

# Excellence

April 07

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

Thursday  
April 12  
ICEL

**ANNUAL  
BUSINESS  
MEETING AND  
ELECTION OF  
OFFICERS**



## President's Message

Larry Brooks, CPA, CCE  
ARUP Laboratories Inc.

The inevitable has happened. Another year has gone by. The gavel will soon be passed (get ready, D'Ann). I hope everyone else enjoyed this past year as much as I have.

Did you accomplish all that you wanted to this past year? If so, congratulations! If not, why not transform those desires into goals. Experts tell us that the best way to do that is to WRITE THEM DOWN. Goals that are written are much more likely to be achieved. However, don't just write them down and forget about them. Place these written goals somewhere you are likely to see them on a daily basis—perhaps a desk drawer that you open frequently might be the best spot. The idea is that the more you see them and think about them, the more likely you are to take action and accomplish them.

Try it. See if it works for you. If you achieve only one goal during this next year, consider it a success. Make it a habit. You may surprise yourself.

Aligning the desirability of your goals with your capabilities and your abilities will greatly expand your possibilities. In short, you can accomplish anything within reason if you put your mind to it.

I would like to leave you with three quotations attributed to Gary Ryan Blair, an author and lecturer on achieving goals.

“Learning is about more than simply acquiring new knowledge and insights; it is also crucial to unlearn old knowledge that has outlived its relevance. Thus, forgetting is probably at least as important as learning.”

“Self-discipline is an act of cultivation. It requires you to connect today's actions to tomorrow's results. There's a season for sowing, a season for reaping. Self-discipline helps you know which is which.”

“Do more than is required. What is the distance between someone who achieves their goals consistently and those who spend their lives and careers merely following? The extra mile.”

Best wishes in all your future endeavors.

## ICEL Luncheon

Thursday, April 12  
Red Lion Hotel  
11:45 a.m. — 1:15 p.m.

### **Annual Business Meeting and Election Of Officers**

This is one of the most important meetings of the year. It is the meeting where you voice your opinion to choose your ICEL leaders for the next two years. Taking part in an elective process, especially where your vote really counts, is very fulfilling.

There will be a recap of the yearly events and a giant round of applause for the President and Board of Directors who have so diligently served ICEL for this past year.

### **Nominees for the 2007-2008 Board of Directors are:**

Connie Johnson, CBF, BMC West  
Ailisa Wheeler, CBA, C H Spencer  
Shane Inglesby, CCE, Geneva Rock Products  
Kelley Fate, CBF, Huish Detergents  
Barbara Mackay, Intermountain Concrete Specialties  
Erin Doll, Mountain Contractors Supply Group  
Connie Steed, CCE, Rasmussen Equipment  
Whitney Davidson, Roofers Supply

Cost: \$13.50  
For reservations contact  
Georgette Bevan at 487-8781, ext. 116  
email: GBevan @nacmint.com

**Nominees for the 2007-2008 Board of Directors are:**

**Connie Johnson, CBF Credit Manager**

BMC West Building Materials

Connie started her career in a variety



of accounting positions until she landed at Reagan Outdoor Advertising as Accounts Receivable Specialist and then to BMC West in Sept. 06. She discovered NACM and ICEL along the way and has been an active member ever since.

She served on the Education Committee and is currently serving on the Entertainment Committee. She has been a member of the Advertisers Group and is currently serving as Chairperson for the Contractors Group. She's been on the ICEL board since 2005 as Historian and Publicity Chairperson.

It seems she has been going to school off and on since kindergarten, but she finally received a B.S. in Business Administration in 1999. Since then she has taken the required classes and has earned both her CBA and CBF certifications from NACM with the financial and emotional support of ICEL and its members.

She has a grown son with a wonderful wife and her first granddaughter. She enjoys reading every chance she gets and is a big Harry Potter fan.

Since Connie has been serving on the ICEL Board these past two years, she feels she can bring experience to the table. She believes she can serve as an example of how ICEL can help you achieve your educational goals and increase your confidence in the credit world. She has enjoyed serving on the board these past two years and would be proud to serve again if given the opportunity.

**Ailisa Wheeler, CBA Credit Manager, C.H. Spencer & Co.**

Ailisa has attended Salt Lake Community College and has her CBA.



She plans to take additional classes this year and to continue with her educational goals which include sitting for her CBF sometime this year. She feels you can never get too much education.

For the past 3 years, Ailisa has been the credit manager for C.H. Spencer & Company. Prior to that she worked for Convergys, Anderson News, and Huish Detergents.

She actively participates in most ICEL and NACM activities and tries to attend all of the monthly ICEL meetings, Industry Groups and seminars.

She spends most of her spare time with her family and volunteers her time to her children's school events and fundraisers.

Ailisa is a highly motivated individual with a verifiable record of accomplishments spanning over ten years. She is creative and is recognized as a results-oriented and solution focused person.

She can offer ICEL her 10+ years of knowledge in the credit industry and her energy. If elected, she promises the members will not be disappointed.

**Shane Inglesby, CCE Geneva Rock Products**

Shane Inglesby has worked in the field of



credit for over sixteen years. He is presently employed as the Corporate Credit Manager for Geneva Rock Products, Inc. He has also worked as a credit manager with several other construction related companies and was a business analyst with Dun & Bradstreet.

Shane is a graduate of the University of Utah where he received his BA Degree with honors in Finance. Shane obtained his CBA in 2000 and his CCE in 2003.

Shane has been very active with NACM and serves as a member of the NACM BCS Board of Directors. He has been on the

Education Committee, Legislative Affairs Committee and has taught review classes for members preparing to sit for their NACM designation exams. He is active in several industry trade groups. Shane received the NACM National CBA Designation of Excellence Award in 2004.

Shane presently serves on the ICEL Programs and Membership Committees and served as its President from 2001-2002.

Shane is married and the father of two daughters. He considers his greatest accomplishments to be his family and the joys associated with parenthood.

ICEL is not only an interest of Shane's but a passion. He recognizes the importance of trying to give something back to an organization that has been such an important part of his professional development. He believes ICEL needs to continue to provide quality educational luncheons, interesting newsletters, scholarship opportunities and quality networking opportunities for all credit professionals. Shane would appreciate your vote at the April meeting.

### **Kelly Fate, Accounts Receivable Clerk, Huish Detergents**

Kelly has a diverse background of accounting experience and community service.



After graduating from high school, Kelly earned the Junior Accounting Certificate from Rochester Vocational School. She worked as an accounting clerk for a large retail clothing firm. Kelly is currently employed at Huish Detergents where she has been an Accounts Receivable Clerk for the past 11 years.

Within the past 10 years Kelly obtained the CBA and CBF certifications and has joined ICEL and attended several national seminars and luncheons. Kelly is currently serving on the Board of Mount Olympus Presbyterian Church where she was treasurer for eight of her 12 years of service. Kelly will bring accounting experience and organizational skills to the ICEL Board of Directors and hopes to have the opportunity to share her skills and abilities.

### **Barbara Mackay, Intermountain Concrete Specialties**

Barbara attended Salt Lake Community College taking general business and accounting courses. She later took the first class toward achieving her CBA.



Before working for Intermountain Concrete Specialties, Barbara worked for Blue Cross and Blue Shield for 13 years and later for two general contractors doing payroll, A/P and A/R.

She is currently on the Education Committee and has also served as the Chairperson of the Membership Committee. She feels fortunate that her company has sent her to Western Region Credit Conference for the past 3 years. She is very active in ICEL. She belongs to multiple credit industry groups and seldom misses a meeting.

Barbara continues to work with her church on several fairs and carnivals during the year.

She finds ICEL to be a great resource and important part of her job. She would work toward helping other members become aware of what educational opportunities are available.

Barbara is a hard worker and feels she would bring new and different ideas and knowledge to ICEL now and in the future.

**Erin Doll, Accounts  
Receivable, Mountain  
Contractors Supply Group**

Erin loves to learn. Her father said that if she could, she would probably be a professional student. She is testing for her CBA designation this spring. Erin has a BA in International Relations and History and attended C.S.U.S. for her Masters in International Affairs.



She was born and raised in California and moved to Utah about 2-1/2 years ago. Prior to this move, Erin had learned most of her skills 'on the job'. She has become involved in NACM and has attended almost every NACM seminar that has been offered. This has been a significant help to her personal and professional development. She enjoys credit because it is challenging and fun. She loves her job (no she is not crazy) and finds the construction industry challenging and interesting.

Erin recently joined ICEL and loves attending the meetings and hearing different speakers. She has served on the NACM Legislative Committee and currently the Entertainment Committee. She is also active in the Contractors and Heating & Plumbing Industry Groups. Erin has found time to attend legislative hearings and planning meetings with the Utah Construction Suppliers Association. Her participation with NACM & ICEL has been invaluable.

Erin has written several articles for the NACM Credit Line. Not only does she like to learn, but to pass that knowledge on to others. Last year, she created and lead a Power Point presentation to her sales team on lien laws for Utah, Idaho & Wyoming.

She believes education is the key to personal & professional success and development. Erin believes ICEL provides an excellent opportunity to network with other members and to learn new skills and ideas to apply on the job. She would consider it an honor to serve on the ICEL board of directors.

**Connie Steed, CCE  
Rasmussen Equipment Company  
Credit Manager**

Connie has over 22 years in credit management and business operations. She is a resourceful problem solver with



exceptional communication skills which allow her outstanding rapport with customers, suppliers, peers, and management. She has conducted meetings and presented seminars and training sessions. Connie is very self-motivated and well organized. She has the ability to work well under pressure and deadlines. She has worked with the Small Business Development Agency to provide programs and train new business owners regarding the importance of credit and accounts receivable management.

Connie has presented many seminars for NACM BCS on secured transactions. She is an active mentor for people working for accreditation in the credit profession. If a member has a credit question, Connie is often the 'go to' person for an answer.

She has published articles in the *Credit Line* and *Credit Today*.

Connie has been the Chairperson of an industry group on more than one occasion. She was the 1994-1995 Credit Executive of the Year. She has served on the NACM Board of Directors for many years.

In her spare time, Connie is a volunteer for the Middle School Jr. Achievement Program. She is also an avid gardener and home repair professional.

Connie will bring strong leadership to the Board if elected.

**Whitney Davidson, Credit Manager  
Roofers Supply, Inc.**

Whitney has been in credit for 13 plus years starting with Continental Credit in Portland, Oregon while going to school to be a chemist. She moved to Utah in 1996 and went to work for Altres Financial and later Altres Staffing. From there Whitney moved on to Xpedx for a few years, then took her present job with Roofers Supply. Whitney was employee of the year in 1999 while at Altres Staffing.



Whitney has been involved with all aspects of NACM, ICEL and Industry Credit Groups, from Fine paper, General Service, Contractors and Roofing/Siding. She has attended NACM Boot camp, seminars and ICEL monthly meetings.

She felt very honored when she received the Jeris Rae Baldwin CBA Jump Start Award at last years Spring Banquet. She doesn't know what she would have done without the continuing scholarships, encouragement, and guidance NACM and ICEL have given her these many years.

She has been married for 10 years to a wonderful guy and feels her children and grandchildren are her best achievements and ultimate reward. She was her churches co-youth group leader for the year 2005. She loves to travel and take family vacations.

Whitney has experience and knowledge in the credit field. She has a lot of energy and a willingness to learn and try new things. She enjoys working with people and being on committees. She loves being involved when people come together for a goal and a purpose. She would love to serve on the ICEL Board of Directors.

## ICEL RECAP Bosses Luncheon

By Caryl Nielsen, CBF  
Valley Glass, Inc.

The March 2007 Annual Bosses Luncheon featured special guest speaker Dennis Green. Mr. Green is a 25 year business professional and has effectively guided numerous teams to the peak of their performance across the United States.

Mr. Green presented us with the topic of "BUILDING a HIGH PERFORMANCE TEAM." Mr. Green then guided us through the following guidelines:

To build a high performance team your leadership may be the key. Your ability to influence or inspire people to do a better job will determine the performance of your team.

The successful leaders today possess these qualities:

1. They are modest but willful & realize it is not about themselves
2. They are humble with courage

The Business Week study on leadership IQ showed that leaders don't lose their job because of current financial performance they lose because:

- 31% Can't manage change
- 28% Ignore customers
- 27% Tolerate low performers
- 23% Deny reality
- 22% Too much talk/not enough action

The following solutions could help you create a high performance team:

1. You could go out and buy your employees
2. You could tell your employees that they are lucky to work here; live in a great place; just get back to work... now."
3. Or you could ask yourself what type of leader am I?

"The work force demographics in our county are telling us a story, great organizations know they must not only attract quality employees, but more important, they must learn how to retain them."

People have changed with the times. In the 1930's, during the great depression, a person was just happy to have a job, any job. Today unemployment is low and people are no longer pressured into taking just any old job. They think about it and pick and choose.

To build a high performance team leadership IS the key. The following 6 steps will help you to become a better leader and build a high performance team:

1. Know your people/respect their difference
2. Everyone has an important job... if not, make it important
3. Help each other up
4. Have the courage to provide constructive performance feedback
5. Help employees feel like owners.
6. Trust – 100% of the time

"YOU ONLY GET WHAT YOU GIVE" Some organizations are doing something about it .... Shouldn't you?

## NACM's Credit Boot Camp

May 2, 9, 16, 2007

NACM Training Center, 7:30 - 9 a.m.  
7410 So. Creek Rd., Ste. 301

Instructors:

Dean Wangsgard, CCE  
Dave Sekino, CCE  
Scott W. Lee, CCE



Boot Camp Sergeants: Dean Wangsgard, CCE; and Georgette Bevan, CCE

### Are YOU Prepared? It's a Credit & Collections Battle Out There!

May 2

Collection Calls: What really works!

May 9

Credit Reports: Read, Interpret & Utilize  
Everything On A Report

May 16

Credit Policy & Credit Application:  
Protection For Your Company

- Essential communication skills
- Guidelines for effective collection calls
- Personal guarantees
- Refusing credit
- Collection policy & procedures
- Terms & conditions of an open account

Develop Your Collection Courage  
Conquer Business Credit Reports  
Master Applications & Policy

Contact Georgette Bevan, CCE  
801-487-8781, ext. 116

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Thursday, April 12

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Products

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Barbara Mackay, Intermountain  
Concrete Specialties  
Erin Doll, Mountain Contractors  
Supply Group

Connie Steed, CCE, Rasmussen  
Equipment

Whitney Davidson, Roofers Supply

Cost: \$13.50

For reservations contact  
Georgette Bevan at 487-8781, ext. 116  
email: GBevan @nacmint.com

## Mechanic Lien Seminars

Salt Lake City, Friday, April 6, 2007

NACM Training Center

7410 So. Creek Rd., #301

Lien Basics, 9-11 a.m.:

- What is a lien?
- When to file a lien
- How do you protect lien rights
- How to use the SCR  
(State Construction Registry)

Beyond the Basics, 1-4 p.m.:

- Revised uniform lien waivers  
(effective May 1, 2007)
- Legislative update
- Revised lien deadlines
- Analyzing the validity of  
Notices of Commencement and Notices  
of Completion
- Lien & Bond claims on Charter Schools

### 2006-2007 ICEL Board of Directors

#### President

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