

Bulletin

NAWLA.....PROFESSIONALISM • INTEGRITY • HONESTY • INNOVATION



**NAWLA Executive Conference
April 20-22, 2008
Loews Ventana Canyon Resort
Tucson, Arizona**



**Bulletin 2-08
February 13, 2008**

Builder Confidence Gaining Momentum

According to a report released by the National Association of Home Builders (NAHB) home builder confidence took a small step in the right direction. The NAHB/Wells Fargo Housing Market Index (HMI) for current sales conditions for single family homes increased a single point to 19 in January following a downwardly revised rating of 18 in December, the lowest result since the index began in 1985.

Source: The Associated Press and BuilderOnline

Mexican Housing Market Takes Off as U.S. Falts

Lower delinquency and declining interest rates are making the housing market in Mexico extremely attractive. Boasting a thriving housing sector whose record growth leads Latin America, Mexican President Felipe Calderon has unveiled a set of measures to ensure growth continues and has set a national goal of a million new mortgages a year by 2010. "Mexico is in the early stages of expansion," states Juan P. De Mollein, managing director for Latin American structured finance at Standard & Poor's. Behind the boom are six years of economic growth and stability, and a national shortage of 6 million dwellings.

Source: CNNMoney.com

Did You Know ...

Log and lumber exports climbed by 40 percent from 2006 - 2007 out of the Port of Savannah ...

Included in This Bulletin

- Abe WalkingBear Sanchez - A/R Management Group, Inc. Article
- NAWLA Abe WalkingBear Sanchez Webinar Information

Compensation and Benefits Report Available through NAWLA

Get your copy now! For the first time, the 2007 NAWLA Employee Compensation & Benefits Survey is available for purchase by non-participants. See how your company "measures up" with other office wholesalers and stocking distributors! This report identifies employees compensation and benefits in sales, managers, administrative, purchasing, accountant, human resource, clerical, warehouse, IT, as well as Executive compensation and benefits. The report also compares sales policies, bonus calculations, commission calculations, how Traders get paid, expense reimbursement policies, automobile and much, much more.

The benefits section of the report includes health care, insurance premiums, deductibles, co-pays, retirement plans, Christmas perks, paid time off, vacation, holidays...there is so much here the report is a steal at \$99.

\$99 / copy for NAWLA Members
\$399 / copy for nonmembers

Added bonus! Nonmembers will receive a credit of \$300 towards membership dues when they purchase a copy of the survey at \$399 and join NAWLA by March 31!

For further details about the report, please contact the NAWLA office. To purchase a copy, send an email to pbauer@nawla.org or contact NAWLA at (847) 870-7470.

Refined • Redesigned • Refreshed



**2008 NAWLA
Executive Conference
Check it Out!**

<http://nawla.org/meetings/annualmeeting>

Challenging Times Provide Opportunities

It is more important now than ever to solidify relationships between manufacturers and wholesalers, investigate new products, seek out new partners and network with your peers to lean on each other and figure out how to get through these challenging times.

Recent conversations with NAWLA members indicate many niche products are doing quite well. Numerous areas of the country including areas of the Midwest have sustained historical levels of sales in commercial construction.

Credit has tightened, some companies have gone out of business and the need is never greater to keep a watchful eye on terms, length of time taken to pay and credit given to customers.

It is a natural thing to cut expenses in challenging times. It is tempting to cut back in many areas. However, the best thing to do if you are interested in getting through tough times, if you are interested in solidifying relationships, if you are interested in investigating new products, if you are interested in new partners, if you are interested in networking with your peers and discussing best practices, discussing common problems and solutions to those problems is to get together at NAWLA events, get together at the NAWLA Executive Conference in Tucson in April, get together at the NAWLA Traders Market® in Chicago in November.

Now is the time to band together. For 115 years, NAWLA members have banded together for the benefit of each other, to help each other and for the benefit of this great industry.

We at NAWLA would like to see you at our upcoming meetings and events. Now is the time to stay together!

Did You Know ...

Wood pulp is the largest single commodity moving out of the Port of Savannah ...

NAWLA Bulletin Sponsorship Opportunities

Looking for additional exposure?

Consider sponsoring the NAWLA *Bulletin*.

The *Bulletin* is an excellent way to increase both name and brand recognition. Sponsorship includes a banner on the top front page with your company information.

Please contact Susan Skorich at: sskorich@nawla.org if you are interested.

UPDATE:

NAWLA Traders Market® Committee

Before looking forward, let's take a look at the 2007 NAWLA Traders Market®. Simply stated, 82.9 percent of attendees and 72.6 percent of exhibitors felt that it was a "great show" in 2007, and nobody registered anything resembling disappointment. There were more than 1600 total participants, 322 exhibiting companies, a comedic Corporate Don – Don Friesen, a North American Economic Outlook for 2007 and 2008 with Dr. Stanley Duobinis, meetings hosted by fellow associations and a "NAWLA Sales Blast!" with James Olsen. As Dallas "fades off into the sunset," we can learn a lot from our experience 2007 and leverage that knowledge to make our show even more powerful in 2008.

If you completed a 2007 Post-show Survey, thank you for taking the time to share your insights with the NAWLA Traders Market® Committee. Since November, your committee has been actively engaged in reviewing the survey results and planning a top-notch event in 2008. In short, "we hear you" and are working as a committee to meet your needs as exhibitors and attendees.

As we return to Chicago this November, we are reviewing the general schedule and Saturday show hours, guestroom reservation procedures, possible new patterns for future shows, enhancements to Networking Central, potential "hot topic" sessions, discounts for 2007 Dallas participants, and new programming for exhibitors.

It was clear from our surveys and interviews that Chicago is a preferred location and we are now engaged in the final details for the November 6-8 Chicago show. Your committee and NAWLA staff are doing all we can to keep the costs down, but we want you to know that rates are increasing for room, food, and all other aspects of the show. We will continue to do all we can to provide what we feel is the absolute best value in the business for our attendees and exhibitors. And, remember the countless off-setting benefits of being right in the heart of Chicago are enormously valuable themselves.

For up-to-date information regarding the 2008 event, please visit www.nawlatradersmarket.com or contact NAWLA at (847) 870-7470.

Mark your calendar for future NAWLA Traders Markets in Chicago, IL:

November 6-8, 2008

November 5-7, 2009

November 4-6, 2010

International Notes

- Word has it that European Union (EU) customers are now accepting tight knotted cedar as well as clears.
- Mexico is looking for wood in volumes, those interested must be highly price competitive.
- NAWLA President and CEO Nicholas Kent was recently elected vice chairman of the Softwood Export Council (SEC). NAWLA belongs to the SEC which is funded in large part by a program through the U.S. Department of Agriculture. Go to www.softwood.org to learn more and to see their trade lead section. Members interested in international trade should email Nick at NRKent@nawla.org.
- Watch the NAWLA Bulletin for periodic international trade leads.

Check This Out...

Everything you always wanted to know about exporting but were afraid to ask.

- Webinars
- Trade Leads
- Market Research
- And Much More!

www.export.gov

Forest Products Laboratory Reports Available Free of Charge

The Forest Products Laboratory has announced the availability of two reports; *"Status and Trends: Profile of Structural Panels in the United States and Canada"* and *"Profile 2007: Softwood Sawmills in the United States and Canada"*. Each report is free-of-charge, and quantities are limited so don't delay. To obtain your copies call the Forest Products Laboratory directly at (608) 231-9200.

New Offerings • Great Networking



**2008 NAWLA
Executive Conference
Check it Out!**

<http://nawla.org/meetings/annualmeeting/>

Lumber Quality & Process Control Workshop

The 26th Annual Lumber Quality & Process Control Workshop, will be held March 3-4, 2008 at the Embassy Suites, Perimeter Center, Atlanta, Georgia. This workshop, for Southern lumber manufacturers, is a must for sawmills seeking to maximize board foot and grade recovery. With newly added material, this workshop provides practical information and up-to-date techniques that will help sawmill personnel:

- Insure that production and quality control is in balance so that both quality and production increase.
- Recognize and eliminate costly mistakes that rob a company of its maximum profitability.
- Fine-tune or improve an existing quality and process control program to increase its effectiveness.
- And much more!

This workshop is designed for first time line supervisors, graders, Q.C. personnel, maintenance and filing supervisors.

For more information on this valuable workshop contact the Lumber Quality Institute at assistance@lumbequality.com or visit their website at www.lumberquality.com

2007 Window & Door Industry Benchmark Survey

Jordan, Knauff & Company, a Chicago-based investment bank with a specialized practice in the window and door industry, has announced the launch of the Window & Door Industry Benchmark Survey for year-end 2007. The results of the survey should be a valuable resource for all participating companies. Only companies that submit surveys will receive the full results of the survey and all information received in conjunction with the survey will be held in the strictest confidence.

The areas to be covered in the survey include the following: financial performance, product mix, offshore sourcing, productivity, human resources, sales, marketing, operations, distribution systems and acquisitions. Jordan, Knauff & Company is not aware of another survey being conducted in the industry that addresses all of these areas. The window and door executives that invest the time needed to complete this survey will receive, at no cost, a valuable tool for comparing their own companies with their competing peer group. Such a tool is not currently available in the market at any price.

Companies wishing to take part in the survey should contact Michael Collins of Jordan, Knauff & Company at 312-254-5904 or mcollins@jordanknauff.com. The deadline for submitting completed surveys is April 13, 2008, and the firm anticipates publishing the results of the survey in early June.

NAWLA's Busy Regional Meeting Schedule Continues!

Throughout the next several months NAWLA will continue its busy schedule of Regional Meetings. Don't miss these great opportunities to meet with your peers and discuss timely issues. We're coming to see you!

February 21, Birmingham, AL

February 27, Pittsburgh, PA

March 11, Portland, OR

March 13, Vancouver, BC

May 20, Boston, MA

NAWLA Regional Meetings are the best networking opportunities in the industry. Look for promotional materials for the specific meeting locations coming soon, or contact NAWLA today at (800) 527-8258 or visit the NAWLA website at www.nawla.org for additional information.

Credit Guru Abe Walking Bear Sanchez to Conduct NAWLA Webinar

NAWLA continues its excellent schedule of educational and informational webinars with this incredible offering from Abe WalkingBear Sanchez of A/R Management Group, Inc.

Don't miss this opportunity to grab a sneak peek at what NAWLA has in store for you at the 2008 Executive Conference April 20-22 at Loews Ventana Canyon Resort in Tucson, Arizona.

NAWLA's keynote speaker at the Executive Conference, Abe WalkingBear Sanchez, will conduct a Webinar on:

"What Top Business Managers Don't Know and How It Can Hurt Their Business: A One-Hour B2B Credit Program."

Sign up for Abe's condensed Webinar presentation and catch a sneak peek at what you can expect from his keynote presentation at the NAWLA Executive Conference. Save the date: **February 28, 2008 at 11:00 CT** and sit back in the comfort of your own office and take in this can't miss signature NAWLA Webinar.

Registration materials for the Webinar are included with this months Bulletin, or you can check out the NAWLA website at www.nawla.org for additional information.

January Canadian Housing Starts Jump

Housing starts in Canada during January were at a seasonally adjusted annual rate of 222,700 units, up 20.5% from the December rate, according to Canada Mortgage and Housing Corp. Housing starts in 2008 are expected to remain above 200,000 units for a seventh consecutive year.

Source: Random Lengths

Industry News

Congratulations to **Hutchison Lumber, Inc** having received the 2007 Outstanding Achievement In Safety Award from Federated Insurance and The Mountain States Lumber and Building Material Dealers Association.

Patrick Maher has joined the Spokane Valley division of **Capital Lumber** as account manager.

Forest Sales Corporation is pleased to announce the promotion of *Robert F. Wright III* to vice president.

Olympic Industries is please to announce the appointment of *Gerry Pankratz* as president.

Tyler Moore (cedar), Nori Matsunuma (export) and Nils Edstrand (North American) have joined the trading staff at **Olympic Industries**.

Capital Lumber welcomes *Chad Hossack* as account manager for its Phoenix division.

Congratulations to **Capital Lumber** having celebrated its 60th Anniversary recently at its annual meeting and awards dinner.

Weston Forest Group was recently named one of Canada's 50 Best Managed Companies for 2007.

Random Lengths recently launched a new Website specifically designed to help subscribers quickly identify trends and tendencies in softwood markets by creating their own graphs and price reports using RL's historical prices.

National Association of Wholesaler-Distributors (NAW) announced the election of its 2008 Officers: *Chip Hornsby*, Chairman; *Randy Lindberg*, Chairman-Elect; *Robert N. Taylor*, First Vice Chairman; *Dennis G. Hatchell*, Second Vice Chairman; and *Mark Kramer*, Secretary.

Save the Dates for These Upcoming One of a Kind NAWLA Educational Opportunities

NAWLA Executive Management Institute (EMI)
June 9-13, 2008
Southern Methodist University - Cox School of Business
Dallas, Texas

NAWLA Wood Basics Course
September 8-11, 2008
Corvallis, Oregon

Please Welcome NAWLA's Newest Members!

Brazfloor (M)

940 Lincoln Road #217
Miami Beach, FL 33139
Contact: Jackson Staack
Phone: (305) 674-8080
Fax: (305) 674-8070

Website: www.brazfloor.com

Endorsed by: *Brad Hodgins*, **MRS** and
Jim McGinnis, **The McGinnis Lumber Co.**

Brazfloor is a Brazilian manufacturer and U.S. import and wholesale of tropical hardwood species in decking, flooring and lumber.

Elder Wood Preserving (M)

334 Elder Wood Road
Mansura, LA 71350
Contact: Brock Descant
Phone: (318) 964-2196
Fax: (318) 964-5276

Website: www.elderwoodpreserving.com

Endorsed by: *Bill Fischer*, **Stringfellow Lumber**;
Jim McGinnis, **The McGinnis Lumber Co.**, and
David Porter, **North Pacific**

Elder Wood Preserving is a wood preserving plant treating Southern Yellow Pine with water borne wood preservatives.

Lister Distribution (W)

P.O. Box 3023
Knoxville, TN 37927
Contact: Tom Lister
Phone: (865) 633-5955
Fax: (865) 633-5989

Endorsed by: *Cliff Allen*, **Klumb Lumber** and
Amie Carter, **East Tennessee Forest Distribution**

LDI is a wholesale distributor geared to the log cabin industry with boards, pattern stock and timbers.

Madison Lumber Mill, Inc. (M)

P.O. Box 65
West Ossipee, NH 03890
Contact: Kim Moore
Phone: (603) 738-2484
Fax: (603) 539-4441

Website: www.madisonlm.com

Endorsed by: *Susan Fitzsimmons*, **Snavelly Forest Products** and
Gregg Riley, **Bloch Lumber**

Madison Lumber Mill is a manufacturer of Eastern White Pine lumber.

Mid-America Cedar (W)

10285 89th Avenue North
Osseo, MN 55369
Contact: Susan Zick
Phone: (763) 425-0125
Fax: (763) 424-9593

Website: midamericacedar.com

Endorsed by: *Bruce Kulzer*, **Hood Industries** and
Troy Welsh, **Watkins Sawmills**

Mid-America is a stocking distributor specializing in cedar products to retail lumber dealers and industrial accounts.

Mid-America Cedar (WB)

P.O. Box 767
Matthews, NC 28106
Contact: Bill Hurst
Phone (704) 821-6071
Fax: (704) 821-6077

Website: www.midamericacedar.com

Endorsed by: *Bruce Kulzer*, **Hood Industries** and
Troy Welsh, **Watkins Sawmills**

Mid-America is a stocking distributor specializing in cedar products to retail lumber dealers and industrial accounts.

Premium Composites (M)

401 Suth Main
Veblen, SD 57270
Contact: Troy Burgess
Phone: (605) 738-2484
Fax: (605) 738-2485

Website: www.premiumcomposites.com

Endorsed by: *Steve Sprenger*, **Sprenger Midwest**;
Keith Laugen, **Lake States Lumber** and
Dick Pyle, **Northland Forest Products**

Premium Composites is a manufacturer of composite decking and railing items.

Structural Wood Corporation (W)

4000 Labore Road
St. Paul, MN 55110
Contact: Vern Schumacher
Phone: (651) 426-8111
Fax: (651) 426-6858

Website: www.structual-wood.com

Endorsed by: *Beverly Gilmore*, **U.S. Glulam** and
Ken Hager, **Amerhart, Ltd.**

Structural Wood Corporation is a wholesale distributor of engineered wood products.

Timber Products Company (M - Reinstatement)

305 South 4th Street
Springfield, OR 97477
Contact: Adam Midles
Phone: (541) 744-4215
Fax: (541) 744-4296

Website: www.timberproducts.com

Timber Products Company is a vertically integrated timber company that specializes in hardwood plywood and a growing softwood plywood division.

Save The Dates For These Upcoming Industry Events

February 11-13, 2008

Illinois Lumber & Material Dealers Association

Peoria Convention Center Peoria, IL
(800) 252-6541 www.ilmlda.com
Construction Supply Expo

February 13-16, 2008

National Association of Home Builders

Orange County Convention Center Orlando, FL
(800) 368-5242 www.nahb.org
International Builders Show

February 20-21, 2008

Canadian Lumbermen's Association

Queen Elizabeth Hotel Montreal, PQ
(613) 233-6205 www.cla-ca.ca
Annual Convention

February 20-22, 2008

National Frame Builders Association

The Greater Columbus Convention Center Columbus, OH
(800) 557-6957 www.nfba.org
Annual Meeting

February 20-24, 2008

Appalachian Hardwood Manufacturers, Inc.

The Marco Island Marriott Marco Island, FL
(336) 885-8315 www.appalachianwood.org
Annual Meeting

February 21, 2008

North American Wholesale Lumber Association

The Wynfrey Hotel at Riverchase Galleria Birmingham, AL
(800) 527-8258 www.nawla.org
NAWLA Regional Meeting

February 21-23, 2008

Oregon Logging Conference

Lane County Convention Center & Fairgrounds Eugene, OR
(541) 686-9191 www.oregonloggingconference.com

February 23-26, 2008

National Wooden Pallet & Container Association

Tradewinds Island Grand Resort St. Pete Beach, FL
(813) 225-1234 www.nwpc.com
Annual Leadership Conference

February 27, 2008

North American Wholesale Lumber Association

Harvard Yale Princeton Club Pittsburgh, PA
(800) 527-8258 www.nawla.org
NAWLA Regional Meeting

February 28-29, 2008

Northwestern Lumber Association

Sheraton West Des Moines Des Moines, IA
(800) 331-0193 www.nlassn.org
Iowa Lumber Convention

March 2-5, 2008

North American Wholesale Lumber Association

Indiana University/Purdue University Indianapolis, IN
(800) 527-8258 www.nawla.org
University of Industrial Distribution Educational Program

March 3-4, 2008

Lumber Quality Institute

Embassy Suites, Perimeter Center Atlanta, GA
(541) 231-8628 assistance@lumberquality.com
26th Annual Lumber Quality & Process Control Workshop

March 4-7, 2008

Hanley-Wood, North American Deck & Railing Association

Orange County Convention Center Orlando, FL
(703) 820-6696 www.deckexpo.com
Deck Expo

March 5-6, 2008

Lumber Quality Institute

Embassy Suites, Perimeter Center Atlanta, GA
(541) 231-8628 assistance@lumberquality.com
21st Annual Lumber Quality Leadership Workshop

Quote of the Month

*"Small opportunities are often the beginning of great enterprises."
Demosthenes*

Keep The News Coming!

Contact us at:

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Website Address: www.nawla.org

Editorial ideas, quotes and news stories go to
rowe@nawla.org

The Sky Is Falling, Maybe, Says Alan Greenspan

What To Do In Case He's Right

By: **Abe WalkingBear Sanchez**
A/R Management Group, Inc.



The former head of the Federal Reserve issued a fresh warning in March 2007 that the world's largest economy could be heading for recession.

U.S. consumers have helped keep the world economy afloat in recent years by borrowing against the rising value of their houses to finance spending. Now, hit by higher gasoline/energy/transportation prices, a crumbling housing market and an increase in worldwide demand for more credit, retail sales have tumbled.

During a recession, the demand for goods and services drop off, prices tend to drop and a number of businesses, most especially those already struggling, fail.

Just in case Greenspan is right, here are some thoughts on how businesses can position themselves to better survive an economic downturn.

Companies run on money, fail to pay the phone company, the IRS, the power company, employees and suppliers and you are out of business. So now, before you have the need is the time to secure long term financing. Don't delay, sit down now with your lender and work out a line of credit that you can draw on as needed. The time to borrow is when you don't need it because when you do need it you may find you can't get it.

If you already don't know, you need to identify and embrace your core customers. Think of the 80/20 rule. Do 20% of your customers make up 80% of your business, if so you best know those customers, their needs and desires and the names of their kids.

You also need to know how any downturn in business would effect them, they may be your buddies now, but if they fail, you don't want them taking you down with them. Run credit reports on core customers on a regular basis to help you remain confident of their ability to pay ... and to possibly increase their credit line, if they need and can handle an increase.

Invest now in finding new customers. Don't allow your salespeople to become order takers who service existing customers and forget how to sell.

The sharpest tool becomes dull from misuse or nonuse.

Putting all your eggs in one or a few baskets may be efficient and profitable during good times but can come back to haunt you during an economic downturn.

Even during good times it's important that your people be under a little stress so that they don't become lazy or indifferent toward their work. And hearing that some guy got the sack for not showing up or failing to work hard keeps the other employees on their toes.

Weed out weak employees and cross train the strong. This is always a good idea but becomes critical when business slows.

Combine Overlapping Business Functions

In theory customer service is the customers' champion, the guys who care and who make things right. However, in practice and most especially in regard to consumer customer service, customer and service is an oxymoron. It's as if the "mad hatter" was in charge. Mumbo jumbo and then more mumbo. B2B customer service tends to be better because of competition for the same limited customer base and the larger sums of money involved.

In the course of dealing with why customers have not paid according to terms, the credit area deals with many different segments of the business chain, both internally as well as outside the company. Credit is kind of like being the guys with shovels following the parade.

Consider combining customer service with credit for improved efficiencies and communications.

Organize and Document Business Knowledge

Work at finding ways to drive down your costs and your customers' cost of doing business by becoming more efficient in how you carry out your business processes.

If you operate your business on a word of mouth basis with the new guy learning from the old guy who learned from the dead guy ... you need to take time to organize and document how, who, when, why things are done.

Twenty five percent or more of the total cost of doing business comes from things not being done right the first time. Errors, glitches, screw ups, misunderstandings, omissions, the left hand not knowing that the

right hand exists much less knowing what it's doing; all drive up the total cost of doing business. Vendors, sellers and customers all pay for inefficiency, for things having to be redone. There's a lot of valuable knowledge in the minds of the people that make up every business, and most often that's where it stays.

To be efficient (powerful in effect with little waste of effort) businesses must document their hard earned best biz ways; they must have written and useable policies and procedures.

For each business function make up a list of the costs that go with the function. There will be direct and indirect costs (people cost is often the greatest). Based on the costs, establish a purpose for each function that supports the overall business strategy.

Once there's a clearly stated "Purpose" for the business function break the function down to its major components and come up with a goal(s) for each component. State the goal(s) for each major component, within the function, as a policy; i.e. a goal driven guideline.

Determine the steps needed to be taken in order to achieve the stated goal(s). Procedures are steps.

Based on the procedures needed to achieve the goal(s) (policies), establish the People Requirements (skills and personality traits) needed to carry out the steps.

How the people involved think about a business function and the actions they take is determined by the key steps that are monitored (quality control) and by the goals measured. "People respect what is inspected, not what's expected." If thought and care are given to the purpose and the policies (goals) and the goals are not achieved, look to the steps or to the people involved.

Side Bar

The 5 Organizational Ps is a method for the documenting of policies and procedures for business functions.

Purpose: Must support the company's overall strategy and answer the question, "Why incur the costs?"

Policies: Goal driven guidelines for each of the major components within a business function.

Procedures / Process: The steps that lead to achieving the goal(s) for each of the major components.

People Requirements: Based on the steps (process), what skills and the personality traits are required?

Process Monitoring / Performance Measurements: Monitor for the key steps in the process (quality control) and measure against the goal(s) established by the policies.

If your goals are valid and are not achieved, it's either your procedures or the people involved.

Life After The Crash

After the crash, if it comes and if you're still standing, prepare for the upswing because it will come.

Keep an eye open for opportunities to pick up failed competitors, their good employees and good customers. You were smart enough to have established a line of credit, so use it.

In Closing

If Alan Greenspan is right and the bottom falls out of our collective basket ... don't give any precious energy to worry or self incrimination. There is no profit in beating up on yourself over what you could or should have done.

Whether you survive an economic downturn or not, at least learn from it and move on.

Good luck.

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NAWLA is honored to have Abe WalkingBear Sanchez as the keynote speaker at the 2008 NAWLA Executive Conference this April 20-22 at the Loews Ventana Canyon Resort — Tucson, Arizona. Abe will be presenting "*Credit as a Profit Center / The Profit System of B2B Credit Management.*" Please visit the NAWLA website at www.nawla.org to obtain copies of the Executive Conference Brochure and Registration Forms.



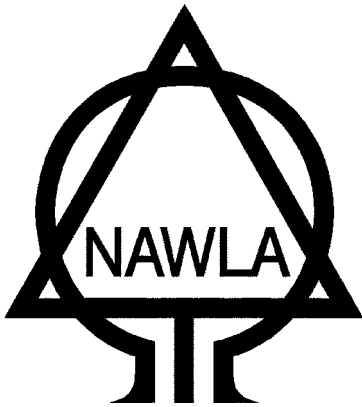
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NAWLA Webinar

What Top Business Managers Don't Know and How It Can Hurt Their Business: A One-Hour B2B Credit Program

Don't miss this incredible opportunity to participate in a signature NAWLA Webinar while getting a sneak preview of what NAWLA will be offering at the 2008 Executive Conference April 20-22 in Tucson, Arizona.



Renowned Credit expert, Abe WalkingBear Sanchez will address how credit is a critical business function whose true potential has yet to be realized. The full-length, three-hour program will be presented at the NAWLA Executive Conference on April 21, 2008.

Abe WalkingBear Sanchez is the first **visionary leader** of the "Profit Centered Credit Movement." His copywritten *Profit System of B2B Credit Management* is a well proven set of methodologies that have revolutionized the field. If you want New Vision and Thinking, More New and Profitable Sales, More Repeat Sales, Better Cash Flow, Higher Employee Morale and Efficiency, Improved Customer Relations and a Better Night's Sleep, you will not want to miss this signature NAWLA Webinar for sales, operations, customer service, finance and marketing executives and owners.

Date: Thursday, February 28, 2008

Time: 11:00 AM CT

Cost: \$79 per site

RSVP: NAWLA

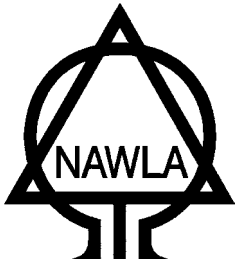
(See back side for registration information.)

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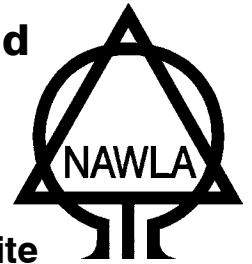
(800) 527-8258 • www.nawla.org

NAWLA Webinar



**What Top Business Managers Don't Know and
How It Can Hurt Their Business:**

A One-Hour B2B Credit Program



Thursday, February 28, 11:00 AM CT • Cost: \$79 per site

Presenter: Abe WalkingBear Sanchez • A/R Management Group, Inc.

A general and wide spread mistaken belief exists about the Credit and A/R business function. Many think of it as a matter of "risk management" and erroneously gauge its performance based on measurements of risk, i.e. DSO (days sales outstanding) and % bad debt. This one-hour B2B credit program for sales, operations, customer service, finance and marketing executives and owners will teach you how credit is a critical business function whose true potential has yet to be realized.

**Don't miss your chance to get a sneak preview of NAWLA's Educational Offering
at the Executive Conference April 20-22, 2008!**

A few days prior to the program, you will receive an e-mail that contains a phone number to call, a pin number and instructions to log on to the Website to view the information as the seminar unfolds. When it is time to gather around the computer/speakerphone, dial in the phone number, log on to the Website and enjoy this interactive Webinar. The Webinar will last approximately 45 minutes with 15 minutes at the end for questions.

Here's How to Register

Fax your completed registration form to NAWLA at (847) 870-0201. The cost is only \$79 per site, and you can have as many people at your site as you would like. No limit!

Complete the form below and return to NAWLA for the One-Hour B2B Credit Program "What Top Business Managers Don't Know and How It Can Hurt Their Business" Webinar, February 28, at 11:00 AM Central Time.

Name _____ Company _____
Phone _____ E-mail Address _____
Credit Card Number _____ Expiration Date _____
Cardholder's Name on Card _____
Cardholder's Signature _____
Billing Address _____