



KEYS TO A GOOD RELATIONSHIP BETWEEN SALES & CREDIT

JUNE 12, 2024
9:30 AM - 1:00 PM

SPRECHER BREWERY
701 W Glendale Ave, Glendale, WI 53209

Sales vs. Credit ... It's the age-old dilemma!

Credits' perception of Sales is "they just want to increase their sales and don't care if we get paid or not." Sales perception of Credit is "they are a bunch of tightwad who only make their jobs more difficult." How do you work through it?

In this half-day program, Paul D'Alberto, Vice President of International Sales, and Guy Kwaterski, Director of Credit, both retired from The Vollrath Company, will return to discuss how they worked together to overcome the obstacles to be successful.

Don't miss this fun and informative opportunity to learn, and network!

Program Speakers:

- Guy Kwaterski, Credit Manager at The Vollrath Company *retiree*
- Paul D'Alberto, VP of International Sales at The Vollrath Company *retiree*

Agenda:

9:30 – 10:00 AM	Registration & Refreshments
10:00 – 10:15 AM	Welcome Announcements
10:15 – 11:15 AM	Presentation
11:15 – 11:45 AM	Open Discussion & Questions
11:45 – 1:00 PM	Luncheon & Networking
1:00 – 2:00 PM	<i>Optional Brewery Tour</i>



Cost of Admission: ICE members: \$65.00; Non-Members: \$95.00 *Includes Breakfast Pastries & Lunch*

Register Online: www.wcacredit.org/upcoming-ice-meetings

Attendance at the ICE Meetings is open to others from your company at the Member rate. Please make this notice available to them if they too will benefit. Business casual is appropriate for this meeting. Questions, please contact Nicole at Wisconsin Credit Association (262) 289-1225, nicolet@wcacredit.org.



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Presenters:



Guy Kwaterski graduated from The University of Wisconsin – Whitewater in 1971 with a BBA in Finance and a minor in Economics. He also graduated from the Graduate School of Credit and Financial Management at Dartmouth College in 1979.

After Guy graduated from Whitewater, he was introduced to the Credit Profession by becoming a Salesman for Dun & Bradstreet in Milwaukee. That then led him to become the Credit Manager of The Heil Company until they moved their operations out of Wisconsin in 1985. He then moved to Green Bay and worked for both Schreiber Foods and Fort Howard Corporation. In 1997 Guy joined The Vollrath Company in Sheboygan, WI as their Director of Credit where he was responsible for the global credit operations. He retired from Vollrath in October 2020.

Guy and his wife, Robin, now reside in Menomonee Falls. When Guy is not on the golf course, he and Robin enjoy going to the activities of their 15 grandchildren.



Paul D'Alberto graduated from Michigan Technological University in 1985 with a BSBA in Human Resource Management/ Industrial Relations with a minor in Spanish. He continued his education earning a Master's in International Management degree from The American Graduate School of International Management (Thunderbird) in Glendale Arizona graduating in 1987.

After graduating, he worked for Case Corporation (Racine) as a District Manager for Latin America for five years. He moved from Case Corporation to In-Sink-Erator, also located in Racine, where he worked for two years as the Area Manager for Latin America. After twenty-six years he recently retired from the Vollrath Company located in Sheboygan. He served as the Vice President of International Sales. He has also worked as an adjunct professor for Concordia teaching Cross Cultural Communication, Strategic Planning, and Marketing. Paul and his family are located in Sheboygan Falls.