



Education
Program



Tools to Manage Credit in the New Reality

Presented by
Blue Book Services, Inc.
October 26, 2010

Top 100 Best Jobs in America

Credit Manager

Quality of Life Ratings	Score
Personal Satisfaction	B
Job Security	B
Future Growth	B
Benefits to Society	C
Low Stress	C

Best Jobs in America

- #1: Systems Engineer ➤ \$ 130 K
- #5: Info Technology ➤ \$140 K
- # 6: CPA ➤ \$138 K
- # 7: Therapist ➤ \$ 98 K
- # 18:Attorney/Lawyer ➤ \$262 K
- # 21: Sr. Financial Analyst ➤ \$109 K
- # 24: Psychiatrist ➤ \$279 K
- # 41: Sr. Internal Auditor ➤ \$106 K
- # 46: Training Manager ➤ \$120 K
- #48: Quality Assurance Mgr. ➤ \$122 K
- #49: Financial Res. Analyst ➤ \$155 K

Top 100 Best Jobs in America

Credit Manager

\$1,659,000

Annual Salary



A Quick Look Back....

- NAWLA: Trade Credit 101 (September 16, 2010)

- “What is the New Reality?
Credit Mgr’s Perspective”:



- Dai Trinh (Canfor)

- “...in middle of credit crisis...” “...gloom, not doom..”



- Donna Kelman (Tolko)

- “...cannot over-communicate...” “engage people at all levels.”



- Donna Bolender (Plum Creek)

- “...know your customer...” “...use available tools, such as reporting agencies, industry trade credit groups, financials, bank references....”

Intersection

with Today's Presentation

What is the New Reality?

- Glass Half-Full
- Connect credit team with sales team
- Use all available tools to make safe, informed, and profitable business decisions

Tools To Use in New Reality

- Back to Basics
 - Credit Applications
 - Personal due diligence
- Team Synchronization
- Credit Groups
 - Verticals
 - Regional
- Credit Resources
- Credit Insurance

Launching Pad for Today's Presentation

What is the New Reality?

- Glass Half-Full
- Connect credit team with sales team
- Use all available tools to make safe, informed, and profitable business decisions

Tools To Use in New Reality



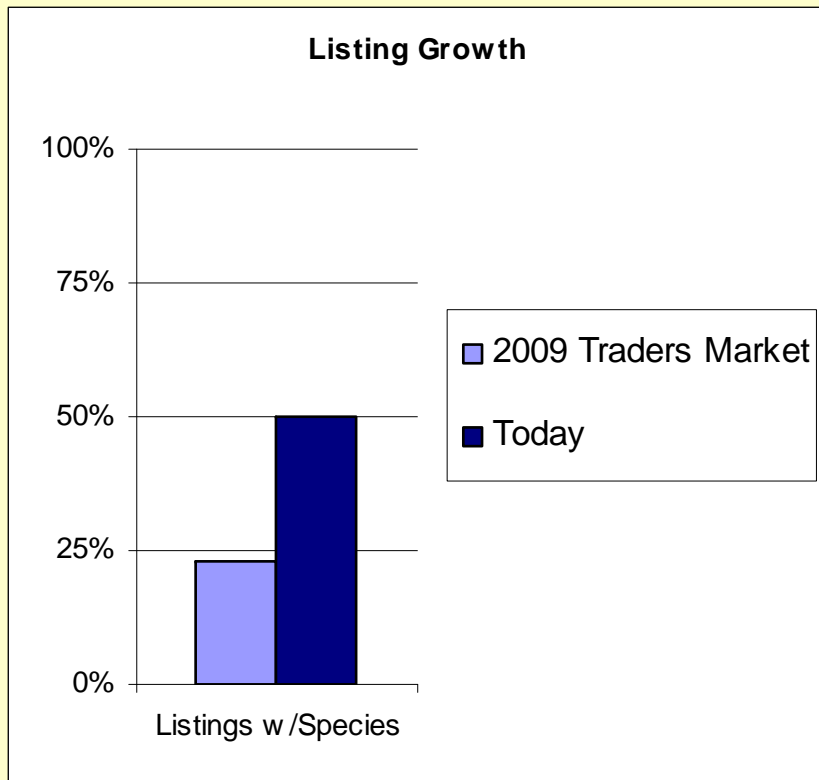
Launching Pad for Today's Presentation

BBOS Database Update



Launching Pad for Today's Presentation

BBOS Database Update



Launching Pad for Today's Presentation

BBOS Database Update

	2009 Traders Market	Today	Percent Change
Total Companies with AR data	1,700	4,300	153%
Total Companies reported with a Pay Indicator	0	750	NA



Launching Pad for Today's Presentation

Red Book Data Analysis

- Red Book analysis completed
- Initial phone campaign completed
 - Confirmed which are out of business
 - Secured listing data
- Second call campaign underway

Differentiators

For Credit Tools in the New Reality

Industry Specific

People Industry

- Understanding
- Relationships
- Cooperation

Trust

- A/R Agings
- Financial Statements
- Notifications

Actionable Intelligence

- Accurate Ratings
- Timely Updates

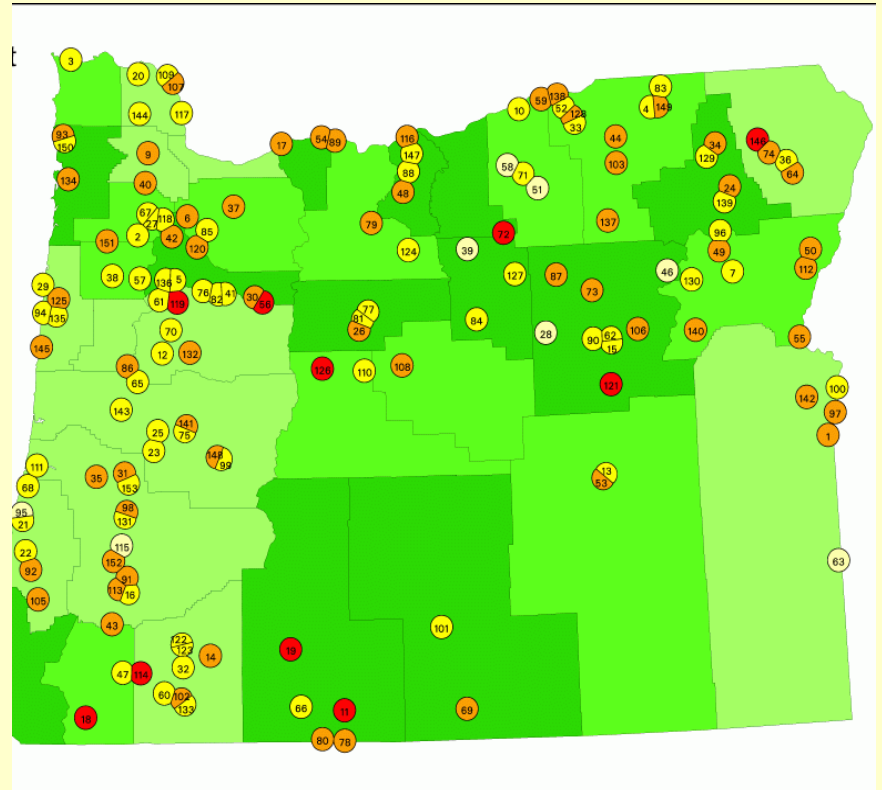
Differentiators

For Credit Tools in the New Reality

North American Network



Local Intelligence



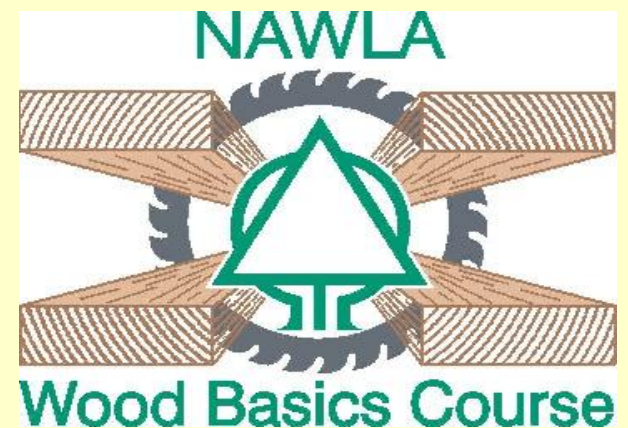
Differentiators

For Credit Tools in the New Reality

Experience



Expertise



Differentiators

For Credit Tools in the New Reality

Simplification By Addition





Education
Program

Blue Book Services

A NAWLA Recommended &
Approved Service Provider



- **Questions?**

- **Thank-You!**

- www.lumberbluebook.com
 - Phone: 630.668.3500
- E-mail: jbartelson@bluebookservices.com