

# YOU'RE INVITED

## Financial Women's Association Presents

### Show Me The Money: Insight into Financing Options to Build Your Business

We all remember the good old days prior to 2007 when financing was quickly flowing with ease of approval and faster execution. Many events since the market crash have changed the availability and structure of lending including a wide spread of frauds, increased regulation in the banking community, and scarcity of capital amongst other reasons. Hence, borrowing money is not as simple as it was once upon a time.

We all know it takes money to make money, and that having quick access to capital can be critical in opportunistic times and times of tight cash flow. Therefore, it's essential that business owners, decision makers and financing advisors continue to stay abreast of the current rules of borrowing money at any level of the capital stack

**Wednesday, September 17, 2014**

**8:30 - 9:00 a.m.** Networking and Breakfast

**9:00 - 10:30 a.m.** Program and Q & A

Law Offices of Ruskin Moscou Faltischek, P.C.

- 1425 RXR Plaza -

East Tower, 15th Floor

Uniondale, New York 11556

[www.rmfpcc.com](http://www.rmfpcc.com)

## **Presenter**

**Vivian Breier, Esq.**

**Partner**

Ruskin Moscou Faltischek, P.C.

## **Panelists**

**Davi Tserpelis**

**Senior Vice President**

Citibank NA

**Roz Goldmacher, Esq.**

**President**

Long Island Development Corp

**Gabriel "Buddy" Gengler**

**Managing Director**

MidMarket Capital Partners, LLC

**Neil Seiden**

**Principal**

Asset Enhancement Solutions, LLC.

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## **Cost**

**\$25 FWA Members**

**\$40 Non-FWA Members**

1.5 CLE credits - Areas of Professional Practice

1.5 CPE credits - Advisory Services

### **Registration and networking begin at 8:30 a.m.**

Seating is limited - reservations required

Invitation not transferable

Wish to reserve a seat now?

RSVP to [info@rmfpc.com](mailto:info@rmfpc.com) or 516-663-5353

[Want to unsubscribe or change your details?](#)

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## FWA-LI: SHOW ME THE MONEY: INSIGHT INTO FINANCING OPTIONS TO BUILD THE BUSINESS

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### FWA-LI: SHOW ME THE MONEY: INSIGHT INTO FINANCING OPTIONS TO BUILD THE BUSINESS

9/17/2014

**When:** Wednesday, September 17th  
From 8:30 - 10:30 AM

**Where:** [MAP THIS EVENT »](#)  
Ruskin Moscou Faltishek PC Attorneys at Law Office  
1425 RXR Plaza, East Tower  
Uniondale, New York 11556  
United States

**Contact:** [FWAOFFICE@FWA.ORG](mailto:FWAOFFICE@FWA.ORG)  
Phone: 212-533-2141

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#### REGISTRATION INFORMATION

Online registration is available until: 9/10/2014

- [REGISTER »](#)

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#### DETAILS

##### ***FWA-LI: Show Me the Money: Insight into Financing Options to Build the Business***

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We all know it takes money to make money, and that having quick access to capital can be critical in opportunistic times and times of tight cash flow. Therefore, it's essential that business owners, decision makers and financing advisors continue to stay abreast of the current rules of borrowing money at any level of the capital stack.

**Show Me the Money** is a panel of experts who will educate attendee's on a wide range of financing options available to businesses. Presentations will focus on the different types of capital structures, how to prepare to win approval of financing, and how to be practical about choosing the right capital structure for your business. Our panelists will share the secret sauce, perspectives and advice.

*CPE and CLE credits available for qualifying attendants.*

##### **Our Panel**

**Davi Tserpelis**  
SVP  
Citibank, NA

##### **\*Available Credits**

1.5 CPE/CLE credits will be made available for those attendees who require the same 1.5 CPE administered by NYSSCPA Suffolk County  
1.5 CLE administered by Ruskin Moscou Faltishek, PC

CPE credit is available through NYSSCPA Suffolk County Chapter and CLE credit is available through Ruskin Moscou Faltishek, PC. CPE & CLE certificates will be mailed to participants or given to the participants after the event. This will be your only record. FWA does not maintain records of CPE or CLE credits or course certificates.

Per New York State CLE guidelines, financial assistance is available for CLE



Davi Tserpelis is a Senior Vice President of Commercial Banking at Citibank who focuses on providing companies with over 5 million in annual revenues with advise on how to best finance their business and investments, manage cash flow and protect assets. Davi trains her clients and their financial staff and advisors on all effects and benefits of financial tools including lending, foreign exchange, trade credit, domestic and export finance, and a full suite of cash management products.

attendees only experiencing hardship. Please contact the FWA office for more information.



**Roslyn Goldmacher**  
President  
Long Island Development Corp.

Roslyn D. Goldmacher, Esq. is founder/President/CEO of the 35 year old Long Island Development Corp. (LIDC) family of nonprofit economic development organizations. Under Roz's leadership, LIDC has made over \$1 billion in direct loans, leveraged an additional \$3 billion in other capital, obtained over \$1.8 billion in contracts for entrepreneurs and created and retained over 50,000 jobs for the community. LIDC provides low cost financing and free technical assistance to small businesses and not-for-profits on Long Island.

Roz has served on a number of national, regional and local boards of directors including those of: the national fiscal agent for the SBA 504 loan program overseeing \$400 million of national bond sales each month; the national Service Corps. Of Retired Executives (11,000 volunteer executives providing business counseling); a national Small Business Investment Company (DCC Growth Fund)(providing venture capital to entrepreneurs); the NYS Governor's Incubator Task Force & Regional Economic Development Partnership; LI Partnership and many others. She was founder, President and/or board member of several organizations including Women Economic Developers of LI, National Association of Women Business Owners LI Chapter, Nassau Society of Financial Service Professionals, Nassau and Suffolk Girl Scouts, and others. Currently, Roz serves on the Boards of the LI Community Foundation, Nassau AHRC Foundation, and the Hempstead Workforce Investment Board.

Roz has received numerous honors from US Presidents, Congress, NYS Governors, the SBA, along with Newsday, Long Island Business News, many Long Island based municipalities, economic development and charitable institutions for her work. She is a regular columnist for Networking Magazine, the LI Corridor and Jewish Home News and is often quoted for her knowledge of economic development, small business financing and other business issues.



**Gabriel "Buddy" Gengler,**  
Managing Director  
MidMarket Capital Partners, LLC

Gabriel "Buddy" Gengler is the managing director at MidMarket Capital Partners which has in excess of \$200 million in middle market debt lending activity providing senior secured, subordinated and mezzanine financing for companies with \$4million to \$100 million in EBITDA.



**Neil Seiden**  
Principal  
Asset Enhancement Solutions, LLC

Mr. Seiden is the Principal of Asset Enhancement Solutions, LLC ("AES") a financial advisory firm which has arranged over \$300 million in financing for companies in a variety of industries. AES believes that when it comes to financing, Beauty is in the eyes of the Beholder! What looks bad in the eyes of one institution may look good to non-regulated financial institutions that have the flexibility to be more creative and who specialize in distressed and special situations. AES focuses on companies that have unfavorable challenges such as operational, financial or liquidity issues or positive challenges such as satisfying opportunities for rapid growth and expansion. Mr. Seiden is periodically quoted in the New York Times, Newsday and Long Island Business News and is a frequent panelist at symposiums focused on financing. Mr. Seiden is a Past President of the Long Island Chapter of the Institute of Management

Accountants, on the Executive Board of the Long Island Chapter of the Turnaround Management Association and on the Long Island Committee of ACG, the Association for Corporate Growth.



*(Panel Moderator)*

**Vivian Breier,**

Partner

International Practice Ruskin Moscou Faltishek, PC

Vivian Breier is a Partner at Ruskin Moscou Faltishek, where she is chair of the International Practice Group and a member of the firm's Corporate & Securities Department. For over 20 years, Ms. Breier has concentrated her practice in corporate law, international business law, employment law, privacy law, intellectual property rights/protection, licensing and other matters pertinent to a diverse business. She has over ten years of experience as a corporate officer and senior-level executive, contributing to high-level strategic and tactical business and legal matters for a US technology company with foreign-affiliated entities. She handled all legal matters for this company structuring and drafting corporate and commercial agreements including master agreements for technology products and services, and for domestic and international start-ups. As the General Counsel of a US privately-held technology company, she created a global law practice within the business after previously serving as Director of Legal Affairs for a publically-traded toy company, where she focused on technology licensing and SEC filings of that company.

Prior to her in-house accomplishments, Ms. Breier was a Senior Corporate Associate for Ruskin Moscou Faltishek, where she focused on corporate transactional and commercial matters, including financings, mergers, acquisitions, joint ventures, licensing agreements and commercial negotiations.

Ms. Breier maintains a broad knowledge of international business activities, commercial trends, regulatory matters and legal affairs. Given her background, she is acutely aware of competitive and geopolitical business issues, policies, ethics and corporate responsibilities of conducting business internationally.

Ms. Breier is a member of the New York State Bar Association and the Association of Corporate Counsel.

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#### **Event Schedule**

8:30 - 10:30 am

#### **Cost:**

\$25 FWA Members

\$40 Non-Members



*Tweet at our event to **#FWAny**.*

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**Directions:** For mass transit, check the Transit Trip Planner on [511 NY'S WEBSITE](#) to help plan your trip.



*A special thanks to our panelists and narrator for their contribution. Special thanks to Ruskin Moscou Faltishek, PC for sponsoring this event.*

*This event is organized by the **FWA in Long Island Committee** of the FWA of New York, Inc.*

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**Note: For FWA Membership applicants, this event is eligible as a prerequisite event to qualify for membership.**

**Reservations Required -- Bring Photo ID -- No Walk-Ins**

**Reservations/Cancellations and payments are required by Wednesday, September 10, 2014.**

FWA-LI Presents:  
"Show Me The Money: Insight Into  
Financing Options To Build The  
Business"

Vivian Breier, Esq., Ruskin Moscow Faltischuk P.C.

Davi Tserpelis, Citibank, NA

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