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**For Immediate Release**

## **21<sup>st</sup> Annual Factoring Conference Expects Record Attendance**

**Avila Beach, CA– February 26, 2015** –The International Factoring Association (IFA), the largest association of commercial finance companies in the world, announced today that its 2015 Factoring Conference is expected to draw a record number of attendees. The Conference will be held on April 15-18, 2015 in New Orleans, LA and is the largest global conference dedicated to banks and finance companies which offer factoring and receivables financing.

A number of factors are driving interest in the show, including appearances by high-profile speakers and executives, unparalleled access to industry peers, and industry participants wanting to stay ahead of the competitive curve.

Although not solely for women, Colette Carlson will lead the Women in Commercial Finance social / session by conducting a lecture entitled “What’s Sex Have to do with It? The Truth about Gender Intelligence”. This unique format will allow attendees to hear this dynamic speaker in a relaxed and social setting.

Colette has proven to be a crowd-pleasing speaker and her clients include Boeing, Cisco, Microsoft, New York Life, PepsiCo, Procter & Gamble and the United States Government. She serves as Leadership Faculty for Executive Women International and writes a monthly column, “Tactfully Speaking,” published in *Business Management Daily*. She is a contributing author in *Conversations on Success*, along with Deepak Chopra and Mark Sanborn and *The Book of Riches*, along with T. Harv Eker, John Demartini and Brian Tracy. Colette’s work has been featured in *Success*, *Working Mother* and *Personal Development Magazine*, as well as the motivational movies, *Pass It On* and *Riches: 7 Secrets of Wealth You Were Never Told*.

“We are very excited about Colette and all our conference speakers. Our goal is for each attendee to leave energized, informed and better prepared to help their organizations succeed,” said Bert Goldberg, Executive Director of the IFA.

The registration fee increases by \$50 on March 13, 2015. An agenda and registration details are available at [www.factoringconference.com](http://www.factoringconference.com).

For more information about the International Factoring Association, visit [www.factoring.org](http://www.factoring.org).

**EDITORS: Media Passes are available to reporters by contacting Bert Goldberg at (805) 773-0011 Extension 302.**

### ***About the International Factoring Association***

Headquartered in Avila Beach, California and with over 425 corporate members, the International Factoring Association is the largest association of commercial finance companies in the world. Members include factoring companies, asset based lenders and other receivables finance companies. Since 1999, the International Factoring Association has provided a forum for member organizations to meet and discuss issues and concerns, share best practices, disseminate information and promote a single voice to the marketplace. The principal spokesperson for the factoring and receivables finance industry is the International Factoring Association’s Bert Goldberg. For more information visit [www.factoring.org](http://www.factoring.org).