The 2019 ELFA Women’s Leadership Forum will focus on leadership development for women at all stages of an equipment finance career. The theme, “Find Your Superpower,” celebrates the idea that there is a superhero inside all of us — we just need the courage and skills to put on the cape!

Both women and men are encouraged to attend this event. The agenda will feature dynamic speakers and offer time for attendee interaction and networking with other industry leaders. You’ll leave this event with valuable insights and powerful tools to enhance your career.
SCHEDULE OF EVENTS

**Monday, April 1**

10:30 - 11:30am  
*Attendee Registration*

11:30am – 12:45pm  
*Welcome Networking Lunch*

Presenters:  
- **JUD SNYDER**  
  ELFA Chair  
  President, BMO Harris Equipment Finance Company
- **LORI FRASIER**  
  Chair, ELFA Women’s Council  
  SVP, Strategy and Performance Management, Key Equipment Finance

12:45 - 1:00pm  
*Break*

1:00 – 3:00pm  
**Identify Your Negotiation Superpowers**
Negotiation is central, not just to business deal making, but to basic outcomes in our daily lives. Unfortunately, women often are stereotyped (by themselves and others) as ineffective negotiators. In this session, you will participate in a negotiation simulation to understand which strategies and approaches are productive in moving you to a mutually beneficial agreement, and which can lead to impasse. We will also measure specific personal characteristics/styles (associated with gender) that might also affect us as we seek to advocate for ourselves in challenging situations. We’ll conclude by identifying the unique superpowers that women can bring to negotiation and develop a specific to-do list to break this stereotype for good.

Presenter:  
- **TANYA MENON, PH.D.**  
  Associate Professor at Fisher College of Business, The Ohio State University

3:00-3:30pm  
*Refreshment Break*

3:30-5:00pm  
**Executive Leaders Panel**
Hear directly from equipment finance industry leaders and discover insights that you can apply to your own career. This moderated panel discussion will include a diverse group of executives who will share their personal stories about their roads to success. What have been their biggest career challenges? What are key lessons learned? What advice do they have for others building a career in equipment finance? Audience members will be encouraged to ask questions!

Moderator:  
- **LORI FRASIER**  
  Chair, ELFA Women’s Council  
  SVP, Strategy and Performance Management, Key Equipment Finance

Panelists:  
- **MARTHA AHLERS**  
  ELFA Chair-Elect  
  President, United Leasing & Finance
- **KARA MIYASATO**  
  Senior Manager, Marketing, Stryker Flex Financial
- **AMY NELSON**  
  President, Global Healthcare & Clean Technology, DLL
- **KRIS SNOW**  
  President, Cisco Capital, Cisco Systems Capital Corporation
- **JUD SNYDER**  
  ELFA Chair  
  President, BMO Harris Equipment Finance Company

5:00-5:30pm  
*Break*

5:30 - 6:30pm  
*Reception*
Monday, April 1 (continued)

7:00pm  
Dine Around  
Have dinner on your own or join a community table dinner group. We'll connect you with a group and an opportunity to meet new people and build relationships. To join a dinner group, please select “Dine Around” when you register for the Forum.

Tuesday, April 2

7:30 - 8:15am  
Working Breakfast: Build Your Executive Presence  
Have you ever wondered what Executive Presence (EP) is all about? And whether or not you have it? And even more, is it nature or is it nurture? Please join us for this (optional) informative and fun breakfast session focused on:

1) The importance of EP in furthering your career,
2) Breaking down the fundamentals in order to sharpen your skills, and
3) Acknowledging and correcting some common pitfalls through real-life examples.

Presenter:
JENNIFER FANZ  
Country Sales Manager, US Healthcare, DLL

8:15 - 8:30am  
Break

8:30 - 9:45am  
Live Your Legacy: The Power of Personal Branding  
What is your Personal Brand? Is it working for you? We spend time and money working on our company brand but often neglect creating our own branding platform. As the power behind the company, your personal brand has an impact on your success and your ability to lead. What do you want people to think when they see you? What do you want your reputation and legacy to be? Join us to determine the core characteristics and values that you want to project to others. Learn to leverage what is unique about you and create a personal mission statement to drive your success in and out of the office.

Presenter:
ROCHELLE CARRINGTON  
President & CEO, Bulletproof Management Inc.

10:00 – 10:45am  
BREAKOUT SESSIONS (choose one):

Breakout #1: Personal Branding for Emerging Talent  
As a follow-up to this morning’s general session, participate in interactive exercises to develop your personal brand. Complete your brand mission statement, practice your elevator speech and identify the strategies and actions needed to accomplish your personal branding goals. This session is geared toward those who are newer in their careers and/or looking to develop their personal brand.

Presenter:  
ROCHELLE CARRINGTON  
President & CEO, Bulletproof Management Inc.

Breakout #2: Personal Branding for Seasoned Talent  
This collaborative audience discussion will focus on the importance of personal branding and key strategies to build, reinvent or fortify your brand for more senior leaders. How are you leveraging your brand? How can you change or refine your personal brand as your career evolves? Three industry executives will share their personal branding stories and invite attendees to engage in the conversation.

Presenters:  
LORI FRASIER  
Chair, ELFA Women’s Council  
SVP, Strategy and Performance Management, Key Equipment Finance

DEBORAH REUBEN, CLFP  
President, Reuben Creative, LLC

MICHELLE SPERANZA  
SVP, Chief Marketing Officer, LEAF Commercial Capital Inc.

11:00 - Noon  
Closing Session