

# Excellence

August 08

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

Thursday  
August 14  
ICEL Luncheon

*Cutting The  
Costs of  
Writing  
Poorly*

**LOCATION  
CHANGE!**

Sheraton City  
Centre Hotel  
151 West  
500 South

## The SPIRIT of Learning

President, Janae Jeffs, CCE, Muir Roberts Enterprises

On July 18 my husband and I drove to Rexburg Idaho to see our son and daughter-in-law graduate from BYU-Idaho. It was a proud moment for us. In the midst of all those graduates, we felt the importance of a good education. We noticed all of those graduates' eyes full of anticipation for their futures. Listening to President Kim Clark, one could not deny his advice would take them far.

President Clark, before this appointment at BYU-I, was the Dean of the Business at Harvard for many years. During his commencement address, he offered 3 pieces of advice that I would like to paraphrase, as they are just as applicable to us as to the graduates:

- 1) Don't let the world get into your heart - in other words don't let unimportant things get in the way of your goals;
- 2) Find a good mentor and learn from him or her, and;
- 3) Never let the spirit of learning leave you.

Learning is not just for the young, and college classes are not only for the 20-27 year old. Anyone at anytime can go "back to school." ICEL has many types of scholarships available. We have scholarships that pay for class tuition and those that pay for professional designation fees. We even have a scholarship to help pay for the Western Region Credit conference coming in October 2008.

College courses are through Salt Lake Community College with some taught at the NACM training center. These accounting, credit, and law classes prepare you to sit for your professional designations: CBA, CBF and CCE. Keep in mind these are accredited college courses.

I encourage all credit managers, new & seasoned, to obtain professional designations, even if it means it is time for you to go "back to school." We can all "graduate" with a CCE. Become an active participant in the never-ending learning experience and please take advantage of available scholarships. No one can take knowledge away from you and ICEL is all about education. With fall semester coming up, please contact Georgette Bevan, our Education Manager and request a scholarship application. Join the graduates of ICEL.

**ICEL August Luncheon, Thursday, August 14, 11:45 a.m.  
Sheraton City Centre Hotel, 150 West 500 South, SLC, UT  
*"Cutting The Costs of Writing Poorly" by Kurt Weiland***

As credit managers, we write every day, but we are often frustrated with the process and the end product. It takes too long to form ideas and put them on paper. We're not sure what qualifies as a quality document. This one-hour discussion will explore the cost of poor writing and examine five keys to improve your writing.

Kurt Weiland is president of Jefferson Smith Training and Consulting, an international corporate training company located in Bountiful, Utah. He has trained many businesses and organizations for many years throughout the world. He served for twenty-three years in the United States Army as an infantryman and a paratroop commander. Kurt served as an Assistant Professor at the United States Military Academy at West Point. He has a bachelor's degree from Brigham Young University, a master's degree from the University of Southern California, and another master's degree from UCLA. He has also written five books on leadership and communication skills.

Join us for a meeting that will help improve your writing skills and your company's bottom line!

# Beating The Heat of Collections

by Erin Doll, CBA, Mountain Contractors Supply Group

## Collections:

It's the bread and butter of our companies and can be challenging and frustrating at times. In my company summer is our busy season. This year with the difficulties in the construction industry and the downturn in the economy, coupled with the dramatic increase in fuel costs, my job is harder than ever.

Some of you may be in similar situations. Your receivables may be higher at this point than any other time of the year. It is getting harder and harder to collect money. The sales force keeps asking for more credit for more customers. Your DSO may be climbing and you may be feeling overwhelmed because you know your chances of collecting diminish the closer we get to winter. Luckily, in the construction industry, we have liens to protect us. Other industries have to be more creative.

If you are like me you need to find a way to beat the heat in the summer. 1) Don't be afraid to ask for help. If management doesn't know what you need, they can't give it to you. 2) Be prepared. If you know your industry's cycle, you can prepare for the onslaught before it happens. 3) Remember that eventually the storm will pass and things will slow down again. 4) Prioritize. Make a list of your responsibilities. Figure out which ones take priority and focus on those. 5) Try not to spread yourself too thin. I find it is easier for me to focus on one task and complete it before moving onto the next. 6) Take a break when you feel frustrated or overwhelmed. If a certain task has got you frustrated, change your focus. I try to do something that doesn't require much brain activity like filing when I get to this point. I can usually refocus & find a solution to the problem at hand when I am not concentrating on it. 7) Don't lose your sense of humor. Laugh out loud occasionally. Read a funny email or share a joke with co-workers.

Isn't it funny how when it is slow we complain that it is too slow and we can't wait for things to pick up. When we are busy we complain that it is too busy and can't wait for things to slow down! So take note of what you are feeling now and remember that when the tide shifts.

## July ICEL Re-cap

by Erin Doll, CBA, Mountain Contractors Supply Group

This month was our annual summer social event. For those of you not familiar with this tradition, every year we forgo our usual luncheon and have an evening meeting that is all about relaxation and enjoyment. This year our dinner was at the Red Lion. We had a wonderful Italian dinner and were entertained by John Daughters, the hypnotist.

After dinner, John Daughters asked the audience to form semi-circles around him and away from the tables. He then explained hypnotism. Everyone participated in a few tests. In the first test, everyone was asked to close their eyes and hold their arms out straight in front of them. He then told us that our right hand was holding a heavy bucket and our left wrist had balloons tied to it. We were told to visualize the bucket and the balloons. The bucket got heavier and the balloons got lighter. This continued for a few minutes. We were then asked to keep our hands where they were and open our eyes. Everyone's hands were in different positions.

For the second test everyone was asked to clasp their hands firmly in front of them and close their eyes. We were told to focus on the space between our hands and push them more firmly together and make our hands one. He then told us to try to pry our hands apart—some could, some could not.

John then selected a handful of people to participate in the front. He first had each participant concentrate and relax completely. Once all were "under", he gave them "suggestions." They were told it was cold and getting colder and finally freezing, then they were told it was warming up until they were super hot. He would occasionally put them to "sleep" in between suggestions. At one point in the evening all were body builders who then went to Hawaii and went fishing. Sometimes individuals would be asked to do something specific—one was a star football player, another a runway model and one became a belly dancer and danced the dance of the seven scarves with the men in the audience. It was hysterical!

For those of you unable to attend, you missed an incredibly fun evening! I strongly encourage everyone to try to attend next year's summer social!!

# Get On Board Your Ticket To A Better Future!



## Fall Semester Begins Wednesday, August 20, 2008 Salt Lake Community College

### Principles of Business Credit (2 credit hours, cost: \$327.75)

FIN2210-002, Redwood Rd, Mon 5:30 - 7:20 pm, Room PC7 101, August 25, Instructor: Georgette Bevan, CCE, NACM BCS (CRN-40089)

**Topics covered:** Credit in the business world, the legal environment of credit, negotiable instruments, legal forms of business, the Uniform Commercial Code, credit investigations, nonfinancial analysis, financing and insurance, credit availability decisions, out-of-court settlements, bankruptcy code procedures, etc.

### Financial Accounting (3 credit hours, cost: \$430)

ACCT 1110, NACM Training Center, W 5:30-8:20, August 20, Instructor: Larry Brooks, CPA, CCE

**Topics covered:** An introduction to the concepts and methods underlying the preparation of financial statements using generally accepted accounting principles. Topics covered include the accounting cycle, cash and inventories.

### Financial Statement Analysis I (2 credit hours, cost: \$327.75)

FIN 2220-001, Redwood Rd, Monday 5:30 to 7:20 pm, Rm BB307, August 25, Instructor: Susan Lujan, CCE (CRN-44074)

**Topics covered:** Financial statements, balance sheet, income statement, statement of retained earnings, and statement of cash flow.

### Business Law-Legal Environment of Business (3 credit hours, cost: \$430)

MGT 2050-05, Redwood Rd, W 7:00 - 9:50 pm, Room BB315, August 20, Instructor: Staff (CRN-40096)

MGT 2050-21, Jordan Campus, T 7:00 - 9:50 pm, Room HTC241, August 26, Instructor: Staff (CRN-40306)

MGT 2050-25, Sandy, W 7:00 - 9:50 pm, Room B120, August 20, Instructor: Staff (CRN-41721)

**Topics covered:** Principles of business law, including torts, contracts, agency and commercial law. Business forms including sole proprietorship, partnerships and corporations are explored along with common legal problems encountered in business.

### Credit Law (3 credit hours, cost: \$430)

FIN 2240-001, Redwood Rd, R 5:30 - 8:20 pm, Room BB118, August 21, Instructor: Scott Lee, JD, CPA, CCE (CRN-47387)

**Topics covered:** Sales and lease contracts; title, performance, breach of contracts, negotiability and transferability, banking system, secured transactions, creditors rights in bankruptcy, legal forms of business, and antitrust.

Register FOR ALL YOUR SALT LAKE COMMUNITY COLLEGE CLASSES  
through NACM now through August 15, 2008

*For more information contact Georgette Bevan, CCE  
801-433-6116 or email [GBevan@nacmint.com](mailto:GBevan@nacmint.com)  
Scholarship applications to Georgette by August 8, 2008*



# ICEL Spotlight

## Nicole Hicks, CBA, Allied Building Products

by Penny Williams, Midwest Floor Coverings

Nicole was employed with Intermountain Wood Products for approximately eight years. She did inside sales from 2001 – 2004 and then became the Credit Manager from 2004 – 2008. She just recently accepted a new position as Credit Manager for Allied Building Products which offered her greater potential for advancement. She is very excited with new challenges but is also very busy getting her feet wet in a new job.

Nicole graduated from the University of Utah with a B.S. in finance in May of 2008. She also has an NACM CBA designation.

She was married in September 2007 to a Green Beret. She has three dogs and two cats. Her immediate family lives in Montana so they travel there quite often or at least whenever possible.

Her biggest enjoyment is spending time outside, gardening, hiking, running, camping, etc. Nicole also likes to sew, crochet and spend time at the gym. She and her husband like to cruise around on their motorcycle during their days off. He is gone quite often so they try to spend as much time together as possible. He will be deploying for Afghanistan in September.

### 2008-2009 ICEL Board of Directors

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