

WCA ASSISTANCE GREATLY APPRECIATED

I would like to thank the Wisconsin Credit Association in helping me with the overwhelming task of processing applications during our acquisition of another company last fall. We had mailed over a thousand letters to customers requesting updated credit information. As they started coming in, it was impossible for me to process them all on my own. WCA reached out to me and offered assistance with this project. After some discussion as to what they could provide, I sent a list of the largest credit customers. The Association did all the preliminary investigation; looking up legal entity names, accessing Experian and TGX and compiled all this information on a spreadsheet for me. This information was and continues to be extremely helpful in that I can see at a glance, any high risk accounts that I should be aware of and those that are not as big a concern as I become familiar with the new customers we took on in this acquisition.

This was a service I didn't realize was available to me as a member of WCA and the only cost was the Experian reports which I would have paid for had I run them myself. I would encourage others to take advantage of the resources available through WCA. Being a member is much more than belonging to a credit group, it is being part of an organization that is genuinely concerned about our success as Credit Managers as we help our companies grow the business.

By Lynn Van Berkel, Credit Manager at Design Air, a division of U.S. Venture, Inc. For more information or interest in this and other Member services, contact WCA at 262.827.2880