

FINANCE IN THE RESET ECONOMY ...NOW WHAT?

NFA

1st Annual **National
Conference**

National Funding Association

3 days of
**Networking, Referral
Building & Education**

May 4 - 6th, 2011

The Grand Hyatt Hotel
Atlanta, Georgia

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Finance in the Reset Economy... Now What?

Attend NFA's 1st Annual National Conference

Network with Hundreds of Financial Professionals & Learn from Today's Leading Financial Experts and Thought Leaders:

- ☑ *What the Future Holds for our Industry; and*
- ☑ *How to Leverage that Knowledge to Compete and Excel in this New Economy*

SPEAKERS INCLUDE:

**President of Atlanta
Federal Reserve Bank**
Dennis Lockhart

**Founder & President of
MidasNation™**
Rob Slee

Governor of Georgia
Nathan Deal

Consumer Strategist
Richard Hastings

Mayor of Atlanta
Kasim Reed

Nic Perkin
The Receivables EXchange

Charles H. Green - *Small Business Finance Institute*

Sean Nelson - *Social Media Sonar*

Greg Hays - *Hays Consulting*

Nancy Halwig - *UPS Capital*

Kenneth Marks - *High Rock Partners*

Rob Liano - *Rock Star Sales Training*

Karen Rands - *LAUNCHfn*

Mark your Calendar NOW! - May 4 - 6, 2011

Join us for 3 Days of Powerful Networking and Education that will Empower you to Compete and Excel in this New Economy!

Space Limited! Visit <http://nationalfunding.eventbrite.com> for more information and to secure your spot.

Meet our Speakers



Dennis Lockhart

President & CEO, The Federal Reserve Bank of Atlanta

Dennis P. Lockhart took office March 1, 2007, as the 14th president and chief executive officer of the Federal Reserve Bank of Atlanta. In this role, Lockhart is responsible for all of the Bank's activities, including monetary policy, bank supervision and regulation and payment services. In addition, he serves on the Federal Reserve's chief monetary policy body, the Federal Open Market Committee (FOMC).



Nathan Deal

Governor of Georgia

Governor Deal's career includes 23 years in private law practice. His public service includes his work as a criminal prosecutor and juvenile court judge, 12 years in the state Senate and nine terms in the U.S. Congress. His colleagues in the state Senate elected him president pro tem, the highest-ranking senator. In Congress, Governor Deal served as chairman and ranking member of the Subcommittee on Health. He was known on Capitol Hill as an expert on healthcare issues and led the Republican fight against Obamacare. He was elected on Nov. 2 as the 82nd Governor of Georgia



Kasim Reed

Mayor, The City of Atlanta

Mayor Kasim Reed was inaugurated as the City of Atlanta's 59th Mayor on January 4, 2010. Since taking office, Mayor Reed has worked to improve public safety, create new opportunities for the City's youth, restore fiscal stability to the city and provide faster and more efficient customer service to its residents. Prior to his election, Mayor Reed established a track record of leadership during his 11 years as a member of the Georgia General Assembly. He was first elected in 1998 as a State Representative and served two terms.



Rob Slee

Founder & President of MidasNation™

Presenting: *"In Search of the Midas Touch - How Companies Get it and How MidasNation™ is Helping"*

Rob Slee is Founder of MidasNation™ (midasnation.com), a community dedicated to helping business owners dramatically increase the value of their firms. Rob has authored more than 250 articles on private finance topics in a variety of legal and business journals. Rob's book, *Private Capital Markets*, was published in mid-2004 by John Wiley & Sons and is now considered the seminal work in finance for private companies. Law schools and MBA programs around the world use this book in a new course of the same name. A second edition of this book will be released in June, 2011.

Rob's second book, *Midas Managers*, was released in 2007 and describes how super-successful private business owners create substantial wealth in a global economy. Rob's current book, *Midas Marketing: How Midas Managers Make Markets*, was released in March, 2009.



Richard Hastings

Global Hunter Securities

Opening Session Speaker - *"The Mechanics of Gas Inflation - From Katrina to the Crash and Beyond"*

Richard Hastings is the Consumer Strategist for investment bank Global Hunter Securities, LLC (ghsecurities.com), where he provides industry level research into consumer and retailing, real estate, capital markets and forex, and investment strategies. Richard is a member of the board of directors of the National Funding Association and is also on the board of the Chartered Financial Analysts (CFA) North Carolina Society.

He has more than twenty years of experience in commercial credit and industry research, and he is a Certified Credit Executive with the National Association of Credit Management. Richard is a frequent guest on CNBC.

Charles H. Green, *Executive Director* Small Business Finance Institute

"Short Change - A New Paradigm in Small Business Finance"



Charles Green serves as Executive Director of the Small Business Finance Institute (sbfi.org). He is a small business financing expert with more than 30 years experience advising entrepreneurs. He founded and served as President of Sunrise

Bank of Atlanta, after 25 years in banking and venture capital. He has authored five finance books, and has been interviewed by many major media outlets about small business financing. In 2005, he was named the Financial Services Champion of the SBA's Georgia District.

Charles earned a Bachelor's degree in Finance from the University of Alabama and completed the Stonier National Graduate School of Banking. He has served on several corporate boards and presently serves as director of the Atlanta Medical Center.

Karen Rands, LAUNCHfn

"VC and Angel Funding"



Karen Rands is a Venture Catalyst, a Compassionate Capitalist- and a dominant force in the entrepreneur and investor markets with her blogs, published articles, frequent speaking engagements and her weekly radio show.

Entrepreneurs are helped through expert knowledge and strategic services offered by Launch Funding Network (LAUNCHfn.com) to develop capitalization strategies and gain access to capital.

Entrepreneurs sign up for free investor tips, ezine and notices of opportunities to meet with investors at <http://GetInvestorMoney.com>.

Investors join the Network of Business Angels & Investors (NBAI) to learn, collaborate and prosper (2009 Top 50 Angel Groups by Inc Mag) by meeting to review pre qualified entrepreneurial projects and make strategic investments. Investors sign up for free excerpts of the Learn to Be an Angel Investor handbook at <http://HowToBeAnAngelInvestor.com>

Kenneth Marks, Managing Partner with High Rock Partners

"What's Next for Middle Market M&A?"



Kenneth is the Founder and Managing Partner of High Rock Partners and the lead author of the Handbook of Financing Growth: Strategy, Capital Structure and M&A Transactions. His firm (highrockpartners.com) creates

value by working with the leaders of emerging growth and middle-market companies through transitions of ownership, transitions to the next level or to reposition the company using a unique and proven blend of experiences and tools in strategic management, mergers & acquisitions, finance and deals, organizational alignment, technology launches, globalization and lean operating systems...coupled with a been-there-done-that confidence.

Marks' past positions include President of JPS Communications, Inc. - a fast growth technology subsidiary of the Raytheon Company - and President and CEO of an electronics manufacturer that he founded and grew to \$22 million. He was a director for a Research Triangle area investment bank focused on raising capital during the late 1990's.

Rob Liano, Rock Star Sales Training

“How to Be a Sales Rock Star”



Rob Liano, the Rock Star Sales Trainer (rockstarsalestraining.com), is a best selling author and renowned sales & success coach. As a teenager he started selling vacuum cleaners, learning from his mentor and friend, his Father Joe.

The “old school” sales lessons he learned have stuck with him throughout his entire career, which has spanned over 20 years.

Rob has forged new techniques to create an innovative and non-failing system of selling. His effectiveness is not a secret and he’s sharing it with the world, whether on stage or a single phone call. Once you realize that in this technological era of instant gratification, many old school techniques just don’t cut it any more, you’ll realize that Rob Liano’s modern, cutting edge, easy to implement sales insights will simplify your sales life and take your career to the next level!

Sean Nelson, Founder of Social Media Sonar

“Generating Leads through Social Media”



Sean Nelson, writes the Social Media Sonar blog, one of the top blogs (socialmediasonar.com) discussing Social Media strategies and tactics. In 2009 the blog was the winner of Blog Off 2, an international blogging contest. He

has been a Keynote speaker at Norvax University, conducts social media workshops and webinars, has released three eBooks on LinkedIn and written several social media guides.

Sean is the founder of Social Media Sonar, an online marketing and social media firm that develops online marketing strategies incorporating social media. He is also a founding partner in Surge Labs, a conversion rate optimization company which helps companies improve conversions and profitability through scientific testing of landing pages, websites, shopping carts, email, and pay-per-click campaigns.

Greg Hays, Hays Financial Consulting

Panel Moderator – *“The Art and Science of the Workout”*



Mr. Hays is a corporate financial consultant (haysconsulting.net) who has been involved in a broad array of engagements primarily focused on restructuring and winding down insolvent companies and investigating fraud. He is routinely appointed by federal and state courts

as Trustee or Receiver to manage businesses and other assets in an effort to maximize recovery for creditors and investors. He has thirty years of financial experience and manages a firm of consultants that specializes in turnarounds, workouts, asset recovery, forensic accounting, litigation support, and interim management. He is a Certified Turnaround Professional (“CTP”), a Certified Insolvency and Restructuring Advisor (“CIRA”) and a Certified Specialist in Asset Recovery (“CSAR”).

He will be moderating a panel discussion on the Art and Science of the Workout which will include Henry Lorber of Hays Financial Consulting LLC and Henry F. Sewell, Jr. of McKenna Long & Aldridge. The panel will discuss workouts from the business side, focusing on how to set the stage for and crafting the workout and the nuts and bolts of the workout, including preserving lender rights while conducting negotiations and documenting agreements.

Nic R. Perkin, President of The Receivables EXchange

“Lunch Address”



As a former CFO and a successful entrepreneur, Mr. Perkin has felt firsthand the pressures that a lack of working capital can bring to bear on a thriving business. In order to provide small and medium sized businesses with an easy and efficient way to access working

capital, he co-founded The Receivables Exchange (receivablesxchange.com).

Prior to The Receivables Exchange, Mr. Perkin was Executive Vice President at EmSense Corporation, a leading next generation media measurement company. Previously, he was Vice President of Global Business Development for Massive, Inc., which was acquired by Microsoft Corporation in May 2006. In addition, he held the position of Head of Strategic Business Development at Kestrel Technologies.

He holds a Master of Science in Finance from the London Business School and a Bachelor of Arts from Tulane University.

Mr. Perkin serves as Vice Chairman of the Louisiana Innovation Council. He is also a member of the New York Weill Cornell Council (NYWCC) which serves to support patient care, medical research, and education at New York Weill Cornell Medical Center. Mr. Perkin is also a member of the Board of Directors of Bideo.com, the world's first online auction house for real-time trading of exclusive news video and photos.

Nancy Halwig, Managing Director of Global Supply Chain Finance , UPS Capital Corporation

Panel Moderator - *“State of the Lending Industry”*



Nancy is a Managing Director with UPS Capital (capital.ups.com) in the Global Supply Chain Finance Group. GSCF originates senior committed asset-based capital facilities by leveraging the information and control of finished goods inventory as it flows through

UPS bonded logistics warehouses and ocean or air freight containers in their country of origin, and in transit from Asia and elsewhere. In addition, customized financing solutions can be created to arbitrage the risk premiums between various parties in the global supply chain, as well as US export financing.

With more than 35 years in the financial services industry, Nancy has held several senior management positions since moving to Atlanta 25 years ago. Her extensive lending and leadership experience includes: Managing Director, RBS Capital; Managing Director, DoveBid Valuation Services; Senior Vice President, Wachovia Capital Finance; Senior Vice President, Legacy Bank of America; Regional Vice President for KBC in addition to a decade of various corporate lending positions with Citicorp.

Join us for the 2011 Annual NFA Golf Tournament in partnership with the 2011 NFA National Conference.

This year Annual NFA Golf Tournament will include:

- Over \$5,000 in Prizes and Awards, including one or more Apple I-Pads
- Catered Lunch
- Price includes Cart and some Beverages
- Fully Stocked Beer / Beverage Carts

Tee Time is 10:00 am at the Trophy Club of Atlanta. Transportation To and From 2011 NFA Conference is provided



The golf tournament requires a separate registration at <http://www.nfagolf.eventbrite.com>

Hotel and Event Location:

The Conference will take place at the elegant Grand Hyatt Hotel in Atlanta, Georgia! The Grand Hyatt is set in the upscale neighborhood of Buckhead, and offers spacious guest rooms and deluxe amenities. The Hyatt is surrounded by many area attractions, including the World of Coca-Cola Museum, the Georgia Aquarium and luxury shopping at Lenox Square and Phipps Plaza.

The Grand Hyatt Hotel has offered NFA Conference Attendees a very special hotel rate of only \$159 per night! That's about \$100 less than their normal rates. This is a fantastic deal for a luxury hotel in Buckhead - about the same amount you would pay for a stay at a Courtyard or a Hampton in the same area. Reserve your room here <https://resweb.passkey.com/go/NFA>



Grand Hyatt Atlanta
3300 Peachtree Rd NE
Atlanta, GA 303053
Tel: 404-577-1234 Fax: 404-588-4137

Founded in 1991, The National Funding Association is the premier financial networking organization in the country. With nine chapters serving twelve metropolitan areas, the NFA connects networking financial professionals across America and continues to grow, expand and empower its members to succeed. Our members include asset-based lenders, factors, investment bankers, attorneys, CPA's, bankers, consultants, brokers, and other financial professionals.

Agenda

WEDNESDAY / MAY 4, 2011

- | | |
|-------------------|--|
| 8:00 AM - 5:00 PM | Exhibitor set up open in Exhibit Hall / Registration begins |
| 9:30 AM - 3:00 PM | NFA Golf Tournament at The Trophy Club |
| 5:00 PM - 7:30 PM | Registration Desk Open |
| 6:00 PM - 8:00 PM | Opening Reception Cocktail Party & Keynote Speaker: Dennis Lockhart, President & CEO of The Atlanta Federal Reserve Bank |

THURSDAY / MAY 5, 2011

- | | |
|---------------------|---|
| 7:00 AM - 8:00 AM | Breakfast |
| 8:30 AM - 8:45 AM | Thursday Morning Kickoff “ Welcome to Atlanta ” from Mayor Kasim Reed |
| 8:45 AM - 9:45 AM | Opening Session: Richard Hastings, Global Hunter Securities, LLC; The Mechanics of Gas Inflation; from Katrina to the Crash and Beyond |
| 9:45 AM - 10:30 AM | Coffee Break / Networking - Exhibits open for the day |
| 10:30 AM - 11:30 AM | 3 Breakout Sessions to choose from:
Session A: Generating Leads through Social Media - Sean Nelson
Session B: What’s Next for Middle Market M&A? - Kenneth Marks,
Session C: Short Changed - A Paradigm in Small Business Finance - Charles Green |
| 11:30 AM - 12:00 PM | Networking Break in Exhibit Hall |
| 12:00 PM - 1:30 PM | Lunch & Address by Nathan Deal; Governor of Georgia & Nic Perkin, President of The Receivables EXchange |

THURSDAY / MAY 5, 2011 continued

- 1:30 PM - 2:00 PM Networking Break in Exhibit Hall
- 2:00 PM - 3:00 PM General Session: **Credit Markets Panel addresses – Is There a Post Recession Storm Surge Brewing?**
Moderator: Nancy D. Halwig
Panelists include: Virginia Kiseljack,(PNC Business Credit), Bradley Whitcomb (Wells Fargo Capital Finance), Ronald Clack (US Bank Asset Based Finance), and Tom Mathessen (Presidential Financial)
- 3:00 PM - 3:30 PM Networking Break in Exhibit Hall
- 3:30 PM - 4:30 PM 3 Breakout Sessions to choose from:
- Session D:* **Workouts: Art or Science Panel - *Moderator:*** Gregory Hays
 Panel includes: Henry Lorber (Hays Financial Consulting LLC) and Henry F. Sewell, Jr. (McKenna Long & Aldridge).
- Session E:* **VC and Angel Funding - Karen Rands**
- Session F:* **Rock Star Sales Training - Rob Liano**
- 4:30 PM - 4:45 PM Networking Break in Exhibit Hall
- 4:45 – 5:45 PM General Session: **In Search of the Midas Touch - How Companies Get it and How MidasNation(TM) is Helping** by Rob Slee; President & Founder of MidasNation (TM)
- 6:00 PM - 7:00 PM NFA Cocktail Party on the Terrace Lounge with Entertainment by Brandon Perry Band
- 7:15 PM - 8:15 PM Dinner
- 8:30 PM– 10:00 PM Music and Dancing

FRIDAY / MAY 6, 2011

- 8:30 am – 11:00 am NFA National Planning Sessions for NFA Officers, Board Members, Chapter Officers, Board Members, Committees and All Attendees
- Have a Safe Trip Home