

Excellence



November 07

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

Thursday
November 8
ICEL

**Creating
Great Habits
to Stop
Worrying
About Credit**

Speakers:

Shane Inglesby, CCE

Mark Jones

Wayne Olsen

*Geneva Rock
Products*



President's Message

D'Ann Johnson, CBF
Roofers Supply

Partnership

I don't know about you, but lately I've been bombarded with sales calls from people just bursting to tell me how they can help me and my company collect bad debt and slow accounts.

As I was listening to another such caller (who sounded a little like an extra from "Good Fellas"), he told me, in his best sympathetic voice, that he understood how a person in my position with little access and few skills was "forced" into a collector position.

He went on to say that he meant no offense. He knew how it was and he was on my side. He was committed to be an effective partner with me and my company to achieve our common goal of improving our receivables.

Smiling, I thanked him for his call and his time. Then I asked if he'd heard of NACM. Indeed he had but they didn't have the resources his company had. His company with their nationwide centers, certified private investigators, and experts could offer me so much more.

"Really?" I asked. "Can you provide me with classes that explain everything from basic business principles to financial statements? Would his company offer me access to both business and personal credit information at the click of a mouse? And, did they offer trade groups? Networking? How about scholarships for classes and attendance at credit conferences that gives you real-time information and practical knowledge of a myriad of situations. In addition to collections, would his company assist me in building or improving credit procedures and policies? Could I call him or anyone else in his organization to ask a question relating to credit, collections, financial statements, liens, small claims, credit law and get that information free of charge? Could I call any of their other clients and compare notes, ask how they handled a situation or dealt with a specific problem?"

I continued on with "Oh! Had he heard of ICEL? An organization dedicated to the education and promotion of people in the credit field? That these two member-owned organizations work hand in hand, partnering with me to achieve my goals and that of my company on a local and national level everyday? That through these two organizations, I've achieved my CBF?"

He thanked me for my insight and ended the conversation by saying, "You NACM people sure make my job a lot harder."

Now that's what I call PARTNERSHIP!

Creating Great Habits to Stop Worrying About Credit

Thursday, November 8, Red Lion Hotel, 11:45 – 1:15 p.m.

With over 65 years of credit management experience among them and over 29 years of credit management experience at Geneva Rock Products, Shane Inglesby CCE, Mark Jones and Wayne Olsen will present information on insights they have recently received regarding how to be more effective credit managers. Recent initiatives within the credit department at Geneva Rock have encouraged looking to outside experts to learn how to improve on-the-job performance and how to manage stress while striving for excellence. Join us for a meeting that will encourage you to look outside the box to improve what's on the inside.

ICEL Spotlight, Shauna Sorge, Easton Hoyt

By Erin Doll, CBA

Shanna is one of our newest members. She started in collections back in July 1999 at a local family-owned business. In April of 2001, she began working for Coca-Cola in their credit department. She then moved to Hoyt as a credit analyst in July 2006 and was promoted to Credit Manager on October 1, 2007.

Shanna recently passed the CBA exam in July of 2007 and is currently taking Business Law and working toward her CBF designation.

Shanna has been married for 6 years to Erinn and has two beautiful children, Mya (age 9) and Jaimon (age 4).

She enjoys traveling, boating and anything that involves being with her family.

Please introduce yourself to Shanna at the next meeting and welcome her aboard!

October ICEL Recap

by Caryl Nielsen, CBF, Valley Glass, Inc.

This month's speaker was one of our all-time favorites. Alice Fulton-Osborne presented us with Clutter FREE forever! The Streamlined Advantage. Alice Osborne is a BYU Lecturer, a mother of 7 children, and has a BA in Art.

Mrs. Osborne spent 45 minutes helping us figure out what matters most in our physical lives. Clutter robs us of a full life. It side tracks us from what matters most, because "Away is full and later never comes."

Her goal is to help us figure out how to make our home a little oasis in life. What happens at home translates into our work life. She is not an organized person. Her strength is that she knows how to streamline what is most important.

We have all heard at some point in our lives the old saying "A place for everything and everything in its place." Well, according to Alice Osborne, that is a bunch of phooey! We need to prioritize what is most important to us.

We are space poor. We need to prioritize and streamline our clutter. By using her "What is a Tosser and What is a Keeper system we can determine what to keep and what to toss. A keeper consists of items you either want, need, use or have use for. A tosser is the stuff that we don't want, need, use or have use for. These are things we don't like, don't use, and don't want. Once you streamline, you will find that you now have the time and energy to give to what matters most.

Here are her EIGHT STEPS TO STREAMLINING:

1. Get prepared by clearing some uninterrupted time.
2. Collect small and large containers and label them charity, trash, and someplace else. The someplace else container will be sorted after you finish streamlining each room or area.
3. Where do I start? Always start in the master bedroom then go to the next bedroom of the person who wants it done.
4. Evaluate your space.
5. Ask the Keeper questions. Do I want, need, use or have use for each item.
6. Group and store like items together.
7. Use a memory box. Label this box special treasures.
8. Enjoy your empty space!!!

When you have finished, you will have created a bunch of little oases in your home. You can streamline any area that holds a physical thing such as your purse or glove compartment. It does not have to be large or big areas. Remember, "Big isn't better, it's just big."

Dirty Dishes

by Shane B. Inglesby, CCE, Geneva Rock

Oh, the joy of the holidays! I don't know about you but one of the things I enjoy most about the holiday season is the food. Studies show that the average American will gain up to ten pounds during the holiday season. Who can blame us when you look at the temptations we are besieged with on a near daily basis from Thanksgiving to New Year's.

Who can turn away a turkey dinner with all of the trimmings ranging from mashed potatoes and gravy to stuffing and cranberry sauce with homemade pies for dessert? Then it only gets worse as we approach Christmas with treats ranging from fudge, cookies, Christmas hams and home baked rolls. Then to top it off, we bring in the new year with more sweets, beverages and stomachs that have been abused from holiday feasting.

I am assuming that if it weren't for the title of this article, you would have gone along and visualized everything as portrayed in the previous paragraphs in its stereotypical splendor without giving much thought to what goes on "behind-the-scenes."

I believe most of us are inherently positive people. We choose to focus on the good rather than the bad. When we look back on the past, most of us remember the "good-old-days" and not the "bad-old-days."

Well, as much as my attempt at focusing on the positive was meant to portray a positive mental image, I am writing to remind you that in all of the feasting you will enjoy throughout the holidays, someone will have to wash all of the dirty dishes that will be created in attempting to make your holidays a little bit brighter.

What you might ask "What do dirty dishes have to do with credit?" A whole lot when you really think about it. Credit managers are the dish and pot scrubbers of corporate America! As our companies feast on the blessings of sales and increased earnings, credit managers are in the kitchen making sure sales actually become a sale by collecting on outstanding receivables. And, every now and again, we have to break out the steel wool to get the desired result of a pan that is spotless and ready to be made presentable for the next round of dining preparations and presentation.

The interesting thing about dirty dishes is that just as soon as you get the kitchen cleaned up there will invariably be another dish that will show up requiring attention.

Credit is the same. No matter how organized we may be and how tidy our agings may appear, there is always something that requires our attention, whether it be a simple rinse and wash or an all out scrubbing.

It is very easy to become frustrated by the never-ending stream of "dishes" we must wash. Without the proper organization and tools, the task can seem insurmountable. It is important to stay focused on the job at hand. We cannot allow the pile to become so high that it overwhelms every aspect of our lives.

We must recognize there will always be dirty dishes. No matter how organized we may be, there will always be that glass someone used for a drink of water that will require our attention. There will be periodic feasting that will result in even more work. However, what would our lives be like if it weren't for these realities?

In the process, we cannot forget to find joy in the journey. We must, every now and again, sit back and inventory our accomplishments; and, when appropriate, share the achievement with those that eat off of the dishes to which we give our painstaking attention. We must also remember that without our efforts, the bounties of the feast could not be enjoyed. Feasting is much more enjoyable when the "kitchen" is tidy.

Just like dirty dishes, a constant, vigilant approach to managing credit and receivables will ensure success and accomplishment of the task at hand.

Enjoy the holidays and give thanks for challenges. It is through our challenges that we become stronger and find purpose in our endeavors.

ICEL Christmas Project

This year ICEL has chosen the FOURTH STREET CLINIC for their Christmas project. Fourth Street Clinic helps patients improve their health and quality of life by providing high-quality health care and support services to Utahns living without homes. With consistent health care services, patients live longer and healthier lives and often find the hope necessary to break the homeless cycle.

In 2006, the Fourth Street Clinic served more than 5,600 homeless patients with 24,000 office visits. Any monetary contributions from us will help provide medical and social support services and work toward ending homelessness in Utah. Please bring your contributions to the December meeting. For other questions regarding this project, contact D'Ann Johnson, CBF, Roofers Supply, 266-1311.



How To Read TAX RETURNS

Credit Clinic

Friday, November 9, 2007

NACM Training Center, 7410 So. Creek Rd., Ste. 301 (1130 East), Sandy, UT
8:30 – 10 a.m., \$25/NACM Member

Instructor: Scott W. Lee, JD, CPA, CCE, Vice President, NACM BCS

Each tax return is different. Learn how to look. Returns can reveal:

- **Business structure**
- **Profit/Losses & Assets**
- **Debt**
- **Attitude**
- **Employee benefits**

Personal Guarantees

Plus, bonus information

What's It Worth?

When can I use a consumer (personal) credit report?

What do I need to obtain a consumer credit report?

Sign up by calling Georgette at 801-433-6116 or email GBevan@nacmint.com

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