



**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 Launches Social Networking and Improved Website

Pismo Beach, CA– October 6, 2011– The International Factoring Association (“IFA”) today announced the launch of its new and improved website and social networking website at <http://www.factoring.org>. IFA members and visitors will discover a crisper, cleaner look and a more colorful layout and easy-to-use navigation throughout the site, as well as the same great features as the previous site. The cleaner website makes it easier to find industry events, training schedules and other resources within the factoring community.

The IFA’s social networking site for its members is created and hosted by Higher Logic. Once members log in, they will be able to:

- Have online discussions and create specific communities within the group
- Post blogs
- Search a complete member directory
- Share files
- Access the IFA Calendar

All of this will be available from both their computer and via a special app for their mobile device.

“We are very excited about our improved website and social networking launch,” said Bert Goldberg, Executive Director of the IFA. “Our social networking website not only connects people, it connects those people to factoring topics so that ideas and information are shared across the association.”

About the International Factoring Association

Headquartered in Pismo Beach, California with over 370 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.