



# Fairway Collection Notes

FAIRWAY COLLECTIONS

Recovery, Reputation, Relationships

SERVING WASHINGTON & OREGON

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## The world is changing, one text at a time. How 'bout your business?

We seem to be getting old. It's not just the gray hairs in the mirror, but the passage of time can be measured by the change of the technology in our lives.

A recent article in the Longview Daily News says that not only are young adults shifting from land line phones to cell phones, but they are also shifting from voice mail to text messages. A small survey was quoted: 76% of the respondents under 35 years old prefer text message and e-mails, while older users prefer voice mail and phone calls.

A 2010 report by the cell phone industry says that texting has increased by 31% in the past year. One interviewee in the article says that she receives one voice mail for every 10-15 text messages.

Wow. Seems like just yesterday that we were renting that nice beige trim-line dial phone from Pacific Northwest Bell.

We're also not sure where all the vowels have gone in text messages.

These changes in technology call for several changes in business communication:

- How do your customers want to hear from you? It's time to ask them if they might prefer mail, e-mail, text message, maybe even a Facebook message? The same question applies to your employees.
- How do you adjust your communication style to new technology? The messages that are conveyed through body language, facial expression, and tone of voice are missing when reading a text. Are you experienced with your writing style and the use of emoticons so that your message is received correctly?
- Is a sales campaign via direct mail the right strategy for your business? Facebook and Twit-

ter may be better ways to reach your customers where they want to find you.

We'd love to hear your ideas for keeping up with change...e-mail them to [editor@fairwaycollects.com](mailto:editor@fairwaycollects.com).

### LEGISLATIVE UPDATE

The Washington House of Representatives recently held hearings on HB 2102...this bill would make debt collection services subject to sales tax. Those of us here at Fairway oppose this as a way to restore cut state services. A new sales tax would increase costs at a time businesses can ill afford new expenses, and in most cases sales tax has already been paid on the underlying debt.

At press time this bill was still in committee; if you agree with us please contact your legislator **today at 1-800-562-6000**, letting them know of your opposition. For more information, call Greg at 1-800-404-5887 or e-mail him at [gluhn@fairwaycollects.com](mailto:gluhn@fairwaycollects.com).

**Are you pleased with our professional debt collection services? We appreciate you sharing the Fairway experience with other businesses.** Referrals that mention your name will earn you a \$25 gift certificate from a restaurant near you! Limitations apply; ask for details.

# Fairway Collections

1126 S. Gold Street  
Suite 101  
Centralia, WA 98531

(800) 404-5887 toll-free  
(360) 330-5887 Centralia  
(360) 425-1611 Longview  
(360) 330-5787 or (800) 493-1852 fax

## Why Fairway Collections?

We recognize you have many choices in debt collection agencies and we appreciate the faith you place in us. Fairway is committed to always treating your customer firmly but with the respect that you expect and that they deserve. We promise to always behave ethically and legally with our clients, our staff, and your customers. The **Fairway Difference** is our constant search for industry best practices, coupled with our desire to put those practices to work on your behalf. Put us to the test; if you are not satisfied, call Leila at 1-800-404-5887.

### Important E-mail addresses

Leila Luhn, President  
[lluhn@fairwaycollects.com](mailto:lluhn@fairwaycollects.com)

Tom Spahr, Sales  
[tjspahr@fairwaycollects.com](mailto:tjspahr@fairwaycollects.com)

Vern Reeder, Sales  
[vreeder@fairwaycollects.com](mailto:vreeder@fairwaycollects.com)

Karla Valentine, Client Services  
[clientservices@fairwaycollects.com](mailto:clientservices@fairwaycollects.com)

Greg Luhn, Director of Operations  
[gluhn@fairwaycollects.com](mailto:gluhn@fairwaycollects.com)

Newsletter questions, comments, or ideas  
[Editor@fairwaycollects.com](mailto:Editor@fairwaycollects.com)

### Bonus Collection Ideas

**Just a reminder for our Cowlitz County customers: we closed our long-time office on Vandercook Way on January 21. We partner with Copies Today/Speedy Litho to provide a pay station for consumers, as well as a place for our clients to drop off accounts. Vern and Tom are also available to help as needed! You can find Copies Today at 1305 California Way in Longview. Call us toll-free with any questions or concerns you might have, 1-800-404-5887.**

## The May edition of *News You Can Use*

- Ahhh. One day over 70 degrees last week. Maybe spring is finally almost here. It's about time.
- May 1st found Fairway's Leila Luhn celebrating the anniversary of the purchase of the business seven years ago, partly by having Your Faithful Editor BBQ steaks for the staff. A good time was had by all. Thanks to the best collection staff in the state for their faithfulness, and to the great clients who continue to make it all possible!
- We also celebrated some other anniversaries that were achieved in 2010: Vern Reeder, Amber Cartner, and Wendy Guerrero received 3 year awards, Tiffany Hunt marked her 5th year, and Tom Spahr, Pam Southerland, and Karla Valentine celebrated 10 years with Fairway. We're excited to have great people with such experience!
- Meanwhile, the editor is risking certain death as he writes this newsletter. The New York Times reports that working in a seated position is such a health risk that not even daily exercise will counteract it. So what can one do? Periodic stretching exercises help, as well as short walks on your coffee break. Just get moving!
- Who really makes financial decisions, men or women? An article in the Wall Street Journal says that 73% of American women say they either control or influence household spending, while 61% of men make the same claim. Are we all right, or do we just believe that we're in control? Probably more study is needed...
- See you in June!

## They said it

For a list of all the ways technology has failed to improve the quality of life, please press three. **Alice Kahn**

Everyone has a right to a university degree in America, even if it's in Hamburger Technology. **Clive James**

Like I always say, there's no "I" in "team". There is a "me", though, if you jumble it up. **House MD**

Life consists not in holding good cards but in playing those you hold well. **Josh Billings**

May all who love the Lord, love you and those who don't love you, may the Lord give them a limp so you can see them coming. **Irish Blessing**