

PRESS RELEASE

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For Immediate Release

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## **CFA Names Monosson First Female President in Association History**

Deborah Monosson, President & CEO of Boston Financial & Equity Corporation and a seasoned asset-based lender, has been named president of The Commercial Finance Association (CFA).

Monosson, whose company has been an active member of the association for over 40 years, has served on its Executive Committee for the past 6 years and as an officer for the past 4 years. Her position as president comes at a pivotal time for the CFA.

"Asset-based lending is the \$500 billion engine that drives new business," said Monosson. "Most people don't even know it exists - but we provide the capital that lets fast-growing companies expand, especially when banks are not yet comfortable funding their growth."

The CFA, headquartered in New York, is the industry's most influential voice. Its members range from GE, GM, UPS, all the major banks and independent commercial finance companies such as Boston Financial. As the authoritative voice on the asset-based lending industry, its staff frequently educates legislators about how the availability of capital can be used to accelerate growth in virtually every market.

Monosson's firm provides both equipment financing and asset based loans for start-ups and other companies typically considered high-risk.

She joined the Boston Financial & Equity Corporation 18 years ago. The firm, now celebrating its fortieth year in business was founded by her father, Sonny Monosson, in 1968, making BFEC one of the industry's few successful second-generation firms.

She earned her B.S. degree from Skidmore College and an M.B.A. from Boston University and lives in Cambridge, MS.

BFEC leases capital equipment to venture backed startup companies, turnaround situations and chapter 11s. They also provide asset based loans and factoring to small and midsize companies.

Website: [www.bfec.com](http://www.bfec.com)

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