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Announcing the Third Annual Credit Conference

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HEAD

The third annual Credit Conference sponsored jointly by the Dayton Association of Credit Men, the Dayton Credit Women's club and the University of Dayton, will be conducted Jan. 28 at the University.

Designed to give an analysis of credit policies in the light of current economic conditions and offering a practical discussion of selected principles and techniques of credit management, the one-day meeting will feature seven speakers.

Headlining the program will be Roy A. Foulke, vice president of Dun and Bradstreet. He will speak at an afternoon session on "Financial Factors in Credit Analysis."

Other topics and speakers include:

1. "How to Forecast and Interpret Economic Conditions," Dr. Thomas J. Hailstones, director of business programs at Xavier University. ("These will be guideposts for the credit manager which will enable him to formulate credit policy based on a more accurate appraisal of economic conditions with respect to his own organization.")

2. "Non-Financial Factors in Credit Analysis," Loren Minnick, director, organization development, Standard Register Company. ("Frequently just as important as financial in formulating long-range credit policy, Credit managers should recognize the importance of these factors.")

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HEAD

3. "Collection Policies and Procedures," Robert A. Nunlist, assistant treasurer and credit manager of Armco Corporation, Middletown, O.

4. "Mechanics of a Lawsuit and What Happens after Judgment," Attorney Thomas B. Talbot.

Also to be discussed by speakers from General Electric Credit Corporation and the Procter and Gamble Distributing Company will be the question of credit investigation and an intriguing study of the credit man as a business advisor. ("The very same conditions--shortage of working capital--which frequently cause financial difficulties, especially for smaller organizations, may be indicative of growth potential that will enable currently hard-pressed customers to become an increasingly valuable asset. Often deprived of competent financial advisory services, the sincere assistance of a qualified credit manager can be a valuable means of helping customers out of difficulties and, at the same time, of building more loyal customer relations for the future.")

Registrations for the conference are being accepted by the Division of Specialized Educational Services at the University. Late registrations will be taken beginning at 8:30 a.m. on the morning of the meeting which is scheduled to get under way at 9 a.m. on Wohlleben Hall auditorium. About 50 credit men and women attended last year's conference.