

WEBINAR

Tuesday

FEB 7, 2012

GREAT VALUE FOR ALL
YOUR TRAINING NEEDS



TIME 9:00-10:00 AM Central

ATTENDANCE FEE

\$65 per phone line. At the low cost of one registration (one fee per each phone/Internet connection), as many people as you wish in your office can attend the Webinar.

CONFIRMATION

Will be sent to all registered attendees with easy-to-follow instructions to access the program on your PC and phone! Contact the Association if you do not receive an email confirmation in advance of the Webinar.

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Credit & Collection Professionals

For more information and to register, contact:

**THE BUSINESS CREDIT
MANAGEMENT
ASSOCIATION**

Wisconsin Credit Association

PO Box 510157

New Berlin WI 53151

Phone: 262.827.2880

Fax: 262.827.2899

www.wcacredit.org

Using the INTERNET as a RESOURCE for the CREDIT & COLLECTION FUNCTION



The Internet contains a vast amount of information useful to the credit and collection department. In this program, we will examine the types of information available and show attendees exactly where to find the information they need quickly and efficiently. All of the following topics will be covered...and MORE:

- Where to find financial statements for publicly traded companies worldwide
- Where to find ratio, trend and comparative analysis on publicly traded companies
- Guidance on how to perform financial ratio analysis
- Advice about how to obtain financial statements from privately held customers
- Tips for more effectively managing delinquent customers
- Ideas and tools for addressing and resolving deductions more quickly
- A checklist for trade creditors when a customer files for bankruptcy protection
- How to find names and contact information for officers of companies you sell to
- Ways to verify the existence, address and number of years in business of U.S. based credit applicants
- Definitions of accounting, finance and credit terminology
- Tools and tips for using Letters of Credit effectively to protect your company.

MEET YOUR PRESENTER
MICHAEL DENNIS has over 20 years of credit management experience. He has been an instructor for CMA Business Credit Services for the last 15 years. He is an accomplished public speaker and the author or co-author of five books on credit management. He is well known in the credit profession and has been a featured and key-note speaker at numerous regional and local conferences. Michael looks forward to delivering another valuable program to you!



WEBINAR REGISTRATION

"INTERNET RESOURCES" – Tuesday, February 7, 2012

NAME _____

EMAIL ADDRESS _____

If you are registering more than one phone connection, please duplicate this form. The \$65 fee applies per phone line. List additional attendees that will be joining you on the individual line for no additional cost if you want to receive CPE credit for all participants:

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Method of Payment (Non members are asked to prepay):

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___ Credit Card (Please contact BCMA/WCA at 262.827.2880)

A credit or refund will only be given for cancellations received 5 days prior to the session. Please send your reservation to the Association office listed on this announcement or call 262.827.2880 to register or with questions.