

Excellence

June 08

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

Thursday
June 12
Red Lion Hotel
11:45-1:15

"IN THE TRENCHES"

Speakers:

Mary Jane McIntosh, CBA Henderson Wheel

Carolyn Thompson Meadow Gold Dairies

ARE YOU READY? Education For The New Year

President, Janae Jeffs, CCE, Muir Roberts Enterprises

I am very excited to take the helm of our great organization ICEL. I ask for all your understanding and help as I learn my duties. ICEL has always been synonymous with education. There is a broad spectrum from learning something new at each meeting to obtaining professional designations. I would like to focus on different types of education in our monthly newsletters. This month let's look at the overall educational opportunities ICEL and NACM have to offer:

1) ICEL Monthly Luncheon Meetings

Whether you are new to credit or a long time veteran, you can always learn something new: a new way to talk to a difficult customer; a new approach to collecting from a slower paying customer; how to make the collections department run smoothly, or even something you can use in your personal life. We are always looking for speakers who will enhance our abilities. Please take advantage of this great networking and learning forum each month. Not to be overlooked is the obvious retreat from the office and the opportunity to meet with friends over a nice lunch.

2) Credit Boot Camp

If you are new to credit, NACM offers a series of classes that teach the basics of credit, collections, and credit applications. Material taught here can be a lifesaver. Next Credit Boot Camp: July 9, NACM, 7:30 a.m. - 12:30 p.m.

3) Professional Designations

Begin your professional designation process by attending an NACM Designation Kwik-Start Class. This will give you a thorough overview of what you need to obtain your CBA, CBF or CCE. If you don't have a 4-year degree it will be necessary to look at any college classes you have taken to see if you have the requisite credit classes to sit for the CBA or CBF examinations and the required roadmap points. If you don't have the college classes (basic accounting, business and credit law and both financial analysis classes) then you can take the required classes through NACM. After completing them you will be eligible to sit for your CBA, CBF or CCE exams. Be sure to take the study sessions offered by NACM as a review before each test. These review sessions help you understand and succeed with the exams. If you have a 4-year degree, 10 years credit/financial management experience and the required roadmap points then you can take the express path straight to the CCE exam. Once again, don't forget the study sessions. It gives you the edge to pass the examinations. After you have passed your CCE exam you will have accomplished something extraordinary. It is not easy to obtain, but it is well worth the effort.

4) Specific Credit Clinics or Seminars

At various times throughout the year, NACM sponsors specific credit seminars and clinics. Look for information in newsletters, e-mails, and the NACM website where you can sign up online.

5) Roadmap Points

Roadmap points are earned several ways, including the number of years you have worked in the credit field, the number of seminars you have attended etc. Please look for more information in future newsletters.

I would like to challenge each of you to improve one area of your life. Go to a Credit Boot Camp, start or finish your Professional Designations. If you want a great educational experience – sign up for a Committee! It is a wonderful way to learn how ICEL works. Come and enjoy new friends and the volunteering spirit.

I look forward to serving you all.

“In The Trenches” June 12, Red Lion Hotel, 11:45-1:15 p.m.

Experienced credit managers share tales of credit battles fought & won

Speakers:

Mary Jane McIntosh, CBA, Credit Manager, Henderson Wheel

Carolyn Thompson, Credit Manager, Meadow Gold Dairies

ICEL'S annual “In the Trenches” meeting is consistently one of the highest rated meetings of the year! Mary Jane McIntosh and Carolyn Thompson will share “Every day solutions to every day problems” and “My life as a credit manager” to help us gain new insight and strategies from their experiences.

We hope you'll join us!



ON THE SPOT & OUT OF MY COMFORT ZONE by Penny Williams, Midwest Floor Coverings, Inc.

As a newly elected officer for ICEL, I was told I needed to write an article for the monthly newsletter and my turn was June—due in three days. (PANIC). After a great deal of thought the answer to my topic became easy. What a great opportunity for me to thank ICEL and NACM for what they have done for my career as a credit professional and as a person. I have been at Midwest Floor Coverings for 35 years and a member of NACM for at least 25 of them. I knew nothing about credit and collections when I was asked to take on the credit and collections position at Midwest. I started looking at all avenues for help in the collection field. That is when NACM and ICEL saved my life. I signed up with NACM for credit reporting, joined the Hardware Industry Group and began attending NACM sponsored seminars. I later joined ICEL for the networking with other credit professionals and the great educational speakers at the monthly meetings.

Now 25 years down the road I can say, with the help of NACM, ICEL and my credit peers, that I feel comfortable in the credit decisions I make. I find if I base my decisions on fact and have covered all my bases in compiling information, credit applications, guarantees, financial statements (when available), NACM credit reports and with the help of my peers with references, there is usually a way to work out credit arrangements with a potential customer which will hopefully prove to be profitable for my company. When all else fails, once again I turn to NACM and their Collection Department. Their knowledge and professional staff are great. They are experienced in collections, delinquent accounts and the recovery of bad checks. NACM has secured professional legal counsel when the debtor's financial condition shows it can't be collected without help.

As I look back over the years and if I had to do it all over again, I would definitely have been involved in obtaining my professional designation. The advantage it gives in today's business climate is extremely beneficial. I want to encourage everyone to get involved in NACM, ICEL, industry groups, volunteer to be on committees, attend all the seminars possible and, most importantly, remember your credit peers are a great source of professional help as well as great friendships.

Once again a big thanks to NACM, ICEL and my credit peers and friends for making me a better credit professional. It gives me great pleasure to serve on the Board for both ICEL and NACM.

May ICEL RECAP by Erin Doll, CBA, Mountain Contractors Supply Group

All Aboard the Education Express!

May was ICEL's annual credit education recognition program. We acknowledged the commitment and efforts of ICEL & NACM members who completed courses and/or achieved designations. To achieve any designation, hard work, determination, commitment and effort are required. Members who have gone through this process have sacrificed their time with family and added to their work load which included homework and studying. But, every one of them will tell you it was worth it!

This month we had two new CBA recipients (Credit Business Associates) speak of their experience. Ruth Brown, CBA, Turf Equipment & Irrigation, spoke of her journey. She had been in credit for many years before she finally decided to go for it and started taking classes so she could earn her first designation. She credited Georgette Bevan with

encouraging her to finally begin the process. She explained that while it took her a long time to get started, she is glad she embarked on the journey. She said she understands her job better and has become a more valuable employee through this process.

Next, Shanna Sorge, CBA, of Easton Technical Products, shared her experience. She started by saying that while most of us "fell into credit," she chose credit. She was determined to become a success in the credit field. She began in collections with Coca Cola when a friend told her to contact NACM about taking classes. Her goal is to get those precious three little letters, CCE, behind her name. She said that achieving her CBA was just the first step. She also shared that along the path to completing her CBA, she moved up professionally and is now the credit manager for Easton Technical Products. She is well on her way to achieving the CBF (Credit Business Fellow) designation and said she will not stop until she has accomplished her original goal of CCE (Certified Credit Executive).

There were 10 members who achieved their CBA designation and 4 members who reached the pinnacle of our industry, the CCE designation. These were presented by NACM President, Dean Wangsgard, CCE. Members were also recognized who completed various courses necessary for professional designations. These were presented by Susan Archibeque, CCE; Susan Lujan, CCE; and Scott Lee, JD, CCE. Every one of them deserved a standing ovation for their commitment, effort and sacrifice.

Our speakers this year highlighted the various backgrounds and experiences members have coming into the designation process. Some have been in credit for many years and some are relatively new to the field. Some set goals in advance and work steadily toward them. Some start by taking one class and gradually working their way through the process. It doesn't matter if you haven't taken a class in 20 years! It doesn't matter if you are a single parent or a grandparent! It doesn't matter if you are brand new to credit! No matter what your background, your experience, your length of time in credit, YOU can do this and you can reap the rewards of hopping on the EDUCATION EXPRESS!

June Spotlight—Sandra Brown, Schmidt Signs, Inc.

Everyone in NACM and ICEL knows and loves Sandra Brown. She is always smiling and the first one to welcome a visitor. She can be counted upon to have "one of the best costumes" at any ICEL or NACM function and readily volunteers to help make these functions memorable.

Sandra is a widow and has been blessed with wonderful grandchildren and great grandchildren.

She has been involved with credit all of her life having worked at several locations before going to work with her sister at Schmidt Signs where she has remained for many years. She wears other hats besides that of Credit Manager and does whatever needs to be done which can be a big challenge. She has learned much from the school of 'hard knocks'.

Sandra went to South High and graduated from SLCC in the first graduating class in cap and gown when it became a College instead of a Technical School. She has attended many classes offered by NACM and ICEL along with Credit Conferences both national and regional. She can even remember taking classes at the old NACM location on Malvern Ave. She has been on many committees for NACM and ICEL and served as a past President of ICEL. Sandra is currently on the Board of Directors for ICEL and NACM.

In her free time Sandra also serves as the Secretary/Treasurer of the Girl Scouts of Utah Alumni & Friends and the Heritage Task Group. She is also active in her community and church so her life is not boring but challenging.

Sandra loves to travel, run rivers, go to the ballet, out to dinner, scrap booking, genealogy, entertain, crafts, quilting, and whatever life brings along. She loves her friends, family and life in general, and, don't forget, BINGO!

How about sharing some of that energy with the rest of us!



Ruth Brown, CBA,
and Dean Wangsgard,



Shanna Sorge, CBA,
and Dean Wangsgard, CCE



Sandra and Kim Pool at the
2008 NACM Spring Banquet

Get Your Credit Questions Answered **FREE** Over Pizza & Soda

Credit Q & A Forum, Monday, June 23rd, 11:30-1:30 p.m., NACM Training Office, 7410 So. Creek Rd., #301

Do you ever wish you had a resource for those nagging questions and problems? Do you wish you could just bounce ideas off your peers? You could ask the owner/CFO/CEO if that person understood what credit really does. But too often that person doesn't, so ... Our job at NACM is to try to help with your questions. And to help even more we have decided to experiment with a Q & A forum. We will provide pizza & soda on Monday, June 23rd, from 11:30 a.m. to 1:30 p.m. in an "open house" style. Bring your questions on accounts we are collecting for you. Bring your questions on accounts you haven't sent to us. Bring your questions on how collections work in general or on situations that just drive you crazy. Bring your questions on how to set up your credit department or how to pull and utilize credit reports. You get the picture – it's just an OPEN FORUM. You can pose your questions to your fellow credit managers and/or to NACM. We will do our best to help. If you find the forum helpful, we will continue it. If the forum isn't helpful, tell us what you need and we will try that. Let's see what happens. Come on down!



2008-2009 ICEL Board of Directors

President

Janae Jeffs, CCE
Muir Enterprises, 908-1072
jjeffs@muir-roberts.com

Vice-President

Barbara Mackay
Intermountain Concrete Specialties
478-4210, bmackay@ics50.com

Secretary & Membership

Sandra Brown
Schmidt Signs, 486-0193
pinneylady@hotmail.com

Asst Sec & Ed Co-ordinator

Georgette Bevan, CCE
NACM BCS, 487-8781
GBevan@nacmint.com

Shane Inglesby, CCE
Geneva Rock Products, 281-7916
singlesby@genevarock.com

Mary Jane McIntosh, CBA
Henderson Wheel, 486-4916
maryjane@hendersonwheel.com

Penny Williams
Midwest Floor Coverings, 975-6150
penny@midwestfloors.com

Counselor
D'Ann Johnson, CBF
Roofers Supply, 266-1311, ext 537
djohnson@roofers.cc

Erin Doll, CBA
Mountain Contractors Supply Group
484-8885, edoll@mtncornet

Connie Steed, CCE
Rasmussen Equipment, 978-2811
connies@rasmussenequipment.com

Newsletter, Toni Larsen
NACM BCS, ext. 101
hm. FAX 277-5498
toni.horsinaround@gmail.com