

March 26, 1986

NEWS RELEASE

FOR IMMEDIATE RELEASE

Control of credit, effective collection of accounts and efficient management of the Accounts Receivable have become vital to the success of business, large or small.

On Monday, April 14, Cariboo College will offer a one-day seminar on The Fundamentals of Credit and Collections. The program will cover the principles of credit granting, sources of credit information, collateral security, making the credit decision, collections and control of receivables.

The seminar will be of interest particularly to the owners/managers of small business, junior and intermediate credit personnel and students in business programs. It will, however, contain much to attract the interest of more senior credit people and other financial executives, particularly the section on control of receivables as this will present the new methods of reporting and control that are coming into focus.

The seminar leader will be David H. Mapleton, FCI who is considered one of Canada's leading educators in the area of credit management. His 30 years of practical business and credit experience have been augmented by six years as a full-time faculty member at British Columbia Institute of Technology where he instructed in Credit Management. He is Canada's foremost author on the topic of credit, his books being widely recognized in both academic and business circles. His first, (1978 publication) **Credit Dynamics, the Techniques of Advanced Mercantile Credit Management**, is still acknowledged as being the most forward-thinking publication on the subject. His latest work, **Credit Management, Credit and Collections - A Canadian Perspective (1985)**, is used as a standard text in post-secondary educational institutions all across Canada and the Canadian Credit Institute in its professional designation MCI program.

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Kamloops business people should not miss the opportunity to participate in this dynamic seminar on a very important business topic.

Registration Fee is \$40.00 and pre-registration is requested by April 7, 1986. For further information and registration, please contact Cariboo College, Extension Services Office at 374-3661 or 1-800-482-0148 (Toll free).

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For further information please contact:

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