



PENNSYLVANIA ECONOMIC DEVELOPMENT
INSTITUTE



Pennsylvania Economic Development Institute and PEDA Present:



*Credit Analysis 201:
Applied Methods and Techniques*

September 17, 2014

8:30 am – 5:00 pm

**Harrisburg Regional Chamber & CREDC
3211 North Front Street, Suite 201
Harrisburg, PA 17110**

PEDI CREDIT ANALYSIS 201: APPLIED METHODS AND TECHNIQUES

During this program which can stand alone but which also builds upon the skills learned in PEDI's Credit Analysis 101, the concepts outlined in the agenda below will be covered in-depth, providing participants with a more advanced understanding of how the balance sheet of a business interacts with the income statement and further affects cash available to service debt payments. Case studies will further enhance participants' knowledge using real world scenarios.

Credit analysts, business finance officers and business development professionals would benefit from attending this program, as well as other individuals seeking to gain an intermediate knowledge of credit analysis and underwriting. There is no prerequisite to this course, which takes a deeper dive into credit analysis, exploring different ways in which key information can be used in working with a business's financials. Whether novice or seasoned professional, this session will provide benefits in a key area of professional competency.

- 8:30 AM • Registration & Coffee
- 8:45 AM • Welcome and Introductions
- 9:15 AM • Financial Statement Quality Indicators – Audit/Reviewed/Qualified or Unqualified/Compiled/Tax Returns
- Revenue and Expense Recognition – Accrual versus Cash
- Operating Capital vs Permanent Working Capital – Accrual analysis vs Cash basis analysis
- 12:30 PM • Lunch (Provided)
- 1:30 PM • UCA Cash Flow Analysis Overview – how the income statement and balance sheet interact together to affect cash balances
- How real is the Depreciation Add-back? – Straightline vs Accelerated vs Sec 179
- Structuring Permanent Working Capital vs Operating Capital needs
- Identifying real financing need to determine loan structure
- Structuring Permanent Working Capital vs Operating Capital needs
- Cash Available for Debt Service
- Loan programs that balance financing need and cash available for debt service
- 4:45 PM • Wrap-Up / Certificates
- 5:00 PM • Adjournment

PROFESSIONAL DEVELOPMENT UNITS

This event qualifies for 6.00 organizational PDUs (Finance) through the Pennsylvania Economic Development Institute (Institute).*

REGISTRATION INFORMATION

Registration Fees: The per person fee for PEDDA members is \$269 and for non-members is \$319.

Cancellation & Refund Policies: Due to venue guarantees, requests for cancellations and refunds must be made in writing and received by close of business September 5th. No refunds will be granted after that point. All refunds are subject to a \$50 administrative fee. No-shows will be billed in full.

PRESENTERS

Melissa McLaughlin serves as the Director of Business Finance for the Capital Region Economic Development Corporation (CREDC), the economic development arm of the Harrisburg Regional Chamber. Melissa is involved in all areas of economic development activities and overseeing all aspects of CREDC's business financing programs in a leadership role. The Business Financing arm of CREDC provides state and federal low interest loan programs to eligible businesses that are making a strong economic or community development impact in Cumberland, Dauphin and Perry counties. To do so, the organization partners with the financial institutions in the region to supply a portion of project costs at lower interest rates, giving borrowers the capacity and potential to make a larger impact on the community.

Melissa was CREDC's Business Finance Officer from 2006 – 2010. Prior to her current position with CREDC, Melissa worked for Graystone Tower Bank. There, she created a small business underwriting department supporting the entire company's footprint of small business lenders at fifty branch locations. Most recently, Melissa served as an AVP and Regional SBA Business Banker for Susquehanna Bank. In this role, she provided government guaranteed lending expertise to businesses in five South Central Pennsylvania counties. Melissa has been in banking since 1995 including retail branch management and business lending. Melissa graduated from the Indiana University of Pennsylvania in 1992.

Tina M. Thompson is a Regional Senior Commercial Credit Analyst with Fulton Financial Corporation, where her primary responsibility is to support the credit underwriting of all business lending requests, from small business lending at approximately \$100,000 minimum to larger corporate requests of up to \$30million+ dollar, for the Capital Region market. In addition, Tina provides training to the corporate footprint's other credit analysts as well as branch managers and lenders when needed.

Tina has been in the banking industry since 1995, starting her career with Fulton Bank as a part-time teller. She worked her way through the retail market, ending as an assistant-branch manager in 2000. In 2000, Tina entered the Management Training Program and graduated in 2001, beginning her career as a commercial credit analyst at corporate headquarters located in Lancaster, PA. In 2002/03 she was promoted to Assistant Commercial Credit Manager and aided the Credit Department's merger between Drovers Bank and Fulton Bank in the York County market. During the earlier part of her career, she attended Elizabethtown College, finishing at Albright College, with a major in Business Administration. In 2007, Tina transferred to the Capital Region as a Regional Senior Commercial Credit Analyst where she continues her credit underwriting and – within the corporate footprint – teaching Small Business Lending to Lenders/Managers and credit analysis fundamentals to Credit Analysts. Among Tina's professional affiliations are terms as a board member and as President for the South Central PA Chapter of the Risk Management Association (RMA).

**A complete explanation is provided in the Guidelines for Certification of Economic Development Organizations (Guidelines) issued by the Pennsylvania Department of Community and Economic Development (DCED) and in the Institute's Policies and Procedures.*



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REGISTRATION FORM

Attendee Information: *One registration per form. For additional registrations, copy this form or download additional forms from www.peda.org. All requested information is required.*

Full Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Emergency Phone _____

Email _____ Fax _____

REGISTRATION

Online registration will remain open through COB on September 10th. If you wish to register after this date, please bring a check with you on the date of the event. Please select a registration option below.

- PEDA Member - \$269
- Non-Member - \$319

Total Amount Due \$ _____



In addition to being recognized by PEDA and PEDI, this event is also recognized by the EDP certification program of the Northeastern Economic Developers Association (NEDA).

- Payment Enclosed
- Check requested/will follow in the mail

Note: We reserve the right to reschedule or cancel this offering. In the event of a cancellation, a refund will be provided to registrants.

PAYMENT

1. **Check** – Download this form, complete required information and mail, with check made payable to **Pennsylvania Economic Development Association**, to 908 N. 2nd St., Harrisburg, PA 17102 or fax form to (717) 236-2046.
2. **Credit Card** – Go to www.peda.org to register and pay by credit card for the event.

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Questions: Contact Joshua Skopp at (717) 441-6047 or jskopp@wannerassoc.com.