



# BUSINESS CAPITAL...OPTIONS IN A TIGHT ECONOMY!

Chuck Doyle, Managing Director, Business Capital  
John C. "JC" Avakian, Senior Financial Analyst, Business Capital

Businesses today are facing the worst credit squeeze that anyone can remember. Corporate defaults are at a six year high, DIP (debtor in possession) financing has dried up and the number of business filings for Chapter 7 liquidation is up 60% over last year. Investors and lenders have been inundated with requests for capital, but very little new capital is flowing down to those that need it most. Companies and their creditors need to get resourceful and have the ability to adapt to the current financial climate ...or face liquidation.

### EFFECTS ON PRINTING INDUSTRY

Recent reports indicate that 2009 has been a difficult year for commercial printers. Volume is down by \$4.6 billion, a decrease of nearly 10% over last year and shipments have slowed by over 12%. Various factors, such as new technology, the advance of social media and online advertising threaten to continue this downward trend. As the industry revamps and searches for innovative ways to increase opportunities, companies will need some help reorganizing and increasing cash flow to weather the storm.

Are we at the bottom? Nobody knows for sure. We do know that companies which are at a critical juncture will need help to get some forward momentum in overcoming the financial obstacles currently impeding our recovery. What type of help is available? That's the focus of PIASC's October 20th workshop. Featured speakers Chuck Doyle and JC Avakian of Business Capital, a business liquidity services company, will discuss strategies in debt restructuring; asset based lending or asset securitization; equipment leasing; financing sources; turnaround strategies and much more.

**DATE:** January 28, 2010  
**Location:** PIASC Conference Facility  
5800 So. Eastern Ave., 215  
Los Angeles, CA

**Times:** Registration: 8:30 am  
Program: 9:00-11:30 am  
**Fee:** \$39 1st registrant  
\$29 each add'l same company

### ABOUT THE SPEAKERS:

**Chuck Doyle**, Managing Director has over 20 years experience in the business consulting industry. His expertise is spread across multiple industries and is focused on firms in need of debt recapitalizations. Prior to joining Business Capital, he was the founder and president of one of the country's and San Francisco's 10 fastest growing privately held companies. Chuck is a graduate of The College of The Holy Cross.

**JC Avakian**, Senior Financial Analyst brings a solid background in account management, sales and finance. Prior to his position at Business Capital, he was a registered representative of New York Life in Boston and San Francisco, providing small businesses with financial products and services. He is a graduate of Boston University with a BA in Economics.

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Phone: (323) 728-9500, Ext. 231  
Fax: (323) 724-2327

**Email registration to:**  
rose@piasc.org

or register online at: [www.piasc.org](http://www.piasc.org)

**Fee: \$39/1st \$29 ea add'l same co.**

- Bill the Company
- Check Enclosed

### REGISTRATION FORM:

**Yes! Sign us up for *Business Capital* on Thursday, January 28, 2010.**

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

Phone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

\*Cancellation must be received within 48 hours of the program for refund of the tuition.