

Save the date!



**Wednesday, March 2nd 2005
from 1:00 pm – 4:30pm**

Where: Experian Building, Orange County, CA

**Event: Roundtable Discussion –
“Creating a Competitive Advantage”**

**Who should attend?
Members of your Credit & Sales Team**

Cost: No charge to UAEL Members, \$10 fee to Non-UAEL Members

Roundtable Topics:

- ✓ Review, Analyze & Understand Financial Statements
- ✓ What makes a Good credit package
- ✓ How to Market Future Business by Utilizing Products that your Lenders have to offer (Working Capital, Master Leases, etc.)
- ✓ How to Structure Transactions: Commercial Credit and Structured Credits
- ✓ Increase your Sales Ability
- ✓ Internal Back Office Issues: Sales Tax, Early Payoff, etc.
- ✓ Creating a Competitive Advantage – Why should they do business with you?

**Event hosted by UAEL Southern California Regional Committee
Please reserve your ticket by Monday, February 21st, via email at:
giacono@westoverfinancial.com**

Additional details to follow...