
Toll Free:
800 . 851 . 1001
www.firestonefinancial.com

In Massachusetts:
617 . 641 . 9276

Facsimile:
617 . 332 . 8032



LARRY YAFFE LEAVING FIRESTONE FINANCIAL

Needham, MA – May 16, 2016 – Larry Yaffe announced his resignation from Firestone Financial this week. Yaffe will stay on for a few months while the Company searches for a successor.

Yaffe has been with Firestone Financial for more than 20 years, most recently serving as its Senior Vice President of Sales and Marketing. Mr. Yaffe, who has coached his children in various sports over the years and is on the Board of Directors of the Sharon Youth Baseball, has decided to devote more time to his young family and coaching. “I have worked at Firestone Financial my entire career and am incredibly proud of what we have accomplished. I look forward to seeing Firestone Financial continuing to succeed and I am excited to find a new challenge for myself.”

“Larry has done a fantastic job in helping build our business. I wish him the best of luck in his future endeavors and look forward to seeing what he accomplishes in the future,” said David Cohen, Firestone, President and CEO. “While we will miss Larry, I am confident our industry sales leaders, Jim Hines, Tony Costanza, and Carolyn Collins will continue to provide our customers the service that they demand and deserve.”

This has past year has been one of change and growth for Firestone. The company has:

- Increased its loan origination in each of the markets it serves
- Introduced SBA lending through its parent Berkshire Bank, a preferred SBA lender
- Become a wholly owned subsidiary of Berkshire Bank, a \$7.8 billion regional bank operating in New England and New York
- Celebrated its 50th in business
- Increased sales and operations staff to meet the growth needs of the markets it serves

ABOUT FIRESTONE FINANCIAL

Founded in 1965, Firestone Financial is a nationwide finance company serving the amusement, fitness, vending and laundry industries. The Company is a wholly-owned subsidiary of Berkshire Bank. Interested parties can learn more about Firestone Financial and its offering to the amusement market online at www.firestonefinancial.com or by calling Firestone Financial at 1-800-851-1001.

CONTACT

Carol Francis, Vice President of Marketing and Communications; 617 641 9276