



**Graber Associates' Sarsha Adrian to Present at TMANE's
Annual "Sources of Education" Conference May 4-6 2011 in Boston**

Session Title: The Factoring (R)Evolution: A Viable Way of Managing Your Cash

Date: May 5, 2011

Time: 10:45-12:00

Place: Marriott Copley Place, Boston



In today's credit-restricted market, the factoring business is booming. Factoring is a recession-proof business that exists in a fragmented market place where most of the larger factoring companies are focused on companies in the market's top tiers. There is a new face of factoring that finance professionals need to understand and consider; it may be for a one-time financing need or as an ongoing source of cash. And with new automation and better electronic processing, the risk is very manageable.

Attendees will:

- Understand why and when to use factoring as a source of cash, to reduce Days Sales Outstanding (DSO), and to address several other needs that are not immediately obvious
- Learn how and why factoring is no longer a 'last-ditch' financing resource but a tool that may be used as appropriate
- Be able to assess risk-versus-reward for factoring

About Sarsha Adrian

Sarsha Adrian, Senior Consultant in Graber Associates' Financial Services Practice, is a pioneer in online collaborative payments. In 2003 she designed a cutting-edge web business-to-business payment solution, Business Payment Connection (BPC). BPC uses web technology to accelerate small business cash flow by replacing trade credit with bank credit. She was also eBusiness Financial Network Director for Primestreet, a Royal Bank of Canada start-up, and has served as a corporate banking analyst for Mercator Advisory Group.