

E~Credit News

The Business Credit
Management
Association Wisconsin

October 2019

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15755 W Rogers Drive #200
PO Box 510157
New Berlin WI 53151-0157



TIME IS
RUNNING
OUT FAST

October 10, 2019
9:00 AM —4:00 PM

**COMMUNICATING SO OTHERS
HEAR & FOLLOW YOUR VISION**

As leaders, we are responsible to communicate a clear vision, give specific direction and feedback on how to attain that vision, as well as navigate the required change necessary to realize that vision. How we communicate with our co-workers dramatically impacts our ability to succeed. If we are unable to clearly communicate our vision in a way that draws others in, we will not have people who follow the vision. If we are unable to give specific and meaningful feedback to those working with us, we will leave people confused, checked out or going in many different directions. If we do not proactively prepare people for needed change and communicate well throughout the change, we will leave people afraid, confused or unproductive. Communication is central to effective leadership and building highly connected and engaged groups. Professional Speaker, Karrie Landsverk, is going to facilitate a session that will identify key techniques to ensure others are hearing our message and following our vision when we communicate. She will have us laughing, connecting and leaving with practical techniques we can apply right away with others!

THE EVOLVING CYBER THREAT LANDSCAPE AND HOW TO COMBAT IT
Cyber threats continue to evolve and grow in today's everchanging technological landscape. Top threats include Business Email Compromise (BEC) attacks which increased by 130% in 2018 and of course, Ransomware. One wrong click by an employee can mean an infected email has worked its way into your company, potentially impacting all your online systems, electronic accounts receivables, email, phones and more - basically bringing your business to a fast halt. In this session, you'll learn ways you can help identify and defend yourself and your organization from attacks. Threats can be effectively mitigated through awareness, preparedness and active defense. Tom Scarborough has over 17 years of Information Security Management experience and in his present Director role, he oversees the day-to-day operations of Information Security including Cyber Threat Intelligence, Threat Detection and Assessment, Incident Response, Insider Threat, Attack Surface Management, and the Ethical Hacking Program.

MASTERMIND CREDIT ROUNDTABLE

Financial managers and staff are encouraged to attend. Managing and maximizing cash flow, financial implications of sales agreements, customer contracts and assessing sales risk while extending open account credit to customers will always be challenging. Roundtable discussion on the most critical business topics leads to the exchange of information, ideas, industry best practices, and the opportunity to share your top issues and challenges with your peers (outside of your organization). In this field, you cannot stand alone. This session is returning to the Conference again this year, requested by popular demand from those who were helped during these important discussions over the past 8 years! A topic questionnaire will be sent to you under separate cover.

Click [here](#) for more details.

NEW GROUP REPRESENTATIVE**INTERNATIONAL CREDIT EXECUTIVES
(ICE) GROUP REPRESENTATIVE**

Nichole Villard
L&S Electric

Pal Levy
Brownell's

**PLUMBING & HEATING CREDIT GROUP
REPRESENTATIVE**

Phil Gilbert
Auer Steel & Heating Supply Company

**NEW ASSOCIATION
REPRESENTATIVE**

Nichole Villard
L&S Electric

Phil Gilbert
Auer Steel & Heating
Supply Company

Pal Levy
Brownell's

**MEMBER NEWS:**

If you have something you would like us to
announce please send an email to

admin@wcacredit.org

Subject line: Member News

AGENCY LEADERS' BEST ADVICE FOR IMPROVING COLLECTIONS

In our just-released survey of collection agencies leaders, one of the questions we asked was for their top three recommendations for improving collections in today's environment. It should be noted that last year, they were quite optimistic about the economy, a prediction that proved to be spot on. This year, however, they're not quite as optimistic. We don't know if that'll play out as they fear. Regardless, in the credit profession, it never hurts to be fully prepared.

If you think about it, there's no one in a better position than agencies to make recommendations on this topic. They see everything that doesn't work - the dregs. And they see it all day long, day in and day out. As such, they're in a unique position to evaluate why receivables aren't collectible. With that said, read on for their top advice.

Top Four

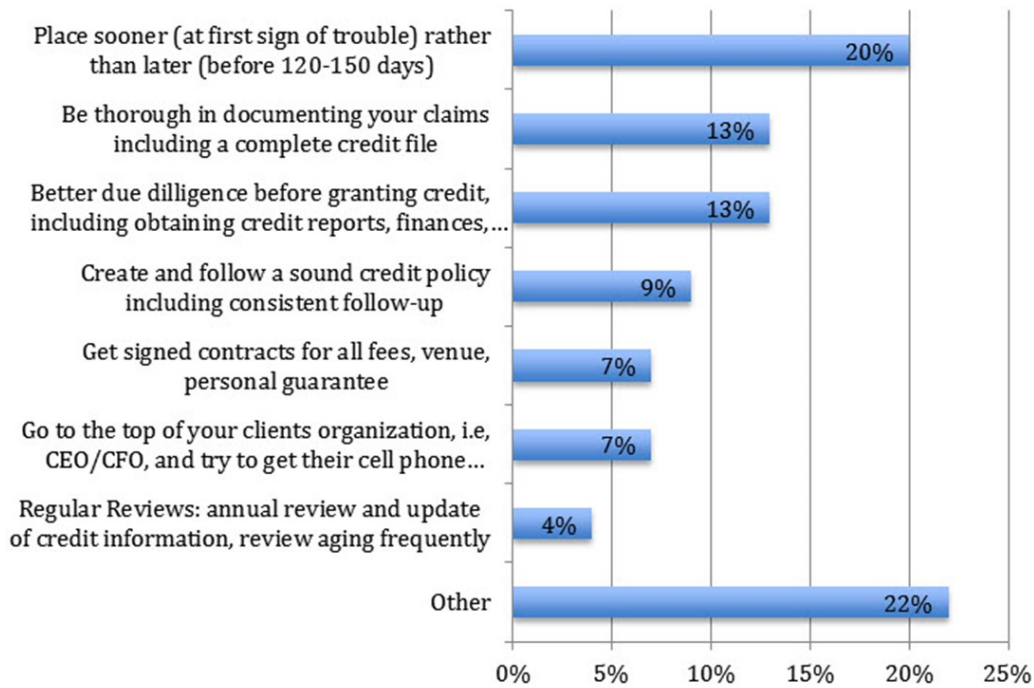
Of note, their top four recommendations are unchanged from last year. So as you think the effectiveness of your collection operation, start with these. Covering the basics usually gets you to at least 80% of your goal:

- ◆ Avoiding delays in placing claims
- ◆ Thoroughly documenting claims
- ◆ Being comprehensive when evaluating new accounts
- ◆ Consistent follow-up in accord with set policies

Here are their top seven:

AGENCY LEADERS' BEST ADVICE FOR IMPROVING COLLECTIONS (Continued)

Top 7 Recommendations for Improving Collection Performance



And here are their additional recommendations:

- Accelerate late stage customers who break promises or avoid contact
 - Be more aggressive with litigation
 - Do not speak to the debtor once placed for collections - let the agency do the work for which you hired them
 - Don't hold on to larger claims and only place small ones
 - Focus on collector effectiveness
 - Focus on large dollar receivables
 - Have realistic expectations
 - Listen to what customers have to say - don't just collect the money - be prepared to work with them and use payment plans
 - Personally reach out to new customers to introduce yourself and your department
 - Provide above industry average compensation to your staff to reduce turnover
 - Provide ongoing training and feedback for collection staff
 - Use UCC1s to secure equipment and funds
- Use your collection agency as a commissioned collection staff, and not a clearinghouse for dead accounts.

Management tip => From the above list, which are you weakest at? Focus on just one to start and see what incremental improvements you can make.

To see the full survey results of this survey (currently on open access), [click here](#).

What's your company's policy on issuing corporate credit cards to employees?

I am not only in charge of credit but also responsible for payables and, amongst other things, our corporate credit card program. We are in the midst of changing it and also are addressing a number of other related topics, including cash advances for employees. As you can imagine, this can get to a point that it takes a lot of time and is somewhat dicey. Who should be allowed corporate cards? Is there an agreement signed between the employee assigned a card and the company? Do you allow cash advances? Or, do you not use corporate cards and expenses are simply filed and reimbursed? Do you have a separate written policy within your company concerning this topic?

Whatever feedback I could receive would really assist me. My boss, our CFO, and I are working on refining all of this and he suggested that I put this out to the group in hopes of seeing how other companies are handling it in today's environment. I know that this is a topic that is constantly changing.

Accounting Manager, Distribution Company

=====

I've launched two corporate credit card programs.

1. Who? We decided on the "management team", sales team, and a select group that need the card...mostly as a procurement tool.
2. Advance? With a card very few people should have the need for an advance. Personally, I'm not a fan of advances.
3. Contract with employee? Yes, who need one as the employee is ultimately responsible. The cc provider most likely has a sample agreement.
4. Policy? Yes, we amended both policies to include corporate credit card usage.

Director, High Tech Company

=====

Jim raises some very good points...some others to consider would include:

- 1) Liability. Make sure that you understand whether there is an explicit corporate guarantee on the card usage by an employee. Even if there isn't, you should expect that you may have to provide that guarantee for some employees who have poor credit records. Make sure you understand when any liability waivers are available to you and what you have to do to qualify for them - otherwise you could be in for an unpleasant surprise.
- 2) I agree with Jim - stay away from cash advances as much as you can - the card should help with that a lot. What I've found is that if someone's requesting a cash advance, they're a good candidate for a corporate card.
- 3) We pair our corporate card with a T&E reporting package from a third party, but I'm not sure if that's in your plans. Having the corporate card charges feed directly into that system is a help.

What's your company's policy on issuing corporate credit cards to employees? (continued)

4) As part of the program launch you'll need to decide how firmly you'll require the card to be used. You need to be ready for what you'll do is someone on the team wants to put their expenses on their personal card to gain the rewards themselves.

5) Think about delinquency reporting policies - what you want to do is be ready for the people who don't handle their expenses promptly, who's responsible for late fees, etc.

If you have any questions feel free to let me know.

Treasurer, Publisher

Thanks to Credit Today Senior Credit Executive Discussion Forum.

Keys to Working Across Department Boundaries

Does your credit department work across the various "boundaries" within your company? That's imperative in today's environment. Here are the lessons-learned from a well-known company that has really done a great job and thought this out thoroughly.

- Spend a lot of time planning.
- Take the word "hopefully" out of the equation.
- Demand fully documented processes.
- Require controls and training programs. You don't want anyone entering one of your teams (in any department) who has not been trained properly.
- You need to have the proper career paths so the people on the teams don't feel like they're stuck in teams without any way to communicate with the rest of the organization.
- You need a very well-defined feedback loop within the team so that when you uncover problems you have a way to improve the process.
- Lastly, you need metrics that are constantly reevaluated so that the teams are all pointed in the right direction.

TSYS Merchant SolutionsSM (Partners)

Need credit card payment solutions for your business? Whether large or small, TSYS has the customized solutions to fit your business needs. BCMA partners with TSYS because they are focused on creating more value in our client relationships than ever before, and their voice has emerged as one of the most trusted in the payments industry. This true spirit of partnership, and the accompanying understanding that our success is determined by our clients' success, infuse everything we do. Whether you're LOOKING TO BEGIN ACCEPTING CREDIT CARDS, or LOOKING TO LOWER YOUR CREDIT CARD SUR-

CHARGE FEES...TSYS will help. Contact the Association at 262.827.2880. We'll put you in touch with a representative that will assist you. TSYS was named to Ethisphere's 2013 World's Most Ethical Companies List!

[*NACS Credit Services, Inc](#)

[*Pennsylvania Association of Credit Management](#)

[*The Business Credit Management Association Wisconsin](#)



Phone: (262) 827-2880 or 888.546.2880
FAX (262) 827-2899
Web: www.wcacredit.org

GOT AN IDEA?

Would you like to contribute to the BCMA Newsletter? The most important part is your idea. We can handle the polishing. Just write to us at BCMAEditor@CreditToday.net with your idea!



Darryl Rowinski CCP, CPC X222
President & COO,

- Membership
- Director of Professional Service Firm Solutions
- Resume Referral Services
- Employment & Outsourcing Services

Dianna Rowinski X225

- Director of Education
- AP/AR
- International & Industrial Group Administrator

Gail Venne, X223

- Credit Reporting
- Group Administrator

Chrys Gregoire X221

- Administrative Support
- General Questions/Information
- Data Transmissions
- Group Services
- E-Commerce
- Credit Reporting

Patty Hughes X227

- Recovery Specialist
- Credit Reporting

Board of Directors

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- President
Darryl Rowinski CCP, CPC
- Counselor
Adriana Sertich CCP, CPC
- Director Emeritus
Wayne Crosby, CCP, CPC

Directors:

- Abe WalkingBear Sanchez
- Davy J. Tyburski
- Rob Lawson
- Stu Sturzl, CCP, CPC
- Barry Elms

So Many ways that you connect to The Association

[Website](#) [Find us on Facebook](#) [Linked in](#) [Twitter](#) [yelp](#)

UPCOMING INDUSTRY CREDIT GROUP MEETINGS

OCTOBER 8, 2019

Regional Paper & Packaging Industry Credit Group
Book of Reports Only
Fine Paper/Graphic Arts Industry Credit Group
Teleconference Call

OCTOBER 9, 2019

Plumbing & Heating Industry Credit Group
Brookfield, WI

OCTOBER 11, 2019

Electrical Suppliers Industry Credit Group,
Milwaukee, WI

OCTOBER 15, 2019

Building & Construction Materials Credit Group
Milwaukee, WI

OCTOBER 16, 2019

Minnesota Electrical Suppliers Credit Group
Brooklyn, MN

OCTOBER 17, 2019

Construction Industries Credit Group
Appleton, WI
Food Suppliers Industry Credit Group
Madison, WI



OCTOBER 18, 2019

IL Fine Paper Industry Credit Group
Lombard IL

OCTOBER 19, 2019

Western Electrical Suppliers Industry Credit Group
Book of Reports Only

OCTOBER 22, 2019

WI/IL HVAC Industry Credit Group
Rockford IL

OCTOBER 23, 2019

Food Service Supply Hospitality Industry Credit Group
TBD



2019 Education

October 10

State Conference

Holiday Inn Milwaukee Riverfront

November 19

**LETTERS OF CREDIT WORKSHOPS
DETAILS ARE IN THE WORKS**

YOU CAN TRUST THE ASSOCIATION TO ASSIST IN [COLLECTION RECOVERY](#) FROM YOUR DEBTORS ANYWHERE IN THE WORLD.

LET THE ASSOCIATION HELP WITH [EMPLOYMENT OPPORTUNITIES](#).