

# Excellence



January 07

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

Thursday  
January 11  
ICEL  
Luncheon  
**Red Lion**

**IN THE  
TRENCHES**



Meeting Information  
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## President's Message

Larry Brooks, CPA, CCE  
ARUP Laboratories Inc.

### Be Selfish In '07'

Several years ago, I worked for a national company with headquarters in another state. The position required a fair amount of travel.

When colleagues would learn that I was from Utah, the dialogue would usually go like this; "You're from Utah. So, do you ski?" To their surprise, I would answer, "No, as a matter of fact, I don't." I had a list of excuses: I wasn't from Utah (I was born in Tennessee), or I was too old to take it up (in my 30's at the time)

Believe it or not, I got so tired of having to answer no to the question, that I decided to learn how to ski. I did it so that in the future I could truthfully answer yes. I consulted with a friend, who was a ski instructor. I asked him if he thought I was too old to start at the ripe old age of 35+. He said that I was definitely not too old. I didn't take lessons, but, with the help of some friends, I learned enough to have some fun on the slopes. Also, I could now answer

affirmatively to the plugging question.

Do you have any question(s) plugging you in your professional (or personal) life? Are you uncomfortable answering certain questions? Or, do you wish, like I did, that you could truthfully answer differently? Well, GUESS WHAT! Just like with my skiing example, each and every one of us can change the answer to the question(s) to which we don't like the present answer(s).

Let's take a hypothetical example. Suppose your uncomfortable dialogue goes something like this: (Q) "What is your (college) degree in? What was your major?" (A) "I don't have a degree. I took some classes, but had to drop out because (you fill in the reason)". Or, maybe it goes like this: (Q) "What is your level of NACM Certification?" (A) "I don't have a certification, but I plan on obtaining one as soon as \_\_\_\_\_." (you fill in the blank).

The point is that we can either decide to change the answers that we don't like, or we can continue, as we have been, to leave them unchanged. We can come up with excuses, rationalization or whatever to NOT change. Alternatively, we can decide that we want to

make changes, and then take the necessary steps to change them.

NACM has \$\$\$ available for scholarships and would love to have you spend it on taking the necessary classes to obtain your desired level of certification. Most colleges have the same situation—scholarships that go unused. I have heard people say, "I can't go back to college. Do you realize I will be (x) years old when I graduate?" Of course, the obvious reply to a comment like that is, "How old will you be if you DON'T?"

Please take a serious look at your own situation and see if there are answers you don't like. If so, take action THIS YEAR, 2007, to make changes. BE SELFISH! If you are selfish in this area of your life, it may make unselfish differences in other's lives like your company, co-workers, your family and friends, etc. They may be the recipients of the positive effect this "selfish" action has on you.

The list of changes you can make is only limited by your own imagination.

If I can help in any way, please let me know.



## Jeris Rae Baldwin, CCE NACM/ICEL Scholarship

Created in loving memory of an extraordinary credit manager

QUALIFICATIONS: Must be an active NACM member who has been enrolled and successfully completed at least 2 business credit classes for certification within the last 2 years and/or an ICEL member with at least 80% attendance at ICEL meetings in the last year.

**JERIS BALDWIN CBA JUMP-START SCHOLARSHIP:** Applicant must have completed, or be currently enrolled in the 3rd required course for CBA.

### Scholarship includes:

NACM National Registration	\$ 160
NACM CBA Exam Fee	\$ 210
NACM BCS Review Class	75
	<u>\$445</u>

*Note: This award is designated to assist outstanding candidates who exhibit a true desire to achieve professional designation status and may not be awarded each year.*

**JERIS BALDWIN CREDIT CONFERENCE SCHOLARSHIP:** \$1000 Credit Congress Scholarship will pay for 1 Full Delegate conference registration. The balance of the scholarship funds will be distributed in the form of a credit against the member's company's bill or a check toward conference expenses.

Application Deadline will be the 1st Friday in March each year. Education Committee will review applications in their March meeting to determine scholarship recipients. Award Recipients will be announced at the NACM Annual Spring Banquet. Funding for scholarships is anticipated to continue through 2009 with 1 Credit Congress Scholarship and 1 CBA Jumpstart per year.

## ICEL Luncheon

Thursday, January 11

"In The Trenches"

Red Lion Hotel

11:45 a.m. - 1:15 p.m.

### Earning The Right To Get Tough!

Members are in for a treat as ICEL is featuring three "tuff" credit professionals who will be sharing their credit experience and WAR STORIES with you. Each year this is one of ICEL's most popular events. Come early to save a seat and one FOR YOUR GUEST.

#### Speakers:

Duane Burnett, Attorney, For-Shor Company

Danny Wheeler, CCE, Easton Hoyt LLC

Tammi Russell, CCE, KSL TV/  
Bonneville SL Radio

Cost: \$13.50

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

## ICEL Spotlight Carolyn Thompson Meadow Gold Dairies

by Caryl Nielsen, CBF  
Valley Glass, Inc.



Carolyn has worked within several different industries.

She worked for Richards Distributing for 2 years, Komatsu Equipment for approximately 6 months, Salt Lake Community College for 1 year and is presently employed with Meadow Gold Dairies.

Carolyn earned her B.S. degree from Weber State University in 1982. She has also completed all of the NACM credit certification classes.

Carolyn has been married to Ken for 13 years. She has 1 stepdaughter, Sarina and 1 grandson Jayceton age 3 who makes life really fun. Carolyn also has 2 dogs, Ebony a flat coat retriever, Kitt a miniature American Eskimo, and 1 cat by the name of Rocket.

Carolyn's hobbies consist of black powder muzzle loading, mountain men rendezvous, hunting, fishing and camping. She is definitely a lover of the great outdoors! Her girl hobbies include sewing, crocheting, knitting, tatting, and beadwork.

Carolyn volunteered for the 2002 Olympics. She sewed costumes for the opening & closing ceremonies.

# HAPPY NEW YEAR!!!

Bonnie Snider, CCE  
Alder Sales Corp.

It's the start of a brand new year and time to start afresh—time for goal setting and resolutions to make our lives better. If you need some resolutions, ICEL has them for you.

ICEL New Year's Resolutions...

1. Come to the ICEL luncheons
2. Invite someone from your industry group to come and have them sit with you.
3. Apply for a scholarship to take a credit management class.
4. Join an ICEL committee to improve your leadership skills.

ICEL is a valuable asset for you and your company. The programs are great both for content and for the continuing education points needed to certify for a designation or to recertify for the CCE designation. Scholarships provide money for you to take classes to prepare for

your designation exams. ICEL is also a great opportunity to learn leadership skills by joining a committee and eventually being on the board of directors.

ICEL has a program meeting including lunch the second Thursday of each month in Salt Lake City at 11:45 AM. This program has guest speakers to give us ideas to improve our business and personal lives. In the past we have had programs on improving our organizational skills, stress management, credit and collections, communication etiquette, leadership, accounting and many more topics. We also have programs spotlighting credit problems our members have had and how they have resolved these problems. If there is a topic you would like discussed, please let us know and we will plan a program involving that topic.

ICEL would like to extend membership to more NACM members. The membership committee has introduced the "Person

to Person" card. This card has information regarding where and when meetings are held, the cost of the monthly luncheons and the cost of quarterly membership. We would like to encourage you to use these and pass them out to members in your industry group meetings. The cards will be available at industry group meetings, ICEL meetings and, upon request, Georgette will send some out to you. We would like to encourage each of you to ask someone at your industry group meeting to come to the meeting and sit at your table with you. The information they learn at that meeting may be just the information they need.

REMEMBER. Knowledge is power. Be prepared. You never know where you'll be tomorrow.

LET'S MAKE IT A GREAT YEAR.

## NACM Credit Boot Camp Basic Combat Training In Credit Survival Skills Are YOU Prepared? It's a Credit & Collections Battle Out There!

Jan 10

Collection Calls:  
What really works!

Jan 17

Credit Policy & Credit Application  
Protection For Your Company!

Jan 24

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

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

Time: 7:30 – 9 a.m.  
Dates: January 10, 17, 24, 2007  
Location: NACM BCS Office  
7410 Creek Rd., Ste. 301  
(1130 East)  
Sandy, Ut.  
\$20/session or \$50 for all 3  
Non Members, \$50/session

By Nikki Brewer, Interior Solutions:

"When my boss asked me to attend NACM Credit Boot Camp, I told him that I was experienced and didn't need boring seminars! He asked me to humor him and go anyway. I came back from Boot Camp with so much new information that I've attended the full series twice. I've also attended most of the NACM seminars since attending my first Boot Camp, and I've learned a lot!"

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



Boot Camp Sergeants:  
Dean Wangsgard, CCE &  
Georgette Bevan, CCE

# ICEL Christmas Luncheon

by Connie Johnson, CBF  
BMC West Building Materials

The ICEL Christmas Party at Little America this year was a hit! We had such a great turnout. If you were not able to make it this year, you won't want to miss next year.

The theme of the day was "White Christmas" with musical entertainment by Jake White. If you've never heard him play

his guitar, you are really missing out. He has been featured as an opening artist, performing with local musicians such as Peter Breinholt, Jon Schmidt, The California Guitar Trio, and Ryan Shupe.

We would like to thank Shane Inglesby, CCE, for once again heading up the Candy Cane Corner project this year. Again, the Candy Corner benefited from the generosity of ICEL members who contributed both cash and gifts. Thank you for your contributions!



L to R:  
Nicole Printz,  
April Tanner,  
Julie Ockler



Super Entertainment  
Jake White



Lisa Keller, CBA; Barbara Mackay,  
Sue Jensen

## 2006-2007 ICEL Board of Directors

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