



# The Southwest Business & Construction Credit Conference

Thursday & Friday, April 4th & 5th, 2019.

**Lien, bond and notice information will be presented by attorneys practicing in these 13 states:**

- Arizona
- California
- Colorado
- Idaho
- Montana
- Nevada
- New Mexico
- North Dakota
- Oregon
- Texas
- Utah
- Washington
- Wyoming

**PLUS**

- ***Experts in Collections, Lien, Bonds and Notice Issues for all 50 States***

**Business credit topics include:**

- How to build a credit policy
- Selling to marijuana growers
- Bankruptcy issues and how to deal with them
- Effective collection methods & techniques
- Credit application workshop
- What's new with TPT-Transaction Privilege Tax
- Collecting from bankrupt or insolvent customers
- Resources available from the Registrar of Contractors
- Business Ethics
- Leadership & Conflict Resolution
- And more.....

Now in its 19th year, this is the premier educational event in the Southwest for business credit managers in all industries, and for those who supply construction materials, labor or lend money for construction projects of any kind. Among the highlights are:

- *Over 30 information-packed sessions over 2 full days.*
- *Interactive Panel of Experts session with open discussion and Q&A*
- *Lien, bond and construction law sessions covering 13 Western States. We bring the experts to you.*
- *Vendor's Exposition featuring new services and products of interest to credit professionals.*
- *Opportunity to have an attorney review your credit application.*
- *Managing the Multi-Generational workplace.*
- *Live demos of the latest in credit management tools.*
- *Leadership skills and conflict resolution methods that get results.*

**The Sheraton Phoenix Airport Hotel & Conference Center**

1600 South 52nd Street, Tempe, Arizona 85281  
480-967-6600

Registration both days begins at 8:00 am. Refreshments at registration time as well as lunch both days, and all conference materials are provided at no additional cost.

**Who should attend:**

Credit managers, controllers, CFO's, attorneys, business owners, credit analysts, bank lending officers, contractors and collection professionals.



***Join us in April ! We learn a lot and have fun too!***

**SWBCS Clients: \$ 419 per attendee**

All others add \$50

**10% discount for 3 or more attendees from the same company.  
Refer 2 paid non-clients and you attend for FREE !!**

**To register, simply complete the registration sheet at the end of this brochure. Scan and [email](#), fax or snail mail to SWBCS.**



**Schedule of Events**  
**The 2019 Southwest Business & Construction Credit Conference**  
*Presented by Southwest Business Credit Services*  
*Our Premier Sponsor is BICA—The Building Industry Credit Association*

**THURSDAY, APRIL 4TH**

8:00 AM	<b>Registration &amp; Continental Breakfast</b>				
8:30 AM TO 10:00 FIRST SESSION	Texas Lien Law <i>Session 1900</i> T. Ragon Richey, Esq.	California Lien Law <i>Session 1901</i> Michael Murray, Esq.	Collecting Difficult Accounts <i>Session 1902</i> TBA	How to File No Pay Complaints with the ROC <i>Session 1903</i> James Hanson, Esq.	Conflict Resolution <i>Session 1904</i> Tracy Bullock
10:00 AM	<b>Break &amp; Expo</b>				
10:15 AM TO 11:45 SECOND SESSION	Texas Lien Law <i>Session 1910</i> T. Ragon Richey, Esq.	California Lien Law <i>Session 1911</i> Michael Murray, Esq.	New Mexico Lien Law <i>Session 1912</i> Mike Menicucci, Esq.	Colorado Lien Law <i>Session 1913</i> Mark Gruskin, Esq.	Multi-Generational Workplace Management <i>Session 1914</i> Tracy Bullock
11:45 AM	<b>Lunch &amp; Expo</b>				
1:00 PM TO 2:30 THIRD SESSION	The Latest Credit Tools From SWBCS <i>Session 1920</i> Mary Hannon Russ Daron	Basic Arizona Lien Law <i>Session 1921</i> Mike Holden, Esq.	New Mexico Lien Law <i>Session 1922</i> Mike Menicucci, Esq.	Colorado Lien Law <i>Session 1923</i> Mark Gruskin, Esq.	Utah & Idaho Lien Law <i>Session 1924</i> Dana Farmer, Esq.
2:30 PM	<b>Break &amp; Expo</b>				
2:45 PM TO 4:15 FOURTH SESSION	Nevada Lien Law <i>Session 1930</i> Brian Pezzillo, Esq.	Advanced Arizona Lien Law <i>Session 1931</i> Mike Holden, Esq.	How to File No-Pay Complaints with the ROC <i>Session 1932</i> James Hanson, Esq.	Developing & Implementing Credit Policy <i>Session 1933</i> Rich Adams Alan Greenberg	Wyoming & Montana Lien Law <i>Session 1934</i> Dana Farmer, Esq.
4:15 PM	<b>Hosted Poolside Social &amp; Happy Hour Compliments of Asset Research Services</b>				

**FRIDAY, APRIL 5TH**

8:00 AM	<b>Registration &amp; Continental Breakfast</b>				
8:30 AM TO 10:00 FIRST SESSION	Oregon Lien Law <i>Session 1940</i> Douglas Hookland, Esq.	Selling on Native American Lands <i>Session 1941</i> Gregory P. Gillis, Esq.	Transaction Privilege Tax: Critical Updates <i>Session 1942</i> Chris Hering, Esq.	Credit Applications That Prevent Losses <i>Session 1943</i> James B. Reed, Esq.	Building Customer Rapport to Get You Paid <i>Session 1944</i> Tracy Bullock
10:00 AM	<b>Break &amp; Expo</b>				
10:15 AM TO 11:45 SECOND SESSION	Washington Lien Law <i>Session 1950</i> Douglas Hookland, Esq.	Doing Business With Marijuana Growers <i>Session 1951</i> Mike King, Esq.	My Customer Filed Bankruptcy! Now What? <i>Session 1952</i> Gregory P. Gillis, Esq.	Arizona Lien Law From A to Z <i>Session 1953</i> James B. Reed, Esq.	Effective Leadership Skills <i>Session 1954</i> Tracy Bullock
11:45 AM	<b>Lunch &amp; Expo</b>				
1:00 PM TO 2:30 THIRD SESSION	North Dakota Lien Law <i>Session 1960</i> Douglas Hookland, Esq.	Panel Discussion-Ask The Experts Credit & Collections from A to Z <i>Session 1961</i> Panelists: Gregory P. Gillis, Esq., Mike King, Esq., Rich Adams, CCP, CPC			Public Bonds, Little & Big Miller Act, P3 Projects <i>Session 1962</i> James B. Reed, Esq.

# 2019 Southwest Business & Construction Credit Conference

## Schedule of Events at a Glance

### Thursday, April 4th

- 8:00 –8:30am **Registration & Continental Breakfast**
- 8:30—10:00am **Concurrent Educational Sessions**
- 1900. Texas Lien Law
  - 1901. California Lien Law
  - 1902. Collecting Difficult Accounts
  - 1903. How to File a No-Pay Complaint with the ROC
  - 1904. Conflict Resolution
- 10:00—10:15am **Break & EXPO**
- 10:15—11:45am **Concurrent Educational Sessions**
- 1910. Texas Lien Law (encore of session 1900)
  - 1911. California Lien Law (encore of session 1901)
  - 1912. New Mexico Lien Law
  - 1913. Colorado Lien Law
  - 1914. Multi-Generational Workplace Management
- 11:45am—1:00pm **Lunch & EXPO**
- 1:00—2:30pm **Concurrent Educational Sessions**
- 1920. The Latest In Credit Tools From SWBCS
  - 1921. Basic Arizona Lien Law
  - 1922. New Mexico Lien Law (encore of session 1912)
  - 1923. Colorado Lien Law (encore of session 1913)
  - 1924. Utah & Idaho Lien Law
- 2:30—2:45pm **Break & EXPO**
- 2:45—4:15pm **Concurrent Educational Sessions**
- 1930. Nevada Lien Law
  - 1931. Advanced Arizona Lien Law
  - 1932. How to File a No-Pay Complaint with the ROC (encore of session 1903)
  - 1933. Developing & Implementing Credit Policy
  - 1934. Wyoming & Montana Lien Law
- 4:15pm **Hosted Social & Happy Hour, Poolside**  
*Compliments of Asset Research Services*

### Friday, April 5th

- 8:00 –8:30am **Registration & Continental Breakfast**
- 8:30—10:00am **Concurrent Educational Sessions**
- 1940. Oregon Lien Law
  - 1941. Selling on Native Lands
  - 1942. Transaction Privilege Tax: Critical Updates
  - 1943. Credit Applications That Prevent Losses
  - 1944. Building Customer Rapport to Get You Paid
- 10:00—10:15am **Break & EXPO**
- 10:15—11:45am **Concurrent Educational Sessions**
- 1950. Washington Lien Law
  - 1951. Doing Business With Marijuana Growers
  - 1952. My Customer Filed Bankruptcy. Now What?
  - 1953. Arizona Lien Law From A to Z
  - 1954. Effective Leadership Skills
- 11:45am—1:00pm **Lunch & EXPO**
- 1:00—2:30pm **Concurrent Educational Sessions**
- 1960. North Dakota Lien Law
  - 1961. Panel Discussion-Ask the Experts
  - 1962. Public Bonds, Little & Big Miller, P3 Projects

Ask for a demo of  
[\*\*The Construction Credit Report™!\*\*](#)  
**All of this information in one report:**  
 Trade Credit Data  
 Mechanics Liens & Lien Releases  
 Judgments  
 Bankruptcy Filings  
 Tax Liens  
 Ability to View Filed Public Documents  
 Contractor Licensing Information

**Thursday Morning, April 4th**

**8:30—10:00am**

**1900. Texas Lien Law**

This session is repeated in session # 1910

*Speaker: T. Ragon Richey, Esq.,  
T.R. Richey Law Firm, PC, Dallas, Texas*

Statutes, notice requirements and regulations are different in each State. In this session, Texas attorney Ragon Richey explains what material suppliers need to know to secure lien rights and get paid when working on projects in Texas

**1901. California Lien Law**

This session is repeated in session # 1911

*Speaker: Michael Murray, Esq.,  
Lanak & Hanna, Orange, California*

The State of California has among the most intricate lien and notice statutes in the nation. In this session, California attorney Michael Murray explains what material suppliers need to know to secure lien rights and get paid when working on projects in California.

**1902. Collecting Difficult Accounts**

*Speaker: TBA*

This seasoned collection industry veteran will share his expertise in extracting money from difficult debtors in this session that will offer tips, tricks of the trade, and insights that collection industry professionals use.

**1903. How to File a No-Pay Complaint with the Registrar of Contractors**

*Speaker: James Hanson, Esq.,  
Lang & Klain, P.C., Scottsdale, Arizona*

Mr. Hanson is well experienced in matters concerning the Arizona Registrar of Contractors and will review the regulatory and enforcement powers of the Registrar and offer insights into how suppliers may seek assistance from the Registrar in dealing with less than scrupulous contractors.

**1904. Conflict Resolution**

*Speaker: Tracy Bullock  
Sandler Training, Phoenix, Arizona*

Relationships within the company can become strained, especially when there are credit and payment related issues in conflict. Experienced business coach and trainer Tracy Bullock will outline time tested methods of overcoming conflict in order to retain and build relationships, ultimately securing payment.

**10:15—11:45am**

**1910. Texas Lien Law**

This is an encore of session #1900

*Speaker: T. Ragon Richey, Esq.,  
T.R. Richey Law Firm, PC, Dallas, Texas*

Statutes, notice requirements and regulations are different in each State. In this session, Texas attorney Ragon Richey explains what material suppliers need to know to secure lien rights and get paid when working on projects in Texas.

**Thursday Morning, April 4th**

**10:15—11:45am cont.**

**1911. California Lien Law**

This is an encore of session #1901

*Speaker: Michael Murray, Esq.,  
Lanak & Hanna, Orange, California*

The State of California has among the most intricate lien and notice statutes in the nation. In this session, California attorney Michael Murray explains what material suppliers and contractors need to know to secure lien rights and get paid when working on projects in California.

**1912. New Mexico Lien Law**

This session is repeated in session # 1922

*Speaker: Michael Menicucci, Esq.,  
Calvert Menicucci, P.C., Albuquerque, New Mexico*

Statutes, notice requirements and regulations are different in each State. In this session, Albuquerque-based attorney Mike Menicucci explains what material suppliers need to know to secure lien rights and get paid when working on projects in New Mexico.

**1913. Colorado Lien Law**

This session is repeated in session # 1923

*Speaker: Mark Gruskin, Esq.,  
Senn Visciano Canges, P.C., Denver, Colorado*

This course will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in Colorado. Mr. Gruskin will provide information essential to help secure your rights and get paid.

**1914. Multi-Generational Workplace Management**

*Speaker: Tracy Bullock  
Sandler Training, Phoenix, Arizona*

This session will examine the workplace of today, with 3 and perhaps 4 generations working side by side. Each generation looks at careers as well as life a bit differently. Learn what motivates each, and most importantly, how to most effectively communicate and motivate the workforce of today, and prepare for tomorrow.

**11:45am-1:00pm Lunch**

**Thursday Afternoon, April 4th**

**1:00—2:30pm**

**1920. The Latest in Credit Information Tools From SWBCS**

*Speakers: Russel Daron, Vice President,  
Ansonia Credit Data, Olympia, Washington  
Mary Hannon,  
Southwest Business Credit Services, Phoenix, Arizona*

*Learn and see the latest tools available to make your job easier, and your credit investigation process more efficient and cost effective.*

**Thursday Afternoon, April 4th**

**Thursday Afternoon, April 4th**

**1:00—2:30pm**

**1921. Basic Arizona Lien Law**

*Speaker: Michael Holden, Esq.,  
Holden Willits, PLC, Phoenix, Arizona*

Mike Holden will cover the basics of Arizona lien, bond and notice statutes that all material suppliers and contractors must be aware of in order to secure payment rights

**1922. New Mexico Lien Law**

This session is an encore of session # 1912  
*Speaker: Michael Menicucci, Esq.,  
Calvert Menicucci, P.C., Albuquerque, New Mexico*

Statutes, notice requirements and regulations are different in each State. In this session, Albuquerque-based attorney Mike Menicucci explains what material suppliers need to know to secure lien rights and get paid when working on projects in New Mexico.

**1923. Colorado Lien Law**

This session is an encore of session # 1913  
*Speaker: Mark Gruskin, Esq.,  
Senn Visciano Canges, P.C., Denver, Colorado*

This course will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in Colorado. Mr. Gruskin will provide information essential to help secure your rights and get paid.

**1924. Utah & Idaho Lien Law**

*Speaker: Dana Farmer Esq.,  
Durham, Jones & Pinegar, P.C., Ogden, Utah*

This course will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in Idaho and Utah. Mr. Farmer, who is admitted to practice law in several western states will provide information essential to help get your company paid.

**2:45—4:15pm**

**1930. Nevada Lien Law**

*Speaker: Brian Pezzillo, Esq.,  
Howard & Howard, Las Vegas, Nevada*

Statutes, notice requirements and regulations are different in each State. In this sessions, Nevada attorney Brian Pezzillo explains what material suppliers need to know to secure lien rights and get paid when working on projects in Nevada.

**1931. Advanced Arizona Lien Law**

This session is an advanced version of session #1921  
*Speaker: Michael Holden, Esq.,  
Holden Willits, PLC, Phoenix, Arizona*

Mr. Holden expands on his basics program in session #1921 and delves into greater technical and legal detail with actual case studies.

**2:45—4:15pm cont.**

**1932. How to File a No-Pay Complaint with the Registrar of Contractors**

This session is an encore of session # 1903  
*Speaker: James Hanson, Esq.,  
Lang & Klain, P.C., Scottsdale, Arizona*

Mr. Hanson is well experienced in matters concerning the Arizona Registrar of Contractors and will review the regulatory and enforcement powers of the Registrar and offer insights into how suppliers may seek assistance from the Registrar in dealing with less than scrupulous contractors.

**1933. Developing and Implementing Effective Credit Policies**

*Speakers: Richard J. Adams, Jr., CCE, CCP, CPC  
Alan Greenberg  
Southwest Business Credit Services, Phoenix, Arizona*

Veteran Credit Executives Alan Greenberg and Rich Adams lead an interactive discussion of the elements a credit policy must include. Bring your credit policy to review, share and discuss.

**1934. Wyoming & Montana Lien Law**

*Speaker: Dana Farmer Esq.,  
Durham, Jones & Pinegar, P.C., Ogden, Utah*

This course will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in both Montana and Wyoming. Mr. Farmer, who is admitted to practice law in several western states will provide information essential to help get your company paid.

**Friday Morning, April 5th**

**8:30—10:00am**

**1940. Oregon Lien Law**

*Speaker: Douglas Hookland, Esq.,  
Scott, Hookland, LLP, Tigard, Oregon*

This session will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in Oregon. Doug Hookland will provide information essential to help get your company paid.

**1941. Selling on Native American Lands**

*Speaker: Gregory P. Gillis, Esq.,  
Sacks Tierney, P.A., Scottsdale, Arizona*

Often times, the opportunity to supply construction projects on Native American Tribal lands arises. Tribal lands are sovereign, and special care and attention to the statutes, contracts and even Tribal customs are important considerations when considering these projects. Learn how to get paid when these opportunities arise and set yourself apart as an expert in this area.

**1942. Transaction Privilege Tax (TPT) Critical Updates**

*Speaker: Christopher L. Hering, Esq.,  
Gammage & Burnham, PLC, Phoenix, Arizona*

The TPT law is subject to legislative change. Contractors and their suppliers are affected, and reporting and licensing requirements can change. This session will update you on the latest interpretations of these changes and how your company is affected by the new law.

**Friday Morning, April 5th**

**Friday Afternoon, April 5th**

**8:30—10:00am cont.**

**1943. Credit Applications That Prevent Losses**

*Speaker: James B. Reed, Esq.,  
J. Ernest Baird, P.C., Phoenix, Arizona*

Your credit application can be one of the most important tools you have, both to extend credit as well as collect your accounts. This session will examine the essential points all credit applications must have to protect your company's rights and interests.

**1944. Building Customer Rapport to Get You Paid**

*Speaker: Tracy Bullock  
Sandler Training, Phoenix, Arizona*

Customer relationships are equally important in credit as in sales. This session will sharpen your communication skills and provide valuable insights into building lines of communication.

**10:15—11:45am**

**1950. Washington Lien Law**

*Speaker: Douglas Hookland, Esq.,  
Scott Hookland, LLP, Tigard, Oregon*

This course will focus on and examine the critical notice and statutory requirements essential for those supplying materials to construction projects in Washington State. Mr. Hookland will provide timely information and arm you with the knowledge to help get your company paid.

**1951. Doing Business With Marijuana Growers: Don't Let Your Profits Go Up In Smoke!**

*Speaker: Michael R. King, Esq.,  
Gammage & Burnham, PLC, Phoenix, Arizona*

Veteran attorney Mike King will present highlights of the legal challenges associated with doing business with the emerging cannabis grower market given from a supplier viewpoint.

**1952. My Customer Filed Bankruptcy! Now What ?**

*Speaker: Gregory P. Gillis, Esq.,  
Sacks Tierney, P.A., Scottsdale, Arizona*

Experienced attorney Greg Gillis answers that critical question that most credit managers regularly face. Moreover, in this session Mr. Gillis discusses means and methods of collecting from bankrupt customers when a reorganization fails or a liquidation is filed.

**1953. Arizona Lien Law From A to Z**

*Speaker: James B. Reed, Esq.,  
J. Ernest Baird, P.C., Phoenix, Arizona*

Jim Reed will cover the basics of Arizona lien, bond and notice statutes that all material suppliers and contractors must be aware of in order to secure payment rights.

**1954. Leadership Skills**

*Speaker: Tracy Bullock  
Sandler Training, Phoenix, Arizona*

Experienced trainer and professional coach Tracy Bullock offers time tested leadership skills you can take back to work and immediately put into practice.

**1:00—2:30pm**

**1960. North Dakota Lien Law**

*Speaker: Douglas Hookland, Esq.,  
Scott Hookland, LLP, Tigard, Oregon*

This course will focus on the critical notice and statutory requirements essential for those supplying materials to construction projects in North Dakota. Mr. Hookland will provide information essential to secure your lien and bond claim rights

**1961. Panel Discussion-Ask the Experts: Credit & Collections from A to Z**

*Speakers: Michael R. King, Esq.,  
Gammage & Burnham, PLC, Phoenix, Arizona  
Gregory P. Gillis, Esq.,  
Sacks Tierney, P.A., Scottsdale, Arizona  
Richard J. Adams, Jr., CCE, CCP, CPC  
Southwest Business Credit Services, Phoenix, Arizona*

Drawing on over 100 years of combined experience, this group of legal and credit professionals will answer audience questions, and share experiences and unusual situations taken from real case histories and credit management situations. Come and try to stump the experts!

**1962. Public Bonds, Big and Little Miller Act and P3 Projects**

*Speaker: James B. Reed, Esq.,  
J. Ernest Baird, P.C., Phoenix, Arizona*

Statutes, notice requirements and regulations are different for each of these public project situations. Jim Reed will clarify what is needed to secure payment rights in these projects.

***We appreciate the  
support of our sponsors.  
Our 2019 Premier Sponsor is BICA***



# **REGISTER HERE !**

This is the only conference offering experts from 13 Western States presenting the latest essential lien law information that material suppliers, contractors, lenders and all others who extend credit in the construction industry need to know.

## **Not a construction industry credit professional ?**

There's plenty offered for you as well ! Refresh your skills and those of your staff in 13 other credit and collection related sessions ranging from entry level to executive.

For those desiring to book a room at the Sheraton conference hotel, a special room rate of \$155 per night is offered for Wednesday and Thursday. Contact the Sheraton at 480-967-6600 and refer to the Southwest Business & Construction Credit Conference for the special rate.

**To register for the conference simply complete this form, scan and email to [creditinfo@swbcs.com](mailto:creditinfo@swbcs.com), fax to 602.388.8200, or mail to the address below. Questions ? 602.252.8866 or [creditinfo@swbcs.com](mailto:creditinfo@swbcs.com)**

Name(s): \_\_\_\_\_

*list additional attendees on next line*

Company: \_\_\_\_\_ Member # \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail address: \_\_\_\_\_ (We respect your privacy. We do not sell or share e-mail addresses.)

payment enclosed: \$ \_\_\_\_\_

bill member account: \_\_\_\_\_

charge to credit card:      VISA                  MasterCard                  AMEX

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_ CVV number: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Card billing address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Scan and email to [creditinfo@swbcs.com](mailto:creditinfo@swbcs.com), fax to 602.388.8200 or mail registration and payment method to:

**Southwest Business Credit Services**

**P. O. Box 11274, Phoenix, Arizona 85061-1274**

**Cancellations must be received 72 hours prior to the event to avoid full price billing.**

**No-shows will be billed at full price.**