

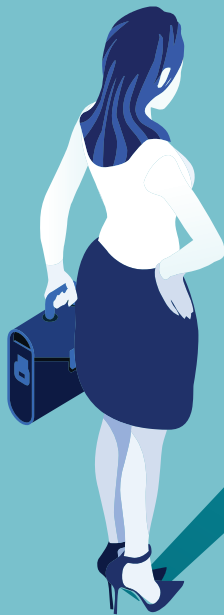
ELFA Women's Leadership Forum

April 1-2

The Conrad Hotel
Washington, DC



FIND YOUR
SUPERPOWER



Presented by the ELFA Women's Council

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.



Women's Leadership Forum

April 1-2 The Conrad Hotel • Washington, DC



FIND YOUR SUPERPOWER

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.

9:45 - 10:00am

Break

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.

10:45 - 11:00am

Break

11:00 - Noon

Closing Session