

Excellence



January 2010

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

It's Time For New Year's Resolutions!

President, Erin Doll, CBA, Mountain Contractors Supply Group

Every January 1st, people all over America vow to make a change. Many people make resolutions they hope to follow for the coming year. We've all done it, and chances are high that before February begins, we have hopelessly given up and abandoned our New Year's resolutions. Every year since I was in my early twenties, I've always told people my resolution is not to make any resolutions so that there is no chance I will fail or give up. However, is that really the best attitude? Isn't it admirable to recognize that something needs to be changed and try to change it?

I think that we have the best intentions going into the new year. Some of us really want to change something about our lives, our health, our career or our family. The problem lies in our follow-through. Life sometimes just gets in the way and we get so tangled by the demands on our time that we revert to old, comfortable ways. This year I am going to make one resolution, and I am going to make a conscious effort to follow-through.

I recently read a few articles about how to keep resolutions. They all pretty much had the same general ideas: 1) Write down your goal. It becomes more real and more attainable by simply putting it in writing; 2) Make yourself accountable to someone else. Find an accountability partner. They need to be someone with whom you are comfortable enough to share your struggles and goals as well as someone who is not afraid to call you out when you stray; 3) Break your goal into smaller steps. It is easier to reach the ultimate goal if you create smaller steps to reach it; 4) Reward yourself along the way. Encouragement is key; 5) Set a deadline for reaching your goal. Many people procrastinate so setting a deadline helps you stay on track; 6) Be positive. Don't beat yourself up if you falter. Keep that inner voice positive so you are encouraged and built up instead of defeated and torn down.

So what is your resolution? Is it among the popular resolutions? According to USA.gov, the most popular resolutions are: 1) lose weight; 2) manage debt; 3) save money; 4) get a better job; 5) get fit; 6) get a better education; 7) drink less alcohol; 8) quit smoking; 9) reduce overall stress; 10) reduce stress at work; 11) take a trip and 12) volunteer to help others. Whatever your resolution, I wish you the best for the New Year. May 2010 be filled with happiness, good health and prosperity!

Thursday
January 14
Red Lion Hotel
11:45-1:15

"Challenging
Credit Issues"
Panel Discussion

*Don't forget to
bring a guest!*

Coupon on
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Why Credit Management?

by Connie Steed, CCE, Kenworth Sales

Every once-in-a-while, I stop and think, "Why am I a credit professional?" The answer: I like the challenge. Let's think about it. In what other profession do you have the challenges you find in credit? We are accountants, mediators, lawyers, counselors and, not the least of all, bankers. We need to know everything about our companies. Some other departments can be autonomous to the task at hand. We do not have that luxury. Our job is to understand how we operate and pay attention—from how expedient we are when invoicing to how and when we ship. We must put procedures in place for proper handling of each customer. That may mean special terms, COD only, payment in advance or just saying "no," although "no" is always a last resort. We should always find a way to make the sale and we always have to be diligent in avoiding any fraudulent transactions.

I believe the most enjoyable and important part of being a credit professional is my relationship with our customers. It can also be the hardest part of my job. Each person I deal with is an individual with their own problems & personalities. Whether that individual is an owner, officer, or accounts payable clerk, I have to learn how to work with him or her to maintain a beneficial outcome for us both. Sometimes that can be difficult. This is when my learned skills really come into play.

The skills and knowledge I have acquired came from the education and support I have received through our NACM and ICEL organizations. I can't begin to list all I have learned by being involved. Throughout my career, I have worked in four different industries. My ability to move from one to another was facilitated by classes and seminars provided to me as a member. We know that education is the key to all success in life and we have the perfect opportunity to attain that education by being an NACM/ICEL member. The monthly meetings at ICEL have program topics designed to help us be better at our jobs. Both NACM & ICEL provide seminars pertinent to our industry. We have scholarships available for the classes necessary for certification and advancement. If we accept the challenge to become better educated it will not only help us professionally, it will help us personally. Isn't that what it is all about?

We are beginning a new year and I want to challenge each of you to become involved in our great credit organizations. Attend each meeting you can, apply for scholarships, go to school, and become a committee member. Remember, we have other long time members that will help anyone who is interested in becoming a better credit professional. ICEL was originally organized to bring education to those who want to learn and 40 years later that is still our main purpose and goal—to help you, our members, be all you can be.

- **Spring Semester Begins January 11th**
- **This is also the Professional Designation Paperwork Deadline**

ICEL (Intermountain Credit Education League)

Thursday, January 14, Luncheon, 11:45-1:15 p.m., \$16

Panel Discussion:

Challenging Credit Issues

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

Question: What happens when experienced credit managers combine against today's most challenging credit issues?

Answer: Creative ideas and definitive solutions that you can put to work immediately fill the room.

PANEL MEMBERS:

Patty Fullmer, CBA, B M C West Corporation

Mel Huppi, Deseret Book Company

Nina Flurer, CCE, H & E Equipment Service, LLC

Connie Steed, CCE, Kenworth Sales Co.

Joanne Martin, CCE, L K L Associates

Moderator:

Georgette Bevan, CCE, Dir. Of Education, NACM BCS

Rub shoulders with people who do what you do. Bring your toughest credit & collection issues to throw into the discussion. Join us for ICEL, January 14, 2010. RSVP Georgette, 801-433-6116 or email GBevan@nacmint.com

INVITE A FRIEND COUPON

Help put education in someone's future. Bring a non-ICEL member friend to the January 14th meeting and BOTH OF YOUR LUNCHEONS WILL BE FREE. Reservations are required.

Clip Coupon and bring with you and your non-ICEL member friend/**FREE LUNCH FOR 2**



**ICEL LUNCHEON INVITATION
JANUARY 14, 2010
RED LION HOTEL, 11:45 A.M.**



Guest Name _____ Company Name _____

Guest of _____ Member # _____ Company Name _____

Bring Coupon / Limit 1 Per Member / Reservations to Georgette 801-433-6116 or GBevan@nacmint.com

ICEL TESTIMONIAL from Amanda J. Doyle, CBA, District Credit Office, Dahl Plumbing, Decker Plumbing Supply, Inland Pipe & Supply, Keenan Supply, and Kellys Pipe, Divisions of Hajoca Corporation...

"There is no downside to more knowledge. I have been an ICEL member for many months now and I am better at my job because of it. ICEL is the perfect place to network and learn from other people in the credit industry. The luncheons are short and you always walk away with another tool for the tool shed of your mind. I highly recommend the group to anyone who wants the ability to make better decisions on opening accounts, setting credit limits or analyzing financials. Not to mention, getting your DSO down while keeping the customer happy. Yes, it is feasible! Happy learning."

Practice Random Acts of Kindness

from *Don't Sweat the Small Stuff* by Richard Carlson, Ph.D

Practicing random acts of kindness is an effective way to get in touch with the joy of giving without expecting anything in return. It's best practiced without letting anyone know what you are doing.

There is no prescription for how to practice random kindness. It comes from the heart. Your gift might be to pick up litter in your neighborhood, make an anonymous contribution to a charity, give cash to someone experiencing financial stress to help them breathe a little easier, save an animal by taking it to an animal rescue agency, or open the door when you see someone's hands are full. You may want to do all these things and more. Opportunities are in front of us every day. The point is, giving is fun and it doesn't have to be expensive.

Perhaps the greatest reason to practice random kindness is that it brings great contentment into your life. Each act of kindness rewards you with positive feelings and reminds you of the important aspects of life—service, kindness and love. If we all do our own part, pretty soon we will live in a nicer world.

December ICEL Christmas Luncheon Re-cap

"Deci-Bells"

by Carolyn Thompson, Meadow Gold Dairies

What a treat we had for our Christmas meeting. Not only did we get to be together with all of our good friends in ICEL and be able to wish each other Merry Christmas, we had the good fortune to be serenaded by a beautiful chorus of women who rendered known, unknown and different versions of our favorite Christmas carols. The music was delightful and some even made us laugh. The group is made up of a chorus of about 30 women volunteers. It was very apparent that they spent a lot of time together rehearsing because the performance was delightful. The director of the group was very energetic and entertaining.

We had a lot of gifts brought in for the Candy Cane Corner. The bottom of the tree was covered. It took several people with both hands to take the gifts to be delivered. I'm sure there were some grateful families this Christmas because of all your efforts.

I believe all who attended enjoyed the meeting and left with just a little more Christmas spirit than when they arrived.

ICEL INTERMOUNTAIN
Credit Education League

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