

Action!

spotlight on credit

As the economy stabilized into a new normal, the spotlight is on business credit. Now the star of the show, business credit is recognized as the best way to keep cash flow moving. Credit Professionals need creative, cutting edge skills to react to their customers in this new business environment. The NACM Western Region Credit Conference offers Credit Professionals three-days of targeted training. We prepare Credit Professionals for the intense focus on perpetual cash flow. As a WRCC attendee, you will be well equipped and ready to support your company's business goals.

ALL EYES ARE ON BUSINESS CREDIT. BE READY FOR YOUR CLOSE UP!

Opening Keynote Speaker: **10 Habits of Successful Credit Professionals** featuring Barry Elms

Conference programs include:

- Using Scorecards to Set Credit Limits
- A Practical Approach to Customer and Financial Statement Analysis
- Time Management: A Behavioral Approach
- Interacting with your Bank
- Cash Forecasting and Budgeting
- Setting Your Site on the Internet
- Preference Defense and Prevention
- The Next Financial Crisis
- Balance my life? That's on my "To-Do" List!
- Doing Business with the Americas
- The Use of Economic Models in the Real World
- Who Wants to be a Millionaire (Season 2)
- Key Performance Indicators that Even Your Sales Department Will Understand
- Accepting Credit Cards, Panel Discussion
- The High Cost of Poor Writing Skills
- The New Normal: Doing More with Less
- Leading, Guiding and Directing Others
- Social Media: The Digital Revolution
- Bankruptcy Alternatives
- Ask the Credit Experts Panel
- Employment Security: Changing Perceptions

Closing Keynote Speaker: **Compete Better Now for the Best Performance of Your Life!**, Deborah Gardner, CMP

**Pre-Registration conference pricing:
\$495 through August 1st.**

Early Bird Pricing: \$545 August 2nd - September 1st

Full Conference Pricing: \$595 after September 1st

NACM BCS Members: Georgette can do your registration and the fees will be billed to your NACM Account. 801-433-6116 or GBevan@nacmint.com

This year we've added two conference bolt on sessions that would be held prior to the conference official start time. For those paying the full conference registration, they can choose between the following two sessions for an additional \$99.

Pre-conference super session - Option 1 - Skill Sets

- Antitrust
- Communication Skills: credit references, emails, demand letters
- Developing A Credit Policy and Due Diligence
- Collection Tips and Techniques from the Trenches

Pre-conference super session - Option 2 - CA Construction Law

- CA Construction Credit
- Recap of changes to 2011 law
- What's coming in 2012
- and
- Advanced Construction Law

The Monte Carlo Resort & Casino
3770 Las Vegas Blvd South
Las Vegas, NV



Room rates are \$81.95 plus tax. Room rate includes a \$12.95 resort fee (which includes: in room internet, fitness center access, daily newspaper, 2 bottles of Monte Carlo water per day, local and toll free (800) calls, copying, faxing and boarding pass printing.)

WRCC
OCTOBER 5 - 7, 2011
OPENING KEYNOTE SPEAKER STARTS AT 3:45 PM.
CONFERENCE ENDS FRIDAY AT 3:00 PM.
PRE-CONFERENCE SESSIONS HELD ON WED. OCT. 5 FROM 9 TO 3 PM

www.nacmwrcc.com