



# 2024 PRINCIPLES OF EQUIPMENT LEASING AND FINANCE WORKSHOPS

The Cornerstone of an Equipment  
Leasing and Finance Career

**PUBLIC WORKSHOP DATES**

March 20-22 | June 26-28 | November 6-8

All workshops will be held at ELFA HQ in Washington, DC

# The Principles of Equipment Leasing and Finance Workshop

This workshop is designed to teach the fundamentals of *personal property commercial equipment leasing and finance* for entry level personnel and/or individuals with business experience who have not had a complete overview of the leasing and finance business. Subjects address the “why” as much as the “how”, to provide the participant with a strong foundation on how the leasing and finance business works and where their individual responsibilities fit into the workflow.

## Who Should Attend the Principles of Leasing and Finance Workshop?

- Newly hired staff, generally
- Operations and administration staff
- Newly hired sales staff
- Marketing personnel
- Vendors/Vendor sales staff

*It is recommended that attendees have at least 3-6 months in current position. It may also serve as a refresher for those with more experience or for those who wish to have broader knowledge of the equipment finance lifecycle.*

## After completing the workshop, attendees will be able to:

- Define industry terminology
- Identify the tax, legal and accounting rules and regulations
- List the types of leases and loans, including structure and pricing
- Utilize a financial calculator to learn how pricing reflects the structure of a lease/financing
- Explain the current accounting requirements
- Describe the benefits of leasing/finance
- Identify the types of lease structures and how they fit the lessee's needs
- Identify the types of equipment lease and finance institutions and how their requirements vary
- Describe the different types of legal entities and understand the the required legal forms needed to complete a transaction
- Recognize and discuss fraud prevention and detection measures
- Identify the purpose, paperwork and people involved in each step of the lifecycle of a transaction

**Duration:** 2½ days

## Registration Fees:

ELFA Member: \$1,380 (first person)

ELFA Member: \$1,000 (each additional person)

Non-Member: \$2,500

## Bring the Workshop to You!

Hosting an in-house workshop gives you the flexibility and convenience to address specific learning needs of your employees, establish collective knowledge, a shared skill set, and achieve even your most challenging business goals. Our instructor comes to you and works with you to customize the content to your group's needs. For further details and pricing, contact Alexa Carnibella at 202-238-3416 or [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).



# Agenda

Please note: Each section will be presented as it applies to each of three markets: small ticket, middle market and vendor programs

## Overview of the Workshop

### Industry Overview

Get the latest data and information about the industry, pulled directly from ELFA's What's Hot, What's Not: Equipment Market Forecast and the Foundation's U.S. Economic Outlook. **BONUS!** Attendees receive copies of each report.

### Benefits of Leasing

Why is leasing attractive to many companies? What are the tax, legal, and accounting benefits? How does leasing differ from lending, and how does each method of financing handle different needs and requirements of the customer? If you're looking for language to explain to your customer why leasing is the best option – this is for you!

### Transaction Lifecycle

Learn about every step in the transaction lifecycle – from administration through termination – and why each (including knowing where you fit in!) is crucial to the success of your organization. You'll review the people, policies, paperwork and processes for each step in the lifecycle.

### Industry Terminology

Learn the language of equipment finance. Additional terms and their importance will be explained throughout the workshop.

### Rules and Regulations

This section is a basic overview of the current Federal Income Tax code, the current bank regulations and requirements, and the definition of a lease for legal contracts. You will gain an understanding of why the rules developed as they did and learn the paper flow and procedures required to complete a lease.

### Time Value of Money

The Time Value of Money (TVM) is a key principle in equipment finance. It is the idea that money received in the present is more valuable than the same sum in the future because of its potential to be invested and earn interest. In this section, you will learn the basics of Present Value (PV), Future Value (FV) and how to calculate each.

### Types of Lease and Finance

#### Transactions

This section highlights loans and leases and their purposes, their structures, pricing, end-of-term options, and how each type does or does not comply with different legal, tax and accounting rules. Learn how pricing reflects the structure and how it can be modified to fit a specific need of the lessee/borrower and the lessor/lender.

#### Lease Accounting

In this section, you will learn how current accounting requirements affect the structure of a lease, and the difference between accounting and income/expense for commercial income tax returns. Your instructor will discuss the changes to lease accounting rules, the impact upon the balance sheet and operations of lessors and lessees and equipment procurement strategies.

#### Types of Lease Programs

Examine sample lease structures to learn how specific arrangements for vendors or equipment types can help determine the parameters of a transaction. Unique programs that fit a specific need of the lessee (e.g., seasonality of revenue stream or expense control), will also be presented.

#### General Legal Overview – Structure, Terminology, Laws and Documentation

Examine the different types of legal entities - from proprietorships to corporations, along with the required legal forms needed to complete a lease or equipment financing for each. The internal forms for managing the workflow will also be discussed.

#### Fraud Prevention and Detection

Learn how to recognize the many faces of fraud and how to prevent fraudulent transactions.

### Quiz

Apply everything you learned and complete the workshop with a 60-question quiz that reviews all the principles presented. Please note: In order to receive a certificate of completion for this workshop, attendees are required to complete the Quiz.

## Workshop Schedule

### Day One

8:30am-9:00am

**Registration**

**Continental Breakfast**

9:00am-noon

**Morning General Session**

Noon-1:00pm

**Hosted luncheon**

1:00pm-5:00pm

**Afternoon General Session**

### Day Two

8:30am-9:00am

**Continental Breakfast**

9:00am-Noon

**Morning General Session**

Noon-1:00pm

**Hosted luncheon**

1:00pm-5:00pm

**Afternoon General Session**

### Day Three

8:30am-9:00am

**Continental Breakfast**

9:00am-1:00pm

**Morning General Session**

11:00am-1:00pm

**Quiz and Lunch**

## About Our Instructor

### Kevin P. Prykull, CLFP

#### Retired SVP & Credit Underwriting Executive PNC Equipment Finance, LLC (PNCEF)

Kevin P. Prykull is a seasoned equipment leasing and finance professional specializing in credit risk management. He has over 42 years of industry experience and worked for PNC Bank for more than 30 years until his recent retirement. At PNCEF he managed all credit underwriting, approval and portfolio functions for PNC Bank's leasing and equipment financing subsidiaries.

His prior work experience includes: an independent finance company (Senstar Capital Corporation), global lease consulting firm (Amembal, Deane and Associates), a Fortune 500 manufacturer and captive lessor (Joy Manufacturing), and a local regional bank (Equibank). Much of his background is in risk, credit, equipment, leasing, teaching, and consulting. Mr. Prykull holds an undergraduate degree in accounting (BSBA) from Duquesne University and a Masters in Business Administration (MBA) from Robert Morris University. Although he does not practice, Kevin has passed the Pennsylvania CPA exam. Prykull is an active member of the Equipment Leasing and Finance Association (ELFA). Since 2008, he has served in various roles as chair, member and leader on the association's Credit and Collections (C&C) Planning Committee and Conference. He was the recipient of the ELFA Distinguished Service Award, which honors an individual who has made significant contributions to the association and to the equipment finance industry. Kevin is active on the ELFA's Research Committee and is involved in the annual publication of the Survey of Equipment Finance Activity (SEFA). Kevin has earned and maintains the Certified Lease and Finance Professional (CLFP) designation offered through the CLFP Foundation and is an Adjunct Professor in Finance at Duquesne University.

A native of the Pittsburgh, PA area, Kevin resides in Peters Township with his wife Karen. He has three grown children and three grandchildren.

## Registration and General Information

### Fees

ELFA Member: \$1,380 (1st person)

ELFA Member: \$1,000 (each additional ELFA member attendee)

Non-Member: \$2,500

### Non-Members: Please read carefully

1. A non-renewing, *Regular member organization* will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular member.
2. An organization that has *never been a member of the ELFA, and is qualified to be a Regular member*, is subject to the same attendance policy that applies to the non-renewing ELFA Regular member: i.e., they will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular member.
3. New members will receive a discount (the difference between the non-member and member registration fee) towards their dues if they attend a conference as a non-member, pay the non-member registration fee, and subsequently join the ELFA within 60 days.



### Mail-In Address

Please complete and return this registration form and mail with payment to:

Equipment Leasing and Finance Association  
Attn: Meeting Registration  
1625 Eye Street NW, Suite 850  
Washington, DC 20006



### Register On-Line

You may register online for this workshop by going to: <https://www.elfaonline.org/education-networking/principles-of-leasing-finance-workshops>.

You may also visit ELFA's web site [www.elfaonline.org](http://www.elfaonline.org) for information about this and other educational programs. You can register directly online via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. You will receive a confirmation number from the website.



### Register By Fax

You can register for ELFA meetings by fax. Complete the registration form, including the appropriate credit card information, and fax to ELFA at (202) 238-3457. A confirmation will be forwarded to you.

## **Cancellations**

To receive a full refund of registration fees, cancellations must be received no later than seven business days prior to the start of the selected workshop. Cancellations made by telephone must be followed by a letter that includes the name of the ELFA staff member who accepted the cancellation.

## **Substitutions**

Substitutions for the entire program may be made at any time, including on-site registration.

## **Attire**

Business casual attire is appropriate for this workshop.

## **Inquiries**

If you have a question about this workshop not related to registration, please call Alexa Carnibella at (202) 238-3416 or email [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).

## **Continuing Professional Education (CPE)**

ELFA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

19 CPE credits will be earned for attending this workshop

*NASBA fields of study* - Finance (13), Accounting (1.5), Business Law (1.5), Taxes (1.5), Specialized Knowledge (1.5)

*Program Level* - basic, no prerequisite education or experience required

## **Membership Information**

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3400.

## **Workshop Compliance**

### **Please Note the Following**

**Photographs Taken at the Workshop** – Photographs of speakers and attendees may be taken at these workshops. These may appear in ELFA publications or on the ELFA website. By registering for this workshop, you authorize ELFA the right to use any photographs taken of you during the course of the workshop.

### **Attendee Contact Information –**

#### **Please Note the Following**

By registering for this workshop, attendees authorize ELFA to share your contact information, including but not limited to email address and telephone number with other registered attendees. For more information please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).

## **ELFA CODE OF CONDUCT**

Thank you for choosing to enhance your professional development by attending this ELFA workshop. One of our goals is to ensure that we promote a safe and productive environment for all attendees.

We invite you to help us make each ELFA-sponsored conference and live event a place that is welcoming and respectful to all participants, regardless of race, gender, gender identity and expression, age, sexual orientation, disability, physical appearance, national origin, ethnicity, political affiliation, or religion. We do not condone, nor will we tolerate harassment of our participants, including ELFA and facility staff, in any form—in person or online.

Examples of harassment include offensive comments, verbal threats or demands, sexualized images in public spaces, intimidation, stalking, harassing photography or recording, sustained disruption of sessions or events, and unwelcome physical contact or sexual attention.

We expect all participants—attendees, speakers, sponsors, volunteers, and staff—to follow the Code of Conduct during the conference. This includes conference-related social events at off-site locations and in related online communities and social media. Participants asked to stop any harassing behavior are expected to comply immediately. Conference participants violating this Code of Conduct may be expelled from the workshop without a refund, and/or prohibited from attending future ELFA events, at the discretion of ELFA.

Please bring any concerns to the immediate attention of the event staff, or contact Lisa Ramirez, ELFA Vice President of Business and Professional Development, at [lramirez@elfaonline.org](mailto:lramirez@elfaonline.org). You may also report violations by calling call +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming, and respectful to all.