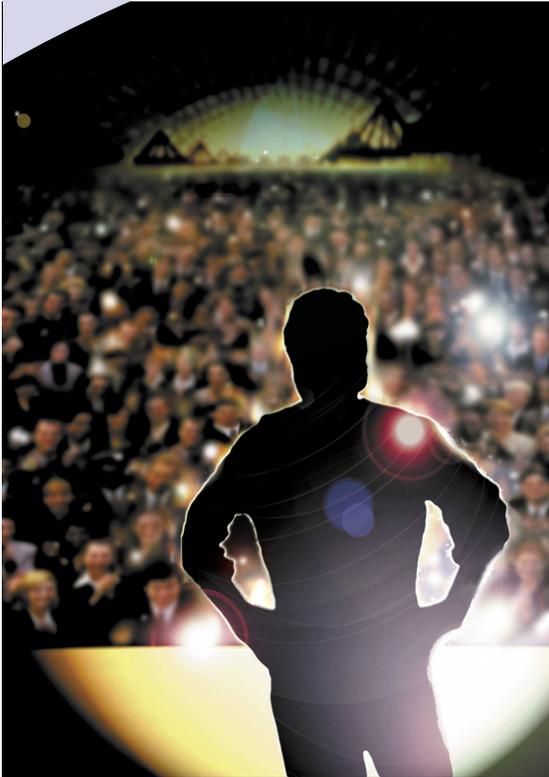


# 2018 Credit Professional's Conference

September 18 & 19 — Oshkosh WI



**BRUCE CHRISTOPHER** consistently speaks to standing room only crowds. He has captivated audiences internationally by giving them real and practical solutions for success. As a credentialed professional speaker, and Clinical Psychologist, Bruce is one of the most sought after speakers in the Fortune 500. Whether you are faced with low morale, communication conflicts, customer service issues, managing change, the need for improved teamwork, or just need an attitude adjustment, his motivating and effective seminars at this year's Conference will give you and your organization what it needs to pull ahead.

## THE SCIENCE BEHIND SUCCESS!

GENERAL OPENING SESSION at 9:00 AM September 18

What do the super-stars of success know that the rest of us do not? This hot new topic is the number one training seminar in corporate America today. In this fast paced seminar, you will learn the six essential key ingredients to the science behind success. Why do some people just seem to rise to the top in their field? Why is it that some people have all the luck? In this program, you will learn how your E.Q. is more important than your I.Q. and how your attitude is more important than your latitude.

## DEALING WITH DIFFICULT PEOPLE

One of two BREAKOUT SESSIONS at 1:15 PM September 18

**DIFFICULT PEOPLE** are everywhere! They can be customers, co-workers, bosses, neighbors, even spouses. This program humorously reveals the six basic difficult personality styles and how to deal with them effectively. You will learn how to stay empowered in the face of negative, reactive, and draining people.



BUSINESS CREDIT  
MANAGEMENT ASSOCIATION  
Wisconsin Credit Association  
New Berlin, Wisconsin

### CONFERENCE LOCATION & INFORMATION

Hilton Garden Inn  
1355 West 20 Avenue  
Oshkosh WI 54902  
920.966.1300

**OVERNIGHT ROOMS** can be reserved by contacting the hotel directly no later than August 28. Mention the Wisconsin Credit Association block to receive the discounted group rate of \$99 for the evenings of Monday, September 17 and Tuesday September 18.

**REGISTRATION FEES** include sessions, handout materials, delegate premiums sponsored by InPro Corp and meals listed in the agenda. **BUSINESS CASUAL** is appropriate for the entire conference.

**CONFIRMATION** including specific directions to the conference will be sent to registered delegates. If your confirmation is not received by September 7, contact WCA immediately.

**REFUND POLICY** No refund or credit for cancellations after 9/10/2018. Substitutions are permitted with notification to WCA. Sorry, no discount allowed for sessions or meals not attended.

*The business landscape is rapidly changing! Continuing education and innovative solutions for complex business issues will determine your success moving forward. Gain knowledge to realize what you and your organization require to reach those goals!*

# CONFERENCE SCHEDULE—2018

## Monday September 17

6:00—8:00 PM Welcome Reception

## Tuesday September 18

8:00 Registration | Buffet Breakfast | Visit Silent Auction

9:00 Welcome Announcements

### GENERAL OPENING SESSION

→ *The Science Behind Success*

12:00 Lunch Included

### EARLY AFTERNOON CONCURRENT SESSIONS

→ *Dealing With Difficult People*

→ *Practical Ways to Manage Your Accounts Receivable*

### LATE AFTERNOON CLOSING SESSION

→ *Business Credit Mastermind—7th Annual Event*

Sponsored by Aqua-Aerobic Systems, Inc.

### CASH BAR SOCIAL

Sponsored by Experian

→ Award Winning Silent

Auction Bids at 4:15 PM



### DEPART HOTEL FOR RIVER CRUISE—Optional

9:00 Bus arrives back at the Hotel

## Wednesday September 19—INTERNATIONAL FOCUS

9:00 Registration | Refreshments

### INCOTERMS 2010

→ *No one is more qualified than Frank Reynolds to lead an INCOTERMS program. It is critical to comprehend the seller and buyer's rights and obligations with respect to the shipping or transportation of goods.*

12:00 Lunch Included

### INCOTERMS Continued

2:30 ADJOURN

**Continuing Education Units (CEU) have been awarded for all sessions by the American Society of Credit & Collection Professionals (ASCCP)**

## ARE YOU ARRIVING ON MONDAY NIGHT?

The Association is hosting a welcome reception in a hospitality suite for early arrivals and local delegates who want to network the evening before the Conference.

Doors will open at 6:00 PM; beverages and light appetizers will be served until 8:00 PM.



## DON'T MISS THE BOAT

**All Hands on Deck!** Following a full day of training on

Tuesday, we have planned a 2-hour cruise with Fin-n-Feather Showboats. There will be a buffet supper and a cash bar, while we tour the Wolf River out of Winneconne.

We've arranged for a charter bus from the Hotel to the dock and back. The cruise begins at 6:30 PM. Although this is an optional event, we hope you'll make it a priority!

Enjoy leisurely networking, renew those forever relationships, and meet up with new valuable resources.

## **SMART MOVES:** *American Society*

All sessions qualify for Continuing Professional Education (CPE) units by the ASCCP

**ASCCP**

*Credit & Collection Professionals*



## SILENT AUCTION & SCHOLARSHIPS

Again this year, the Conference will be host to the Member Scholarship Fund's largest fundraiser—a spectacular SILENT AUCTION. Each year, thousands of dollars are raised through the Auction and awarded to members who apply for grants to attend WCA educational programs and courses. Please consider donating to the Auction; simply check YES on the registration form to add your name to the list of generous contributors or donate online at <http://wcacredit.org/conferencesponsor.html>.

### APPLY FOR SCHOLARSHIP GRANTS

to use toward your Conference fees at <http://www.wcacredit.org/scholar.shtml>. The deadline to apply for a Scholarship is August 21.

# TUESDAY—September 18

9:00—11:45 AM—General **Opening Session**

## THE SCIENCE BEHIND SUCCESS

Led by *BRUCE CHRISTOPHER*

### What do the super-stars of success know that the rest of us do not?

During this session, you will learn the essential key ingredients to success which comprises the concept called Emotional Intelligence. Learn how to manage your emotions, master your goals, and motivate others. In this fast paced seminar, you will learn the six essential key ingredients to the science behind success. Why do some people just seem to rise to the top in their field? Why is it that some people have all the luck? In this program, you will learn how your E.Q. is more important than your I.Q. and how your attitude is more important than your latitude. Cutting edge content and very funny.

---

2:45—4:00 PM **Closing General Session**

Sponsored by Aqua Aerobics Systems, Inc.



AQUA-AEROBIC SYSTEMS, INC.  
A Melanor Company

## BUSINESS CREDIT MASTERMIND SESSION

Moderated by *Darryl Rowinski & Table Leaders*

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 has become very 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 in 2017! A topic questionnaire will be sent to you under separate cover.

1:15—2:30 PM **Concurrent Breakout Sessions**

## DEALING WITH DIFFICULT PEOPLE

Led by *BRUCE CHRISTOPHER*

### KEY TOPICS & RESULTS

- Understand negative behavior without reacting to it
- Increase skill level in dealing with difficult personality types
- Increase confidence when dealing with management and co-workers
- Customer service effectiveness
- Re-energize office environment and morale
- Positively influence the behavior of others
- Realize results in your bottom-line by applying principles of empowered communication.

OR Attend:

---

## PRACTICAL WAYS TO MANAGE YOUR ACCOUNTS RECEIVABLE

Led by *GUY KWATERSKI, Director of Credit*  
*The Vollrath Company, LLC*

Regardless of the industry you represent, your company structure, or your level of experience, you will want to learn best practices from this credit professional. Some of these recommendations can be put into practice immediately and others will prepare you for future expectations. This session will provide practical methods for you to use in effective delegation, management reporting, metrics and performance evaluations to help mentor your team to achieve peak performance.

# Wednesday—September 19 *An International Focus Day!*



International Credit Executives Group  
*Administered by Wisconsin Credit Association, Inc.*

[www.icewi.org](http://www.icewi.org)

9:00 AM —2:00 PM

**INCOTERMS 2010** Led by *FRANK REYNOLDS, the U.S. representative to the Incoterms Revision Committee, and owner of the "E-Star Award" for his company, International Projects*

Sponsored by the International Credit Executives Group of Wisconsin

Incoterms play the strongest role in ensuring all international trade is performed in a standardized, thorough manner. Without Incoterms, buyers and sellers would suffer from constant changes in language and difficulties in shipping practices. Fortunately, Incoterms clarify obligations and help shippers maintain standard practices throughout the process. Essentially, Incoterms are comparable to the fuel in a shipping vessel; the products cannot move appropriately without them.

**Failure to Use Incoterms Leads to Problems.** Parties in international shipping must understand how Incoterms vary. Failure to understand the correct definition of each Incoterm used will lead to problems throughout the subsequent supply chain. Furthermore, misused Incoterms may affect payment of goods, delivery schedules, increased costs, poor inventory control, and negative customer interactions. From distribution centers to shipping recipients, improper or missing Incoterms dramatically disrupts the flow of goods and damages a given company's reputation. Since Incoterms define the monetary and procedural aspects of all international shipping practices, Incoterms are essential to ensuring proper, timely payment of goods and services. Incoterms ensure all parties are able to maintain a competitive advantage in the international supply chain, in all transactions. As a result, sellers and shippers can maintain compliance with changing laws in international trade. You will leave with a thorough understanding of Incoterms at this presentation!

# ATTENDEE REGISTRATION FORM

## SESSION INFORMATION

### Monday September 17

6:00—8:00 PM

- Welcome Reception Hospitality Suite (Check if attending)

### Tuesday September 18

9:00—11:45 AM

- GENERAL OPENING SESSION (Check if attending)  
The Science Behind Success

1:15—2:30 PM

#### EARLY AFTERNOON CONCURRENT SESSIONS (Check one only)

- Dealing With Difficult People  
 Practical Ways to Manage Your Accounts Receivable

2:45—4:00 PM

#### LATER AFTERNOON GENERAL CLOSING SESSIONS

- Mastermind Roundtable

4:00—5:00 PM

- Reception, Cash Bar Social (Check if attending)  
Final Auction Bids Awarded at 4:15 PM

5:00 PM

- DEPART HOTEL FOR RIVER CRUISE (Check if attending)  
Additional fee for this optional evening event  
 Check if you will be riding the bus to the River & back

### Wednesday September 19

INTERNATIONAL DAY FEATURING FRANK REYNOLDS

9:30—Noon

- Incoterms 2010 Part 1

Noon—1:00 PM

LUNCH INCLUDED

1:00—2:30 PM

- Incoterms 2010 Part II

2:30 PM

Adjourn



Your professional credit association should be your choice for education, credentialing, credit reporting services, collections, consulting, networking opportunities both for domestic and international credit professionals. Yes, there is a trustworthy source to depend on! WE URGE YOU TO CALL US FIRST!

## DELEGATE INFORMATION

One registration per form please-duplicate as needed

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

CERTIFICATION(S) HELD (IF ANY): \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

## RESERVE EARLY & SAVE MORE!

FEES:	Registrations received by Aug 24	Registrations received after Aug 24	
<input type="checkbox"/> Both days	<input type="checkbox"/> \$369	<input type="checkbox"/> \$399	\$ _____
<input type="checkbox"/> 1st day only	<input type="checkbox"/> \$219	<input type="checkbox"/> \$249	\$ _____
<input type="checkbox"/> 2nd day only	<input type="checkbox"/> \$159	<input type="checkbox"/> \$179	\$ _____
<input type="checkbox"/> ICE Member \$60 for 2nd day only OR \$279 both days			\$ _____
<input type="checkbox"/> Non-Association Members add \$50 per day			\$ _____
<input type="checkbox"/> YES I'm onboard for the Cruise #___ \$70 per person			\$ _____
<input type="checkbox"/> YES, please add to my registration fee a donation to the Member Education Scholarship Fund			\$ _____
		TOTAL	\$ _____

- YES, I want to donate *something* for the Silent Auction.

- YES, I want to sponsor an event or session at the Conference.

## PAYMENT INFORMATION

- Send invoice or  Check enclosed (Payable to WCA) or  Credit Card

Print name (as it appears on CC) \_\_\_\_\_

Address on statement \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Card # \_\_\_\_\_ CVV \_\_\_\_\_ Expiration Date \_\_\_\_\_

## RETURN THIS REGISTRATION FORM TO:

Wisconsin Credit Association of the BCMA

15755 W Rogers Dr #200 | PO Box 510157

New Berlin WI 53151-0157 or Fax to 262.827.2899

\* Conference Registration Deadline is 9/7/2018

\* Overnight room block expires 8/28/2018

Sorry, no credit or refund for cancellations after 9/7/2018 for no shows due to required guarantees to the conference hotel. Substitutions permitted with notification to WCA. Questions, call 262.827.2880.



Wisconsin Credit Association  
 15755 W Rogers Dr #200  
 PO Box 510157  
 New Berlin WI 53151

*Now...more than ever...you need essential strategies, techniques & tools to improve in this vulnerable business climate!*

**2018 CREDIT PROFESSIONAL'S CONFERENCE**

**September 18, 2018**

**International Day on September 19, 2018**

*Addressing the needs of credit, collection & finance professionals to secure a successful future!*

Support our Conference Sponsors! We wish to thank those sponsors and partners who have already contributed to the success of this year's Conference. To join the growing list, contact WCA at 262.827.2880 X225

American Society

ASCCP

Credit & Collection Professionals



Refreshment  
Break  
Sponsor



**AQUA-AEROBIC SYSTEMS, INC.**  
A McSwain Company



International Credit Executives Group  
Administered by Wisconsin Credit Association, Inc.

[www.icewi.org](http://www.icewi.org)