

Excellence

July 08

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

Thursday
July 10
Red Lion Hotel
5:30 p.m.

ICEL
Summer
Social

"SUMMER SPELL"

Ready, set...KWIK-START

President, Janae Jeffs, CCE, Muir Roberts Enterprises

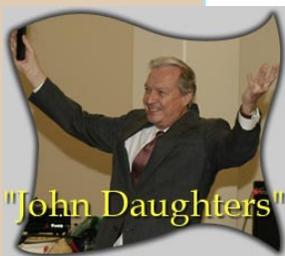
Are you new to Credit or have you been in Credit for years? Looking for a new challenge? Do you have your professional designation? Yes, Yes, Yes, No!!!! There is a great information session on Wednesday, July 16, from 8:30 to 9:30 am at the NACM Training Center. This workshop, including Continental Breakfast, will give you all the answers you need. KWIK-START is a wonderful hour long program designed to help you get started on obtaining your CBA, CBF and CCE. Here you can get all the forms, scholarship applications and deadline dates. Find out if you need to take some additional college courses or if you can "express" straight to the CCE exam. Do you have enough roadmap points? How about a mentor to help you along the way? Come and meet your friends at the "Designation KWIK-START" session this July and begin your journey to a new level of professionalism.

I would like to change gears and send out a great, big THANK YOU to all our ICEL members who take time to complete our evaluation forms each month. These forms help us plan better and better monthly meetings. The ICEL board takes each evaluation & comment very seriously. We want to have the best and most meaningful meeting each month. To learn something new or be motivated by a speaker is always our goal. Our meeting provides a great network, a place to create and renew friendships, and a place to increase skills and knowledge within our chosen field. If you have concerns or comments our evaluation forms are a great way to communicate your thoughts. Every compliment and criticism is taken to heart at each board meeting. If you wish, please come and talk directly with any board member, this is your organization and we can't make it better without your input.

And one fun reminder: As we wind our way into a hot July, remember to come to our annual ICEL Summer evening social.

ICEL Summer Social, Thursday, July 10, Red Lion Hotel, 5:30p.m. The "Spell" of Summer, John Daughters

\$27/attendee (reservations required) Contact Georgette, 801-433-6116 or GBevan@nacmint.com



Join us in a cool, air conditioned conference room at the Red Lion for an evening that is certain to cast its summer spell on you as we enjoy good food and hilarious entertainment with hypnotist John Daughters. John will entertain with the power of the subconscious mind. He has performed for many major corporations and private functions.

Previous reviewers of John's performances have said, "powerhouse performance!," "haven't laughed so hard in years!," "absolutely hysterical!," and "top quality entertainment."

Plan to attend, and bring your significant other, for an evening of laughs and relaxation that are sure to be remembered!

Lessons In Louisville

by Shane B. Inglesby, CCE, Geneva Rock

Attending any conference is the equivalent of a crap shoot – you win some, you lose some. Fortunately, I have won much more than I have lost as I have attended NACM's Credit Congress over the past several years. For this reason I continue to seek approval to attend this conference on a yearly basis.

To use the verbiage often associated with the Louisville Slugger bat that is produced in Louisville, I hit a home run at this year's Credit Congress. Granted, I was fortunate enough to win the grand prize at the closing party this year. However, if I were to set aside this factor, I would still consider the 2008 conference to be a home run.

Attending Credit Congress is much like indulging in a buffet. There are so many items from which to choose and sometimes the selection process can be overwhelming. There are many topics and classes available and, unfortunately, many of the desired offerings overlap thus requiring difficult decisions to be made.

Louisville was a credit manager's feast where every morsel was immensely enjoyed and appreciated. Nutritional benefits are proving to be long-lasting. Even one month after the event, I still find myself reflecting upon lessons learned at the conference.

One of my biggest challenges as a credit manager has been managing the volumes of paperwork that come across my desk. Although my desk often communicates otherwise, I do believe an organized desk is the sign of an organized mind. I know that when my desk is tidy, it can make all of the difference in how I manage my job. I attended a breakout session which addressed getting back in control. Thanks to several of the tips that were presented I have been attempting to methodically regain control. I have evaluated what is going well and what is not. I am not afraid to discard that which no longer has pertinence. I am trying to touch each paper that crosses my desk only once. I am resisting the urge to put it to the side and deal with it when it is more "convenient." It is amazing to see how this improvement in paper flow has resulted in increased productivity.

The instructor also discouraged attendees from "hanging out" in their email as they work at their desk. She indicated keeping email up on your screen as you are engaged in other tasks can encourage you to easily digress from your appointed task. I loved to hang out in my email because I did not want to miss a thing! Upon my return to the office, I quickly reprogrammed my email to no longer let me know the very second a message is received. No email is so important that it cannot wait to be incorporated into the more natural flow of my day. I now strive to only check my email two to three times per day. I have been amazed at the improved focus I have on the task at hand without the "quiet" interruption of email.

As strange as it may sound the instructor for the session also reminded us of the importance of breathing. Yes, I know, it sounds strange to say we talked about such a thing. The focus of the conversation was on the therapeutic aspects of deep breathing. If ever you find the stress of the day starting to get to you, she encouraged attendees to remember that six to ten repetitive deep breathes can truly cleanse the soul. She further stressed the importance of taking advantage of this simple exercise on a daily basis.

Another session spoke about "The Art of Being Outrageously Successful." Who couldn't use a bit more success? As Americans we truly live in paradise. Every day presents new opportunities and challenges. Do we greet each day with this perspective? Attendees were encouraged to listen more closely to the internal conversation in which we engage every morning when we awaken and prepare for the day. Just how positive are those thoughts? We must learn to control this conversation and steer it in a positive direction if we wish to truly realize amazing results. Negativity will never bring about positive results. Successful people push through fears to achieve greatness. Our success truly does hinge upon our attitude. We must constantly monitor what we think.

I have merely alluded to a few of the many “buffet items” I selected at Credit Congress which continue to resonate with me. It was time and money well spent.

Educational opportunities abound which will help improve our effectiveness on the job and assist in our goal to achieve even greater success. Commit to doing something that will move you beyond your comfort zone whether it be a class that will move you one step closer to your NACM designation or simply receiving the approval needed to attend the next Credit Congress (June, 2009 in Orlando, Florida). Your efforts will not be in vain and will help in both your personal and professional lives.

June ICEL Re-cap

by Erin Doll, CBA, Mountain Contractors Supply Group

This month was “In the Trenches” with Mary Jane McIntosh, CBA, and Carolyn Thompson. Mary Jane has been with Henderson Wheel since 1975. She discussed her “C’s of Credit.” She has 17 “C’s”: Company, Collections, Courage, Customers, Courteous, Convention, Consistent, Card File, Challenge, (C) Karma, Callous, Comforting, Correctional Officer, Compliment, Career, Cranky and Character.

I will briefly summarize each.

Company – it is vital you know your company and industry.

Collections – this is where we spend the bulk of our time.

Courage – as credit managers and professionals we have to have courage in dealing with our customers & sales people.

Customers – these are who we deal with regularly and the reason we are in business.

Courteous – this is a necessity, we need to be courteous.

Convention – this is a great tool to network with other credit professionals.

Consistent – we need to be consistent with our policies, procedures and behaviors.

Card File – keep a card file of problem customers for reference.

Challenge – credit is a challenge.

(C) Karma – remember that people who are rude or who cheat and steal will get theirs in the end.

Callous – as credit professionals we need to be careful that we don’t let our job make us callous.

Comforting – through NACM, ICEL and industry groups, it is comforting to know that you are not alone.

Correctional Officer – part of our job is to be the correctional officer and police the sales force and other employees.

Compliment – don’t forget to compliment others for their help, being friendly, etc.

Career – credit is our career and we need to get involved in NACM & ICEL to enhance our abilities and further our career in credit.

Cranky – it is easy to become cranky after dealing with a tough customer but we need to keep that in check.

Character – just remember that character counts both for ourselves and for our customers.

Carolyn Thompson of Meadow Gold Dairy followed. She has been in credit for over 18 years and has been with Meadow Gold for 2 years. She shared her experience with Meadow Gold. She was hired to clean up the A/R. Her predecessor had made bulk journal entries at the end of each month to remove all balances past due whether they were credit or debit balances. Carolyn had to research each journal entry and reverse it and then reconcile the accounts so that she could collect on them. She began with Target. She had to research and file huge claims because Target had 2 year old pricing so most invoices were being rejected. She then moved on to tackle Associated Foods. This account alone took her 4 months to resolve. Finally she focused on Walmart. Walmart took Carolyn a full year to resolve! When Carolyn started her A/R was 68% current. It took her almost 2 years to hit the desired 90% current mark (her company’s standard). She has also passed every audit with flying colors and was able to reduce her company’s bad debt reserve by \$300,000! Way to go Carolyn!! She has implemented some key changes to prevent such things from happening again. Carolyn said the key is learning the nature of your industry and your company. This is the most critical element for your success.

July is our annual Summer Party. Don’t miss it!

ICEL Spotlight

Amanda Doyle, Hajoca Corp.

by Mary Jane McIntosh, CBA, Henderson Wheel

Amanda started with Hajoca in December of 1996. She left for a short time to take care of her daughter's medical issues and went back with the Credit Department in 2000. She was promoted from Assistant Credit Manager to District Credit Manager in January, 2000.

Amanda graduated from Bingham High School in 1993 and is currently attending classes at Salt Lake Community College for accreditations. She is married and has 3 awesome children.

Amanda is excited to be a part of ICEL and to have the opportunity to learn from her peers.

Fall Semester Begins August 20th! Scholarships are available

Go to nacmint.com for a class schedule and scholarship application forms

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