

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

In This Issue:

The Art of Being Outrageously Successful
Cover

Chair's Message
Dave Erickson, CCE
Page 4

President's Message
Rod Wheeland, CCE
Page 4

Credit Manager's Index
Page 5

Legal Corner
Collection Process
Page 6

New Appointee
Page 7

Internal Job Openings
Page 8

Human Resources Tips
Page 8 - 10

Education
Check out the upcoming classes,
seminars, and events.
Page 11

Scholarships and Recipients
Find out the various scholarships being
offered and who was awarded the
NACM Foundation scholarships.
Page 12

Welcome New Members
The strength of an association comes
from its members. Join us in welcoming
our latest additions.
Page 13

CFDD Meetings
Your credit community networking and
information resource.
Page 14

Board and NACM Contacts
Page 15



The Art of Being Outrageously Successful!

By Scott Hunter



Prologue:

My personal definition: you love your life, love what you do, love who you do it with, you are able to contribute and make a difference in the lives of others, you are financially secure, you get what you want most if not all of the time, and you have the freedom to do whatever you want to do, whenever you want to do it, with whomever you want to do it with.

The Journey begins:

Back in the late 80s, I met a man who was the senior vice president in Southern California for a nationwide residential real estate company. He had a real problem he couldn't solve. Because the real estate market was hot, many people wanted to get into the business. So they developed a "fast track" program to teach people everything they needed to know to become a "successful" real estate agent.

Only problem was it didn't work. For every 100 people that went through the program and got their license, at the end of the first year, 35 of them were gone, total failures, about 10 were performing at or above the level they hoped for, and the remaining 55 or so were not doing bad enough to drop out of the game but certainly not doing all that well either. How could that be? They were all taught the same things to do! The answer, I told him, was simple. He had bought into . . .

The myths:

Myth #1: Knowing the right things to do is the pathway to success.

This belief is so prevalent in our culture that I guarantee that most of you just assume it's the truth. That if you know the right things to do and do them, you'll be successful. Look at most of the seminars you go to. The descriptions always say things like: In this seminar, you will learn how to . . .

And mostly you go to the seminars, read the books, listen to the tapes, and go to meetings to learn what there is to learn about the doingness of your business because you've been conditioned like most people to believe that the actions you take determine your results.

It's a myth! There is no evidence to support it. Bill Gates isn't wealthy because he knows the right things to do. Neither is Donald Trump or Bill Clinton or George W. Bush.

So let it go. Stop going to programs to learn what to do. Stop reading books for the same purpose. It's a waste of your time. And you will soon find out why.

And there are lots more myths. We're told luck has something to do with whether or not we are successful. Nonsense. It's a myth.

And then it's not who you are it's who you know. More nonsense. It's another myth.

And one more: it's about being in the right place at the right time. Still more nonsense.

I graduated from engineering school and then went to work for the Patent and Trademark Office in Washington, DC. I attended George Washington University Law School and graduated in the top ten percent of my class. I moved to California and soon found myself in a private law practice. And I worked hard at it.

But after 11 years, I was a struggling sole practitioner, just barely getting by on a month-to-month basis. Why? I had bought into a couple of other myths:

Myth #2: How smart you are determines your success.

Don't you know really smart people who aren't very successful? And don't you know people that don't appear very smart who are really successful? Of course.

Myth #3: If you work really hard, you'll be successful.

...continued on page 2

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

The Art of Being Outrageously Successful!

...continued from cover

People that work the hardest – laborers – are often the least successful. And so many people that hardly work at all are really successful. I have a client who is a multi-millionaire and who retired at the age of 41 to raise a family and never stepped foot into his company again. He let his VP of sales become the President and run the company. He just gets a check every month.

So what's the answer? And, is there "an answer?" I believe there is. Here it is:

The truth:

How you think determines how you feel. I used to question which comes first, thinking or feeling, and now I'm clear everything starts with your thinking. And how you think and feel determines what actions you take and how you take them. And your actions then determine your results. So where does it ALL start? With how you think.

And what determines your thinking? How you were programmed to think in the early stages of your life.

Most people, over 80%, are programmed to think in ways that are designed to guarantee they will be unsuccessful.

Successful people think differently than unsuccessful people – that is the bottom line. So the only way to become successful is to learn to think the way successful people think.

Why is this the truth? Because there is something called the law of cause and effect. Let me quote from Chapter 7 of my book, *Making Work Work*:

"Ever since Napoleon Hill wrote *Think and Grow Rich*, and maybe even before then, people have been discussing the possibility that our thoughts attract the circumstances into our lives. In his book *You'll See It When You Believe It* (Harper Collins, 2001), the prolific author Dr. Wayne W. Dyer says that what you have in your life is a reflection of your beliefs. This notion has been popularized under the term 'the power of positive thinking,' the implication

being that if you think 'positive,' you'll have a 'positive' experience and produce 'positive' results."

"For many people, this was some 'good idea' until Albert Einstein came along, whose theories gave birth to what is now known as quantum physics. As I understand it, Einstein said that the basic 'stuff' of the universe is pure energy. But it's not any ordinary energy; rather, it's energy that has an intelligence to it. And, human thought activates it. This has given credibility to all the power of positive thinking theories."

"So here's my understanding of the law of cause and effect and how this all relates. Simply stated, you are the 'cause,' and what manifests in your world is the 'effect.' More specifically, your thinking and beliefs determine how you become the 'cause' in your company and your life."

"Think of it as each of us being like a magnet. We attract things to ourselves that are consistent with our thinking and beliefs, and we repel things from ourselves that are inconsistent with our thinking and beliefs. Since it is highly unusual for someone to think, believe, speak, and act in ways that are fundamentally inconsistent, your conversation and your actions are a great access to your thinking and beliefs."

Satisfaction:

Back to our conversation about success. Let's take a simple example of the law of cause and effect. I often ask people when I do interviews in a company if they are satisfied or not. And then I ask them to give themselves a score on a scale of 1 to 10 as to their level of satisfaction.

I guarantee you that everybody I ask this of answers my question by looking into their lives and their businesses to see how things ARE compared to how they would like them TO BE. Can you relate? I'll bet you would do the same thing if I asked you that question.

Now, what's the likelihood that everything in your life is exactly the way you would like it to be? Pretty slim for the vast majority of people. So I rarely get someone give themselves a

score of 10. There is always a certain degree of dissatisfaction. AND, what is it that you and I spend most of our time dwelling on, the things in our lives that are working the way we would like or the things that are not. You guessed it, the later.

Under the law of cause and effect, if you focus on the things that you are not satisfied with, what you will attract into your life and your business are more things to be dissatisfied about.

Conversely, if you focus on the things that you are satisfied with, you will attract into your life and your business things which will bring you satisfaction.

Successful people, generally speaking, look for the good. Life is not filled with lots of problems, life is filled with lots of opportunities. Unsuccessful people focus on what's not working. They often feel victimized by life. When things are not working, they blame others, they justify why things are the way they are, and they often spend lots of time complaining.

Successful people recognize that they are in charge of their lives. When something isn't working, they know they can fix it and they do. I recently read an article by Marshall Goldsmith, a very successful and prominent coach who works with high level executives in Fortune 500 companies. His research shows that:

"Successful people believe that they are doing what they choose to do, because they choose to do it;"

"Successful people believe that they have the internal capacity to make desirable things happen;" "Successful people tend to pursue opportunities;" and "Successful people tend to have a positive interpretation of their past performance."

Please notice that none of these characteristics have anything to do with how smart they are, how hard they work, etc etc etc. It's all about the way

...continued on page 3

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

The Art of Being Outrageously Successful!

...continued from page 2

they view the world and how they think.

Fear vs. trust:

Let's take another example of the law of cause and effect. What is the most predominant human emotion in our society? If you guessed "fear" you are correct. And what's the opposite of fear? My favorite words are faith, trust and optimism.

But fear is so prevalent that if we see someone being totally turned on about life, totally optimistic, having something wonderful to say about everything and every body, most people react like they are totally out of touch with reality. We say: "be realistic." Or we call them a pollyanna. All that because fear is the biggest game in town.

But here's the rub. If you come from fear, what you will attract into your life are lots of things to be fearful of. Your life experience will be that there are lots of things to worry about or be fearful of and all of your fears will seem very real.

If you come from trust and optimism, what you will attract into your life are lots of things to support you in having faith. Your life experience will be that life is filled with opportunities and breakdowns are temporary bumps in the road.

Here's the most important point: Successful people don't let their fears stop them! They are brave. They are risk takers. They have courage. They don't stay in jobs or other circumstances that don't support their vision and don't bring them excitement and aliveness.

Unsuccessful people are stopped by their fears. They often choose being comfortable rather than taking risks. They view people who are out on the skinny branches of life as being foolish and irresponsible. They stay in jobs and relationships that don't work for them

because stepping out into the unknown is too scary.

Successful people play the game of life to win. Unsuccessful people play the game of life not to lose. Please read those two sentences very carefully. The difference is subtle, but makes all the difference in the world. And don't move on too quickly. Take a moment. Ask yourself which you are doing, playing to win or not to lose. This could just be a life altering moment.

Scarcity vs. abundance:

One of the things we fear the most, even though it is rarely noticed, is that we will not have enough. In addition to fear being the most predominant human emotion, so is a belief in scarcity. We are so driven to plan, control, manage and save because we have no faith that we will be taken care of. It's all about scarcity thinking.

What's the opposite of scarcity? Abundance. Successful people think abundantly. Unsuccessful people think scarcity. And, it's always a self fulfilling prophecy. The law of cause and effect at work.

If you "come from" scarcity, you'll have a lot of scarcity in your life.

If you "come from" abundance, you'll have a lot of abundance in your life.

The amount of money (wealth) in your life EXACTLY corresponds to where your thinking is on the scarcity/abundance continuum. Which is why when a "rich" person has a downturn, and even goes bankrupt, it rarely takes very long before they are rich once again. And why people who win the lottery usually figure out pretty quickly how to lose all of the money they won.

Conclusion:

Summarizing, start managing your attitude. Be enthusiastic, positive, passionate, and satisfied. Be willing to take risks. Have faith. The universe really is on your side. Confront your fears and insecurities. They are all imagined. They are not real. Having faith, being

optimistic, trusting that everything will always turn out for the best just plain makes sense. Since whatever is going on in your life is a direct consequence of your thinking, why not take advantage of that fact and upgrade your thinking. And, you might just have fun doing this.

Scott Hunter is a professional speaker, workshop leader, consultant, and business coach. His work involves creating meaningful, quality relationships in the workplace to increase productivity, creativity, teamwork and profitability. He is the author of the ground-breaking book, Making Work Work. He can be reached at scott@thpalliance.com or visit his web site at www.thpalliance.com.



The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Chairman's Message

Terrorism—How close is it to your office?

Dave Erickson, CCE, Chair 2005-2006

This is not a tabloid thriller article that would be plastered on the pages at the supermarket check out. This is a little more Homeland Security with a practical application.

Perhaps some of your offices have been involved in SOX compliance issues and have had to answer some tough questions about how you do your business as you interface with a publicly traded company.

Same is holding true for those companies that are integrated into international commerce, whether buying or selling, into one supply chain or another, we're all being looked at more closely. The charge under the Department of Homeland Security and the U.S. Customs and Boarder Protection are looking at some new levels of the safety in your company.

A recent internet warning from a well-known trade compliance law firm sited the 9 points at which the C-TPAT or Customs-Trade Partnership Against Terrorism has stepped up enforcement. C-TPAT was originally voluntary, we're seeing some changes, and I foresee that they will not be voluntary.

Guidelines are being developed where C-TPAT participant firms will have:

1. Written and verbal process verification of business partners practices.
2. Access controls to your physical building with positive photo identification.
3. Personnel screening for present and candidates for positions.
4. Security procedures for product movements.
5. Security and Threat Awareness training for staff.
6. Physical and plant security for your facilities.
7. Safeguards for Information Technology.
8. Known carriers for conveyances of your products.
9. Standards for Containerized Cargo safety.

For most of the NACM member firms, these all fit within the risk management of your office and facility. Under #3, personnel screening is not something that we perform on a repeat basis. My company has opted outsourcing for background checks to Credentia Staffing Resources, the staffing arm of NACM Oregon, for confidential personal credit and criminal background checks.

So next time a trade partner of your company has to ask you the trade pattern questions and product safeguards, including knowing if your staff is clear of criminal records, think about having Credentia be your partner help to answer otherwise embarrassing questions about who is on your staff.

President's Message

Scholarships for Credit Professionals

Rod Wheeland, CCE

The NACM-Oregon Foundation has been giving scholarships to those working in credit for the last nine years. During this time it has raised money through a variety of fund-raising techniques. One of the most popular has been the annual dinner party, the **Mardi Gras**.

This year the party will have special meaning, as the Foundation will donate 10% of the proceeds to disaster relief or other supporting charities.

The 2006 April Fools Mardi Gras will be held in the ballroom of the Multnomah Athletic Club. An excellent MAC-meal will be served, and live background music will encourage your generosity. There will be several oral auction items. In years past the favorites have been cruises, weekends at a resort, golf at a first-rate course, and courtside Blazer tickets. The silent auction will feature many uniquely Northwest items, including a series of themed gift baskets. And, the "box of dollar bills" will again challenge those willing to try their special key.

The NACM Oregon staff strongly supports the Foundation's efforts in this fund-raiser. I hope you will join us for a unique, enjoyable, and memorable evening at the MAC.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

NACM Credit Manager's Index

The Credit Manager's Index (CMI) is created from a monthly survey of credit and collection professionals. The CMI survey asks NACM members to rate favorable and unfavorable factors in their monthly business cycle. Favorable factors include sales, new credit applications, dollar collections, and amount of credit extended. Unfavorable factors include rejections of credit applications, accounts placed for collections, dollar amounts of receivables beyond terms, and filings for bankruptcies. The results provide a benchmarking and forecasting tool that looks at the entire cycle of commercial business transactions. The CMI has gained rapid acceptance among the business and financial community as an economic indicator to both watch and report on.

Member participation in this survey is both welcome and encouraged, and takes less than five minutes each month! However, it is an ongoing monthly commitment.

Visit www.nacm.org for a complete listing and explanation of results.

Combined Manufacturing & Service Sectors

	Aug '04	Sep	Oct	Nov	Dec	Jan '05	Feb	Mar	Apr	May	Jun	Jul
Sales	69.1	66.2	63.3	62.5	58.3	51.6	60.6	70.6	71.6	66.7	68.5	64.3
New credit applications	59.8	60.7	57.3	57.0	51.5	50.5	60.5	65.7	64.5	60.8	62.4	60.3
Dollar collections	63.9	65.3	64.7	60.1	61.1	54.2	56.5	63.6	70.2	64.8	63.9	62.2
Amount of credit extended	69.7	66.5	63.7	64.4	61.3	57.2	63.4	71.4	71.3	69.7	68.3	64.6
Index of favorable factors	65.6	64.7	62.3	61.0	58.1	53.4	60.2	67.8	69.4	65.5	65.8	62.8
Rejection of credit applications	53.4	51.5	50.7	54.7	55.0	54.3	50.4	439.	50.0	51.7	50.8	52.3
Accounts placed for collections	56.5	51.7	54.1	53.6	52.8	51.4	54.3	50.9	50.5	53.2	52.5	51.8
Disputes	49.5	47.3	51.0	50.7	52.3	48.7	49.1	48.8	50.5	49.2	49.9	47.8
Dollar amount beyond terms	56.8	48.9	50.2	50.7	49.9	51.0	52.6	55.1	59.0	55.8	53.7	53.7
Dollar amount of customer deductions	50.0	46.7	48.7	47.9	49.0	47.7	51.1	50.0	49.9	49.3	51.5	51.7
Filings for bankruptcies	61.2	55.5	58.6	60.4	58.5	60.0	58.0	58.5	56.0	52.2	57.1	58.9
Index of unfavorable factors	54.6	50.3	52.2	53.0	52.9	52.2	52.6	52.1	52.6	51.9	52.6	52.7
NACM Combined CMI	59.0	56.0	56.2	56.2	55.0	52.7	55.6	58.4	59.3	57.3	57.8	56.7

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

The Legal Corner

By William G. Fig, Attorney

As discussed in the first article of this series, we are going to review the collection process from A to Z.

The most important part of the collection process is the agreement reached between you and the customer (aka future debtor) at the inception of your relationship. At that point, presumably no money is owed and the relationship between you is friendly. Moreover, at that point, the customer needs what you are offering and, therefore, should be willing to agree to your terms and conditions to receive your goods or services, especially on credit.

First, a "background check" is essential. Nearly every business that extends credit asks for references and credit information. Most run a credit check. If any of these items turn up negative information, you should seriously consider sending the customer on his way. No matter what kind of promises a customer makes (written or otherwise), taking on a bad risk usually results in a bad business decision. Always remember, you cannot get blood from a stone.

Assuming the customer passes the initial screening process, what documents should you require the customer to sign in order to receive your good/services? One document that is **absolutely essential** is a credit application signed by the customer that contains basic terms and conditions. Do not rely on terms and conditions found on invoices or tickets, even if they are signed by the customer. There is a significant chance that a court will find that these terms and conditions are not enforceable against the customer.

The terms and conditions set the

parameters of your relationship with the customer. Among other things, terms and conditions can provide when and how the customer must pay amounts owed, the penalties for non-payment (e.g. interest, late charges, attorney fees, collection costs) and where the customer may be sued (i.e. venue). In other words, your terms and conditions can provide for payment by the 10th of each month, interest/service charges of 18% per annum on all unpaid balances, the recovery of attorney fees if suit is filed to collect amounts owed by the customer, and that the customer consents to be sued in the county where you are located.

Without the above terms, you would only be entitled to recover 9% interest, you would not be entitled to recover attorney fees, and you would need to sue the debtor in the county where it is located. As you may imagine, exposure to attorney fees can provide significant leverage in motivating a customer to "voluntarily" pay its obligation. Also, being able to sue the customer in the county where you are located keeps your costs down and, if the customer is not located in the same geographic area, significantly increases its costs in disputing the debt. Yet another leverage point in motivating the customer to resolve the matter short of litigation.

In addition, terms and conditions may also limit the customer's remedy for defective goods/services. For example, a product supplier may include a term limiting the customer's remedy to the replacement of the defective goods and providing that it is not liable for any costs associated with replacing the defective goods or damages caused by the goods. Moreover, terms and conditions may limit the type of warranty provided by you for the goods/services provided. Without agreed-to-terms, by law, you

may be providing a wide scope of "implied warranties" without even knowing that you are doing so.

The items set forth above only provide a few examples of the benefits of well drafted terms and conditions. Getting a customer to sign your terms and conditions puts you, to the greatest extent possible, in the driver's seat in a dispute with a customer and provides you with the necessary leverage to settle a dispute quickly. Without favorable terms and conditions, your chances of an early resolution of a customer dispute diminish exponentially and, at the end of the process, because you will not be able to recover your attorney fees, there is no chance that you will be made whole.

William F. Fig is an attorney with Sussman Shank, LLP. His practice focuses on business litigation, construction law, environmental litigation, and consumer debtor/creditor matters. Bill represents creditors, general contractors, subcontractors, and small to mid-sized businesses. He holds a specialty certificate in environmental law with a focus on hazardous wastes. Mr. Fig has been active as a speaker and presenter at various NACM Oregon seminars. His email is billf@sussmanshank.com.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

New Appointee

NACM Oregon is pleased to announce the appointment of James R. Jensen, CCE/CEW, to the Distressed Business Services team. Jim worked as a credit executive for more than three decades and brings a great deal of experience with workouts, insolvencies, and bankruptcies. Jim is an active member of the American Bankruptcy Institute, Turnaround Management Association, and CFDD Portland.



If you have a financially distressed customer, legal action may not be your best option. Out-of-court workouts and liquidations of distressed businesses are usually faster and more cost-effective and generate a greater return to unsecured creditors.

And, with the impending implementation of the new bankruptcy amendment, out-of-court options may offer even more appealing resolutions.

Why Use NACM?

NACM Oregon can help you by acting as a trustee, administrator, or assignee in an out-of-court workout or liquidation. Our Distressed Business Services department will find a solution that is in the best interest of all parties, because we:

- have a broad understanding of the priorities needed to administer the cases;
- work with attorneys experienced in this field;
- view this as a service to our members and the business community;
- believe the process benefits the debtor and the creditors.

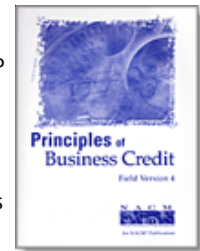
You Have The Most to Gain

The unsecured trade credit manager has the most to gain from a service of this kind. NACM Oregon provides this service as an additional tool to help creditors obtain payment and to continue the business relationship in the future. By working together, creditors and debtors can come to a mutually acceptable solution.

Please feel free to contact Jim directly at jjensen@nacmoregon.org or 503.720.1120 for more information.

Principles of Business Credit Field Version 4

Over two years of dedication by the most experienced credit professionals in the field, including many CAP instructors, has produced this comprehensive text on all the essential elements of business credit. Every chapter has been reviewed and updated by this team of professionals to bring you the most reliable text of current practices for credit professionals. This is a great handbook for all credit and collections departments and important review material for all three NACM designations. Highlights include:



- Reference sections have been added to the end of all chapters to ensure complete topic coverage should the reader desire more.
- Chapters have been rewritten to provide consistent, logical presentation of materials.
- Appendices have been created to round out important, timely concepts such as an Enron case study.
- A complete section on Revised Article 9 has been developed.
- Legal counsel was involved in the review of every chapter to assure accuracy in all relevant issues.
- Even more informative and illustrative samples of forms and documents have been added to chapters such as "Credit Investigations."
- Outlined learning objectives at the beginning, and review questions at the end of each chapter help to reinforce the learning experience.
- Great layout and easy-to-read large type.

Contact Barbara Salazar at 971.230.1182 or email to bsalazar@nacmoregon.org to order your copy today.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Internal Job Openings

Sales



Credit Reporting Sales Rep

We are seeking an enthusiastic, confident self-starter to enhance existing client relationships and sell our services to prospective customers.

Experience developing and maintaining long-term customer relationships preferred. Minimum requirements include exceptional communication skills, computer skills (Microsoft Office), and a 4-yr degree or comparable experience. We offer a competitive base salary, significant incentive opportunities, and an excellent benefit package.

If you meet the requirements above, email your resume & cover letter to hr@nacmoregon.org.

An Equal Opportunity Employer

Human Resources/Staffing



Customer Relationship Rep

Specialty niche firm is seeking an enthusiastic, energetic self-starter to join our team. Sell our services to prospective customers; establish & maintain existing client relationships; assist with recruiting and placement of qualified professionals. Minimum requirements: 2-yr degree, business school training, or comparable experience; exceptional communication skills; minimum 2 yrs experience and demonstrated success in outside sales. Previous experience in credit or finance industry preferred. Team player attitude is a must! Competitive base salary, incentive opportunities, and excellent benefit package.

If you meet minimum requirements, to apply, submit your resume and cover letter by fax to 503.245.6055, or email to staff@credentiastaffing.com.

Credentia Staffing Resources, (FKA CrediTemps Staffing) specializes in credit, collections, banking/lending, accounting, and administrative services. Temporary, Temp-to-Hire, and Direct Hire placements!

An Equal Opportunity Employer

Human Resources Tips

Workplace Diversity in a Changing Business Environment

By Valerie Maier, PHR

Picture this: Three frustrated employees, unhappy with the cold, rigid, and almost hostile work environment created by their manager, decide to kidnap him and hold him hostage offsite while they creatively go about changing the workplace environment. They establish flexible work schedules, job sharing, employee benefits that include an onsite daycare center and a substance abuse rehab program. They even manage to paint the office a brighter, more cheerful color and begin allowing employees to have personal items such as plants and family portraits on their desks. The employees are transformed from their previously robotic and emotionless workday routines to happy, cheerful, and more productive *team members*.

Of course, this didn't happen here in Portland, Oregon. It happened in Hollywood, California, on the set of the wonderfully satirical, if somewhat far-fetched, 1980's movie, "9 to 5," one of my personal favorites.

Who hasn't, at some point in their career, had a job, a boss, or an employer that gave them reason to relate, at least on some level, to the feeling of that movie—that going to work every day was just plain drudgery, and wouldn't it be nice if you could

continued on page 9

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Workplace Diversity

... continued from page 8

just make a *few little changes* here and there?

Obviously the movie "9 to 5" was meant as a comedy. But should we be concerned with workplace diversity in reality? You bet!

We are living in an era of global business change. With increased technology and business being done internationally around the clock, the nature of work has been redefined. It's no longer necessary, and sometimes it's even impractical, for employees to be at their desk from 9 to 5 every day. And with most families needing two incomes, they must balance the challenges of careers with the demands of home and family. So what can, and should, employers do to partner with their human resources—their employees—to meet the needs of the business as well as the needs of the workers?

Alternative Work Schedules

Alternative schedules can address some of these needs by creating flexibility for both employers and employees. Employers gain enhanced productivity from their workforce; they gain more efficient use of equipment and facilities by reducing idle time; and they meet challenging customer expectations.

Employees are allowed to tailor a schedule that lets them care for young children, look after an elderly family member, handle the responsibilities associated with

running a household, and schedule leisure time more easily.

So what options are available?

- **Flextime**—this option allows employees to establish their own start and stop times, while covering "core" hours during which all employees must be on the job. This is becoming increasingly common in larger cities where commuting is an issue or for employers who have customers in a variety of time zones.
- **Compressed Workweeks**—this approach allows employees to work longer days for part of the week or pay period, in exchange for shorter days or a day off each week or pay period. The most common compressed workweek is a four-day ten-hour schedule. Often, to maximize productivity, companies will schedule part of the workforce Monday through Thursday, and the remainder Tuesday through Friday.
- **Regular Part-time work**—this arrangement provides both employee and employer flexibility to meet individual and customer needs.
- **Temporary work**—Agencies that supply temporary workers have been around for years, but they've enjoyed a new niche in recent years. Employers have traditionally used temps on a short-term basis to fill in when employees went on leave or to complete a special project. However, many companies now use temporary workers to

"try out" potential employees, creating a 'temp-to-hire' category, which can be a win-win for both employer and employee, as it allows both to determine if the match is a good fit prior to making a longer commitment.

- **Telecommuting**—Telecommuters spend part or all of the workweek working outside the office, typically from home, allowing the employee to meet the responsibilities of the job, and also allowing them to be home to meet the needs of family, thereby balancing career and home needs more effectively.
- **Job Sharing**—Job sharing allows two, part-time employees to do the work of one, full-time worker by sharing hours and responsibilities. This option requires good communication between the employees and with the supervisor to maintain job efficiency and effectiveness.

Accommodating an Aging Workforce

According to a 2003 SHRM/ NOWCC/CED survey on older workers, some of the top reasons to hire and/or retain older workers include their invaluable experience, sometimes referred to as "institutional knowledge" if they've been with the same company for many years through various corporate changes; they also have a stronger work ethic, are more reliable, more loyal, have

...continued on page 10

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Workplace Diversity ... continued from page 9

higher retention rates and established networks, and add diversity of thought/approach. They also serve as wonderful mentors for other employees.

But age bias can be a factor for many employers in hiring and/or retaining older workers. To determine where your company stands regarding older workers, ask yourselves, or your hiring managers, do you view older workers as well-experienced employees who bring accumulated skills, wisdom, and earned knowledge to their jobs? Or do you see them as workers whose productivity may be diminished, with declining physical and mental function, unable to learn and keep up with their younger counterparts?

The truth is, older workers in this generation differ dramatically in their abilities, desires, needs, and responsibilities. Older people are often more diverse than younger people in terms of quality of life, economics, and health. But attitudes about older people have not caught up with the reality of today's aging. It's important to eradicate the stereotypes of older workers as being less productive, less valuable employees, and move to an evidence-based approach to older workers.

With advances in medicine and increased individual awareness surrounding healthcare and wellness, people in general are living much longer now than in past generations. Currently, one in eight Americans is 65 years old or

older. In 1999, the Committee for Economic Development reported that in 1950 there were seven working age people for every elderly person in the United States. But by 2030, there will be only three.

As the nation's 78 million baby boomers age, the number of older Americans will skyrocket. Many older workers are remaining in the workforce or returning to full or part-time positions after retiring. This can be for financial reasons, or simply because, as older Americans now are generally healthier than in the past, they want the ongoing socialization that working can provide, as well as wanting to contribute and feel valued.

But few employers have yet developed programs to accommodate the needs and interests of older workers. A 1997 SHRM/AARP survey indicates that 61 percent of employers do not provide opportunities for workers to transfer to jobs with reduced pay and responsibilities and seventy-three percent do not offer phased retirement programs.

Health insurance is a prime consideration for older workers. Although older people are healthier than they used to be, certain chronic conditions become more common with age, which could contribute to an overall rise in health insurance costs. To compensate, some companies pay older workers 60 percent of their salary for 80 percent of their time, and use the difference to pay for health insurance.

Job flexibility is also a high

priority for older workers. One recent poll indicated that 71 percent of baby boomers who plan to work in retirement would prefer to do it part-time. If they haven't already done so, employers would be wise to implement alternative work schedules to offer this portion of their workforce.

With significant changes in business culture occurring constantly at almost lightening speed, employers must adjust accordingly in order to maintain their competitive edge in recruiting and retaining the right employees. Alternative work schedules and accommodating older workers are just two areas in which employers can offer workplace diversity. There are many other considerations, such as technological advances, healthcare benefits, and training and professional development that also that need to be addressed.

It really doesn't matter where you choose to start in implementing a diversity program in your company. The important thing is to start somewhere, and from there build a customized program that takes into consideration, and balances, both the needs of the company and the needs of the employees. In doing so, you'll build a healthier, happier, and therefore more loyal and productive workforce, making your company an employer of choice in the career marketplace, rather than a company whose employees fantasize about a hostile takeover against their "9 to 5" work environment.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Education

Good Morning Credit!

The Good Morning Credit classes is an excellent way to learn fundamental credit and collection management techniques or to train new staff. The program starts at 7:30 a.m., so you or your staff can head back to the office by 9:30. Join us for these informative sessions packed with practical tools for immediate use.

7:30 - 9 a.m.

NACM Oregon
7931 NE Halsey, Portland,
Suite 201

.15 CEU per class

October —

11 – Out of Court Workouts & Liquidations

Workouts and liquidations tend to be faster, more flexible, and offer greater returns than pursuing a debtor through bankruptcy court.

November —

8 – International Credit Methods

Learn special methods of extending credit to international businesses.

December —

13 – Bankruptcy Basics

What should you do when a customer files for bankruptcy? Find out how to best protect your interests while working with your customer and the courts.

Seminars & Events

October —

4 & 5 — Dr. Steven Isberg presents “Understanding Your Customer’s Through Financial Statement Analysis”

This unique and insightful seminar for the intermediate or advanced level credit professional is designed to enable you to apply financial statement analysis in a way that enhances your understanding of what drives your customer’s business, as well as provide insight on the relationship between underlying economic conditions and the development and outcome of corporate strategies.

12 — Bankruptcy Survival Techniques: Changes in the Code

Morning Session

A bankruptcy primer involving a review of the bankruptcy process and terminology, including the filing, creation of an estate, different chapters of the law, the trustee, the debtor-in-possession, reclamation, preferences, and the priority pyramid. This introductory session will be valuable to the individual new to credit and a good review session for the more experienced practitioner.

Afternoon Session

A review of the recent amendment to the Bankruptcy Code from the perspectives of a bankruptcy lawyer, a representative of the US Trustee’s Office, and a judge. This will involve discussion of practical issues of bankruptcy. Changes to reclamation, preferences, leaseholds, and other factors in the process will be central topics.

Seminars & Events, continued

17-19 — Power Up! 18th Annual Western Region Credit Conference, Golden Nugget, Las Vegas, Nevada

For more information contact: Deborah Pio, CMP, at 510.346.6000 ext. 227
CMA Business Credit Services



20 — Barry J. Elms presents “Conflict Management For Credit Professionals”

Join us for this exciting seminar— you will look at the five keys to building a mutually rewarding relationship between the sales and credit departments. The program will focus on how to develop strategies that combine the goals of “Customer Satisfaction at a Profit.”

November —

8 — Financial Statement Analysis (FKA Financial Statement Analysis I) Fall 2005

This five-day class meets one of the requirements for the CBA certification. The objective is to provide the student with a comprehensive introduction to financial analysis as a method used in credit evaluation.

8 — Risk Management Seminar 1:30 - 4:30 p.m. (Dinner + bonus class 5:30 - 8:30 p.m.)

Red Lion Inn on Market St., Salem
A comprehensive and practical course in credit analysis/risk assessment. This seminar is designed to provide up-to-date techniques, management, and professional requirements for individuals involved in commercial credit management. Sponsored by CFDD Salem-Albany Chapter.

For more information or to register for a class, please contact Claudia Sarinana at 971.230.1184 or go to www.register@nacmoregon.org

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Scholarships

NACM-Oregon Foundation

- NACM Seminars
Total: \$1,000
(Additional scholarships became available for the Barry Elsm Seminar being held October 5, 2005. Contact Lou Rice)
- Certification Fees—to establish files for exams and for continuing certifications and re-certifications.
Total: \$1,500
- College courses approved and required for accreditation and certification. Includes online courses through NACM National Education Department.
Total: \$1,000
- Certified International Credit Professional Fee—FCIB online course.
Total: \$350

Contact Lou Rice for an application or more information at 503.454.1051 or email to lrice@pacificmetal.com.

NACM Oregon

- Three (3) scholarships for each seminar available (does not apply to National seminars and Good Morning Credit! classes/series).

CFDD Portland Chapter

- Georgia Noble (Basic Credit—one (1), \$100 scholarship.
Total: \$100
- Phylliss Clark (Basic Credit)—one (1), \$100 scholarship.
Total: \$100
- NACM Oregon seminars—one (1), \$100 scholarship.
Total: \$100
- CFDD Seminars—four (4), \$100 scholarships.
Total: \$400

Contact Charlene Gothard, Land O'Lakes Farmland Feed at 503.286.7188 for more information.

CFDD Eugene/Springfield Chapter

- Please contact Tony Ceniga, Industrial Finishes & Systems at 541.284.2225.

Scholarship Recipients

The following individuals were recipients of scholarships awarded by the Foundation.

Bill Anderson, Liberty Northwest
Denise Brown, D P Nicoli, Inc.
Jerry Fortner, Electro Scientific Industries, Inc.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Welcome New Members

Footwear Specialties International, a footwear distributor.

Brian Leckband
503.287.5070
6872 N Fathom St.
Portland OR 97217

Lanoga Corp., a building materials distributor.

Lora Ballou
503.723.6006
PO Box 1929
Sandy OR 97055

Mountain West Building Supply, lumber and building supplies distributor.

Lauren Heaton
208.365.7580
PO Box 1108
Emmett ID 83617

Scotsco, Inc., a distributor of landscaping equipment products.

Gabriel Smithson
503.653.7791
13101 SE 84 Ave., #13
Clackamas OR 97015

Member Referrals

Is there another company in your industry that would be a perfect addition to your credit industry group? Is there a customer who is struggling to collect on past-due accounts? Chances are, you come in contact with businesses every day that could use NACM Oregon's services. Whether a business needs access to credit reports, collection services, industry groups, or education, referring them to NACM Oregon is one of the best things you can do.

The new member benefits:

- by using NACM's credit services to protect themselves against credit risk.
- by gaining access to a large network of credit professionals.

Your company benefits:

- by helping your customers and suppliers stay financially healthy.
- by expanding your firm's sources for shared information and networking.

NACM Oregon offers cash for each new member you refer that subsequently joins the association. Prizes are \$50 for the first new member, \$50 for the second new member, and \$100 for the third new member. The representative with the most referrals for 2005 will receive \$300.

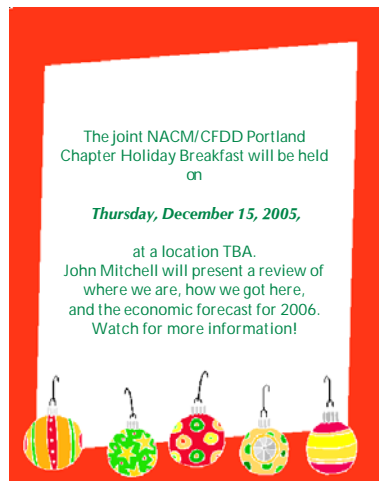
Congratulations to the following individuals who who received an award for referring a new member to NACM Oregon:

Jim Jensen, CCE, referred North American World Trade Group, Inc.

Brian Rose (CU Business Group LLC) referred First Tech Credit Union.

Steve Watkins (SAPA, Inc.) referred LRD Performance Specialties.

Peter Williams (Oregonian Publishing Co.) referred Hillsboro Argus.



Mardi Gras

April 1, 2006

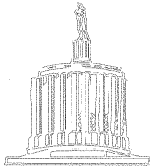
Watch for more information about this fun-filled event.

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

CFDD Chapters



Salem/Albany Chapter

Meeting Date: Tuesday,
October 11, 2005

Location: Red Lion Inn
3301 Market St.

Networking Time: 5:30 p.m.
Dinner: 6 p.m.

Program: "Retirement—Are You
Ready?"

Reality check on Social Security, what can you expect. How much do YOU need to save to retire comfortably? Conservative vs. aggressive investing and why you should diversify. Medical and unforeseen cost of retirement.

Presenter: Scott Wilson, Financial Planner, ING Financial Advisers, LLC

Coordinator
Theresa Quillard
503.362.3633 x539
tquillard@airbpaviation.com



Eugene/Springfield Chapter

Meeting Date: Wednesday,
October 12, 2005

Location: Downtown Athletic
Club Conference Ctr.
999 Willamette St.

Networking Time: 5:30 p.m.
Dinner: 6 p.m.

Topic: "NACM: The Benefits of
Membership"

Presenter: Rod Wheeland, CCE

Coordinator
Rebecca Jarrett
541.242.7121
rjarrett@levi.com



Portland Chapter

Meeting Date: Thursday,
October 13, 2005

Location: Days Inn City Center
1414 SW 6th Ave.

Networking Time: 5:30 p.m.
Dinner: 6 p.m.

Topic: "Case Law and other
Topics"

Presenter: Mark Wada, Harrang,
Long, Gary & Rudnick PC

Coordinator
Charlene Gothard
503.286.7188
cgoth@landolakes.com

The Business Credit Journal

A monthly newsletter published by NACM Oregon

October 2005

Board of Directors

Chairman

David Erickson, CCE
Allports Forwarding, Inc.
david@allports.com

Vice Chair

Cheryl Wahlberg, CCE
Food Services of America
cheryl_wahlberg@fsafood.com

Secretary

Pat Jones
Consolidated Supply Co.
jonpat@consolidatedsupply.com

Treasurer

Glenn Brooks
PacificCorp/Scottish Power
glenn.brooks@pacificcorp.com

Counselor

Rick Weisman, CCE
Graybar Electric Co.
rick.weisman@gbe.com

Directors

Barbara Davis, CBF
Liberty Northwest Insurance Co., Inc.
barbara.davis@libertynorthwest.com

Steven Fancy, CCE/CICP
Pope & Talbot, Inc.
steven_fancy@poptal.com

Doug Jacobson
XPEDX
douglas.jacobson@ipaper.com

Lori Kimball, CBA
Norpac Foods, Inc.
kimball@norpac.com

Darrell L. Robinson
E C Company
darrellr@e-c-co.com

Yvonne Prinslow, CCE
Pope & Talbot, Inc.
yvonne_prinslow@poptal.com

Ann Wineland
awineland@comcast.net

Rod Wheeland, CCE
President
NACM Oregon
rwheeland@nacmoregon.org

Contacts

Customer Service/Credit Reporting

971.230.1220

services@nacmoregon.org

Education

Claudia Sarinana

971.230.1184

csarinana@nacmoregon.org

Industry Groups

Kathy Gibson

971.230.1176

kgibson@nacmoregon.org

Claudia Sarinana

971.230.1184

csarinana@nacmoregon.org

Collection Services

Marmie Carpenter

971.230.1200

mcarpenter@nacmoregon.org

Credentia Staffing Resources

Karen Mowrey

971.230.1118

kmowrey@credentiastaffing.com

Billing

Barb Smidt

971.230.1146

bsmidt@nacmoregon.org