



# nerej

## **NEFA to hold informative reception and discussion on Tuesday Nov. 18th**

November 12, 2008 - Front Section

New England Franchise Association (NEFA) will present "Franchise Financing: Keys to Success in the Current Economic Climate" on Tuesday, November 18th, 5:30 p.m. at the Marriott Hotel, 1000 Marriott Dr.

The panel discussion will outline how successful franchise development requires franchisers to stay up to date on all financing options available. Expert panelists include Anne Rice Hunt, finance chief, U.S Small Business Administration; Barbara Arena, CIT Small Business Lending, senior regional account manager; Bill Rowland, Equity America Mortgage Services; Itamar Chalif, Atlantic Capital Solutions; and Tom McDonald, IRA Rollover Solutions. The discussion will be moderated by Constantine Fournaris, partner, Wiggin and Dana.

In today's economy one of the biggest concerns of a franchise system is how and where to get capital for franchisees to start their business or ways for franchisees to keep it running or to finance their growth. This panel discussion is valuable for each member of your franchise development team as well as for existing franchisees, or prospective franchisees interested in expansion. You will learn how banks and other lending organizations evaluate franchisee loan applications, and the types of funding that is available.

The evening includes a cocktail and networking session beginning at 5:30 p.m., dinner at 7:00 p.m., and then the presentation. The entire business community is urged to attend. Membership in the NEFA is NOT required. Reservations are required. Registration fee is \$60. per person and includes dinner. All NEFA Members get \$10 off.

For information visit [www.nefranchise.org](http://www.nefranchise.org).

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