

# Excellence

January 09

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

Thursday  
January 8  
ICEL Luncheon  
11:45 a.m.

*Managing  
Personal  
Finances*

*Speaker:  
Susan  
Archibeque, CCE*

Red Lion Hotel  
151 West  
600 South

## Ringling In The New Year

President, Janae Jeffs, CCE, Muir Roberts Enterprises

“Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man” – Benjamin Franklin

As we find ourselves in a New Year, some of us think about making New Year's resolutions. In fact according to “Finding Dulcinea the Librarian of the Internet” the act of making New Year's resolutions has existed for over 4,000 years, but so has the act of breaking them before springtime. For many, the reason for this failure is not a lack of willpower but a lack of proper preparation and resources.”

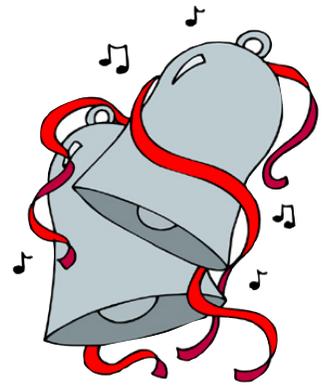
So, I would like to remind our ICEL member that there is a great resolution that we can make and keep: Resolving to come to our monthly ICEL meeting each and every month!! We try to make our meeting as contemporary as possible and to help you brush up on credit management skills. This month's speaker, Susan Archibeque, will be speaking on “Managing Personal Finances” something we all need to hear in this ever-changing economy. Then, in February, Shane Inglesby will be presenting “The Conversation”, a great topic to help in our own workplace and relationships. In March, Susan Lujan will be showing us “The value of receiving an NACM designation.” I look forward to seeing more of you at our meetings this year.

You could resolve to bring a friend, co-worker or colleague to our meetings. Just remember to let Georgette know so we can plan on greeting your visitor. We would love to increase our membership to include all new and veteran credit managers not currently attending.

As always, please let the ICEL Board know of any concerns or suggestions to make our association even better.

Here are some more of “Finding Dulcinea the Librarian of the Internet” helpful hints in making New Year resolutions.

- “Believe it or not, January might not actually be the best time to start making your New Year's resolution; spring might be a better time anyway.
- It's helpful to have good role models to follow when you're trying to achieve a goal.
- Be committed. You must think through what you want to change and commit yourself to the long-term process that it usually takes to achieve change. You then need to come up with a realistic plan to help you reach your goals.
- Be prepared for setbacks. Don't think of them as failures, don't dwell on them, and don't let them make you give up your goals. After a setback, try to get back on track to reach your objective. Plan ahead on how you'll deal with setbacks.
- Track your progress. Motivate yourself by celebrating your successes and by getting positive feedback from supportive family and friends. A good approach is to evaluate yourself every week or two weeks. However, don't over-monitor yourself by doing a self-assessment every day. That's just likely to end in frustration. Don't compare yourself to others. Accomplish your goal in a way that's best suited to you.



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# Putting the Classroom into Action in the Real World

By Erin Doll, CBA, Mountain Contractors Supply Group

I often hear at ICEL meetings and even NACM meetings that the classroom never really matches the real world. I think a lot of us (myself included) believe that we will never really use what we learn in the classroom. The theories may help us understand concepts better, but do we actually use any of the lessons we learned in our jobs? Recently I discovered that we do put the classroom into action in the real world.

I just completed Scott Lee's Credit Law course as a requirement for the CBF (Credit Business Fellow). Scott is a great teacher and that alone makes it a worthwhile class. However, this class, more than any other class I have taken through NACM & ICEL, has impacted my job directly. Scott teaches how to ask the important questions.

With the downturn in the economy I have seen a dramatic increase in bankruptcy filings and collection issues. Recently, I had the opportunity to go to a creditor's meeting for a business bankruptcy. I had never attended a bankruptcy court proceeding before so this was a new experience. As I sat there and listened to the various creditors asking questions, I realized I was putting Scott's lessons into practice. I was thinking of the questions that the petitioner needed to answer. A light bulb went off in my head and I suddenly realized that I was putting what I had learned in the classroom into action.

I have since noticed that even if we do not realize it, we are using classroom knowledge all the time. We use things we learned from Principles of Business Credit and Financial Statements when we review credit applications. We use Business Law and Credit Law when we get bankruptcy notices or learn of potential problems with our customers. We may not consciously realize that we are putting the classroom into action but we really are. We are evaluating credit applications and looking at risk factors using lessons we learned in class. So, without a doubt, time in the classroom does make a difference. Can we still do our job? Absolutely! But, are we as effective and as thorough in our investigations? Probably not.

Ask yourself, is it worthwhile to learn just a little bit more that may dramatically impact your job as guardian of your company's assets? Is it worthwhile to sacrifice a few hours of valuable time each week? In my opinion the return far out weighs the sacrifice.

## "Thank You" From Candy Cane Corner



Dear Intermountain Credit Education League:

On behalf of The Road Home and the YWCA, and the hundreds of people we serve each day, I want to thank you for your recent donation to the Candy Cane Corner Holiday Store. Your donation of \$485 from the collective giving of those involved with the Intermountain Credit Education League will help to provide holiday needs and gifts for hundreds of people in the community.

The Candy Cane Corner Holiday Store is for the clients of both The Road Home and YWCA. This store is designed so clients are able to choose the gifts they believe their children would enjoy. They are able to pick the items themselves, wrap the items and take them back to the shelter or home awaiting Christmas morning. This process gives our clients a sense of empowerment and dignity.

Thanks again for your generous gift to Candy Cane Corner. The Candy Cane Corner would not be possible without the generosity of our donors. Together, with your support, we can help make the holidays a special time for families in need.

Sincerely,  
Celeste Eggert, Director of Development

# December ICEL Luncheon Re-cap

By Erin Doll, CBA, Mountain Contractors Supply Group

This month was our annual Christmas Party. We had a plated lunch with chicken and asparagus. We also listened to the Slickrock Gypsies—two very talented and funny young men. We listened to holiday classics as well as some originals from the group.

There was a lot of audience participation (even if most of it was involuntary). “Volunteers” were selected to participate in a variety of songs. We had dancing reindeer prancing around tables and others playing instruments to Feliz Navidad. Several people were selected to do the Reindeer Pokey (a Christmas version of the Hokey Pokey) that had everyone in stitches!

Members brought in toys and cash to donate to the Candy Cane Corner’s annual Christmas drive that helps provide to children who would otherwise do without. Shane Inglesby of Geneva Rock collected the donations and delivered them to Candy Cane Corner.

The ICEL board gave all attendees a bag of delicious chocolate covered Christmas Tree pretzels to show our appreciation.

We hope you are able to attend next’s year’s party!



ICEL members having a great time!



Shauna Fox and Janae Jeffs

## ICEL Luncheon, Thursday, January 8, 2009 11:45 a.m.

Red Lion Hotel, 151 West 600 South, SLC, UT, Cost \$16.00

**Managing Personal Finances**

**Speaker: Susan Archibeque, CCE, Nicholas & Company, Inc.**

Susan Archibeque, CCE, will be speaking on financial responsibility to help members acquire enough wealth to take care of loved ones, live prosperously into old age, and give generously to others.

Susan is a gifted speaker who has shared her wisdom and talents with members at NACM sponsored seminars and ICEL luncheons.

Don't miss Susan's presentation. Many members have questions concerning their own financial planning. Here is your chance to see how you can be prepared for economic changes beyond your control.



Questions? Contact Georgette Bevan, CCE, at 801-433-6116 or [GBevan@nacmint.com](mailto:GBevan@nacmint.com)

# NACM Credit Boot Camp Credit and A/R Training

Tuesday, January 6, 2009, 7:30 a.m. – 12:30 p.m.

NACM BCS Office Training Center, 7410 Creek Rd., Ste. 301, (1130 East) Sandy, UT

Cost: \$50 NACM Members, \$80 Non Members



Instructors:

Dean Wangsgard, CCE

David Sekino, CCE

Scott W. Lee, CCE

## Are You Prepared?

It's a Credit & Collections Battle Out There!

To Enlist: Contact Georgette Bevan, CCE, 801-433-6116, or email [GBevan@nacmint.com](mailto:GBevan@nacmint.com)

### 2008-2009 ICEL Board of Directors

#### President

Janae Jeffs, CCE  
Muir Enterprises, 908-1072  
[jjeffs@muir-roberts.com](mailto:jjeffs@muir-roberts.com)

Shane Inglesby, CCE  
Geneva Rock Products, 281-7916  
[singlesby@genevarock.com](mailto:singlesby@genevarock.com)

Penny Williams  
Midwest Floor Coverings, 975-6150  
[penny@midwestfloors.com](mailto:penny@midwestfloors.com)

#### Vice-President

Erin Doll, CBA  
Mountain Contractors Supply Group  
484-8885, [edoll@mtncom.net](mailto:edoll@mtncom.net)

Mary Jane McIntosh, CBA  
Henderson Wheel, 486-4916  
[maryjane@hendersonwheel.com](mailto:maryjane@hendersonwheel.com)

Connie Steed, CCE  
Rasmussen Equipment, 978-2811  
[connies@rasmussenequipment.com](mailto:connies@rasmussenequipment.com)

#### Secretary & Membership

Sandra Brown  
Schmidt Signs, 486-0193  
[pinneylady@hotmail.com](mailto:pinneylady@hotmail.com)

Kelley Kunz, CCE  
Martin Door Mfg. 973-9310  
[kelleykunz@martindoor.com](mailto:kelleykunz@martindoor.com)

Counselor  
D'Ann Johnson, CBF  
Roofers Supply, 266-1311, ext 537  
[djohnson@roofers.cc](mailto:djohnson@roofers.cc)

#### Asst Sec & Ed Coordinator

Georgette Bevan, CCE  
NACM BCS, 487-8781  
[GBevan@nacmint.com](mailto:GBevan@nacmint.com)

Carolyn Thompson  
Meadow Gold Dairies, 977-9680  
[carolyn\\_thompson@deanfoods.com](mailto:carolyn_thompson@deanfoods.com)

Newsletter, Toni Larsen  
NACM BCS, ext. 101  
hm. FAX 277-5498  
[toni.horsinaround@gmail.com](mailto:toni.horsinaround@gmail.com)