

# Excellence

February, 2006

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

Thursday  
February 9  
ICEL  
Luncheon  
**Red Lion**

**Panel  
Discussion**

**Credit &  
Collections  
Communication  
Etiquette**

Cost: \$13.50  
For reservations  
contact Georgette  
Bevan, CCE, at  
487-8781, ext116

email: [GBevan@nacmint.com](mailto:GBevan@nacmint.com)

## President's Message

Bonnie Snider, CCE  
Alder Sales Corp.

I recently spoke to Rhea Warburton who retired from Kimball Equipment years ago and was the President of CFDD from 1992-1993 before it became ICEL. I was looking for an idea for an article for this newsletter and she had an old talk she gave many years ago at a CFDD meeting. The talk was on the 10 L's. She made these up herself, and I find them to be valuable today.

Did you ever stop to think that most of us spend the greater part of our lives on the job? This means that our attitudes toward our job can determine whether our days are filled with excitement and the sense of fulfillment that comes from top performance or with frustration, boredom and fatigue. When you always have negative thoughts you develop negative friends. Remember, our minds take on the character of the thoughts. We can learn to like our jobs. The more you like something, the better you perform and your self confidence will increase. No one is 100% every day. There will be good and bad days. But, overall, you should like to come to work. The 10 L's can change your attitude and help you like your job.

## The Ten L's

The first L is for LIKE. Like yourself for what you are, not what you think you should be. Be confident. Be in control.

The second L is for LOOK. Look at what you want out of life. Where do you want to be at 40, 50 or 60? You have to take responsibility for yourself. Don't let other people make your decisions for you. If you want to be a credit manager, keep that goal in sight and work for it.

The third L is Listen. LISTEN to what you are being told. If you don't know, ask. Take responsibility for your mistakes. You have two ears and one mouth. Listen twice as much as you talk.

The fourth L is LEARN. You can find excitement in learning. If you want to learn, be motivated. Take some credit classes. The more you learn the more valuable you are to the company and the more confidence you have in yourself. If you have the facts, solve your problem.

The fifth L is LABOR. Do more than you are asked to do. Everyone can't be the captain, some must be the crew. There is something for us all to do.

The sixth L is LET. Let others help—organize, deputize and supervise. Avoid stress. You can't advance to the top alone. Work as a team.

The seventh L is LIE. This is one L you don't want to do. What you say is what you are. Your word is your bond to the customer and your fellow employees.

The eight L is LANGUAGE. We are measured by the language we use. Always remember to say please and thank you and use can instead of can't.

The ninth L is LIVE. Enjoy your life as you go. You can't go back. Don't put the fun things off.

The tenth L is LOVE. Since you have to work, love what you do. You are at that job half your waking hours five days a week.

Remember, there is no one like you. You are unique. You are special. You have your own talents. Be yourself. Be sincere. Be the best you can be at work and at home. Find joy in what you do and make it a good life.



## NACM Industry Groups Do Pay OFF!

by Barbara Mackay  
Intermountain

I belong to six industry credit groups through NACM. I am able to attend five of them, and our company General Manager represents us at the Southern Utah Group. My company is very supportive of my time spent at these meetings. In a few of the groups, there have been some members who have dropped out or who do not seem to be able to attend. I feel that any bit of information learned at the meeting is extremely beneficial.

My recent "success story" is compliments of Geneva Pipe and Rossy Martinez. Rossy brought up a customer's name and I realized I had a returned check from that person which I had not been able to collect. Rossy furnished me with a telephone number. I was able to talk with the customer and within a week, I had a replacement check. Industry group meetings do pay off. Literally!

I have been thinking of ways to contact the owners or persons involved in making the decision not to attend NACM Industry groups. I would like to have them realize just how beneficial this information can be. When we share our facts about customers, it could be the difference between a successful sale or a write off. I've made the decision to talk with members who have lost contact with industry groups to see exactly why. I understand that at times economics cause cut backs, but if just one fact at one

meeting can make a difference, it's worth the dollars spent.

I appreciate not only the information given at each group, but also the great people I have been able to associate with at these meetings. I feel that many a lasting friendship has begun while we are at industry meetings. Thanks to everyone who participates and for all the help you have given me. It has helped me grow in my position as a credit manager.

## ICEL Luncheon

Thursday, February 9  
Red Lion Hotel

11:45 a.m. — 1:15 p.m.

### Panel Discussion Credit & Collections Communication Etiquette

#### Panel:

Barbara Mackay, Intermountain  
Concrete Specialties  
Shane Inglesby, CCE, Geneva  
Rock Products  
Duane Lee, CCE, S O S Staffing  
Services

Bring your most difficult situations in credit & collection communications to this meeting! At the beginning of the meeting, attendees will be encouraged to submit their "nightmare communication issues" (no names please) for discussion. This should provide entertainment & enlightenment!

The panel will address some of the tough situations YOU face everyday!

## Financial Statement Analysis Training

*A Practical Approach to Understanding Your Customer's Business Through Financial Analysis*

February 17, 2006

NACM Training Center, 8 a.m. - 4 p.m.

Fee: \$300/Person, CEUs & 8 CPE Recert

The Financial Statement Analysis Program consists of three modules that will be included in the day-long format:

### CRITICAL AREAS OF FINANCIAL RATIO ANALYSIS

- Profitability
- Efficiency
- Leverage
- Liquidity

### MODELING & COMPLETING A DIAGNOSTIC FINANCIAL STATEMENT ANALYSIS

- Identifying economic conditions that affect a business
- Understanding company strategies
- Relating financial statement structure to company strategies
- Conducting the financial analysis  
—Excel format for participants

### CASE STUDIES IN FINANCIAL STATEMENT ANALYSIS (customized)

- Manufacturers
- Retailers
- Distributors
- Service providers

For information or to sign up contact Georgette Bevan, CCE, at 801-487-8781, ext 116. email [GBevan@nacmint.com](mailto:GBevan@nacmint.com)



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## Member Spotlight

### Rossy Martinez

Accounts Receivable Assistant  
Geneva Pipe

by Barbara Mackay  
Intermountain Concrete Specialties

Rossy Martinez has 9 years of accounting experience. She has been working with Geneva Pipe for almost 5 years. Right after high school, Rossy started working for a company in Southern California called Service Industrial Supply where she started learning about accounting. After 5 years of working with this company, Rossy served an LDS Mission in Southern Texas. Upon her return, she moved to Utah where she started to work for Geneva Pipe. At first she was hired on as the Receptionist. Rossy was quickly promoted to Accounts Receivables Assistant. Since then, she has been in the Credit Department for 4 years. She is heavily involved with the Concrete & Paving Industry Credit Group as well as the Utah County Credit Group. In addition to this, for the past 2 years she has been doing Payroll for all 3 Geneva Pipe Companies.

Rossy has a natural flair for sports. She has coached the Geneva Pipe Woman's Softball team for the past two years leading them to second and



first place regular season wins. Recently she has developed a love for golf. On her first try, she won the Longest Womens Drive in the 2004 NACM Summer Outing. Naturally she looks forward to more business related golfing but doesn't play as much as she'd like.

Rossy is also quite a kick at the movies! She loves to go anytime and is an "active participant." She loves to read and take spontaneous road trips. Rossy loves to travel and longs to see the world. She is up for anything involving friends and fun.

for hundreds of people in need in our community.

Last year, support from the community helped us to provide holiday gifts for 121 families, including 267 children, through Candy Cane Corner.

Thanks again for your generous gift to Candy Cane Corner. Together, with your support, we can help make the holidays a special time for families in need."

Sincerely,

Matthew Minkevitch  
Executive Director"

## Many Thanks from The Road Home and the YWCA

"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 donations to the Candy Cane Corner Holiday Store. Your in-kind gifts, from 12/8/05, helped to provide holiday needs and gifts



Plan Ahead  
2006 NACM  
Spring Banquet  
Friday  
April 14th  
Little America

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## Recap on ICEL January Meeting

By Connie Johnson, CBA  
KSTU Fox 13

The speaker for the ICEL Luncheon held on January 12, 2006 was Susan Lujan, CCE, Kenworth Sales.

Susan teaches Financial Statement Analysis II for NACM. She is one of our most popular speakers and has a way of making the most difficult subject entertaining. Susan's topic was "Case Presentation" which strikes fear in the heart of even the most seasoned Credit Manager.

Susan started by comparing case presentation to planning for a vacation. You need to know where you're going, how long you'll be gone, the weather conditions, what to do there and how much

it will cost. We plan differently for different locations. It's the same with case studies. A credit "case" is about gathering information, analyzing it and then making a "credit" decision based on that information.

Some of the questions that should be asked are:

- Who are we selling?
- How long have they been in business?
- What do they do?
- Where are they located?
- How much do they want?
- Do we need financials, security?
- How do their trade reference responses look?

Susan demonstrated by splitting us into three groups with three very different "cases" or credit applications so that we could see for ourselves how differently we would treat

each case and how to present it to an audience (our bosses or managers).

Susan taught us that a "case" is no different than a credit application that someone tosses on your desk. It was a fun and enlightening luncheon and I think we all walked away with a different idea of what "case studies" are all about. Thank you Susan!

Bring a  
Non-member  
to ICEL  
We will pay for both of  
your lunches!  
**Everyone Benefits!**

Contact Georgette,  
801-487-8781,  
ext. 116 with the  
name of your guest