



**INTERNATIONAL FACTORING
ASSOCIATION**

International
Factoring Association
2665 Shell Beach Road, Suite 3
Pismo Beach, CA 93449
Phone (800) 563-1895
www.factoring.org

**Contact: Bert Goldberg, bert@factoring.org
Phone: (805) 773-0011 Ext.12**

**International Factoring Association to Hold “Face Reading for the Factor-A
Breakthrough in Communication” Training Program
To be held on September 23-24, 2010 in Dallas, TX**

Pismo Beach, CA– August 3, 2010 – The International Factoring Association (“IFA”) will hold its’ *Face Reading for the Factor-A Breakthrough in Communication* Training Program on September 23-24, 2010 at the Gaylord Texan Resort in Dallas, TX. Face reading is a tool that can create win/win situations for sales professionals, portfolio managers and other customer facing employees. It is also great training for employees so they can interact and communicate more effectively with managers, fellow employees and direct reports.

Instructors for this training program include Mac Fulfer and Ann Marks of Amazing Face Reading.

Fulfer practiced law in Fort Worth for over 22 years after earning his Doctorate of Jurisprudence from the University of Texas in 1975. Fulfer became interested in the practice of face reading for the purpose of jury selection. He quickly discovered that face reading changed his perspective, allowing him to see people more compassionately through the experiences reflected on their faces. Since then, he has researched and developed these skills and presented ideas in workshops across the country.

Marks is an instructor for Amazing Face Reading. Since 2006, she has presented face reading to hundreds of groups from both the public and private sector. Mark’s use of face reading has provided a surprising breakthrough in communication. The science has proven helpful in creating better rapport and eliminating bias and discrimination.

“I use Mac’s face reading techniques every day. This is something way deeper than what I thought. It can be really powerful in helping you to understand your surroundings”, said Cole Harmonson, President of Far West Capital.

The IFA is the leading provider of training for the factoring industry and thousands of factoring and secured lending professionals have taken advantage of the IFA’s training programs since the IFA was founded in 1999. The IFA offers various education programs taught by experts including volunteer industry instructors and industry service providers.

For program details visit www.factoring.org and select the Events tab.

About the International Factoring Association

Headquartered in Pismo Beach, California and with over 350 corporate members, the International Factoring Association is the largest association of commercial finance companies in the world. Members include factoring companies, asset based lenders and other receivables finance companies. Since 1999, the International Factoring Association has provided a forum for member organizations to meet and discuss issues and concerns, share best practices, disseminate information and promote a single voice to the marketplace. The principal spokesperson for the factoring and receivables finance industry is the International Factoring Association’s Bert Goldberg. For more information visit www.factoring.org.