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## Collection Sales Trainer Gets Down for Cause

By T. Steel Rose

The collection industry is full of fascinating people. You never know what a colleague in this business might be doing in his or her free time. I meet racecar drivers, triathletes, pilots, ice climbers, motorcycle racers and those with musical talent, such as blues harmonica player Marco Trezza.

About five years ago, while walking around at a convention in San Diego, the thought occurred to me to put together a band of music-minded collection professionals. Before the convention was over, I had gathered my fellow band mates.

Al Rookard, CEO of Client Access Web, jumped on board as the band's bass player. Mike Vespers, president of Dial Connection, enlisted as well. Soon enough, we had a drummer, keyboard player, lead guitarist and vocalist. I wrote the band's song, "The Check's in the Mail." Sadly, our keyboard player dropped out soon after, and we disbanded before our first practice session.

Following my own passion for the harmonica, I later was introduced to Harmonica Jam Camp by Marco Trezza. In January 2009, I attended a four-day Executive Jam Camp in Austin, TX. This is where I first witnessed Trezza's musical talent, and it blew me away!

Outside the collection industry, Trezza's passion for playing the harp led him to form the Marco de Sade Blues Band. However, his true claim to fame is president and CEO of Search Net Corporation. Trezza is best-known in the industry for his leadership qualities. He published a leadership series and also has been a featured speaker at industry conferences throughout the nation.

Trezza began his career in the collection industry in 1975 with American Creditors Bureau (ACB). Two years later, he was promoted to regional manager and was responsible for the northeastern sector from Virginia to Maine. Trezza spent 14 years with ACB, landing positions from national director of marketing and sales to executive vice president.

After realizing a crucial need to improve communication between creditors and their agencies, Trezza formed Search Net Corporation (SNC) in 1991. SNC, located in New York, NY, is a management and sales and marketing firm. Trezza conducts seminars on marketing and sales training as well as a rigorous two-day CEO training course. As a resource for collection agency owners nationwide, he helps develop and implement marketing strategies to solve an array of challenges, from management issues to operations, sales and marketing.

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Trezza's band currently is working on a project to raise money for the Special Operations Warrior Foundation. "The project we are working on is our own arrangement of the Dire Straits' song, 'Brothers in Arms,' " Trezza explained in an e-mail. "Our producer is Ron St. Germain, who has 32 Grammy nominations and 12 Grammy wins. Other outstanding musicians also have volunteered their efforts for this project. We will be creating a separate page on our site for this song and the project. Anyone can go to the site and download the song for a minimum of a \$1.00 donation (we're hoping for much more, of course)."

One hundred percent of the proceeds from the song will go to the Special Operations Warrior Foundation, a four-star charity that raises money to pay college tuition for children of special operations warriors killed in combat. Thus far, the song's donations have helped educate 500 children of fallen U.S. soldiers. Trezza and bass player, Greg Hollister, are dedicating this project to their fathers who served as U.S. Marines together in World War II.

The project has garnered quite a bit of early media interest, from Oprah Winfrey to Fox News. "I have very high hopes that we will be able to raise a great deal of money for this cause," Trezza says. "I will be looking for as much help as possible to 'pay it forward' by asking everyone to contribute." A link to the information and the band's Web site, [www.marcodesadebluesband.com](http://www.marcodesadebluesband.com), will be sent with a request that the e-mail be forwarded to everyone in the recipient's e-mail address book.

The band also is in the middle of recording a live-in-the-studio CD, which will be featured on the Web site. The complete project, along with the song, CD and Web site, is expected to launch in early March.