Penny Williams
Midwest Floor Coverings, 975-6150
penny@midwestfloors.com

Krista Miller, CBA
Intermountain Electric, 521-3400
kmiller@imeslc.com

Counselor

Janae Jeffs, CCE
Muir Enterprises, 908-1072
jeffs@muir-roberts.com