

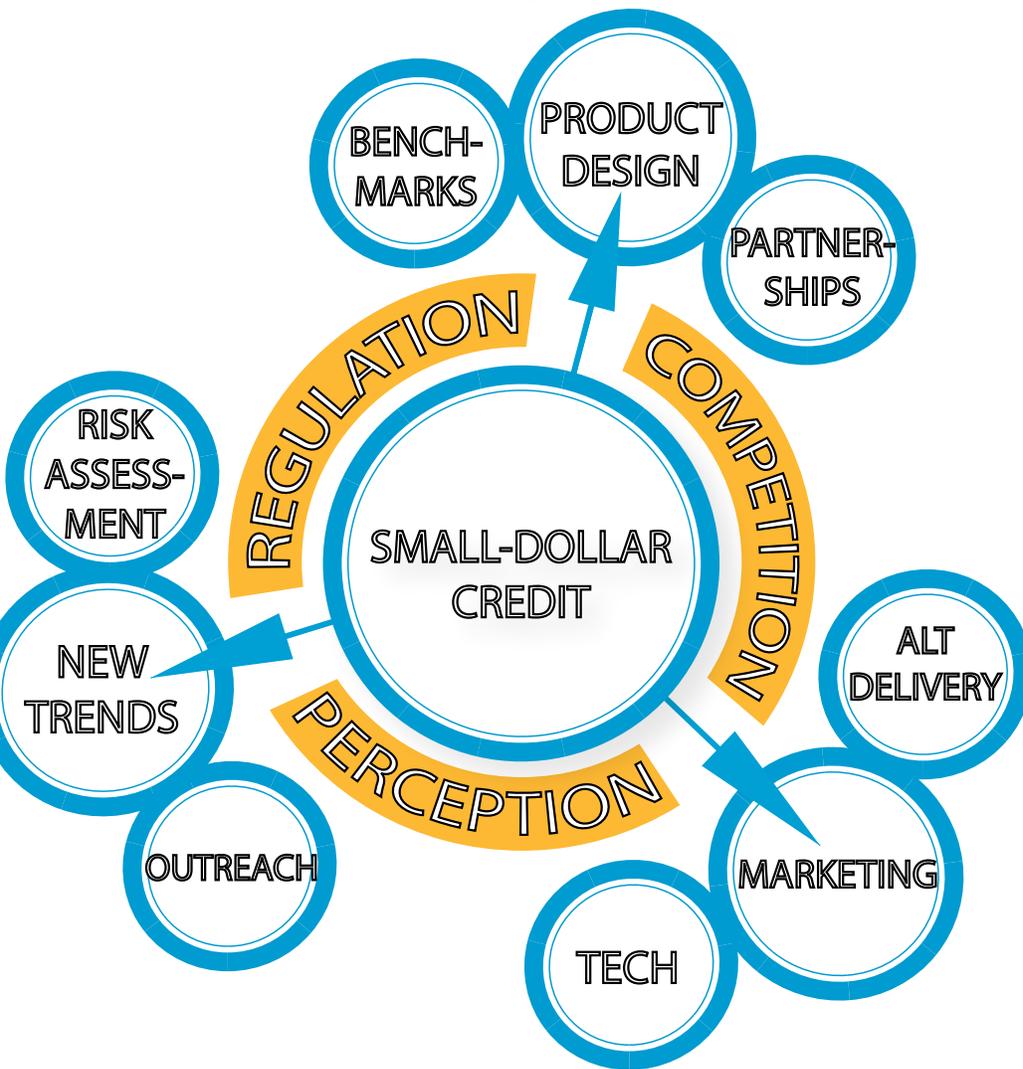


# The 2013 Small-Dollar Credit Symposium

## Long-Term Solutions in Short-Term Lending

### September 23 - 24

### The Union League of Philadelphia



#### Topics Include:

- Putting the Marketplace Under the Microscope
- Shortcomings and Opportunities in Credit-Risk Assessments, and Why There's a Push for Different Data
- Analyzing the Performance of the Product
- Trends and Opportunities in Small-Dollar Product Design
- Marketing for a New Era of Short-Term Lending
- Making Headway in Online Lending and Other Distribution Channels
- New Horizons in Small-Dollar Credit—Mobile Tech and Beyond
- Regulatory Roundtable: The Current State of the Industry
- What Can We Learn from the Short-Term Loan Pilot Program?
- Partnering Small-Dollar Lenders with Credit Unions and Financial Institutions

Conference Sponsors:

Gold



Silver



*A New and Exciting Small-Dollar Conference Focused on Innovation, Compliance, and Delivery in a Market on the Brink of Reform*

To Register: Call 800-280-8440 or visit us at [www.frallc.com](http://www.frallc.com)



## The Conference Organizer

Financial Research Associates provides the financial community with access to business information and networking opportunities. Offering highly targeted conferences, FRA is a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Please visit [www.frallc.com](http://www.frallc.com) for more information on upcoming events.

### Reform is upon us. Take the reins.

Change is a scary thing. New restrictive compliance measures, rumblings of federal guidelines, and a massive influx of new state initiatives keep lenders awake at night. And with more players joining the short-term lending space, it's easy to see why so many feel unsafe.

But, change can also be a good thing. New opportunities to reach consumers through advances in mobile and online delivery, emerging trends in alternative underwriting and product structuring techniques, and state-of-the-art risk assessment tools are bringing down the costs to operate while uncovering value previously untapped.

The challenges surrounding small dollar have constrained some of its potential, but it's not all bad news. Inefficiencies in the current market have allowed breakthroughs in product design to explore new avenues. The result has been impressive growth, access to new demographics, and a positive impact for consumers. Further opportunities exist, but only to lenders interested in blazing new trails.

**The Small Dollar Credit Symposium** brings together thought leaders from across an evolving industry to highlight new opportunities in a solution-oriented environment. An array of experienced professionals, key opinion leaders, and market innovators has assembled to address the spectrum of issues bearing down on short-term lending, while identifying unique ways to gain ground.

**Why are financial institutions partnering with small dollar lenders, and what are the outcomes? How are companies preparing for regulatory reform, and is it changing the way products are put together? What steps can lenders take to reduce cyclical lending and administrative losses, and how will new metrics pave the path to profits? Can industry and consumer groups work together to better serve the community?**

Taking control of your small dollar business requires an active hand in this rapidly changing market. Join us at the Union League of Philadelphia on September 23rd and 24th to start building your small dollar future today!

Register today! Call (800) 280-8440 or register online at [www.frallc.com](http://www.frallc.com).

Sincerely,

Joshua Krenz, *Conference Director*

**FINANCIAL RESEARCH ASSOCIATES, LLC**

*P.S. Bring business cards! This event brings together financial service executives from across small dollar to address the latest trends and challenges. Bank, non-bank, credit union, online, and storefront will all be in attendance!*

Earn 12 CLE Credits and/or 12 CPE Credits in the following fields of study: Economics (7.5), Computer Science (3), and Regulatory Ethics (1).

### Who Should Attend?

**This conference is for C-level small-dollar credit professionals including, but not limited to:**

- Community Banking
- Consumer Banking
- Credit Unions
- Community Financial Institutions
- Online Lenders
- Mono and Multi-Line Owners and Operators
- Marketing
- Tech Providers

### Get Answers to These Questions:

- Where are the opportunities for growth in small-dollar, and how is it affecting the structuring of products?
- Are there opportunities to expand the small-dollar demographic?
- How are lenders cracking big data in credit-risk assessments?
- Which alternative underwriting practices are gaining traction?
- Can lenders do more to create a better brand?
- What distinguishes the storefront from the online lender, and what can they learn from each other?
- Why is mobile lending important, and how will it affect consumer behavior?
- How have regulations shaped new products entering the small-dollar market?

### The Union League of Philadelphia



The Union League of Philadelphia is a shining jewel of history in a city defined by such treasure. Founded in 1862 as a patriotic society to support the policies of President Abraham Lincoln, the Union League has hosted U.S. presidents, heads of state, industrialists, entertainers, and visiting dignitaries from around the globe.

The classic French Renaissance-styled League House, with its brick and brownstone facade, along with dramatic twin-circular staircases leading to the main entrance, is listed in the National Historic Register, and dates back to 1865 when the Broad Street building was completed. With approximately one-quarter million square feet of space, the building's traditional decor is accented by the Leagues' distinguished art collection; artifacts imbued with the heritage and culture of its membership--a rich, historical chronicle of Philadelphia's unique imprint upon the American landscape.

### DRESS CODE POLICY

Guests using the meeting rooms for a private event may be attired in business casual. Business casual is defined as a collared shirt and slacks for men, and appropriate attire for women. The League requires a jacket be worn by men when dining in any of the restaurants or Lounges. Jeans, denim wear, athletic attire, tee shirts, shorts, baseball caps, sneakers, or tattered clothes are NEVER permitted.

### Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. To learn more about sponsorship opportunities, please contact Jennifer Clemence at (704) 341-2438 or at [jclemence@frallc.com](mailto:jclemence@frallc.com).

**To Register: Call 800-280-8440 or visit us at [www.frallc.com](http://www.frallc.com)**

# The 2013 Small-Dollar Credit Symposium

## DAY ONE: September 23, 2013

8:00 – 8:45 Exhibits Set-Up, Registration, & Continental Breakfast

8:45 - 9:00

### Chair's Welcome

9:00 - 9:45

### Putting the Marketplace under the Microscope

- What are the key takeaways from the last year?
- How has the need for small dollar products changed?
- Evaluating the current trends in the different small dollar products
- Why has the demand changed?
- What conclusions should be drawn from these trends?

Jim Wells, *President*

**WELLSPRING CONSULTING INTERNATIONAL**

Hilary Miller, *Chairman of the Board, Consumer Credit Research Foundation*  
**LAW OFFICES OF HILARY B. MILLER**

9:45 - 10:45

### Shortcomings and Opportunities in Credit-Risk Assessments, and Why There's a Push for Different Data

- Flaws and challenges with the current scoring system
- The push for custom models and alternative approval methods
- How will attributes and alternative data fit into the lending process?
- The big question: How to crack big data?
- Using technology to create better assessment algorithms
- What we learned by adding short-term loans to a credit profile
- How financial institutions are using deposit data to determine eligibility

*Invited:*

Walt Ramsey, *Chief Risk Officer*

**THINKFINANCE**

Mike Armstrong, *Chief Marketing Officer*

**ZESTFINANCE**

Tim Ranney, *President*

**CLARITY SERVICES**

10:45 - 11:00 *Networking Break*

11:00 - 11:30

### Analyzing the Performance of the Product

- Why small dollar needs a benchmark
- What do we use to currently measure, and how can we do it better?
- Can we improve the product through clearer metrics?
- How stronger evaluation creates a stronger product

Patricia Cirillo, *President*

**CYPRESS RESEARCH GROUP**

11:30 - 12:15

### Making Headway in Online Lending and Other Distribution Channels

- What separates a storefront product from an online product?
- Best practices in operating an online and brick-and-mortar small dollar product
- Do the two channels work in conjunction, and how can one benefit the other?
- Specific product considerations to maintain a competitive online presence
- Should your online product be branded differently than your brick-and-mortar product?

*Moderator:*

Lisa McGreevy, *President & CEO*

**ONLINE LENDERS ALLIANCE**

Mary Jackson, *Senior Vice President, Government Affairs*

**CASH AMERICA**

12:15 - 1:30

*Networking Luncheon*

1:30 - 3:00

### Regulatory Roundtable: The Current State of the Industry

- How are different products being regulated?
- How is the current political and legislative environment affecting small dollar credit?
  - Dodd-Frank and the CFPB's whitepaper
  - Concerns relating to the Federal Reserve guidelines
  - OCC and FDIC proposals
- What will be the fallout, and how should lenders be preparing?
- Understanding the difference between supervisory examinations and enforcement actions
- What other compliance measure do you need to be taking?
- Maintaining third-party vendor oversight

*Moderator:*

Dennis Shaul, *CEO*

**COMMUNITY FINANCIAL SERVICES ASSOCIATION OF AMERICA**

Tommy Reinheimer, *Chief Executive Officer*

**VERITEC SOLUTIONS LLC**

Jamie Fulmer, *Senior Vice President, Public Affairs*

**ADVANCE AMERICA**

Mary Jackson, *Senior Vice President, Government Affairs*

**CASH AMERICA**

Eleanor Blume, *Counsel, Liquidity Lending Markets*

**CONSUMER FINANCIAL PROTECTION BUREAU**

3:00 - 3:15

*Afternoon Break*

3:15 - 4:00

### Marketing for a New Era of Short-Term Lending

- What works, what doesn't, and why?
- Why your personal connection to the consumer could be your best selling point
- Did they find you in a phonebook or online? Where is your consumer, and how can you better reach them?
- Creating a brand that encourages loyalty and distinguishes your product
- Building a better identity: can we change the way that small dollar products are perceived?
  - Reaching a demographic that's traditionally underserved

4:00 - 4:45

### New Horizons in Small Dollar Credit—Mobile Tech and Beyond

- What trends have we witnessed in mobile lending?
- Why is mobile lending so important?
  - Accessing the consumer
  - Ease of communication
  - Ease of use
- How will it affect your operations? Preparing for a shift in consumer behavior
- What other technological opportunities exist for small dollar credit?

Anthony Lanham, *Senior Vice President*

**JUMIO**

Kimberly Manturuk, *Senior Research Associate*

**UNIVERSITY OF NORTH CAROLINA - CENTER FOR COMMUNITY CAPITAL**

4:45 - 6:00

### Cocktail Reception Immediately Following

For more information, contact Jennifer Clemence at (704) 341-2438 or [jclemence@frallc.com](mailto:jclemence@frallc.com)

## DAY TWO: September 24, 2013

8:00 - 8:45 Continental Breakfast

8:45 - 9:00

### Recap of Day One

9:00 - 10:30

### Trends and Opportunities in Small Dollar Product Design

- How should you be building a small dollar product?
- Are online loyalty and commission-based lending portals an opportunity or a dream?
- Payroll cards and innovative employee banking solutions
- Alternative underwriting practices gaining traction
- How are you addressing scale?

Shane Hadden, *Founder and CEO*  
**FLOAT MONEY, LLC**

Frank Dombroski, *President and CEO*  
**FLEXWAGE SOLUTIONS**

Robert Wolfberg, *President*  
**PLS FINANCIAL**

Kathy Boden Holland, *Executive Vice President, Corporate Development*  
**THINK FINANCE**

10:30 - 10:45 Networking Break

10:45 - 11:45

### What Can We Learn from the Short-Term Loan Pilot Program?

- How was it organized?
- What were the objectives?
- Analyzing the operational structure of the program
- Evaluating the results
- What conclusions can we draw from the study? Did it meet its objectives?

*Speaker TBD*  
**ONE PACIFIC COAST FOUNDATION**

11:45 - 12:30

### Banking Institutions and the Development of a Small Dollar Product

- Why build a small-dollar product?
- What were the challenges? What steps were taken to set the product up for success?
- How has the product been received?
- Where do you see the program going from here?
- What has been the impact on the consumer?

Kevin Wright, *Managing Partner*  
**AERIIS INSIGHTS GROUP**

12:30 - 1:30 Networking Luncheon

### Fostering Relationships in Small-Dollar Showcase

A two-part examination of successful alliances in short-term lending

1:30 - 2:00 Part A:

### Partnering Small-Dollar with Credit Unions: a How-To Guide

- Who has done it, and why?
- What was the process? What were the hardships and unforeseen obstacles? How were they handled?
- What have been the outcomes?
- Are there more opportunities in this arrangement waiting to be unlocked?
- How can we re-establish the access of borrowers to other credit opportunities?

Randy Dotemoto, *Senior Vice President*  
**KINECTA**

2:00 - 2:45 Part B:

### BillFloat and First Financial: A Case Study in Cooperation

- Step-by-step, how was the agreement formed and reached?
- What were the concerns going into the project?
- Where did you stub your toes, and how did you develop solutions?
- What have been the benefits to the parties involved?
- How were you able to get the product to scale?
- How has the response been, and what can we learn from the experience?
- Where else does this relationship lead? What other opportunities await?

*Moderator*  
Robert C. Giltner, *Chief Executive Officer*  
**R.C. GILTNER SERVICES**

Sean O'Malley, *Co-Founder*  
**BILLFLOAT**

Greg Schrecke, *President*  
**FIRST FINANCIAL CORPORATION**

2:45 - 3:00 Afternoon Break

3:00 - 3:45 Townhall Discussion

### The Price of the Product

- What factors need to be considered when pricing a product?
- Is the APR the correct way of communicating the price?
- What is a responsibly priced small dollar loan?

3:45 End of Summit

# The 2013 Small-Dollar Credit Symposium

## Media Partners:



## Conference Sponsors

### Gold:



**Clarity Services** provides powerful real-time fraud detection and credit risk management solutions for the under-banked, non-prime and thin/no file consumer segment. We have over 400 financing and collection clients, including small dollar credit lending, title loan, non-prime credit cards, and buy here/pay here automobile finance companies. FICO states that there are approximately 43.4 million non-prime consumers in the US today who have a FICO score below 599. With rich data on over 30 million unique non-prime identities, Clarity Services holds recent credit information on a majority of the U.S. non-prime consumer population. We take a customer-centric approach and utilize advanced technology and analytics to help reduce credit and fraud loss across the customer lifecycle. We have corporate offices in Clearwater, FL and Austin, TX.

### Silver:



**Jumio** is a next generation credentials management company offering payments and ID scanning & validation products for mobile and web transactions. Jumio's products are widely used by leading retailers, marketplaces and financial institutions.

Jumio's Netswipe® enables customers to scan their cards in online and mobile checkout resulting in increased revenue and reduced fraud for the merchants. Netverify™ supports real-time ID verification to help clients meet a variety of know-your-customer requirements. Daniel Mattes founded Jumio in 2010.



**The Community Financial Services Association of America (CFSA)** is the only national organization dedicated solely to promoting responsible regulation of the payday advance industry and consumer protections through CFSA's Best Practices. As such, we are committed to working with policymakers, consumer advocates, and CFSA member companies to ensure that the payday advance is a safe and viable credit option for consumers.



## CPE Credits

Financial Research Associates, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

Sponsored learning activities are measured by program length, with one 50-minute period equal to one CPE credit. One-half CPE credit increments (equal to 25 minutes) are permitted after the first credit has been earned in a given learning activity. Please note that not all state boards adopted this rule. Some participants may not be able to use one-half credit increments. This course is offered as a group-live course and does not require prerequisites or advance preparation. We offer advanced level courses. Although no prerequisite courses, experience, or advance preparation is required to participate in this program, working knowledge of Finance is required, as well as, prior knowledge of the program topic.

For specific learning objectives and program description, please refer to the individual conference sessions topics in the conference brochure located on our website [www.frallc.com/thefineprint](http://www.frallc.com/thefineprint)

### \*CLE Credit

Upon conclusion, this program will be submitted for review and approval through a state that has reciprocity with many other states. Certificates will be sent upon receipt of approval.

The company policy for financial hardship guidelines and procedures is as follows:

Financial Research Associates' hardship policy is handled on a case-by-case basis. For those who cannot afford the standard fee to attend, our executive committee reviews each request for a reduced fee and will in nearly all cases accommodate the person needing to attend at a reduced fee. This reduced fee is determined by contacting the person directly and determining how much s/he can afford to pay. Typically, sole practitioners or attorneys in offices with fewer than 5 employees with revenues of less than \$500,000 per year are entitled to a 20% discount.

## To Register:

Fax: 704-341-2640  
Mail: Financial Research Associates  
18705 NE Cedar Drive  
Battle Ground, WA 98604  
Phone: 800-280-8440  
Online: [www.frallc.com](http://www.frallc.com)

## The 2013 Small-Dollar Credit Symposium

September 23 - 24, 2013

## The Union League of Philadelphia

140 South Broad Street  
Philadelphia, PA 19102  
(215) 587 - 5570

We have a limited number of hotel rooms reserved for the conference. The negotiated room rate of \$209 a night will expire on August 22, 2013 and includes complimentary breakfast for two (2) guests per room, use of the fitness center, and complimentary internet. We do, however, expect the block to sell out prior to this date. To ensure you receive a room at the negotiated rate, book well before the expiration date. Upon the block selling out, room rates and availability will be at the hotel's discretion. Please contact the front desk directly and mention the "Small-Dollar Symposium" to make your reservation; they are open 24-hours a day for your convenience.

## Fees and Payments:

The fee for attendance to the **2013 Small Dollar Credit Symposium** is: \$1,895  
Non-Profit and Government Rate: \$895\*  
(\*Subject to FRA approval)

**Please make checks payable to Financial Research Associates, and write code B888 on your check.** You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than September 16th, 2013.

## Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. **For more information, please contact Theresa Powers at (704) 341-2437 or at [tpowers@frallc.com](mailto:tpowers@frallc.com).**

## Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$250.00 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$250.00 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

**Please Note:** For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

**The 2013 Small-Dollar Credit**

To Register:

Call: 800-280-8440

Fax: 704-341-2640

Online: www.frallc.com

Mail: Financial Research Associates  
18705 NE Cedar Drive  
Battle Ground, WA 98604



**Financial Research Associates**

200 Washington St. Ste. 201  
Santa Cruz, CA 95060

PRSR STD  
U.S. POSTAGE  
PAID  
BURLINGTON, VT  
PERMIT NO. 21

**Attention Mailroom:** If undeliverable, please forward to business development.

Please Mention This Priority Code When Registering



- Yes! Register me for the standard rate: \$1,895
- Yes! Register me for the conference at the Non-Profit/ Government rate of \$895\*  
*(\*Subject to FRA approval)*

- Please contact me: I'm interested in a Group Discount Rate for my team.
- Please contact me: I'm interested in Marketing Opportunities at this event.
- I wish to receive updates on FRA's upcoming events via fax, email & phone.

Signature: \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Dept. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

Please bill my:  MasterCard  Visa  Amex  Discover

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Check enclosed  Please bill me later

Make checks payable to Financial Research Associates and write B888 and attendee(s) name on your check.

**Conference Code: B888**



Financial Research Associates Proudly Presents

Featuring an All-Star Faculty of Industry Thought Leaders!

# The 2013 Small-Dollar Credit Symposium

## Long-Term Solutions in Short-Term Lending

*A New and Exciting Small-Dollar Conference Focused on Innovation, Compliance, and Delivery in a Market on the Brink of Reform*

**September 23 - 24**

**The Union League of Philadelphia**



**To Register:**  
Call 800-280-8440 or visit us at [www.frallc.com](http://www.frallc.com)