



The 2018 IFA Annual Factoring Conference: Revolutionizing the Future of the Commercial Finance Industry



By Heather Villa

On May 9-12, 2018, attendees will gather at the largest conference in the world exclusively designed for commercial finance professionals. Dedicated to being the foremost educational experience in the industry, the 24th Annual Factoring Conference is not to be missed.

This year's conference will focus on positioning you and your business for the future. Enter a world of endless possibilities where hundreds of industry leaders will gather together defining the future of factoring and commercial finance.

EXPERT-LED EDUCATION

Some of the greatest minds in the commercial finance industry will provide two full days of instruction, delivering expert-led education

and topics for all skill sets. Innovative learning formats and engaging instructors allow you to align your education to your own personal needs, interests, and learning level.

Our keynote sessions this year are:

- **Chef Jeff Henderson - (America's Favorite Celebrity Chef, Author and Motivational Speaker)** Chef Jeff Henderson is creator of the Food Network reality show series, "The Chef Jeff Project". He is also the exciting host of the new innovative television series "Flip My food."



Jeff is one of the most influential Chefs in the country. He is a highly sought after motivational and public speaker, an award-winning Chef and Author of the New York Times best-seller "Cooked." From overcoming hardship to identifying personal talents, Jeff reveals his hard-knock yet transformative life lessons and the secrets to rising above and realizing your potential. His dynamic and engaging presentations will help you discover your hidden business aptitudes, make life-changing decisions, and gain a new foothold on the ladder to success.

- **Robert Stephens – (Geek Squad Founder & Former CTO of Best Buy)** The visionary entrepreneur behind Geek Squad helps you adapt to the era of digital disruption with a prospective and revealing examination of trends in business, technology and innovation. Drawing from his entrepreneurial journey and lessons learned along the way, Robert leaves you with thought-provoking insights on developing a culture of innovation, creating memorable customer experiences and tips for identifying and harnessing upcoming disruptive trends.
- **Jason Schenker – (Economist, Futurist, Author & Speaker)** Jason is the world's top ranked financial market Futurist. Bloomberg News has ranked him one of the most accurate forecasters in the world

in 36 different categories since 2011, including #1 in the world in 21 categories for his forecasts of the Euro, the Pound, the Swiss Franc, the Russian Ruble, the Brazilian Real, crude oil prices, natural gas prices, gold prices, industrial metals prices, agricultural commodity prices, and non-farm payrolls.

- **Senator Joe Donnelly (D-IN)** – Senator Donnelly is Ranking Member on the National Security and International Trade and Finance subcommittee and on the Financial Institutions and Consumer Protection subcommittee. He will speak about the Senate viewpoint on the regulation and oversight of the finance and small business community.

Breakout sessions will include the following:

- **The Tech Behind Fintech (Panel)** – New technologies have entered the Finance industry. Factors can either embrace these technologies or risk getting left behind. Our panelists have embraced many of these technologies to modernize their operations allowing them to operate more quickly while keeping costs down. Hear which technologies have worked and why.
- **Using Verbal Statement Analysis to Detect Deception (Michael Bret Hood, 21 Puzzles)** - In this session you will learn how to focus your attention as well as how to catch the little nuances of language to



proactively determine when someone isn't being completely honest with you.

- **Report from the Courts (Bob Zadek, Esq., Buchalter)** – Hear the lessons learned from this year's court decisions and how the courts treated IFA members.
- **Ideas to Rejuvenate and Modernize Your Operations (Panel)** – These panelists will be discussing different methods to streamline, modernize and rejuvenate your operations. Ideas will include topics such as software, management, technology, work flow, staffing and communications with clients.
- **Boost Innovation and Collaboration Through an Outward Mindset (Mitch Warner, Arbinger Institute)** – In this special half day training session, participants will be equipped with: Frameworks to deepen their own self-awareness and help others identify an inward, self-focused mindset; tools to help shift to an outward mindset and implement outward practices in their day-to-day work and with their teams; and an approach to work that sparks innovation and collaboration in delivering impact toward customers, managers, coworkers, and reports.
- **Opportunities and Challenges with the Changing of the Guard (Panel)** – During this session we will be discussing how the

next generation of CEO's and owners can work their way up in the corporation and how management must groom those younger employees to eventually take the reins.

- **Blockchain - Is it the Technology of the Future? (Phil Gomes, Edelman)** – Blockchain is the ledger that records bitcoin transactions. This technology has the potential to drastically change the way monetary transactions are conducted and recorded. Blockchain technology is set to revolutionize the mechanism in which international payments are made. Learn what it is all about and its global implications, how it will affect finance and trade and if it is the currency of the future.
- **Current Topics in Transportation Factoring (David Jencks, Esq.)** – Receive an update on the transportation industry with time for discussion on key topics related to Transportation Factors.
- **Factoring 101 (Brian Center)** – Learn the nuts and bolts of Factoring for beginners or those wishing to enhance their previous knowledge. Topics include: What is Factoring, Factoring Terms, The UCC Code, Finding the Right Client, Five C's of Credit, and Resources to Assist You.
- **Factoring Niche Industries 101 (Ian Varley, Eagle Business Credit)** – Every industry has different procedures and rules



to follow in order to be able to safely and successfully fund invoices. This session is designed to give you the basics of what you need to be aware of in order to fund invoices in these niche sectors. Some of the industries to be covered are: Transportation, Temp Agencies, Government, Manufacturing, Medical, Construction, Apparel, and Agriculture.

- **Cross Board Transfers (John Martin, GE Energy & Erik Timmermans, FCI)** – This session will cover Cross Border Factoring with an emphasis on Mexico, Central and South America, and Europe.
- **Factoring in Latin America (Panel)** – During this session our panelists will be discussing issues specifically related to Factoring in Latin America.
- **Canadian Legal Update (Panel)** – These panelists will review case rulings from various Canadian jurisdictions over the past year and the practical implications for Factors and Asset Based Lenders operating in Canada.
- **Supply Chain Finance (Panel)** – Supply Chain Finance, (Supplier Finance or Reverse Factoring) historically has been used by larger buyers and global suppliers. This type of financing is now being used domestically by smaller companies. During this session, we will be discussing how SCF

works and various ways that you can enter this type of financing.

- **Legal Issues (Panel)** – The diverse panel of legal experts will address the key legal issues pertaining to the commercial finance sector. Panelists will cover a wide range of legal matter and keep attendees up to date on the latest industry developments. Some of the topics they plan to address are: How to deal with Fintech companies when they fund behind you; dealing with UCC issues in relation to Fintech companies; notification issues in relation to Fintech companies; torturous interface from Fintech companies; perfection requirements in non-US Jurisdictions.
- **The Canadian Banking System and its Impact on Alternative Lenders (Panel)** – Our panel of experts will be discussing how the Canadian Banking System functions with five major banks and how four of these banks are in the top fifty in the world and are dominating the market. These banks have a significant impact on the economy and the financial community including alternative lenders.

Roundtable Sessions will be led by industry professionals familiar with the specific group and will provide an open discussion forum between conference attendees. This year's Roundtable sessions are:



- **Women in Commercial Finance** – Women in Commercial Finance shouldn't miss this opportunity to openly exchange ideas and experiences with other women on various topics relevant to the commercial finance industry. Three prominent industry professionals will lead the discussion which is open to women at all stages of their career.
- **Senior Executives** – This high-level gathering provides a platform for Senior Executives to share best practices and discuss the challenges that often come with being top decision makers. Senior Executives will discuss several key issues and topics while expanding their networking circle.
- **Young Professionals** – This valuable networking opportunity will provide a forum for young professionals under 40 years of age who are early in their careers to discuss valuable ways to learn and share from others in similar positions. Young professionals face unique challenges on the road to success and this gathering provides an ideal atmosphere to discuss and exchange experiences.
- **Operational Issues** – This is an open forum for operations personnel to discuss relevant commercial finance issues.
- **Small Factors** – Factoring companies who fund clients with low sales volumes operate

in a unique matter. This roundtable discussion is designed to give this important segment of our industry a forum to discuss their challenges and learn from their peers.

- **Idea Exchange** – Saturday morning's Idea Exchange is also included in your conference registration. From 9am – 12pm, this event brings together small groups who have a common interest in a particular issue. Over the course of the morning, attendees explore continuing and emerging opportunities and issues in a roundtable environment that provides enormous opportunities for sharing ideas.

Attendees also have the opportunity to earn CLE (Continuing Legal Education), CPE (Continuing Profession Education for Accountants) and CAEF (Certified Account Executive in Factoring) credits for the sessions they attend. For more information, contact the IFA.

NETWORKING OPPORTUNITIES

Networking is an opportunity to expand your knowledge, learn from others and share your experiences. You won't want to miss all of the socials, activities and other networking opportunities that are available to you throughout the week. Not only is one of the best ways to learn about the industry through the experience of others, but expanding your



networking circle allows you to gain resources for future business. Some of the events we have planned this year include:

- Triumph Welcome Reception – sponsored by Triumph Business Capital and Triumph Commercial Finance
- Thursday Evening Reception – sponsored by Crestmark Bank, Lenders Funding, LLC and Saint John Capital Corporation
- Thursday Night Dessert Reception – sponsored by Tax Guard
- Golf Tournament – sponsored by Wells Fargo Capital Finance – Lender Finance Division
- Young Professionals Reception
- South Beach Food and Art Deco Tour
- Breakout Small Factor’s Lunch
- Breakout Transportation Factor’s Lunch
- Closing Event at Nikki Beach

EXHIBIT HALL

Finding the right solution provider is essential to your organization’s success. The Factoring Conference Exhibit Hall is your one-stop destination to finding the right products and providers to help your company achieve new heights. Resources are available from categories such as software, credit, consulting, funding, trade finance, backgrounds, credit card processing, marketing, insurance,

participations, UCC, publishing, tax assistance and specialty financing. Breakfasts, lunches and breaks are held in the exhibit hall in order to maximize your time with the vendors and for greater networking opportunities.

ADDITIONAL TRAINING

Before the conference starts, we will be offering our **Factoring Essentials Training Course** with George Thorson (Executive Vice President, Triumph Business Capital) and Gen Merritt-Parikh (President, Allied Affiliated Funding). Legal counsel will also be provided by Jim Cretella, Esq. (Attorney, Otterbourg, P.C.) If you are a new Factor, an individual new to Factoring, or just wish to enhance your knowledge, this add-on course will provide you with the background you need to become a successful Factor.

DESTINATION

With its nine miles of golden sand, 85-degree water, engaging nightlife and cutting-edge art scene, it’s hardly a wonder why we picked Miami Beach, Florida, as the destination for the 2018 IFA Annual Factoring Conference. As an international hub of cultural diversity and world-class offerings, Miami Beach captures the world’s imagination with its very own mystique. The Fontainebleau Miami Beach is Travel & Leisure’s number one rated hotel in Miami Beach. At the Fontainebleau, striking



design, contemporary art, music, fashion and technology merge into a vibrant new kind of resort experience. Come see for yourself!

Top notch educational sessions, informal discussions and invaluable networking opportunities make the 2018 IFA Annual Factoring Conference the must-attend event of the year! Reviews from previous years include: *"Very well organized and best conference in my life!"*, *"Another great year for the IFA conference – always a great time with lots of valuable information."*, *"Once again,*

conference was great! Seeing old friends, making new ones and developing new partnerships has made it all worthwhile.", *"This year's conference exceeded my expectations. Great crowd, great presentations and great networking opportunities."*, *"Essential for all in the industry!"*

Don't be left behind! See you in Miami Beach!

For more information and to register, visit www.factoringconference.com.

Heather Villa is the Managing Director for International Factoring Association. She is responsible for managing and directing the IFA's external communications as well as managing the business affairs of the Association. She assists with event planning, speaker selection and contract negotiations for all training seminars and conferences, including the annual Factoring Conference. You can reach her by phone at 805-773-0011 ext 301 or by e-mail to heather@factoring.org. The company website is factoring.org.