

SPRING / SUMMER 2011

WILBER CARES



Wilber was able to help Midwest Food Bank for our community outreach program in April. Midwest was started by the Kieser family in 2003. They serviced about 10 local food pantries in McLean County out of a barn on their farm. They have since grown to help over 500 food pantries across the nation. We were able to help them by bagging noodles and labeling 1000's of cans. We had over 20 employees show up to help support this great cause. Because of Midwest Food Bank there are many people who are able to get food for their families. Wilber is proud to be a company that truly cares about our community!



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JUNIOR ACHIEVEMENT GRAND PRIX

Wilber had the privilege to participate in the JA Grand Prix 2011. Juan Rivera won first place in the Wilber heat and got to move on to race against other companies from the community! Wilber has several employees who

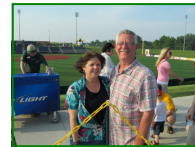
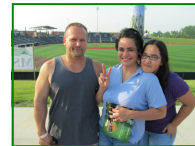
help JA by teaching a 5 week course in different schools in our area. We have had the opportunity to teach over 10 classes in the last 2 years. Junior Achievement is a company that Wilber is proud to help support!



CORNBELTERS 2011

Wilber is proud to be a sponsor of our local frontier league baseball team the Cornbelters. Wilber sponsors the “designated hitter” and also the on-deck circles. This is great way to advertise our company to our community. We were able to do a “Barnyard BBQ” with the employees at the game so we could see our sponsorship at work. While at the game we were able to celebrate 2 of our employees children who graduated this year. Matthew Norton, son of Becky Norton, graduated from Southern Illinois University of Edwardsville with a Master’s Degree in Computational Physics, and Brooks Woolfolk, son of Kevin Woolfolk, graduated with honors from University High School in Normal, IL. He plans to

attend Illinois State University in the fall. We were able to celebrate their achievements with cake honoring both of them!



ODDS & ENDS

Please **congratulate** Linda Bounds on making a whole in one at one of her latest golf outings! This is an extremely difficult thing to accomplish. Most golfers go their entire lives without making one! Way to go Linda! Wilber is proud of you!

Please **congratulate** Kristi Loyer on making the Dean’s list this semester! Wilber appreciates your commitment to your education! Nice job Kristi!

Congratulations to Kevin Woolfolk, Cheryl Bier and Becky Norton for hitting their 5 year anniversaries! You each are valuable to the Wilber team.

Congratulations to Steve Kuhnke and Joe Palumbo for hitting their \$2500 goal for the Els for Autism golf tournament! Thank to all those who participated! Steve and Joe will now be entered into a drawing for a golf tournament in Ireland! Go Team Kuhnke!!

CHILDREN’S HOSPITAL OF ILLINOIS



Our Executive Director, Michael Cale, and his son David were able to participate in the 2011 telethon for The Children’s Miracle Network. They worked for weeks raising money for this great cause and they even had a cookout at our office so they could donate the proceeds. They each took a shift answering phones for the telethon which raised money for the hospital! Wilber

also sponsors a room at the hospital for families to use when necessary. Several of our employees have had to use the hospital for different issues with their children. Wilber is glad to be able to help out in any way possible! Wilber is very proud of our employees for donating their time and money for this wonderful cause!

BLOODY BRILLIANT BY: MICHAEL CALE

What makes us different? Good question. What is it about Wilber and Associates, P.C. that truly makes the difference and sets us apart from the competition in the business of receivables management? Many collection agencies claim to be best. They have this or that revolutionary program or process which they claim no one else offers, or no one else can do like they can. With a lot of skill and flash they will present with slick brochures and packets that they are somehow set apart by the 'latest and greatest'. Savvy clients rarely buy it. Most collection programs, processes, and systems are, in the final analysis, just a repackaging and reoffering of basic collection principles that have been around for decades.

Is it our people? Agencies that provide good service are generally populated by good people, and good people drive business, and good people make our industry work. Wilber and Associates, P.C. is certainly blessed with good people. We, and companies like ours, search diligently to make sure we have on staff the best talent available for the task at hand. I could write affectionately about the people who make our company great, and at length, (and I may well make it the topic of a future article) but then so could many of our competition. How does the declaration 'Our people make us great' ring in your ears? It might be absolutely true, but yep - tired and clichéd.

Is it our technology? Technology is important, that is for sure. EDI? We do that. Online access? Of course, what collection agency these days doesn't offer online access? Auto

dialer? Absolutely. Customizing reporting? Please, why bother mentioning it? Of course we do that, and many, many other things that you may hear our competition offering as 'cutting edge' or something unique to their service when, in fact, everyone better be able to do it by now if you are going to offer quality service at the level our clients expect.

Is it compliance? Training? Our audit and review process? Our Associations and Memberships? I see lots of our competition at various trade shows around the country. Certainly nothing unique there. Is it that we are the number 1 vendor with all of our clients? Every collection agency I've ever known claims to be number 1 with every client they have, including the agencies that we compete against! How dare they? Didn't they get the memo; our marketing department has already declared Wilber and Associates, P.C. to be number 1!?

Is it maximized Net – back? Or superior results by people you like and trust in an environment that is committed to preserving your reputation in your industry while maximizing recoveries? Though important, these things tend to be results from solid client - agency partnerships. Agencies that truly believe that they are privileged to be of service, and are honored by a relationship with a client, had better be able to maximize net-back, work as a partner, and be generally easy to get along with. Anything to the contrary is disaster, not to mention miserable, as recovery opportunities are lost.

No, I don't think these factors are necessarily the difference. Important? No question. But not the difference. So what is the answer? What is the one, tangible, real, bloody brilliant difference between us and the competition? What sets Wilber & Associates P.C. apart? What can you point to and say, yep, that's it. Well, it can be summed up in one sentence and it is so simple. At the end of the day what sets Wilber & Associates, P.C. apart is 'The credible specter of litigation'. The bloody brilliant difference is that we are a Law Firm, dedicated, motivated and set about the task of collecting more of your money, faster than anyone else in the business. Our competition can't say that. The real perception is that collection agencies don't sue people, and everyone knows it. Our being a law firm gives you power, and facilitates recovery when traditional collection agencies fail. So now you know. Want proof? Call us and let us show you how. You will be amazed by the bloody brilliant difference.



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Faithfully Serving.



Wilber Value Statement

These are the values that the employees of Wilber & Associates believe in and follow:

- We are a community of professionals that enjoy and take satisfaction in the work we do
- We are real people that understand we are here to use our gifts to make a positive difference to and for people
- We are a family of coworkers that believe in doing the right thing for each other and the world around us
- We treat others as how we would like to be treated, making no distinction whether it is a tortfeasor, debtor, client, vendor or coworker
- We take pride in the reputation we have earned through hard work and fair dealings
- We are very mindful of our actions that may tarnish not only our reputations, but also the reputation of Wilber & Associates

When we live by these values, success is the only possible outcome.

DATES TO LOOK FORWARD TO....

NASP Annual Conference

November 6-9, 2011
Gaylord Palms—Orlando, FL

We have updated our Diva and Hunter campaigns for the annual NASP conference this year! Swing by our booth to check it out and get your new t-shirt!

We look forward to seeing you there!

