

CONNECTING TO THE FUTURE

 **ELFA**

EQUIPMENT LEASING AND FINANCE ASSOCIATION

48th Annual Convention

October 18-20, 2009

Manchester Grand Hyatt • San Diego, CA



48th Annual Convention

The ELFA Annual Convention is the largest meeting of the equipment leasing and finance sector. Nearly 1,000 industry executives representing every type of equipment finance company attend this three-day event. The program includes sessions on relevant and cutting-edge industry topics encompassing financial, legal, accounting, economic and sector issues; presentations from economists and business leaders, industry sector roundtable discussions, as well as ample networking opportunities.

New This Year – The Funding Source Connection

We've added a new and valuable feature to the ELFA Annual Convention called the **Funding Source Connection**. Like our Annual Funding Exhibition held each April, ELFA is arranging for funding sources and those seeking funding to easily meet while attending the convention. Funding sources attending the Annual Convention will be invited to post a profile on the convention webpage. Registered convention attendees will be able to view the profiles and contact these funding sources to make individual appointments on an informal basis.

This added service is offered at no additional cost to either party and will enhance the ability to conduct business at the convention.

Please note: in order to post a profile, funding source employees must be registered for the convention.

**Check out the Convention section at ELFA online for the latest detailed information
<http://www.elfaonline.org/pub/events/2009/AC/>**

Preliminary Schedule

Sunday, October 18

10:00 am – 8:00 pm

Convention Registration

10:00 am – Noon and 2:00 – 4:00 pm

Community Service Project

2:00 – 5:00 pm

Exhibitor Setup

5:00 – 6:00 pm

New Members and First Time Attendees Reception

6:00 – 8:30 pm

Opening Reception in Exhibit Hall

Monday, October 19

7:00 am – Noon

Convention Registration

7:00 am – 4:00 pm

Exhibit Hall Open

7:00 – 8:15 am

Breakfast

7:00 – 8:15 am

Service Provider Business Council Breakfast Session

8:30 – 10:00 am

General Session

Speakers: James A. Ambrose, Chairman ELFA

Jason Jennings, Authority on Business Leadership and Productivity

10:30 am - 12:30 pm

Issue Breakout Sessions

12:30 – 1:45 pm

Equipment Leasing and Finance Foundation Luncheon

2:00 – 5:00 pm

Issue Breakout Sessions

5:00 pm

Individual Company Sponsored Receptions and Events

Critical Issues Addressed at this Year's Convention

- Funding and Capital Markets
- Portfolio Management
- Risk Management
- Recent Trends in Fraud Detection and Prevention
- Leveraging Technology
- The Legislative and Regulatory Landscape
- Opportunities in Energy and Healthcare Finance and International Markets

If you are planning to arrive in San Diego early, you might want to participate in these activities:

Sunday, October 18

8:00 am

**Golf Tournament at Aviara
(Transportation will depart from hotel at 7:00 am)**

8:30 am

**Tennis Tournament
at Manchester Grand Hyatt
(Men and Women)**

Preliminary Schedule

Tuesday, October 20

7:00 - 8:15 am
Breakfast

7:00 - 8:15 am
Women in Leasing Breakfast

7:00 am - 4:00 pm
Exhibit Hall Open

8:30 - 10:00 am
General Session
Speakers: Ralph Petta, Interim President, ELFA
Mark Zandi, Chief Economist
Moody's Economy.com

10:30 am - 12:30 pm
Issue Breakout Sessions

12:15 - 1:45 pm
Business Council Luncheon Meetings

- Small Ticket
- Middle Market Independent
- Financial Institutions
- Captive and Vendor Finance

2:00 - 4:30 pm
Issue Breakout Sessions

4:30 - 7:00 pm
Exhibit Tear Down

6:30 - 10:00 pm
Closing Reception
Poolside at the Manchester Grand Hyatt

Become a Sponsor!

The ELFA Annual Convention provides unmatched opportunities to get noticed, especially through a variety of sponsorship opportunities. To become a sponsor, contact Sally Maloney, 202-238-3427 or smaloney@elfaonline.org

Why Attend?

CONNECTIONS

Connections are key to getting things done. Whether you are looking for a new funding source, vendor or someone with specialized knowledge... you can be sure you'll make the right connections here.

NEW IDEAS, SOLUTIONS AND METHODS.

Just what you need to get you through these times

SUCCESS TAKES PREPARATION.

Get ready for a whole new business environment



Speakers



JASON JENNINGS

Business Thought Leader and Best-Selling Author

Jason Jennings has spent twenty years founding and leading successful businesses and consulting other companies; teaching them how to achieve their full economic potential.

He was the youngest radio station group owner in the world and his unique and legendary programming and sales strategies are credited with revolutionizing many parts of the broadcasting industry. Later, he founded Jennings-McGlothlin & Company, a consulting firm that became the largest media consultancy in the world.

He spent eighteen months traveling the globe in search of and digging deep inside the fastest companies in the world for his book, *It's Not The Big That Eat The Small – It's The Fast That Eat The Slow*. Within weeks of its release it hit the *Wall Street Journal*, *USA Today*, and *New York Times* bestsellers lists. Published in 32 languages, *USA Today* named it one of the top 25 books of the year!

Next, he and his research team studied more than 40,000 companies and identified the ten most productive companies in the world for his bestselling, *Less Is More*, published by Penguin Putnam. In the book the secrets of the world's most productive companies are revealed.

Think BIG - Act Small, debuted in 2006 and profiles the only 10 companies in the world to have grown both revenue and operating profits by ten percent or more annually for ten consecutive years without missing a beat. Like his previous books it debuted on all the bestseller charts.

His latest work, *Hit The Ground Running-A Manual For New Leaders*, identifies the ten American CEO's who created the greatest amount of shareholder value between 2000 and 2008, tells their stories and explains the strategies, tactics and values that allowed them to achieve such remarkable performance.

When not traveling the world on research and adventure travel Jennings delivers 80 keynotes annually and *USA Today* named him one of the three most in-demand business speakers on the planet alongside Jim Collins (*Good to Great*) and Tom Peters (*In Search of Excellence*).



MARK ZANDI, Ph.D.

*Chief Economist
Moody's Economy.com*

Mark Zandi is chief economist and cofounder of Moody's Economy.com where he directs the company's research and consulting activities. Moody's Economy.com, a division of Moody's Analytics, provides economic research and consulting services to businesses, governments and other institutions.

Mark's research interests include macro, financial and regional economics. His recent research has studied the determinants of mortgage foreclosure and personal bankruptcy, analyzed the economic impact of various tax and government spending policies, and assessed the appropriate policy response to bubbles in asset markets. Mark also conducts regular briefings on the economy. He is quoted often in national and global publications, is frequently interviewed by major news media outlets, and is the author of *Financial Shock*, an exposé of the subprime financial crisis.

Mark was an economic advisor to the John McCain campaign for President, has provided advice to the Obama Administration, and regularly testifies in Congress. His most recent testimony has been on the economic impact of fiscal stimulus and the merits of providing government aid to the vehicle industry.

Dr. Zandi received his Ph.D. at the University of Pennsylvania, where he did his research with Gerard Adams and Nobel laureate Lawrence Klein, and received his B.S. from the Wharton School at the University of Pennsylvania.

General Information

Location

ELFA 48th Annual Convention is being held at the Manchester Grand Hyatt San Diego. The Grand Hyatt is the largest waterfront urban resort on the West Coast. The hotel combines the convenience of downtown and great views of the city and San Diego Bay. Guests can easily explore the San Diego area, with nearby attractions like PetCo Park, the Zoo, Balboa Park, the Midway Museum, Gaslamp, Coronado Island and Sea World.

Reserving Accommodations— *Online Reservations Available.*

EASY RESERVATIONS. For attendees registering online for the ELFA convention, you will have the added option of making your hotel reservations at the same time ONLINE! Make your hotel reservations by going to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1349520

Or, if you prefer, you can call the hotel directly at 619-232-1234 and ask to speak to the reservations department. Please tell the reservations agent you are attending the ELFA Annual Convention in order to receive the group rate. The hotel will send confirmations directly to registrants.

It is important to reserve accommodations before the **September 14, 2009 deadline.** Reservations are on a first-come, first-served basis and the hotel may fill up before the

cutoff date. Make your hotel reservations early, especially if you're planning to participate in the sports tournaments or community service project on Sunday, October 18. All convention activities are completed following the closing reception on Tuesday, October 20 at 10:00 pm.

Registration

To make registration as effortless as possible, please note the following items:

- Register early so everyone will know you are coming. Take advantage of this special offer:

ELFA is offering a DISCOUNTED EARLY registration fee if you register by August 31 and are staying at the convention hotel (Manchester Grand Hyatt)

- Deadline for mail-in registrations is October 8, 2009!
- Remember, all participants must be registered in advance.
- Registration is mandatory for anyone attending the convention, including spouse/companions.
- Only individuals registered and wearing a badge may attend convention sessions and social functions.

**Registering online is the FASTEST and EASIEST way to register.
www.elfaonline.org/pub/events/2009/AC/**

The full registration fee is payable in advance in U.S. funds. No registration will be considered complete until a check or credit card payment is received. Please note that non-member registration is welcome, but is only available to a person who has not previously attended the ELFA convention or to a person from a nonmember company that has never sent an attendee.

The deadline for mail-in registration forms is October 8. Individuals who want to register or make substitutions after that date can do so on-site. In order to be included on the final convention roster, registration must be received by the October 8 deadline and paid in full.

All registration policies apply to both attendees and spouse/companions. Badges must be worn for admittance to all convention functions.

What to Pack

Business casual dress for education sessions is encouraged. The temperature range in San Diego during October is mid 70's (daytime) to low 60's (nighttime) Suggested dress for social events is as follows:

Sunday Evening Welcoming Reception—Casual and comfortable attire, such as slacks and polo shirt.

Monday and Tuesday Optional Spouse Programs—Casual attire, comfortable footwear.

Tuesday Night Closing Reception—Casual attire.

Deadline Dates to Remember

August 31

- Special *DISCOUNTED EARLY* registration fee. After this date your registration fee will be higher.

September 14

- Cutoff date to reserve accommodations at the Manchester Grand Hyatt Hotel.

September 21

- Last day to cancel a registration and receive a full refund.

October 8

- Last day for receipt of mail-in registrations. After this date, individuals should register or make substitutions on-site.
- Last day to cancel and receive a partial refund.



Corporate Entertainment Functions

Companies wishing to hold private parties may do so at the following times:

**Monday, October 19
anytime after 5:00 pm**

Send requests for function space at the Manchester Grand Hyatt in writing to ELFA's Sally Maloney, Vice President of Meetings & Conventions at smaloney@elfaonline.org. Specify the type of function, timing, and number of people expected.

We request that companies planning events outside of the Manchester Grand Hyatt Hotel provide ELFA with the information about the function in case of emergencies or inquiries. If assistance is needed with planning an event outside of the hotel, ELFA's Vice President of Meetings & Conventions can provide recommendations of facilities and activities available for parties.

Exhibition

Visit convention exhibitors to check out the latest available technology and services.

A select group of leasing industry service providers is exhibiting at the annual convention, giving you a look at services available to help increase the operational efficiency of your company. Here are the companies signed up to exhibit this year:

American Lease Insurance
Cassiopae
CHP Consulting
Corporation Service Company
Davis + Henderson
Equifax Inc.
Equipment Data Associates
Integrated Financial Solutions, Inc.
International Decision Systems
Ivory Consulting Corporation
Leaseteam
Monitor
Nationwide Exchange Services
Odessa Technologies Inc.
OSG Billing Services
Paynet
Premier Lease & Loan Services
PricewaterhouseCoopers
Sungard
Third Pillar Systems, Inc.
Vertex, Inc.

For more information to become an exhibitor, contact Royann Holland at rholland@elfaonline.org

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Convention Golf Tournament Sunday, October 18

The ELFA golf tournament takes place at Aviara Golf Club in Carlsbad, CA. The only Arnold Palmer-designed course in the area has most holes rising and falling with the land; mounds alongside wide fairways; and enormous greens. Two Aviara holes, Nos. 8 and 18 are consistently at the top of everyone's list of the best in the county -- and by extension, the country.

There are prizes for winning teams. Players have the option of forming their own foursomes or being placed into foursomes. The tournament is limited to 60 players, 15 foursomes. The cost for the Tournament is \$275, which includes continental breakfast, transportation, green fees, cart and lunch. If you are interested in playing in the tournament, please check the appropriate box on the registration form and include the \$275 with your registration fees.

NOTE: *There will be no refund of golf registration fees after September 25, 2009*

The golf tournament is a wonderful opportunity for those companies wishing to sponsor at the convention. Hole sponsorships, beverage cart and the Awards Luncheon are all available for those wishing more exposure at this premier event. For more information about golf tournament sponsorships, contact Sally Maloney at smaloney@elfaonline.org

Convention Tennis Tournament Sunday, October 18

The ELFA Annual Tennis Tournament for men and women will be held at the Manchester Grand Hyatt Tennis Courts. The fee of \$75 includes refreshments and a can of balls for each player. If you are interested in playing in the tournament, please check the appropriate box on the registration form and include the \$75 with your registration fees.



Spouse/Companion

Spouse/Companion Program

San Diego is a wonderful destination and ELFA has planned some terrific activities for spouses. We encourage you to bring your spouse this year.

For your enjoyment during the ELFA Annual Convention, we're offering different packages for spouse/companion attendees. Choose the package that fits into your plans.

Package #1 *Regular Convention Registration*

This package includes all convention activities. Spouses or companions who register for the full convention package are entitled to attend all sessions and social activities, including the Sunday Opening Reception, the Tuesday Night Closing Reception, special spouse program on Monday and Tuesday, and breakfast each morning.

Package #2 *Evening Events Only*

This package includes the Sunday Opening Reception and the Tuesday Night Closing Reception. Spouses or companions registering for this package may also attend any business sessions they like.

A spouse or companion attending any portion of the convention or social functions must be registered and pay the appropriate spouse/companion fee. If he or she is employed in leasing, the full member attendee registration fee is due.

Package #3 *Special Spouse/Companion Activity*

This package includes the special events planned specifically for spouses and companions, separate from convention sessions on Monday and Tuesday. Descriptions of these special events follow.

Monday, October 19 10:30 am – 2:30 pm *Cedros Avenue Design District – Unique Shopping and Lunch*

Imagine a street that's bursting with the work of stylish and creative people. You can feel the energy as you explore an enchanting 2-1/2 blocks of more than 85 shops that have made Cedros Avenue North County San Diego's most interesting enclave of coolness. It's like a stroll down a charming European side street. Find fashion boutiques, art galleries and fine home furnishings. Then enjoy lunch in beautiful surroundings at the trendy Pacific Coast Grille.

Tuesday, October 20

10:30 am – 2:30 pm
Blend Your Own Wine

The 1976 Judgment of Paris, at which California wines took first place in both red and white categories for the first time ever, definitely sent shock-waves through the French wine community as it firmly placed California on the map as a producer of superior wines.

Over two decades later, California is still producing wines of superior quality. During this special program at the San Diego Wine & Culinary Center, you will have the opportunity to become a California master wine maker and learn to blend wine in this fun, hands-on activity. At the end, celebrate your creation by christening it with your very own name!

Lunch is included.

On the registration form, select the package or packages that best fit your San Diego plans, and include the appropriate fees with your convention registration.