

## ***What is a good name for the Industry?***

As a 20+ year veteran in this industry, I have seen a lot of changes. We went from complete decentralization at Sears to complete centralization at Sears. From outsourcing to insourcing, to nearsourcing to oversourcing. Five credit bureaus to three, and back to four. Then it was the big 8 accounting firms, which went to 6, 5, to 4 not to mention they spun off their consultants from the accountants because they could not account and consult at the same time.

The top 25 credit card issuers, moved to the top 10, to the big 6, And so it goes on. The larger keep getting bigger, and gobble up the others. Remember Rocky Mountain bankcard? How about First Card? Wasn't there a fourth American car builder American Motors? Soon Wachovia, World Savings, Washington Mutual will fade into our history How about NCO group taking over OSI, and a few other collection agencies?

If companies cannot buy or be bought, how about a name change? CBI to Equifax, TRW to Experian, Fair Isaac now is FICO, Mann Bracken to Axiant, not to be confused with Insight America to Acxiom and just recently Austin Logistics just announced they are changing names to ALI.

BankAmericard became Visa, MasterCharge became MasterCard, even American Express does not want to be left out so let's shorten it to Amex. Citibank became Citigroup but then just became Citi, maybe they will become CitiTarp, or Citigovernment. Capital One or Cap One? The list goes on and on.

There are over 1000 different company name changes every year. Marketing dollars are thrown every way to make it sound better, look snazzier and bring in more dollars.

So what should we change to? Everybody needs to have a name change correct? We started as Executive Level Sales Outsourcing Services, but soon realized that with a name like that it would take an extra 10 minutes to say the company name, and you had to have broadband to bring it across the web. So we became ELSOS. But ELSOS is a sales outsourcing company and we were now a media publication. So we are now Credit and Collection News, which makes sense, but gee it does not have that wow factor name? It just says who and what we are. How about Zarnith or Quadricillo? Those names sound so futuristic. Who do you work for? Why we work for Kwandrola, the news of the future in the credit and collections industry.

No, on second thought, maybe we will be old fashioned and stay with our original name, Credit and Collection News. Basic but you certainly know who we are and what we do. We are so old fashion – a golden oldies from the 80's

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