



*The Commercial Finance Conference of California, Inc.
Regional Chapter
Commercial Finance Association
Phone (310) 322-0650*

FROM BOTH SIDES - WHAT CAN BE EXPECTED WHEN A CONSULTANT IS RETAINED BY YOUR CLIENT

In this current tumultuous market, many borrowers seeking assistance turn to experienced turnaround consultants to help them navigate the field of capital markets, including potential ABL lenders. What are borrowers to expect from prospective or existing lenders in a turnaround or fast growth situation? How can consultants and lenders work better together to structure new deals and restructure current deals? How can consultants help lenders better evaluate and turnaround their clients? Our panel of experts will share their knowledge and vast experiences.

Panel One: Small Lender Group Panel

Speakers

Bette Hiramatsu, President, Hiramatsu & Associates, Inc.
Brent Celestin, Managing Director, Fullcourt Funding, LLC
Paul Valencia, President, APV Management Group
Ernest J. Turocy, CEO, Turocy & Associates

Moderator

Alex Faló, Executive Vice President, Celtic Capital Corporation

Panel Two: Mid-Large Group Panel

Speakers

Winston Mar, Managing Director, CRG Partners Group LLC
Ilan Yehros, Senior Vice President, PNC Business Credit
Ramesh Swamy, Senior Vice President, Deloitte
Kevin Cross, Managing Director, Cerberus CA

Moderator

George Blanco, Partner, Avant Advisory Group

Date:	Wednesday, October 5, 2011	
Place:	Sheraton Universal Hotel 333 Universal Terrace Parkway Universal City, CA 91608 Starview Room (Roof Garden)	
Time:	5:00pm – 6:00pm	Registration/Cocktails
	6:00 pm– 7:00pm	Presentation
	7:00 pm– 8:00pm	Hot and Cold Hors D’oeuvres

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After October 3, 2011, the registration fee will be an additional \$10.00 for both members and guests. Validated self-parking.

Mail form and payment payable to: CFCC, 214 Main Street, #336, El Segundo, CA 90245 or fax form & payment to: 310-615-4581 or sign up online @ www.com-fin.com . Phone: (310) 322-0650 Fax: (310) 615-4581