



Credit Line

A MEMBER NEWSLETTER

FEBRUARY 2008

The P.S.I.'s of Credit

by Mark Jones, Geneva Rock

In the construction industry, concrete is used quite often to build foundations. PSI tests of the concrete's strength, compression and shear stress determines if someone was following the guidelines. Did they mix it too fast or too slow, with all the right ingredients? Did the right people pour the foundation? In other words there are a number of variables that create the outcome and determine the strength of the concrete. Now we all know that concrete still has a few cracks or chips here and there, but the solid base makes it endure. Credit is the same way. If we build a strong foundation, we have a better chance to weather the storms that lie ahead of us.

So what are the PSI's of credit? I have used the acronym to represent "P" for Progression. The "S" for Service, and the "I" for Interdependence. Using "Maslow's Hierarchy," you can see the basic or base level is Progression. As credit people, we need to always be learning and improving our skills by continually reading up on ways to improve credit collections and techniques and to always be aware of market conditions, and customer accounts.

The next level or letter is "S" for service. By providing good customer service to your clients and continually working to improve relationships with them, you expand your circle of influence. Serving or providing help to your salespeople also creates channels for communications informing you of customers' needs or problems. There are also many ways to serve—in your trade groups, communities, church organizations, etc., all making you a better person.

The last letter is "I" for interdependence. You are at the top level, meaning you have established a good foundation, and you are working to coordinate all your credit interactions with management and the sales force. This creates ownership in the decision making process by involving a team effort. You have established credibility, hard work, and leadership skills, and management should value your opinion.

The year 2008 will bring a weak housing market, possible recession, and many more foreclosures. It is not a rosy outlook, but if you live in the state of Utah, there is better news. Economists are forecasting moderate growth, slowing home market, but still strong in commercial and government work. In other words, as credit people, we will still need to be more vigilant in making sure we are perfecting our lien rights and watching deadline dates for legal problems, but most of all being upbeat to the needs of our customers. The market is going to be what it is going to be, but you as the credit person choose your attitude on how you will handle the situation.

The economy has always been cyclical and we have had a number of good years, but the markets are turning. Credit people need to show their value by doing everything they can to protect the assets of the companies they work for thus building a strong foundation to weather the storms by creating your own PSI's of credit.

"Anyone who imagines that bliss is normal is going to waste a lot of time running around shouting that he's been robbed. The fact is that most putts don't drop, most beef is tough, most children grow up to be just people, most marriages require a high degree of mutual toleration, most jobs are more often dull than otherwise. Life is like an old time rail journey—delays, sidetracks, smoke, dust, cinders, and jolts—interspersed only occasionally by beautiful vistas and thrilling bursts of speed. The trick is to thank the Lord for letting you have the ride." Gordon B. Hinckley.

**An Event You
Can't Afford
To Miss**

**Reality
Credit**

February 22nd Seminar
Red Lion Hotel
8:30 – 12:30
page 4

IN THIS *Issue*

PAGE ONE

The P.S.I.'s of Credit

PAGE TWO

NACM and Credit Education

NACM Resource Library

PAGE THREE

Membership Information

PAGE FOUR

"e-mmediate"

FREE Industry Credit Group Training

PAGE FIVE

Voice Mail Considerations

PAGE SIX

Reality Credit Seminar

PAGE SEVEN

February Calendar

Dental and Vision Insurance

PAGE EIGHT

ICEL February Luncheon

NACM BCS Board of Directors

NACM and Credit Education

by Janae Jeffs, CCE, Credit Manager, Muir Enterprises

NACM has influenced my career more than any other educational institution in my life. When I was hired at my current employer, I didn't know I would become the credit manager. The company was growing and changing the focus of the main business. Initially, the position was listed for an A/R clerk, but when I learned what was needed, I realized it was much more than an A/R clerk position.

Although I did have some knowledge of what was required, I knew I needed to learn a lot very fast. I was put into contact with the NACM Industry Credit Food Group which led me to all the other educational help NACM has to offer. I became a dedicated monthly industry group attendee and even became the Co-chair and eventually, Chairman of the Food Group. I attended most of the seminars NACM offered and the knowledge I gained helped me get our company's credit and collection policies off the ground. I was able to reduce the company's DSO quickly.

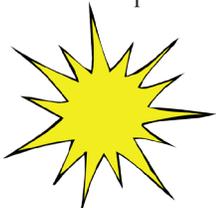
NACM initiated the "KWIK Start" program to introduce the Professional Designation Program. For me, the timing could not have been better as I knew I needed more in-depth training. But, because of my home life (two teenage sons and husband who worked in the airline industry and was gone most of the time) I knew that going back to full or even part time college was not an option to earn a Bachelor's degree. I listened to Georgette Bevan's Jump Start seminar and learned all about the Professional Designation Program. When I realized that I needed to only take 3 additional college classes, I signed up.

NACM has influenced my career more than any other educational institution in my life.

With the scholarships NACM gave me and the financial reimbursement program from my employer, I went back to college one night a week for 3 semesters. I sat for both the CBA and CBF exam soon afterward and have recently received my CCE. I now feel more qualified at work and have far more confidence to perform my duties correctly, legally and efficiently. Someday I will go back to a university and earn my bachelor's, but NACM gave me the knowledge I needed.

I now have the knowledge, experience and qualification to be an effective credit manager. I started to look around at my opportunity for future progress and soon realized that my small company would not allow me to move up the corporate ladder. Most likely I will never have another person to supervise. I will sit at the same desk I created and do the same duties every day. I like my company and they are very good people to work with. I have lots of independence with no one looking over my shoulder or questioning my decisions. But, what of my future? I would like to learn how to supervise important projects, lead others, and be an effective team player. Once again NACM had my answer. Through the mentoring of Susan Lujan and many others, I started going to ICCEL and joining various committees. Susan showed me the path I should take to become elected to the Board of Directors and I was elected to the Board of Directors for ICCEL. I have been on many committees for NACM. I may not be able to move up in my company, but I can in NACM and both NACM and my company will benefit.

NACM has always been there to help me learn to be a good credit manager and to fulfill my personal goals. I want to be there to help NACM continue to fill its role. There will be others in my same shoes looking for direction and education. NACM will be there to help and I want to be a part of it. No matter what will happen in the future, I will always turn to NACM for help and guidance.



NACM National Resource Library

National will email members regarding the new platform for the Resource Library. Effective immediately, this resource becomes a benefit of membership. All members of record will be able to access this site with the same user name (their e-mail address) and password as they currently use for all other services on the NACM-National website. We know that many of our member companies have other employees involved in NACM affiliate activities that are not the member of record or may not be in the NACM-National database. We will be happy to add other employees of our member companies into our database, upon request, so that they may also enjoy this new benefit. All that we will need to receive is their name, title, company location and e-mail address so that we can match them to the right member company.

Membership Information

Welcome New Members

X-Treme Logistics Enterprises, LLC #5661
1909 So. 4250 West
Salt Lake City, UT 84101
Industry: Tran
Rep: Deloris Lambert

Utah Track & Welding #5662
6382 West 2100 So.
Salt Lake City, UT 84128
Industry: CNEQ
Rep: Brian Miller

Mechanical Products Intermountain #5663
198 Cottage Ave.
Sandy, UT 84070
Industry: HTWH
Rep: Carol Thomsen

Prime Snax, Inc. #5664
1750 So. 500 West #700
Salt Lake City, UT 84104
Industry: Food Distributor
Rep: Brian Sheffield

FL Smidth Dorr-Oliver Eimco #5665
2850 So. Decker Lake Dr.
Salt Lake City, UT 84119
Industry: Mining
Rep: Julie Baum

Universal Interiors, LLC #5666
281 So. Vineyard Rd., Ste 101
Orem, UT 84058
Industry: Floor Covering
Rep: Christie Richards

SPIN The Wheel

Member Referral Contest

FUN/EASY To Play

- Click on "Membership Referrals" at nacmint.com.
- Enter your non-member referral information and click submit.
- When your referral joins NACM, you will be contacted by Chad Wheeler with your SPIN THE WHEEL CODE

The following members have referred members who have joined NACM. They PLAYED SPIN TO WIN and picked the following prizes:

***Referred 2 or more non members who joined NACM
(Will be spinning the BIG Prize Wheel March 2008)**

Referring Member

1212 CMC Conesco, Linda Deppe
1632 Refrigeration Supply, Laraine Tolman
3491 Midgley Huber, Amy Myers
2194 Burton Lumber, Lana Harris
5366 LienCounsel, Dana Farmer
5521 Metro Waste, LLC, Rob Sainsbury
5521 Metro Waste, LLC, Rob Sainsbury
284 Graybar Electric, Chris Riding

New Member

Peterbuilt of Utah
Mountain Valley Mechanical
Advanced Purity Products
Elite Custom Exteriors
SN Custom Railing Inc.
Kenway Container Services
Rick's Rolloff
CSI Networks, Inc.

SPIN TO WIN PRIZES

\$25 Olive Garden Card
\$25 Gas Card
\$25 McGraths Fish House
\$25 Red Lobster Card
\$25 Olive Garden Card
\$25 Cash
\$25 Bed Bath & Beyond
\$25 McGraths Fish House



Click On "Membership Referrals"
at www.nacmint.com

**For more membership information
contact Chad Wheeler
1-801-433-6127**

**1-800-977-6226, ext. 127
Email: CWheeler@nacmint.com**

ACM's "e-mmediate" Helps Reduce Risk!



R U Nurvs Xepting ✓'s from unknown/COD, ASAP drop ships, deliveries with no check?

How about rental equipment extensions without having to drop off a check?

These are tough times for the building supply industry. Every \$ on your receivables, including non-open account sales, is precious.

The only TOOL needed to use "e-mmediate" is the internet. The screen prompts for essential check information and within seconds an approval number is given. Like EFT, the funds are in your account two business nights later REGARDLESS of whether there are insufficient funds (including account closed).

"e-mmediate is 30%-40% less than a credit card transaction. Consider the benefits of the "e-mmediate" option.

Steve Becker, National Account Executive, ACM, provides back office solutions for credit managers. He will be in our area in February. For an appointment he can be reached at 678-488-0341 or steve@acmeft.net

FREE Industry Credit Group Training

We would like to invite you to attend a FREE training session at our office

Light refreshments will be served

We will:

- *Simulate an Industry Credit Group Meeting*
- *Go over what can and cannot be said*
- *Explain antitrust, anti-defamation, and confidentiality*
- *Review paperflow & internet usage*
- *Go over questions you may have*

FREE

Tuesday, February 12, 8:30-10 a.m.
NACM Training Center
7410 So. Creek Rd., Ste 301 (1130 East)

To sign up contact Julia at 487-8781, ext. 119
JBuck@nacmint.com

This training session is for **NEW** Industry Credit Group Members, **INACTIVE** Industry Credit Group Members or NACM members **WHO DO NOT CURRENTLY BELONG** to an Industry Credit Group and would like to see the benefits of belonging.

Voice Mail Messages That Get Returned

by Georgette Bevan, CCE, NACM BCS Educational Manager

Is it any surprise, given the high-speed velocity of business people today, that the majority of your phone calls are answered by voice mail? Stop and consider the number of voice messages you receive in one day. What factors determines whether your voice mails will receive a response?

Clear, concise, and brief messages are most effective and require preparation.

Before making every call:

- Gather all information
- Be prepared to leave a message
- Write down your objective and the action needed
- ASK for specific action
- Stop Talking!!! Avoid being fast forwarded or deleted, don't ramble

You have only seconds, be succinct and to the point. Give your name, company, and phone number clearly, allowing enough time for the listener to write down the number. Use a professional and pleasant tone of voice, smile as you speak. (Think about the messages you have received that you absolutely dreaded returning.) Give your listener a reason to want to return your call.

"This is Jean at The Company calling to check on the status of invoice #12345 dated 9-9-2006. If you would please check on the status of this invoice and contact me I would really appreciate your help. Again, Jean at The Company, 5.5.5.-5.5.5.5 (clearly and slowly). Thank You"

Give the benefit of the doubt:

"I believe there may be some confusion or a misunderstanding regarding your account."

Offer help or assistance:

"I would like to help resolve these issues and would appreciate the opportunity to talk about it. Please give me a call. I look forward to hearing from you."

Stress urgency:

"I know you are busy, but it is important that I speak to you today."



Legislative UPDATE!

Mechanic's Lien Seminar

Salt Lake City, Monday, March 10, 2008

NACM Training Center, 7410 So. Creek Rd., #301, (1130 East)

Speaker: Dana Farmer, Attorney, Liencounsel

You've Heard of Reality TV...



This Is

REALITY CREDIT

Friday, February 22, 2008

Red Lion Hotel, 161 West 6th South, SLC, UT

8:30 a.m. – 12:30 p.m. (Continental Breakfast Included)

\$65 NACM Members, \$80 Non-members

***A panel of experienced credit managers address the
NUTS & BOLTS of credit today***

Sue Steiger, Wheeler Machinery

Kay Stewart, CBA, Won Door Corporation

Tyler Steenblik, CBA, Young Electric Sign Company

Susan Archibeque, CCE, Nicholas & Company

MODERATOR: Scott W. Lee, JD, CCE

- **COLLECTIONS**
- **SALES/CREDIT**
- **LIENS**
- **JUDGMENTS**
- **ACCOUNT MANAGEMENT**

Bring your questions to this seminar and receive **REAL answers, such as:**

- When should I start making collection calls on an account and how often? Do industry group meetings help?
- What works best—holding orders or COD? Is it effective to have your salesmen collect for you?
- When do you send a “dunning letter” and do they work? Do all contracts have stated terms and collection policies?
- Is it normal for a company to require financials for signing a contract? How do I deal with retention?
- How do I organize things to keep up with the time limitations on preliminary notices & liens?
- Do I file pre-liens on all projects? How do I track dates for filing pre-liens or liens?
- How do I update files—organize them so I know what is coming and going? Credit applications or contracts?
- Who can legally sign our contracts? What should I know about changes or amendments to contracts?
- We have a lot of out-of-state customers, how do I get credit information?

Code

Black: Industry Credit Groups

Red: Other events

February, 2008

Looking Ahead

Feb 12: FREE Industry Credit Group Training
NACM Training Center
Feb 22: Reality Credit Seminar
Red Lion Hotel

Mar 10: Mechanic's Lien Seminar
NACM Training Center
Mar 27: Secured Transactions
NACM Training Center

Sat./Sun.	Monday	Tuesday	Wednesday	Thursday	Friday
					1 Steel & Welders
2/3	4	5	6	7 Hardware & Lumber	8 Concrete, Paving, Excavating & Waterworks Southwest Region Suppliers
9/10	11 Fine Paper	12 Food & Restaurant INDUSTRY GROUP TRAINING NACM OFFICE	13 SLC Contractors National Dist. Credit Professionals	14 ICEL RED LION HOTEL	15 Diesel Engines Ogden Contractors
16/17	18 PRESIDENT'S DAY NACM CLOSED	19 Printers of Utah Heating & Plumbing Automotive & Truck Suppliers Roofers & Siding Masonry & Landscaping	20 Advertisers, Media Ut. County Contr.	21 Electrical Floor Covering Industrial Supply National Railroad	22 REALITY CREDIT SEMINAR RED LION HOTEL
23/24	25	26 Equipment Dealers	27 General Services	28 General Contractors	29

Announcing...NACM BCS Association Dental Insurance Plan

NACM BCS in cooperation with Educators Mutual is pleased to offer exclusive dental and vision insurance benefits to NACM member companies!

You can save on your group dental and vision insurance by participating in the NACM Association dental insurance program. Here's how it works: Each employer chooses from among 12 group dental plans which vary in benefit level and cost. Rates are guaranteed until December 31, 2008. Because we will be pooling our NACM member companies into one large group, we'll all have an opportunity to save on dental insurance.

If you presently offer dental and vision insurance to your employees, call or email now to request additional information. If you don't offer dental or vision coverage to your employees, check out how inexpensive it can be.

Dental and vision plans are offered through Educators Mutual, a 72 year old Utah Company, and Kerry Clark and Jon Clark - Utah agents with over 40 years of combined experience in the group insurance market.

To find out more, call or email:

Kerry Clark 801.288.9700 ext.103 kclark@westernbenefit.com

Jon Clark 801.288.9700 ext.104 jon@westernbenefit.com

February 14, ICEL Luncheon

Business Etiquette

Speaker: Karl Childs

Red Lion Hotel, 11:45 - 1:15 p.m., Cost: \$13.50

For Reservations or to come as a guest, contact Georgette Bevan, CCE, 801-433-6116



You have 3 seconds to make a good first impression! Clients, customers, peers and managers base their perception of you quickly - are you professional, trustworthy, and capable of handling yourself and your business? Business etiquette is the proper way to interact and do business. In this presentation, we'll talk about the most accepted methods of business etiquette on the phone, in person, through email, in meetings and at business luncheons.

Karl Childs has worked in professional business environments and cultures for over 20 years. While he may not look his age, he has been around long enough to make plenty of mistakes and learn the hard way when it comes to proper business etiquette. He has worked for and contracted with several well-known companies, including ZCMI, Utah State University, Novell, Hitachi Data Systems, Sento, Clyde Companies, and Hewlett-Packard. Plan to join us for what is certain to be an informative and helpful lunch presentation!

NACM BCS Board of Directors, 2007-2008

BOARD OF DIRECTOR OFFICERS:

Susan Lujan, CCE Chairman Kenworth Sales Co.	Allen Vickers Vice-Chairman A & K Railroad	Bonnie Snider, CCE Treasurer Alder Sales Corp
--	--	---

NACM OFFICERS:

Dean Wangsgard, CCE President NACM BCS	Scott W. Lee, JD, CCE Vice President & Secretary NACM BCS
--	---

BOARD OF DIRECTORS:

Susan Cummings, CCE Arnold Machinery	Grant Weller CMC Construction Services	Barbara Mackay Intermountain Concrete Specialties
Cyndie Keetch, CBA Mountain Contrs Supply Grp	Connie Steed, CCE Rasmussen Equipment	Sandra Brown Schmidt Sign Service

COUNSELOR:

Dana Farmer, JD LienCounsel	Patty Fullmer, CBA BMC West
Tyler Steenblik, CBA Young Electric Sign	



P.O. Box 460
Midvale, UT 84047-0460
(801) 487-8781
(800) 977-6226
www.nacmint.com