

# CFA ROCKS *Austin*

— LIVE MUSIC CAPITAL OF THE WORLD® —



## 71ST ANNUAL CONVENTION

IN THE HEART OF DOWNTOWN AUSTIN

OPENING RECEPTION @ [AUSTIN CITY LIMITS](#)

NOVEMBER 11-13, 2015 🎵 [JW MARRIOTT, AUSTIN, TX](#)



SPECIAL MUSICAL PERFORMANCE

**LYLE LOVETT**

GRAMMY AWARD WINNER



KEYNOTE SPEAKER

**JOHN MACKKEY**

CO-FOUNDER/CO-CEO,  
WHOLE FOODS MARKET



LUNCH SPEAKER

**SHEILA BAIR**

FORMER FDIC  
CHAIRMAN



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# CFA ROCKS *Austin*

## TOP **5** REASONS TO ATTEND CFA'S 71ST ANNUAL CONVENTION IN AUSTIN

### WORLD- CLASS PANELS

### INSIGHTFUL SPEAKERS

LYLE LOVETT

JOHN MACKEY

SHEILA BAIR

BERT "TITO" BEVERIDGE

### 1. NETWORKING, NETWORKING, NETWORKING!

The CFA knows how important it is to make the contacts necessary to help your business grow. The Annual Convention program was crafted to provide a wide variety of networking events designed to bring you face-to-face with everyone you need to know, all with a bit of Austin flair. From the Golf Outing and Barbecue Workshops on Wednesday to the coffee breaks and live music in the Exhibit Hall, you'll want to bring plenty of business cards.

### 2. TO GET YOUR TEXAS SWING ON!

Get ready to tap your feet and clap your hands as Lyle Lovett and his Large Band entertain us with their horn-driven Western swing! Taking place at the famous Austin City Limits venue, our Opening Reception entertainment (sponsored by RedRidge Finance Group) will show you that it's OK if you are not from Texas – Texas wants you anyway.

### 3. ESSENTIAL INDUSTRY UPDATES!

The Convention Program Committee has worked hard to develop a program that harnesses the energy and uniqueness of our host city. Nowhere else but at the CFA Annual in Austin will you hear such a distinct set of timely and definitive panel topics from today's industry leaders. Our wide array of panels will explore where our industry currently stands, our role for the future and which opportunities will make a difference to your future, ensuring a myriad of ideas follow you home.

### 4. BIG-NAME KEYNOTE SPEAKERS!

The 71st Annual Convention features the kind of star power you have come to expect from the CFA. Following our rockin' Opening Reception, the program features Keynote Speakers John Mackey, Co-Founder/Co-CEO of Whole Foods Market, former FDIC Chairman Sheila Bair, and entrepreneur Bert "Tito" Beveridge, founder and master-distiller at Tito's Handmade Vodka. You will not want to miss these incredible and valuable insights offered by these leaders of their respective industries.

### 5. THIS IS THE PREMIER EVENT!

The 71st Annual Convention is a must for all professionals involved in the asset-based lending and factoring industries. This is the premier event to meet with 1,000 + key players in all facets our industry. You DON'T want to miss out!

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# JOIN<sub>US</sub>

MESSAGE FROM THE CONVENTION  
PROGRAM COMMITTEE CHAIRPERSON

## CFA'S 71ST ANNUAL CONVENTION

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On behalf of the Commercial Finance Association, I would like to thank our Convention Sponsors and Exhibitors for their engagement in this year's event. We have planned a wide range of fun networking activities in Austin, none of which would be possible without their continued support.

A special thank you also goes out to our Convention Program Committee. They have worked hard to develop a program that will provide you with the information and insights needed to succeed in the coming year. As you will see in the next few pages, the Committee has created an event that is wide-reaching in scope and importance. This will be a Convention you won't want to miss!

### COMMITTEE VICE CHAIR

Steven Gold, Allied Financial Corporation

### COMMITTEE MEMBERS

Katherine Bell, Paul Hastings LLP  
Gail Bernstein, PNC Business Credit  
Howard Brownstein, The Brownstein Corporation  
Cheryl Carner, Crystal Finance  
Paula Currie, PNC Business Credit  
Lana Donahue, Blank Rome LLP  
Rosanne Doyle, William Stucky & Associates, Inc.  
Mike Ehlert, Capital One Business Credit  
Cole Harmonson, Far West Capital  
Stewart Hayes, Wells Fargo Capital Finance  
Randi Hershgordon, Adams Business Credit, LLC  
Dan Karas, Triumph Commercial Finance

Brad Kastner, MidCap Financial  
Edward King, King Trade Capital  
David Kurzweil, Greenberg Taurig LLP  
Alexandra Margolis, Nixon Peabody LLP  
Michael Monk, Amerisource Funding  
Alissa Palatiello, Wells Fargo Capital Finance  
Einat Steklov, Coral Capital Solutions  
Stacia Wells, Bilzin Sumber Baena  
Price & Axelrod LLP  
Mignon Winston, Sterling National Bank  
Gail Winther, RMP Capital



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**ANDREA L. PETRO**  
CFA CONVENTION PROGRAM  
COMMITTEE CHAIR &  
EXECUTIVE VICE PRESIDENT,  
WELLS FARGO CAPITAL FINANCE

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**CFA'S  
BIGGEST  
EVENT IS  
A DON'T  
MISS**

IN THE HEART OF  
DOWNTOWN AUSTIN

OPENING RECEPTION  
AT AUSTIN CITY LIMIT'S  
MOODY THEATER

CFA GOLF OUTING  
AT BARTON CREEK'S  
FAZIO FOOTHILLS

## HIGHLIGHTS



SPECIAL MUSICAL PERFORMANCE

**LYLE LOVETT**

GRAMMY AWARD WINNER

**WEDNESDAY  
NOVEMBER 11TH**

A singer, composer and actor, Lyle Lovett has broadened the definition of American music in a career that spans 14 albums. Coupled with his gift for storytelling, the Texas-based musician fuses elements of country, swing, jazz, folk, gospel and blues in a convention-defying manner that breaks down barriers. Lovett has appeared in 13 feature films, and on stage and television. Among his many accolades, besides his four Grammy Awards, he was given the Americana Music Association's inaugural Trailblazer Award, and was recently named the Texas State Musician. Since his self-titled debut in 1986, Lyle Lovett has evolved into one of music's most vibrant and iconic performers. His oeuvre, rich and eclectic, is one of the most beloved of any living artist working today.



KEYNOTE SPEAKER

**JOHN MACKEY**

CO-FOUNDER/CO-CEO,  
WHOLE FOODS MARKET

**THURSDAY  
NOVEMBER 12TH**

John Mackey, co-founder and co-CEO of Whole Foods Market, has led the natural and organic grocer as it has grown from a single store in Austin, Texas, founded in 1978, to a \$13 billion Fortune 500 company with more than 370 stores and 80,000 Team Members worldwide. While devoting his career to helping shoppers satisfy their lifestyle needs with high quality natural and organic foods, Mackey has also focused on building a more conscious way of doing business. For 16 consecutive years, FORTUNE magazine has included Whole Foods Market on its "100 Best Companies to Work For" list and named it the Number One Most Admired Food and Drug Store Company in the World in 2012. Mackey cut his pay to \$1 in 2006 and continues to work for Whole Foods Market out of a passion to see the business realize its potential for deeper purpose, for the joy of leading a great company, and to answer the call to service he feels in his heart.

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THURSDAY LUNCH SPEAKER  
**SHEILA BAIR**  
FORMER FDIC CHAIRMAN

**THURSDAY  
NOVEMBER 12TH**

The Honorable Sheila C. Bair served as the 19th Chairman of the Federal Deposit Insurance Corporation for a five-year term, from June 2006 through June 2011. She has an extensive background in banking and finance in a career that has taken her from Capitol Hill, to academia, to the highest levels of government. As FDIC Chairman, Ms. Bair presided over a tumultuous period in the nation's financial sector, working to bolster public confidence and system stability. Determined not to turn to taxpayer borrowing during the crisis, the FDIC managed its losses and liquidity needs entirely through its traditional industry-funded resources. Ms. Bair led FDIC resolution strategies to sell failing banks to healthier institutions, while providing credit support of future losses from failed banks' troubled loans. This saved the Deposit Insurance Fund \$40 billion over losses it would have incurred if the FDIC had liquidated those banks. Her recent book, *Bull by the Horns*, is a *New York Times* best-seller and has framed her as a fierce advocate of the public interest.



FRIDAY LUNCH SPEAKER  
**"TITO" BEVERIDGE**  
FOUNDER/CEO, TITO'S HANDMADE VODKA

**FRIDAY  
NOVEMBER 13TH**

Bert "Tito" Beveridge is a native Texan and entrepreneur at heart. Born in San Antonio, he attended Vanderbilt and the University of Texas at Austin, earning degrees in geology and geophysics. After a series of failed careers in oil & gas and real estate, Tito founded the state's first and only microdistillery in 1995, producing handmade vodka right here in Austin. Tito now spends his days distilling Tito's Handmade Vodka at the same distillery where he's made it since this wild ride began. Tito's is distilled from corn so it is naturally gluten free and has received numerous awards for its purity and smooth taste. Visit [titosvodka.com](http://titosvodka.com)

## SCHEDULE

### TUESDAY, NOVEMBER 10, 2015

Management Committee Meeting ( <i>invitation only</i> )	11:00 AM - 1:00 PM
Executive Committee Meeting ( <i>invitation only</i> )	1:00 PM - 3:00 PM
CFA Education Foundation Supporters Meeting ( <i>invitation only</i> )	3:00 PM - 4:30 PM
Board of Directors Reception ( <i>invitation only</i> )	6:00 PM - 8:00 PM

#### HIGHLIGHTS

**PLAY THE GREENS  
AT BARTON CREEK'S  
FAZIO FOOTHILLS**  
11:30 AM-5:00 PM

### WEDNESDAY, NOVEMBER 11, 2015

Golf Outing <i>Sponsored by Wells Fargo Capital Finance</i>	11:30 AM - 5:00 PM
Science of Barbecue Workshops	12:00 PM - 4:00 PM
Registration <i>Sponsored by Hilco Global</i>	2:30 PM - 7:00 PM
Exhibit Hall Open	2:30 PM - 5:00 PM
Exhibit Hall Happy Hour and Live Music	4:00 PM - 5:00 PM
Women in Commercial Finance Reception	4:30 PM - 5:30 PM
Opening Reception @ Austin City Limits <i>Sponsored by RedRidge Finance Group</i>	6:00 PM - 9:00 PM

**SPECIAL CONCERT  
BY GRAMMY-AWARD  
WINNER LYLE LOVETT**  
6:00 PM-9:00 PM

### THURSDAY, NOVEMBER 12, 2015

Registration <i>Sponsored by Hilco Global</i>	7:30 AM - 5:00 PM
Exhibit Hall Open	7:30 AM - 6:30 PM
General Session & Breakfast with Speaker: John Mackey <i>Sponsored by Far West Capital</i>	7:30 AM - 10:00 AM
Coffee Break and Live Music in Exhibit Hall	10:00 AM - 11:15 AM
Concurrent Panel 1	11:15 AM - 12:30 PM
Concurrent Panel 2	11:15 AM - 12:30 PM
Lunch Session with Speaker: Sheila Bair <i>Co-sponsored by Wells Fargo Capital Finance, Paul Hastings LLP, People's United Business Capital, PNC Business Credit, KeyBank Business Capital, North Mill Capital LLC, Otterbourg P.C.</i>	12:30 PM - 2:30 PM
Concurrent Panel 3	2:30 PM - 3:45 PM
Concurrent Panel 4	2:30 PM - 3:45 PM
Concurrent Panel 5	2:30 PM - 3:45 PM
Exhibit Hall Happy Hour and Live Music	4:00 PM - 5:00 PM
Guitar Workshop and Bar in Exhibit Hall <i>Sponsored by Siena Lending Group</i>	5:00 PM - 6:30 PM
Nightcap Reception <i>Co-Sponsored by Goldberg Kohn and Otterbourg P.C.</i>	9:00 PM - 12:00 AM

**GENERAL SESSION  
SPEAKER JOHN MACKEY**  
7:30 AM-10:00 AM

**LUNCH SPEAKER  
SHEILA BAIR**  
12:30 PM-2:30 PM

**UNWIND WITH FELLOW  
ATTENDEES AT THE EXHIBIT  
HALL HAPPY HOUR!**  
4:00 PM-5:00 PM

**NIGHTCAP  
RECEPTION**  
9:00 PM-12:00 AM

### FRIDAY, NOVEMBER 13, 2015

Registration <i>Sponsored by Hilco Global</i>	7:30 AM - 12:30 PM
Exhibit Hall Open	7:30 AM - 11:30 AM
Breakfast and Concurrent Panel 6 <i>Sponsored by Vedder Price</i>	8:00 AM - 9:15 AM
Breakfast and Concurrent Panel 7	8:00 AM - 9:15 AM
Concurrent Panel 8	9:15 AM - 10:30 AM
Concurrent Panel 9	9:15 AM - 10:30 AM
Concurrent Panel 10	9:15 AM - 10:30 AM
Coffee Break and Live Music in Exhibit Hall	10:30 AM - 11:30 AM
Concurrent Panel 11	11:30 AM - 12:45 PM
Concurrent Panel 12	11:30 AM - 12:45 PM
Concurrent Panel 13	11:30 AM - 12:45 PM
Lunch with Speaker: Bert "Tito" Beveridge <i>Sponsored by Mayer Brown</i>	12:45 PM - 2:45 PM

**END THE CONVENTION  
WITH A "SPIRITED"  
TALK FROM TITO!**  
12:45 PM-2:45 PM



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## GENERAL SESSION

JW GRAND BALLROOM  
NOVEMBER 12, 2015, 7:30 AM - 10:00 AM

**BREAKFAST & KEYNOTE SPEAKER:**  
**JOHN MACKEY, CO-FOUNDER/CO-CEO, WHOLE FOODS MARKET**  
**SPONSORED BY:** Far West Capital

Following our opening remarks by CFA CEO Bob Trojan, you will hear John Mackey, who has led the natural and organic grocer as it has grown from a single store in Austin, Texas, founded in 1978, to a \$13 billion Fortune 500 company. A strong believer in free market principles, Mackey will help you to re-imagine capitalism and inspire you with his philosophy of doing business that is grounded in ethical consciousness.

## PANEL SESSIONS

**PANEL 1: VIEW FROM THE TOP -  
THE REGULATORY IMPACT ON  
LARGE ABL LENDERS**  
NOVEMBER 12, 2015, 11:15 AM - 12:30 PM

**MODERATOR:** Barry Bobrow, Loan Syndications Manager, Wells Fargo Capital Finance  
**PANELISTS:** Chris Carmosino, President, Citizens Business Credit  
Guy Fuchs, President & COO, Wells Fargo Capital Finance  
John Goldthorpe, Head of Business Credit, JPMorgan Chase  
William Kosis, President & CEO, PNC Business Credit  
Jeff McLane, President, Bank of America Business Capital

Hear directly from the leaders of some of the largest asset-based industry players as they discuss the most important topics of the day. Discussion topics will include how to achieve growth in the current market and regulatory environment as well as how they look to develop the next generation of leaders for their businesses.

**PANEL 2: VIEW FROM THE TOP -  
INDEPENDENT LENDERS**  
NOVEMBER 12, 2015, 11:15 AM - 12:30 PM

**MODERATOR:** Mark Hafner, President & CEO, Celtic Capital Corporation  
**PANELISTS:** David Grende, President & CEO, Siena Lending Group  
Michael Monk, Managing Partner, Amerisource Funding  
Jennifer Palmer, President, Gerber Finance, Inc.  
Andrew Tananbaum, Executive Chairman, Capital Business Credit LLC

Key industry players at independent ABL, factoring, and other specialty finance organizations discuss key industry issues including: overview of the current market conditions, competition and trends, evolution of alternative products and their impact on independent ABL/factors, workforce diversity & employee development, and much more.

## PANELS

### THURSDAY SPEAKER

JW GRAND BALLROOM  
NOVEMBER 12, 2015, 12:30 PM - 2:30 PM

**THURSDAY GENERAL SESSION LUNCH SPEAKER :**  
**THE HONORABLE SHEILA C. BAIR, FORMER FDIC CHAIRMAN**  
**CO-SPONSORED BY:** Wells Fargo Capital Finance, Paul Hastings LLP,  
People's United Business Capital, PNC Business Credit, KeyBank Business Capital,  
North Mill Capital LLC, Otterbourg P.C.

Presented by the Women in Commercial Finance Committee, Chairman Bair recounts her time presiding over one of the most tumultuous period in the nation's financial sector, and working to bolster public confidence and system stability. Her extensive experience and strategies for success in the face of crisis will inspire you to face challenges head-on.

**PANEL 3:**  
**REPORT OF GENERAL COUNSEL**  
NOVEMBER 12, 2015, 2:30 PM - 3:45 PM

**SPEAKERS:** Jonathan Helfat, Partner, Otterbourg P.C.  
Richard Kohn, Senior Principal, Goldberg Kohn

CFA's Co-General Counsel discuss significant judicial and legislative developments affecting the ABL and factoring industries in 2015.

**PANEL 4: THE IMPACT OF GE  
CAPITAL'S EXIT FROM THE  
COMMERCIAL FINANCE INDUSTRY**  
NOVEMBER 12, 2015, 2:30 PM - 3:45 PM

**MODERATOR:** TBA  
**PANELISTS:** Phil Carlson, President & CEO, Nations Equipment Finance  
Isabel Fernandez, CCO, GE Capital  
Jim Miller, Partner, Ares Management, L.P.  
Additional Panelist TBA

Industry experts and players share their views on the impact GE's divestiture of its lending business will have on the commercial finance industry.

**PANEL 5: NEXT GENERATION/  
MILLENNIALS - WHERE IS THE  
BENCH IN COMMERCIAL FINANCE?**  
NOVEMBER 12, 2015, 2:30 PM - 3:45 PM

**MODERATOR:** Cole Harmonson, CEO, Far West Capital  
**PANELISTS:** Lori MacNeill, Founder & CEO, Career Onward  
Nick McDearis, Principal, Ares Commercial Finance  
Jay McKinney, Senior Vice President, Operations, Bayside Business Solutions  
Additional Panelist TBA

The millennial population is very diverse and presents a large number of challenges and opportunities for traditional firms such as large corporations, law and accounting firms. How do we recruit, train and retain the cream of the crop? How do we avoid succumbing to stereotypes such as "not paying their dues" or "lack of job loyalty"? This session will provide a how-to guide on identifying and developing this new class of professionals that will lead our industry in the future.

4:00 PM - 5:00 PM — GRIFFIN HALL 2ND FLOOR

**EXHIBIT HALL HAPPY HOUR AND LIVE MUSIC!**  
BEER, WINE, SNACKS AND SOME OF AUSTIN'S FINEST LOCAL MUSICIANS



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5:00 PM - 6:30 PM — GRIFFIN HALL 2ND FLOOR

## GUITAR WORKSHOP AND BAR IN EXHIBIT HALL

SPONSORED BY SIENA LENDING GROUP LLC

LEARN SOME KILLER LICKS AT THE GUITAR WORKSHOP!

### FRIDAY

**PANEL 6:  
BREAKFAST W/ECONOMIST  
SPONSORED BY:** Vedder Price

NOVEMBER 13, 2015, 8:00 AM - 9:15 AM

**SPEAKER:** Dr. William Dunkelberg, Chief Economist, National Federation of Independent Business; Economic Strategist, Boenning & Scattergood

Hear a leading economist provide his perspective on the current state of the economy and the outlook for 2016, with a particular emphasis on the sectors and factors of importance to commercial lenders.

**PANEL 7: FINTECH/ALT FI  
(W/BREAKFAST)**

NOVEMBER 13, 2015, 8:00 AM - 9:15 AM

**MODERATOR:** Scott Winicour, COO, Gibraltar Business Capital, LLC

**PANELISTS:** Jeremy Brown, CEO, RapidAdvance  
Sam Graziano, CEO, Foundation Group LLC  
Jordan Novak, Managing Director, C2FO

Key players in this increasingly popular space review the newer and expanding alternative lending products including merchant cash advance, direct loans, peer-to-peer lending, online balance sheet lenders and other internet/technology based products.

**PANEL 8: CAPITAL  
MARKETS OVERVIEW**

NOVEMBER 13, 2015, 9:15 AM - 10:30 AM

**MODERATOR:** Stewart Hayes, Senior Vice President, Wells Fargo Capital Finance

**PANELISTS:** John D. Cochran, Managing Director, Lovell Minnick Partners LLC  
Scott M. Rosen, Head of Specialty Finance, Solar Capital Partners  
Tim Stute, Partner, Specialty Finance Portfolio Manager, Houlihan Lokey

An in-depth overview of current market activity, recent transactions, and valuations. You will learn the difference in investment philosophies of the various investor types (BDCs, PEGs, family offices, etc). This panel will examine the key issues investors look for in independent ABLs/factors, as well as considerations for independent ABLs/factors in selecting the right partner, and much more.

**PANEL 9: IMPACT OF OIL AND GAS  
VOLATILITY ON ENERGY LENDERS**

NOVEMBER 13, 2015, 9:15 AM - 10:30 AM

**MODERATOR:** Joye Lynn, Managing Director, Wells Fargo Capital Finance

**PANELISTS:** Robert Callaway, Managing Director, National Practice Leader – Energy, Great American Group  
Adam Pollock, Managing Director, Stellus Capital  
John Tyler, Senior Vice President, PNC Business Credit  
David Watson, Director, Simmons & Co. International

A forum to discuss how volatility in the oil and gas markets has impacted oil field service companies and their lenders. This panel will look at the market update and forecast, which sectors/basins/asset classes have been hardest hit/which have been most resilient, and examine how investment/underwriting strategies have changed as a result of the volatility. You will learn the latest opportunities in this market, what innovations have emerged, and the current or potential impact of government legislation and/or regulatory oversight and much more.

REGISTER TODAY: [WWW.CFA.COM](http://WWW.CFA.COM)

## PANELS

### **PANEL 10: BIG OPPORTUNITIES IN A SMALLER WORLD**

NOVEMBER 13, 2015, 9:15 AM - 10:30 AM

**MODERATOR:** Anthony Brown, Principal, The Trade Advisory  
**PANELISTS:** Alan Beard, Managing Director, ExWorks Capital  
Robert Lin, President & CEO, SeaburyTFX (HK) Limited  
Additional Panelist TBA

How the latest smart thinking in cross-border finance can help you and your clients stay competitive. Hear how innovative disruption in data analytics is spawning new offerings in cross-border commerce from Reverse Factoring to Distribution Finance. Learn how lenders are creating new structures to support exporters while Congress figures out the future of EXIM Bank. From financing international distribution of goods to distributing risk and assets, our panel of experts share their knowledge and insights so you can keep abreast of which trends will drive your business . . . And which might threaten it.

### **PANEL 11: GETTING IN TOUCH WITH INTANGIBLES**

NOVEMBER 13, 2015, 11:30 AM - 12:45 PM

**MODERATOR:** Howard Brownstein, President, Brownstein Corporation  
**PANELISTS:** Rafael Klotz, Senior Managing Director, Gordon Brothers Group  
Peter S. Muñoz, Partner, Reed Smith  
James C. Shulwolf, Partner, Shipman & Goodwin LLP

Intellectual Property Collateral – Valuation & Disposition. Presented by the ABA, join us for an extensive look at all aspects of intellectual property, including its growth as collateral in financing, the different types of IP, and their respective characteristics as collateral, e.g., registration, pledging, perfecting liens, etc. This panel will also provide real-life examples on how to underwrite a loan with IP collateral, how to utilize IP in a Workout, and recent court decisions regarding IP in bankruptcy.

### **PANEL 12: INTERCREDITOR ISSUES**

NOVEMBER 13, 2015, 11:30 AM - 12:45 PM

**MODERATORS:** Katherine Bell, Partner, Corporate Department, Paul Hastings  
Stacia Wells, Attorney at Law, Bilzin Sumberg Baena Price & Axelrod LLP  
**PANELISTS:** Brent Humphries, President, AB Private Credit Partners  
Cheri MacDonald, Senior Vice President, Wells Fargo Capital Finance

Gain a better understanding of the business dynamics involved in structuring intercreditor arrangements and additional tools to better protect yourself in default scenarios involving multiple tranches of debt. Determine the underwriting considerations involved across intercreditor structures (split-collateral, unitranche, and beyond), the primary business points of negotiation for senior and junior lenders, predictions for the future, and much more.

### **PANEL 13: CYBERSECURITY**

NOVEMBER 13, 2015, 11:30 AM - 12:45 PM

**SPEAKERS:** Henry Bar-Levav, CEO, Recursion Ventures  
Additional Speakers TBA

Cybersecurity – Think You are Protected? Think Again! The way in which we do business is rapidly changing, as is (or at least, should be!) the way in which we protect our business. Cybersecurity is a rapidly moving, rapidly evolving threat. There is one constant in all of this, though: People. Having the right people on your side is just as important as not having the wrong person. How do you tell the difference? What personnel decisions do you make to avoid losing out on business? This panel will feature rarely available leading experts in the cybersecurity field, and will examine the questions you should be asking and the pitfalls you need to avoid.

LUNCH WITH SPEAKER: 12:45 PM - 2:45 PM — JW GRAND BALLROOM

**BERT "TITO" BEVERIDGE OF TITO'S HANDMADE VODKA!**

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CLOSE OUT THE ANNUAL WITH BUSINESS INSIGHTS FROM TITO

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HOULIHAN LOKEY

### PLATINUM LEVEL

GOLDBERG KOHN

### TITANIUM LEVEL



### GOLD LEVEL



### SILVER LEVEL



### BRONZE LEVEL



### EXECUTIVE LEVEL



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## THANK YOU

### THANK YOU TO THE CONVENTION EXHIBITORS!

#### 1stWEST Background Investigations \*

3i Infotech Financial Software Inc.  
 Accounts Receivable Insurance (ARI)  
 All American Docs  
 Alleon Healthcare Capital  
 Ansonia Credit Data  
 Arthur J. Gallagher + Co.  
 Bayside Business Solutions  
 Borro  
 C&R Credit Services  
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Expense Reduction Analysts

#### FGI Finance \*

First Corporate Solutions, Inc.

Freed Maxick ABL Services

GRP Funding

Heritage Global

HPD Software LLC

International Factoring Association (IFA)

InterceptEFT

Liquid Asset Partners

Service Partners Information

Super G Funding

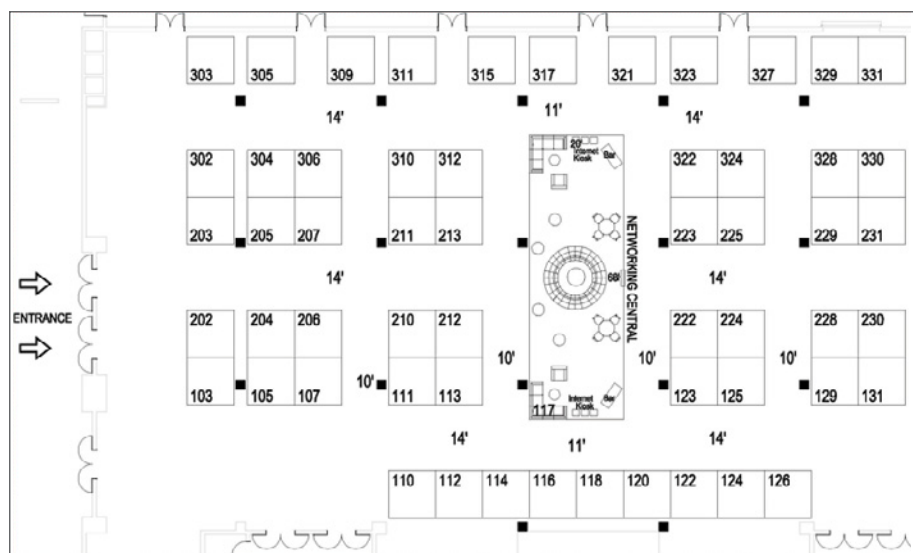
UCC Plus - Fidelity National Financial

US Capital Partners

William Stucky & Associates, Inc.

Exhibitors as of July 1, 2015

### EXHIBIT FLOOR PLAN



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## KEY INFO

### KEY CONVENTION INFORMATION

FOR MORE INFORMATION ABOUT THE CONVENTION, INCLUDING AGENDA, SPONSORS/EXHIBITORS, REGISTRATIONS AND HOTEL & TRAVEL DISCOUNTS, VISIT [WWW.CFA.COM](http://WWW.CFA.COM)

### HOTEL INFORMATION

The JW Marriott Austin is the official Convention hotel. Registrants are required to make their own hotel reservations. Discounted rates are only available through Marriott. **CFA has not partnered with any outside companies and recommends you deal only with the Marriott to book your room.** To receive the discounted Convention rate of \$272 per night, you must call (512) 474-4777 and mention the CFA Annual Convention or visit [www.cfa.com](http://www.cfa.com) to make an online reservation. **The cut-off date for reservations at the discounted rate is Friday, October 16, 2015.**

### TRAVEL INFORMATION

Visit [www.cfa.com](http://www.cfa.com) for airline and car rental deals and discounts.

### REGISTRATION INFORMATION

Early Registration Fees – until Friday, August 28, 2015.  
Standard Registration Fees – Saturday, August 29, 2015 – Friday, November 6, 2015.  
On-Site Registration Fees – after Saturday, November 7, 2015.  
Registration cannot be processed without a form of payment.

### REGISTRATION DEADLINES AND CANCELLATIONS & REFUNDS

See details at the bottom of registration form on the next page.

### SPOUSE/COMPANION INFORMATION

Registration for spouse/companions is available for \$495. It is not available online. You must fill out a printed registration form or contact Rosa Gomez at (646) 839-6083 or [rosa@cfa.com](mailto:rosa@cfa.com) to register your spouse/companion. Registration includes all meals including two breakfasts, two lunches and four receptions. Please note: This offer does not apply to co-workers.

### CONVENTION ACTIVITY POLICY

Receptions and other company events cannot conflict with any scheduled Convention activity. If your event will take place at the JW Marriott Austin, CFA can help you easily secure space. Please contact Jeff Walsh at (646) 839-6084 in advance of making any arrangements.

### REGISTRATION LIST

The deadline for being listed in the Official Directory of Registrants is 2:00 PM EDT on Wednesday, October 14, 2015. After this deadline CFA will maintain an Attendee List Addendum up through Wednesday, October 28, 2015. To make any change to your registration information please contact Rosa Gomez at (646) 839-6083 or [rosa@cfa.com](mailto:rosa@cfa.com).

### HAVE A QUESTION THAT WASN'T ANSWERED?

For questions relating to the Convention or CFA please call (212) 792-9390 or email us at [convention@cfa.com](mailto:convention@cfa.com).

# CFA ROCKS *Austin*

## CFA 71ST ANNUAL CONVENTION REGISTRATION FORM

To register please complete all portions of this form. Please print legibly using one form per person.

### 3 EASY WAYS TO REGISTER:

1) Online: [www.cfa.com](http://www.cfa.com)

2) Fax: (212) 564-6053

3) Mail: CFA Annual Convention, 370 7th Ave., Ste. 1801, New York, NY 10001

Name _____		Title _____	
Nickname for Badge _____		Company _____	
Address _____		City _____	State _____ Zip _____
Telephone _____		Email _____	
Do you want your email listed in the directory? <input type="radio"/> Yes or <input type="radio"/> No			
Type of Organization			
<input type="checkbox"/> Accountant	<input type="checkbox"/> Equipment Leasing	<input type="checkbox"/> Middle Market ABL	<input type="checkbox"/> Trade Finance/Purchase Order
<input type="checkbox"/> Appraiser/Auctioneer/Liquidator	<input type="checkbox"/> Field Examination	<input type="checkbox"/> Private Equity Firm	<input type="checkbox"/> Traditional Factoring
<input type="checkbox"/> Attorney/Law Firm	<input type="checkbox"/> Hedge Fund	<input type="checkbox"/> Search, Filing & Document Retrieval	<input type="checkbox"/> Turnaround Management
<input type="checkbox"/> Bank Affiliated ABL	<input type="checkbox"/> Insurance	<input type="checkbox"/> 2nd Lien/Junior Debt Lender	<input type="checkbox"/> Other
<input type="checkbox"/> Broker	<input type="checkbox"/> International ABL & Factoring	<input type="checkbox"/> Software	
<input type="checkbox"/> Community Bank	<input type="checkbox"/> Inventory Finance	<input type="checkbox"/> Supply Chain Finance	
<input type="checkbox"/> Entrepreneurial Finance & Factoring	<input type="checkbox"/> Large, Non-bank	<input type="checkbox"/> Syndicated ABL/Capital Markets	

REGISTRATION FEES	Early Registration Fee (until Friday, August 28, 2015)	Standard Registration Fees (Saturday, August 29, 2015 - Friday, November 6, 2015)
<b>CONVENTION</b>	Member <input type="checkbox"/> \$1,295 Non-member <input type="checkbox"/> \$1,895	Member <input type="checkbox"/> \$1,395 Non-member <input type="checkbox"/> \$1,995

### Golf Outing

Wednesday, November 11 at 12:00 PM

\$220 per player (Fee includes green fees, cart fees, practice ball and lunch)

Club rentals are available and are paid on-site for an additional fee of \$75. Club Rentals:  Right Handed  Left Handed

### Science of Barbecue Workshop

Wednesday, November 11 from 12:00 PM – 2:00 PM or 2:00 PM – 4:00 PM

\$95 per person (Fee includes barbecue tastings, complimentary beer & wine and take-home bottle of barbecue sauce)

Interactive workshops are two hours in length. Space is limited. Class preference:  12:00 PM  2:00 PM

Payment Method  VISA  MasterCard  AmEx  Discover  Check Enclosed (payable to CFA)

**Registration cannot be processed without a form of payment.**

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Card Address Same as Company Address

Billing Address \_\_\_\_\_

Payment must be included for registration to be processed.

Registration Deadlines:

The deadline for being listed in the Official Directory of Registrants is 2:00 PM (EDT) on Wednesday, October 14th. After this deadline CFA will maintain an Attendee List Addendum up to Wednesday, October 28. After this date, all registrations, changes, or replacements must be processed on-site at the CFA Registration Desk at the JW Marriott Austin.

Cancellations and Refunds:

All cancellations must be received in writing by Wednesday, October 14th at 2:00 PM (EDT) and will be subject to a 20% administrative fee. **Under no circumstances will refunds be made after Wednesday, October 14th at 2:00 PM (EDT).**



Commercial Finance Association

JOIN US AND ROCK

*Austin*

CFA'S 71ST ANNUAL CONVENTION

IN THE HEART OF DOWNTOWN AUSTIN

NOVEMBER 11-13, 2015  
JW MARRIOTT, AUSTIN, TX

*Austin*

CFA ROCKS

YOUR INVITATION TO  
CFA'S ANNUAL CONVENTION

Commercial Finance Association  
370 7th Ave., Ste 1801  
New York, NY 10001  
(212) 792-9390

