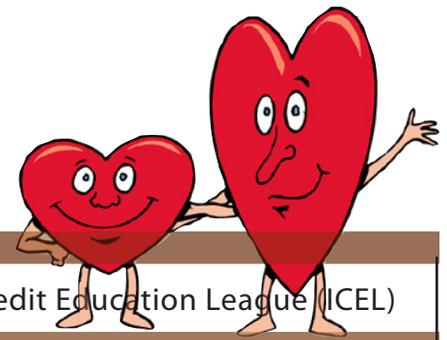


Excellence



February 2010

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

Thursday
February 11
Red Lion Hotel
11:45-1:15

"Current &
Extended
Economic
Landscape
For Extending
Credit"

Speaker:
Dr. Aric Krause

Clean Up, Organize & Update

President, Erin Doll, CBA, Mountain Contractors Supply Group

Winter is the slow time for my company. We use the winter months to get caught up on the paperwork that tends to be shoved aside during the busy months such as filing, shredding, organizing, purging files, etc. which more often than not are saved for the slower winter months. I don't know how many of you are the same way, but I suspect there are several of us that are so busy during the rest of the year that we just don't have time to do this until it slows down in the winter.

This year my assistant and I went through all the customer files and purged and shredded outdated and unnecessary documents. We also made a list of files that needed to be updated. Since the list is so long, we are breaking it into batches. We will be sending a letter and a credit application to these customers so we can update their files. Many of these customers have not purchased from us in several years so this mailing has the potential to generate sales from long-lost customers. It is a big task but in pieces it has become more manageable and in the end we will have updated customer files.

Another task on the schedule for this winter is to organize and purge the job files. My company is in the construction industry so we have to keep job files on all projects on which we had to file a preliminary notice to secure lien rights. Many of these jobs are long completed and paid so a good purging was needed.

The slow winter months is always a good time to look around your office and see what needs to be updated, cleaned up, purged or organized. I try to go through all the paper on my desk every few months just so I don't get buried. I also have two boxes under my desk year around—a shred box and a dead file box. My shred box gets emptied by the janitor a few times a week. My dead file box is for closed account customer files that need to be archived. We all have to close accounts for different reasons but for legal and accounting reasons, we have to keep the files. I do not want these in my active customer file cabinets so I pull them and file them in my dead file box. Last year this box filled up pretty quickly. Once it is full, I date it and label it and have it archived and then start a new box.

I encourage you to stop and look around your office. Do you need to organize your desk? When was the last time you looked through your customer files and updated and/or purged them? Maybe you have some shredding to do. Maybe your email needs a good cleaning-out. If you are anything like me, sometimes a good winter cleaning brings some freshness to the daily tasks at hand. Sometimes a good winter organization project energizes me to look forward to spring rested and restored.

Customer Service

by Carolyn Thompson, Meadow Gold Dairies

Several years ago a friend of mine sent me an email with a inspirational message. After I read the message there was a space to sign up to have a news letter sent with different messages every month. Being the sucker I am for these little tid bits of knowledge, I signed up. After a few months I received one of these emails about customer service and it has stuck with me ever since. I would like to share the story with you.

A small supermarket had a motivation meeting with all of its employees one day before they opened their doors for business. In the meeting a guest speaker spoke about customer service and told the employees that no matter what job you did at the store their contact with the customers could greatly impact the profitability and success of the store. She challenged each employee to find something they could do that would give the customers a positive experience and ensure that they would return to the store again and again. A few months later the owner of the store called the speaker and related this story to her.

At that meeting was a bag boy named Bobby. Bobby was a downs syndrome young man of about 18. That night he went home and was talking to his dad about what he could do. While he was talking to his Dad, he got an idea and went to the kitchen and started to write little sayings down on pieces of paper. Each day he worked he would write a different saying on little pieces of paper and put them in the bags of the shoppers.

One day the manager of the store noticed that one line for the cash register was a lot longer than the others. He asked a few of the customers if they wanted to move to a shorter line and this is the answer he got. "I want to be in Bobby's line so I can get his thought for the day." One customer told him that he used to only stop at the store occasionally when it was convenient for him. But, since Bobby started putting his thought for the day in the bags, he makes it a point to stop there instead of another store so he can get his special message.

Bobby's inspiration moved throughout the store and the floral department started giving the older flowers out to little girls and older women shoppers making them feel just a little more special that day. All of the employees started to pay just a little more attention to the customers; and as you can guess, the stores sales increased considerably.

I reflect on this story quite often as I think about how I can retrain customers who may have gotten into the habit of paying just a little slower than I would like, or what kind of positive impact I can have when I get the never-ending calls for copies of invoices. What can I say to the employee who is frustrated with the endless short-pays where we just can't seem to get the customer on the right price list?

My favorite one is the angry call I get once in a while when someone is having a bad day and I get to be the one on the receiving end of that nasty call. What can I do to make their day better and what can I do to change that call around and leave them with a positive experience.

I have learned from attending monthly ICEL meetings endless ideas and benefits that I use daily. This includes the ideas I get from talking with the other credit professionals at my table before the meeting starts. We have such a great resource at our fingertips with our professional members. I feel very lucky that my company understands the importance of NACM and ICEL and allows me to attend meetings and seminars that both of these organizations sponsor for our benefit.

It is important for us to share our positive experiences with other credit professionals so they can benefit. The more members we have the greater are the benefits we receive. So, the next time you talk to someone who could benefit from NACM or ICEL, don't be afraid to tell them about what they are missing along with an invitation to attend.

FLASH!

IT'S ALL ABOUT THE ECONOMY!

ICEL Luncheon

Thursday, February 11
Red Lion Hotel, 161 West 600 South, SLC
11:45 a.m.–1:15 p.m.
ICEL Members \$16, Non ICEL Members \$26



Dr. Aric Krause

Dr. Krause/Expertise/Research Areas

- information technology
- international trade and finance
- imports and dumping
- multinational corporations
- market assessments
- regional economic growth
- research and development
- start-ups
- bankruptcy
- MBA program design

*ICEL is an educational
arm of NACM.*

*For more information
about ICEL, contact
Georgette Bevan, CCE,
at 801-433-6116.*

Current & Extended Economic Landscape For Extending Credit

Speaker: Dr. Aric Krause

Dr. Krause is a former NACM speaker and has impressed his audience with wit, charm, and his vast knowledge of economic conditions on a local, regional and international level. His last presentation was in November, 2008 where he predicted the economic crisis we have all been experiencing. Come and find out what he has to say about the current economic landscape and his future expectations.

One area of Dr. Krause's expertise is high-level analysis of regional and national economic conditions in the context of decisions for commercial and private investment. Aric also consults in the areas of trade policy and strategy. Dr. Krause's research and teaching interests include information technology; technology commercialization; research and development; globalization; international location strategy; intellectual property rights and regional economic growth and dynamics.

Aric is a travel junkie. In the past three years, he has visited Thailand, China, Hong Kong, Macau, India, Peru, Bolivia, Argentina, Brazil, Chile, Austria, Slovak Republic, Cambodia, Korea, Croatia, Czech Republic, Poland, Netherlands, and Hungary.

He was recently selected to travel to China as a member of an economic advisory team gathered together by U.S. Ambassador to China, Jon M Huntsman.

RESERVATION—Current & Extended Economic Landscape For Extending Credit

ICEL February 11 Luncheon Red Lion Hotel, 11:45 a.m. Speaker: Dr. Aric Krause

To sign up please fax to Georgette Bevan, CCE, 801-484-1891 or email to GBevan@nacmint.com.

Name(s) _____

Member # _____ Company Name _____

Email _____

Bill Our Company _____ Check is enclosed _____

Reservations are firm unless cancelled 72 hours prior to seminar. No shows will be billed.



ICEL January 2010 Meeting Re-cap

by Carolyn Thompson, Meadow Gold Dairies

Our meeting for January was a panel discussion with five of our experienced members. The panel consisted of Patty Fullmer, CBA, BMC West Corp.; Mel Huppi, Deseret Book Co.; Nina Flurer, CCE, H & E Equipment Service, LLC; Connie Steed, CCE, Kenworth Sales Co.; and Joanne Martin, CCE, LKL Associates. Georgette Bevan, CCE, Director Of Education, NACM BCS, acted as the moderator.

Georgette started the meeting by asking a question of a panel member followed by a discussion with several good answers and suggestions. The questions ranged from "How do you make your collection calls each month and how to do you log or keep track of who to call next?" to "How do you answer the question of why write-offs were so big for last year?"

There were many answers and a great discussion ensued with each new question. Everyone who attended the meeting left with new ideas that will help them with their daily work load. Panel discussions always seem to be one of our favorite meetings as determined from your responses.

I would like to thank the panel for a job well done. Those that were unable to attend missed some very good and beneficial discussions.

February SPOTLIGHT Tawny Evelyn, Codale Electric Supply

by Carolyn Thompson, Meadow Gold Dairies

Tawny has worked in the A/R department at Codale Electric Supply with Rebecca Calderon and at NACM with Scott Lee where she specialized in steering the accounts that went legal. She currently works in the collections department at Meadow Gold Dairies with Carolyn Thompson and Stacy Labbe.

Tawny is blessed to receive her education on the job from the wonderful people she has worked with and currently works with.

Tawny loves to sing and dance although she says she is not very good at either one. But, you may have seen her on the big screen in some ads that run before movies. She is a big fan of NFL football. She does not have a favorite team because she is a bandwagon jumper. She loves to read and go on road trips. Her number one talent is making friends. Her favorite thing in the whole wide world is laughing with her loved ones.

ICEL INTERMOUNTAIN
Credit Education League

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Meadow Gold Dairies, 973-2409
carolyn_thompson@dearfoods.com

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