

Equipment Management Conference & Exhibition

February 24-26, 2019

Omni La Costa Resort • Carlsbad, CA



SUNDAY, FEBRUARY 24th

7:00 – 8:00 am **ELFA Golf Tournament Registration & Continental Breakfast**
Location: Clubhouse

8:00 – 2:00 pm **ELFA Golf Tournament (Shotgun Start)**
Location: Legends Course

9:00 am – 2:30 pm **U.S.S. Midway Tour (Grab-n-Go Breakfast Included, Additional Fees Apply)**
Location: Costa Del Sol Foyer, Port Cochere

A unique once-in-a-lifetime experience – tour the U.S.S. Midway – a United States aircraft carrier! This tour will depart the hotel on Sunday, February 24th at 9:00 am for a one-hour bus ride to San Diego where the U.S.S. Midway is docked. You will be given a self-guided audio tour and time to explore the ship and museum on your own. Come back to the bus by 1:30 pm for the ride back to the hotel. Water will be provided on the bus – lunch is on your own. This tour is NOT included in your conference registration fee.

2:00 – 7:30 pm **Attendee Registration**
Location: Costa Del Sol Foyer

4:00 – 5:00 pm **Newcomers Reception**
Location: Costa Del Sol Terrace

5:00 – 7:30 pm **Opening Reception/Exhibits Open**
Location: Costa Del Sol Ballroom, A-D

7:30 pm **Dinner on your own**

MONDAY, FEBRUARY 25th

7:30 – 8:30 am **Breakfast/Exhibits Open**
Location: Costa Del Sol Ballroom, A-D

8:30 – 9:30 am **GENERAL SESSION**
Welcoming Remarks
Location: Costa Del Sol Ballroom, E-H

Speaker:

KEVIN SENSENBRENNER

SVP/Senior Managing Director, Head of Asset Management
Stonebriar Commercial Finance
ELFA Equipment Management Committee Chair

State of the Association and State of the Industry Report

Location: Costa Del Sol Ballroom, E-H

Speaker:

RALPH PETTA

President & Chief Executive Officer
Equipment Leasing and Finance Association

9:30 – 9:45 am **BREAK**

Location: Costa Del Sol Foyer

9:45 – 10:45 am **GENERAL SESSION**

Transportation – Truck/Trailer

Location: Costa Del Sol Ballroom, E-H

Moderator:

JOE SANTORA

Managing Partner
Irontrax

Speaker:

ROB SLAVIN

Senior Valuation Analyst
Ritchie Bros. Auctioneers

10:45 – 11:30 am **GENERAL SESSION, continued**

Technology Leasing Trends: PCs, Servers, and Storage

Location: Costa Del Sol Ballroom, E-H

This session will explore value considerations and residual performance for licensed products, storage, personal computers, and servers. The speaker(s) will also address evolving and successful strategies for in-place remarketing.

Moderator:

WILLIAM TEFFT

SVP, Asset Management
CapitalSource, Inc.

Speakers:

TOM SAGER

President
Tech Trade Partners, Inc.

11:30 am – 12:15 pm **GENERAL SESSION, continued**

Hot Trends in the Material Handling World

Location: Costa Del Sol Ballroom, E-H

This session will discuss the current trends in material handling. We will cover current RV estimates, return language, changes in equipment specs, while touching on robotics and softcosts.

Moderator:

JANE RETHMEIER

CEO
Harbor Capital Leasing, Inc.

Speakers:

TERRY KEETON

Sales
Houston Forklifts

DAVE BRAUN

Owner/Remarketing Specialist
Direct Forklift

12:15 pm **Box Lunches for All Attendees**
Location: Costa Del Sol Ballroom, A-D

12:45 pm **Buses Load for Off-Site Tours**
Location: Costa Del Sol Foyer, Porte Cochere

1:00 – 4:30 pm **Off-Site Tours (Pre-Registration Required; Proper Attire Required)**

- **Solar Turbines Facility Tour**

Solar Turbines Inc., a subsidiary of Caterpillar is a leading producer of industrial gas turbines and turbomachinery products. Headquartered in San Diego, Solar Turbines designs and manufactures its proven line of compressor sets, mechanical drive packages and generators using state of the art operations. Solar Turbines ranks as a world leader in industrial turbines up to 25,000 hp. The company has sold more than 15,000 gas turbine systems which are operating on land and offshore to provide rugged, reliable power all over the world.

Tour participants will visit Solar Turbine's Kearny Mesa Packaging and Test facility. This is the company's main site for packaging and compressor design engineering, project management, engine and package manufacturing and testing.

All attendees will need to wear closed toe flat shoes that fully cover the whole foot and pants. No dresses, skirts, heels or open toed shoes will be allowed on the tour. Please bring a picture ID. No cameras or texting while in the facility.

Moderator:

THOMAS MONROE
SVP, Asset Management
ATEL Capital Group

Speaker:

CHRISTINA RAMIREZ
Solar Turbines Inc. Representative

- **Hydroponic Farm Tour with Go Green Agricultural**

Special rooftop storage water systems, protective roofing, organic recycling systems, NFT farming, electric vehicles, high-tech farming and more. Go Green Agriculture is an industry leading and innovative company in farming and hydroponic growing. This three-acre greenhouse operation, produces what a "normal" 10 acre farm land farm typically produces.

From seed to cutting – Go Green Agriculture grows Happy Living. Take this off-site tour to view high-tech farming first hand.

Each tour is limited to 20 attendees and is 1 hour in length, so we are offering three separate tour options for attendees:

- Group #1: Departs Hotel at 1:00 pm; Returns at 2:30pm
- Group #2: Departs Hotel at 1:45 pm; Returns at 3:30 pm

- Group #3: Departs Hotel at 2:45 pm; Returns at 4:15 pm

All attendees will need to wear closed toe flat shoes and no jewelry – minimal rings are approved. Most jewelry must be taken off and put in your pocket during the tour. This tour may be outside and in warm growing houses, please be prepared for the heat.

Moderator:

MARK LOKEN

Vice President, Credit

Farm Credit Leasing Services Corporation

Speaker:

Go Green Agricultural Representative

- **Solar Equipment Tour with Cenergy Power**

Cenergy Power is a national solar developer and installer for medium to large scale behind the meter and grid-scale projects. This tour will visit a solar installation from Cenergy Power of a flower grower in the Carlsbad area to view the solar equipment and how this facility uses and benefits from this specialized renewable energy. During the tour, you will view a 706 kW DC system that generates roughly 1 million kWh annually and reduces close to 80% of the customer's electricity spend; this is a NEM-A system.

Cenergy Power has uniquely integrated capabilities in solar integration, supply chain management, design and engineering and financial structuring. Hear from their expert on how their expertise in these areas, under one roof, has enabled Cenergy Power to be lean and dramatically reduce installed costs relating to solar.

All attendees will need to wear closed toe flat shoes. This tour will mainly be outside with some rough terrain, so please be prepared for the California sun and walking.

Moderator:

CHRISTOPHER NUGENT

Managing Director

Bluechip Asset Management LLC

Speaker:

NADER YARPEZESHKAN

Sr. Director, Sales/ Corporate Development

Cenergy Power

4:30 – 5:00 pm **Buses Return from Off-Site Tours**

5:00 – 7:30 pm **Hosted Reception/Exhibits Open**
Location: Costa Del Sol Ballroom, A-D

TUESDAY, FEBRUARY 26th

8:00 – 8:45 am **Continental Breakfast/Exhibits Open**
Location: Costa Del Sol Ballroom, A-D

8:45 – 10:00 am **KEYNOTE GENERAL SESSION**

Chairman's Recap/Announcements

Location: Costa Del Sol Ballroom, E-H

Speaker:

KEVIN SENSENBRENNER

SVP/Senior Managing Director, Head of Asset Management
Stonebriar Commercial Finance
ELFA Equipment Management Committee Chair



Keynote Presentation:

ROCHELLE CARRINGTON

President & CEO
Sandler Training by Second Wind Advisory Group

Rochelle is a nationally recognized speaker known for delivering inspiring workshops while challenging participants to think differently and execute what they learn. Her energizing presentations propel professionals to spark demand and take action.

10:00 – 10:15 am **Break/Exhibits Open**

Location: Costa Del Sol Ballroom, A-D

10:15 – 11:30 am **GENERAL SESSION**

Construction

Location: Costa Del Sol Ballroom, E-H

Presentation will include a high-level update on the construction equipment market covering recent events from equipment manufacturers, rental businesses and equipment dealers. The speaker will offer some insights into valuing construction equipment and will address important aspects to consider when initiating a successful remarketing plan. The presentation will conclude with suggested ideas on how to plan ahead for a potential market downturn.

Moderator:

THOMAS HARFORD

SVP - Equipment Management Group
Wells Fargo Equipment Finance

Speakers:

VINCE LORENZ

Appraiser
Irontrax LLC

11:30 am – 12:15 pm **GENERAL SESSION, continued**

Cranes

Location: Costa Del Sol Ballroom, E-H

Attendees of all backgrounds and skill levels will benefit from this presentation covering multiple different crane categories. The discussion will address long term demand trends in different crane sectors and their anticipated longevity. Life cycle and depreciation curves will also be discussed along with application and configuration details and other factors that affect purchasing decisions.

Moderator:

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency Management
Ritchie Bros.

Speaker:

KEN BUTZ

Vice President, Sales

Tadano America Corporation

12:15 – 1:30 pm

General Luncheon

Location: Valley Promenade & Legends Lawn, Main Lobby Building

1:30 – 2:15 pm

CONCURRENT TRACKS

Track 1: Transportation

Corporate Aircraft – “The Good the Bad, and the Ugly – A Review of 2018”

Location: Veranda, Clubhouse

A 2018 recap of the corporate jet business with insight to 2019 activity.

Moderator:

ROBERT MERCOGLIANO

Managing Director and Head of Asset Management

SunTrust Equipment Finance & Leasing Corp.

Speakers:

JEFFREY DORROUGH

VP Asset Management

Mente Group

Track 2: Industrial

Healthcare Market Overview

Location: Parlor, Clubhouse

An informative view of the current state of the healthcare industry and after-market. We'll look at different equipment types and their potential future values. We'll also discuss the impact of AI on the healthcare industry and what the future may hold.

Moderator:

JOHN GOUGEON

VP, Manager - Corporate Valuations

Banc of America Leasing

Speaker:

JASON BLOCK

Global Product Manager

Block Imaging

Track 3: Education

CFA & ELFA Synergies in the Marketplace

Location: Las Palmas, Costa Del Sol Building

An open and collaborative discussion of Equipment Leasing and Finance Association (ELFA), Commercial Finance Association (CFA) and service provider professionals discussing the connections between asset-based lending (ABL) and equipment finance (ELFA) products and how they can best serve their clients. Appraisers and auctioneers will also address how they add value to the process and their importance in developing exit strategies.

This session will showcase the synergies and value the asset management professional brings to the ELFA.

Moderator:

ROBERT W. BOWLES

Executive Director
Bluewater Transaction Advisors
President, CFA Michigan Chapter

Panelists:

JASON ANISH

President & CEO
Austin Financial
President, CFA California Chapter

KARL BRIER

Senior Vice President
PNC Business Credit

BRYAN COURCIER

Senior Vice President
Hilco Valuations

RICK PIERMAN

Managing Director - Asset Management
Woodforest National Bank - WNB Specialty Finance
ELFA Member Representative

KEVIN SENSENBRENNER

SVP/Senior Managing Director, Head of Asset Management
Committee Chair
Stonebriar Commercial Finance
ELFA Equipment Management Committee Chair

RICHARD WILICHOWSKI

Managing Director
Gordon Brothers

2:15 – 2:30 pm

Break

Location: Costa Del Sol Foyer

2:30 – 3:15 pm

CONCURRENT TRACKS

Track 1: Transportation

Rail

Location: Veranda, Clubhouse

This session will discuss the status of sand covered hoppers and oil/ethanol related tank cars, including retrofitting activity, regulatory compliance with a view towards the future. The session will also cover a general overview of other car types, production of new railcars going forward, rental rates, and there will be time for questions and discussion afterwards.

Moderator:

KIMBERLY ESPOSITO

Managing Director, Asset Management Services
The Alta Group LLC

Speaker:

PATRICK MAZZANTI
President
Railroad Appraisal Associates

Track 2a: Industrial

Machine Tool Market Trends and Emerging Technology

Location: Las Palmas, Costa Del Sol Building

This session will address current trends in the metalworking industry and manufacturing. A review of new and ever popular machine tools and how these technologies hold their value in the market.

Speakers:

TOM HAZELHURST
President
Machinery Management LLC

ELIZABETH JARAMILLO
Key Equipment Finance

KIMBERLY KHOURY
Certified Equipment Appraiser
Action Machinery Co., Inc.

Track 3: Education

Basics of Equipment Management

Location: Costa Del Sol Ballroom, H

This session will introduce and develop the fundamental principles of asset management. The session agenda will cover the entire transaction life cycle. For originations, participants will be exposed to various approaches to valuation, development of residual values, and documentation. Portfolio management topics will include an introduction to regulatory compliance and how to interact with “internal customers” during the term of the transaction. The end of term discussion will cover terminations from default as well as due course lease maturity and disposition of equipment. This session is appropriate for both beginning and intermediate level equipment management professionals.

Moderators:

STEVE ROBBINS
Managing Vice President, Director of Asset Management
Signature Financial LLC

FRED WETZEL
Vice President, Asset Management
BciCapital, Inc. (BciC)

Track 2b: Industrial

Solar Power/Energy

Location: Parlor, Clubhouse

Moderator:

CARL CHRAPPA
Senior Managing Director - Asset Management Practice Leader
The Alta Group, LLC

Speaker:

RICK DAUBENSPECK

Managing Director

BDO USA, LLC

3:15 – 3:30 pm

Break

Location: Costa Del Sol Foyer and Parlor Foyer

3:30 – 4:15 pm

CONCURRENT TRACKS

Track 1: Transportation

Inland and Offshore Marine Equipment

Location: Veranda, Clubhouse

Harry Ward of Dufour, Laskay & Strouse (DLS) will present an overview of the market for inland and offshore marine equipment including a discussion of supply and demand trends. Speaker will also give a presentation on the use of unmanned vehicles in the field of marine equipment surveying and appraisal.

Moderator:

ERIC LIVINGSTON

Senior Vice President, Asset Management

Citizens Asset Finance, Inc.

Speaker:

HARRY WARD

President

Dufour, Laskay & Strouse (DLS Marine)

Track 2: Industrial

Electric Vehicle and Energy Storage Markets: Investment Opportunities

Location: Las Palmas, Costa Del Sol Building

The electric vehicles market is estimated at \$356 million for 2018 and is growing around 20% per year. This session will assess the current state of the EV market and charging stations in the US, and the link between EV development and renewable energy and energy storage. We will discuss the potential for growth in this market with the current global “green” mindset and investors hungry for growth in this new technology market. We will review the potential for a “black swan” event in this market that results in outsized growth. Finally, we will analyze the impact of that growth on utilities and their infrastructure spending, and how that will affect their equipment financing needs.

Moderator:

CHRISTOPHER NUGENT

Managing Director

Bluechip Asset Management LLC

Speakers:

MIKE LANE

Director

NewGen Strategies and Solutions

ANDREW REGER

Senior Consultant

NewGen Strategies and Solutions

Track 3: Education

A Discussion on How Ag Tractor Brand Impacts Value

Location: Parlor, Clubhouse

Discussion of present agricultural economy and impacts on collateral valuations and lease end of term strategies.

Moderator:

MARK LOKEN

Vice President, Credit

Farm Credit Leasing Services Corporation

Speaker:

ANTHONY GORDON

Manager of Asset Management & Remarket

CoBank – Farm Credit Leasing Services Corporation

6:00 – 9:00 pm

Closing Reception & Casino Night

Location: Valley Promenade, Legends Lawn