



January 11, 2012

FOR IMMEDIATE RELEASE

Westar Trade Resources Announces Webinar Series on Financing Challenges and Opportunities

In today's economic environment it is challenging for businesses to find financing due to a lack of resources, familiarity with available programs and what is necessary for a successful funding package.

To address these challenges, Westar Trade Resources will be hosting a complimentary webinar series throughout January and February 2012 surrounding key issues in business financing including: barriers to obtaining financing, essential knowledge for businesses seeking funding opportunities, and understanding renewable energy finance structures and investments.

Westar invites startups, small and medium businesses, lenders, and investors to participate in the webinar series. Participants will also have the opportunity to ask questions and share their thoughts.

"What does it really take to get an SBA Loan?"

**Thursday, January 19th
12:00 PM - 1:00 PM CST**

This webinar is co-sponsored by the Minority Business Development Agency and will focus on the main SBA Loan Programs, including the 504 and 7(a) Loan and Refinance Programs. Speaker, Mike Mora, will present the financing structure for the programs, discuss the advantages of the programs for small businesses and lenders, and provide first-hand knowledge of what a business really needs to qualify for and obtain an SBA loan.

Register by [clicking here](#).

"Strategic Investment Opportunities in Renewable Energy"

**Thursday, January 26th
12:00 PM - 1:00 PM CST**

Westar Founder and CEO, Cindy Thyfault, will provide an overview of the renewable energy industry, discuss investment opportunities in specific sectors and introduce Westar's new investor consultation program, which assists investors in identifying key opportunities for investment and ownership worldwide.

Register by [clicking here](#).

"Becoming Bankable"

**Thursday, February 2nd
12:00 PM - 1:00 PM CST**

Credit and loan underwriting requirements are the foundation for any financing structure. Yet, many businesses, especially startups, are unfamiliar with the expectations and approval process for loans and other types of financing. In "Becoming Bankable," Ana Hernandez, Vice President of Commercial Banking at BB&T and President of the Dallas / Fort Worth Chapter of the Hispanic Bankers Association, and Rosaline Fletcher, Senior Vice President at BBVA Compass Bank, will discuss the building blocks of a successful business strategy and the steps required to make financing a reality.

Register by [clicking here](#).

"Problems and Opportunities in Capturing the Global Market"

**Thursday, February 9th
12:00 PM - 1:00 PM CST**

Global trade is an integral component for driving growth among businesses. This webinar will present strategies and financing programs available under the Export-Import Bank of the United States with a special focus on renewable energy finance.

Register by [clicking here](#).

"How to Recognize, Underwrite and Service Renewable Energy Projects"

**Thursday, February 16th
12:00 PM - 1:00 PM CST**

Westar Founder and CEO, Cindy Thyfault, will discuss renewable energy financing opportunities and structures and share her experience in successfully financing a variety of renewable energy projects. Cindy will also be joined by Mark Riedy, a member of Mintz Levin's Energy & Clean Technology Practice, and John May, Managing Director of Stern Brothers' Renewable Energy Practice.

Register by [clicking here](#).

###

About Westar Trade Resources

Westar is an international financial consulting company headquartered in Dallas, Texas. Known for the development, marketing, and funding of start-up and expansion of new businesses, both domestically and internationally, Westar also provides consulting services to companies from start-up through expansion. The depth of projects has extended to all forms of renewable energy and bioproducts, food and fiber manufacturing, green building products, import-export manufacturing, commodity trading, real estate, and other sustainable, transformational technologies. Westar has assisted companies with obtaining over \$477 million in USDA, DOE, and Ex-Im Bank grants and government loan guarantees, and providing a host of other non-traditional financing options.