

# The Collector Chronicle

NORTH AMERICAN RECOVERY

NOVEMBER 2018

AMERICA'S COLLECTION AUTHORITY

## LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for October is Milford Memorial Hospital. They have been using our agency since 1997! We will be sending Melodie a gift card to Ruth's Chris Steak House! Enjoy!

**RUTH'S**

**CHRIS  
STEAK HOUSE**

## THIS MONTH'S PRIZE

This month we will be giving away a gift card to the Darden Restaurant Group! Each client who sends new accounts during the month of November will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

***Don't miss out on your chance to win.  
Send new accounts in November!  
Good Luck!!***

***The Olive Garden  
Longhorn Steakhouse  
Bahama Breeze  
Seasons 52 Fresh Grill  
Yard House  
Red Lobster***

## THE BEST PART OF MY JOB

**BY: DAVID J. SAXTON  
PRESIDENT, NORTH AMERICAN RECOVERY**

September of this year marked the 25th anniversary of North American Recovery. Crazy! As I look back over the past 25 years, I can't help but marvel at the changes in the way we conduct business, the way we hire and train people, and the way we provide our service to our clients. When I started my business we didn't have email. And my mobile phone was one of these:



We also didn't have the Internet. If I wanted to report our activity to a client, I mailed them a printed report. Seems so archaic now. I won't bore you with all of the ways technology has changed our industry, but suffice to say, it's been very significant.

As part of my being nostalgic, I wrote an article last month and talked about the worst part of my job. This month I wanted to share with you the best part of my job.

As I've been thinking about writing this article, I've had a hard time pinning down that one "best" thing. It's because there are so many parts of my job that I love. In fact, other than what I talked about last month (the unfortunate task of letting someone go), I love just about every single thing I do. Seriously. From walking in the doors every morning and greeting our receptionists, to meeting with our management team and discussing the challenges of the day—and the solutions—to visiting and working with our

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great clients, and finally, meeting with every single employee once a month to thank them for their hard work and dedication, I just can't think of anything else I don't enjoy.

Of course there are things I wish wouldn't happen: like when an employee doesn't follow protocol or when a consumer makes false claims about our conduct or when my company is sued.

In fact, when I first started, there were many things that would cause major stress and anxiety for me (far too many). The first time my company was sued, I thought the sky was falling. I'd been in business for about six years before it happened. I vividly remember my drive home from work that night. I was physically sick. Not just a sick feeling in my stomach, but in every fiber of my being. I was terrified.

It turns out, we had made a small mistake in one sentence of a collection letter. A consumer attorney found it and filed a lawsuit. I was worried because we had sent that letter to thousands of consumers. Not good. However, it worked out okay, and the sky didn't fall. We fixed the letter, and we settled the account for a minimal amount, but that first experience rocked my world.

I've learned many valuable lessons like this over the years. I've also learned that things are almost never as bad as you think they are when you first find out about them. At least, they aren't as bad as *I* think they are. I was blessed (or cursed) with the ability to instantly recognize the worst case scenario of any situation. So every time something "bad" happened, I defaulted to that.

However, since I've encountered so many challenges over the years, and we've always overcome them and have become better for it, I don't automatically assume the worst anymore.

This really helped when our network was infected by the CryptoLocker virus a few years ago. In spite of our intense training about not opening emails, attachments, or clicking on unknown links, an employ-

ee opened an attachment, and our entire network was shut down. When I arrived at the office that morning, my Management team was just learning what happened and this time they were the ones freaking out.

I was calm and reassuring. It's because I had actually taken steps in advance to prevent something like that from happening. When I first heard of the CryptoLocker virus, I worked with our IT consultants. I found that it was virtually impossible to 100% prevent an infection—because you can't control every human. So I did the next best thing. I had them design a system that would allow us to immediately identify an attack, shut it down, then quickly restore any infected files from an encrypted backup. Our IT vendor was already rolling out this plan when we called them that morning. It took some time, and there were some frustrations, but we didn't pay a dime in ransom, and we didn't skip a beat in maintaining our high standards of collections and servicing our client's needs.

Every time we hear about a possible threat or actually encounter something that's a new challenge, we analyze the situation, figure out our possible exposure or potential risk, then find a way to fix it, and finally, create a new system or process to prevent it from happening again. We've gone through this process thousands of times over the years, and the company has come out better and stronger after every challenge.

So, when I step back, I guess that's the thing I enjoy most about my job: being involved in the daily improvement of the organization. We call this process "Doing Business!" It's quite rewarding and satisfying. And the people I work with are exceptional.

Doing business with the people who help me run the company, our employees, and our clients, is the best part of my job!

Thanks for reading. I hope you have a great month!



*The Collector Chronicle* is published by NORTH AMERICAN RECOVERY for prospective and current clients. The owner, David Saxton, welcomes your questions or comments.

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