



COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

Webinar – On-Demand Web Link

Lending to the Small Business Owner/Guarantor in Today's Economy

Wednesday, March 7, 2012

2 - 3:30 p.m.

Dealing with small businesses has never been harder. Banks' risk is up and return is down. Understanding how to work with individual business owners and target market to this important niche has become paramount to the bank's success. This proactive webinar covers vital aspects of small businesses and teaches you to work more successfully with their owners/guarantors in today's challenging economy. The program includes an introduction to legal issues, entity structure, providing credit to small businesses, the psychology of working with business owners/guarantors, risk factors in today's market, and how to target market bank services to small businesses and their owners.

HIGHLIGHTS

- How to deal with small businesses
- Introduction to small business legal issues including entity structure
- Providing credit to small businesses
- How to deal with the business owner (a lesson in "psychology")
- Risk factors in today's changing market
- Target marketing the bank's services to small businesses and business owners

WHO SHOULD ATTEND?

This informative session is designed for all who deal with small businesses, including chief credit officers, commercial lenders, credit analysts, loan processors, documentation specialists, branch managers, and business development officers.

ABOUT THE PRESENTER

David Osburn, MBA, is the founder and managing member of Osburn & Associates LLC, a Las Vegas-based business training and contract CFO firm that provides seminars for trade groups including financial institutions, CPAs, attorneys, credit managers, contractors, and business owners. He also serves as a contract CFO for "green energy" firms, construction companies, and medical practitioners. Osburn's background encompasses more than 27 years in banking, finance, and marketing. He is an adjunct professor for Regis University, Denver, CO, an accredited MBA program, and the College of Southern Nevada (CSN), Las Vegas, and has taught college courses for more than 26 years covering finance, accounting, economics, marketing, banking, business law, and management. Osburn earned an MBA in Finance/Marketing from Utah State University, Logan, and a BS in Finance from Brigham Young University, Provo, UT. He is also a graduate of the University of Oklahoma National Commercial Lending School in Norman.

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