

Women's Leadership Forum LIVE!

April 20, 2021

STOKING THE FIRE



Presented by the ELFA Women's Council

ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION
Equipping Business for Success

Women's Leadership Forum LIVE!

APRIL 20, 2021



SCHEDULE OF EVENTS

10–10:30am ET

Welcome

Presenters:

DEB BAKER

Chair, ELFA Women's Council
Head of Worldwide Leasing & Financing, HP Inc.

KRIS SNOW

Chair, ELFA Board of Directors
President, Cisco Systems Capital Corporation

JENNIFER FANZ

Chair, Women's Leadership Forum
Country Sales Manager, US Healthcare, DLL

10:30-11:30am ET

Keynote: The 5 Degree Principle: Small Changes to Spark Big Results

This powerful keynote packs valuable tools, practical insights and encouragement to make changes one step at a time. When you use the 5° Principle, the subtle shifts you make will add up to major advances in productivity and effectiveness. You cannot cross a room in a single step, nor can you meet big challenges in one try. Make a small change, take a baby step and produce big results.

- Recognize what you control vs. what you don't.
- Scale down obstacles and challenges to manageable chunks.
- Develop a growth mindset.

Participants will learn to achieve greater results by making small, focused changes to increase productivity, improve energy levels and achieve a heightened sense of fulfillment and accomplishment.

Presenter:

SHANNON CASSIDY

Executive Coach, Team Facilitator & Keynote
Speaker, bridge between, inc.

11:30-noon ET

Break

12-1 pm ET

Executive Leader Panel: Stoking the Fire

Grab some lunch or a late breakfast (depending on your time zone) and hear directly from equipment finance industry leaders. Learn how this diverse group managed to not only survive but thrive and lead their teams over the past year. Discover insights that you can apply to your own career: When you are faced with challenges and bumps in the road, how can you keep your fire burning? And how can you continuously stoke your fire—and your team's fire—and not let setbacks extinguish your flame?

Moderator:

KARA MIYASATO

Member, ELFA Women's Council
Marketing Director, Stryker, Flex Financial

Panelists:

MICHELLE FUCHS

Vice President, Business Development
Manager, Stearns Bank NA-Equipment Finance
Division

CHRISTINE GAGNON

CFO, African Asset Finance Company

NANCY A. ROBLES

COO/Compliance Officer, Eastern Funding

SCOTT THACKER

Chair, ELFA Equality and Chair, Equipment
Leasing & Finance Foundation
CEO, Ivory Consulting Corporation

1-1:50pm ET

Optional Networking Session

Mix and mingle with other attendees. Virtual networking tables will be labeled as follows so you can select the topic of greatest interest:

- **Emerging Talent:** Are you newer to the industry? Let's connect.
- **Seasoned Talent:** Are you an industry veteran? Let's connect.
- **Executive Leader Panel Chat:** Discuss the Executive Leader Panel.
- **"5 Degree" Chat:** Discuss Shannon Cassidy's session.
- **Our Virtual World** – Discuss best practices for succeeding in a virtual world.

2-3pm ET

Reinvention: Letting Go of Yesterday to Ignite Your Tomorrow

Things do not always feel awesome in business and life, but we can still choose to make awesome happen. Sometimes moving forward to new possibilities requires letting go of things that may have worked well in the past. Not because those things are wrong, but because disruptions made them less relevant. Join Jennifer Fanz and Deborah Reuben for a casual and candid fireside chat about navigating disruption, firing up your curiosity and imagining new possibilities to shape your tomorrow.

Presenters:

JENNIFER FANZ

Chair, Women's Leadership Forum
Country Sales Manager, US Healthcare, DLL

DEBORAH REUBEN, CLFP

Chair, ELFA Technology Innovation Work Group
Founder & CEO, TomorrowZone

3:30-4pm ET

Break

4-5pm ET

Keynote: How to Defuse the Landmines We Plant in Our Lives

Life is hard enough! There are "landmines" at work with bosses and co-workers, our children's school, the political climate, etc. Unfortunately for some reason we often go ahead and plant MORE! Things

like Comparison, Insecurity and Negative Self Talk don't serve us and eventually blow up in our lives. This session will help you eradicate these and protect your joy.

Presenters:

KEVIN SENSENBRENNER

Member, ELFA Women's Council
SVP/Senior Managing Director, Head of Asset Management, Stonebriar Commercial Finance

KELLY ACCETTA

Personal Development Coach and Success Trainer

5-5:15pm ET

Closing Session: Recap and Wrap-Up

Presenter:

JENNIFER FANZ

Chair, Women's Leadership Forum
Country Sales Manager, US Healthcare, DLL

5:15-6pm ET

Closing Networking Reception

Mix and mingle with other attendees. Virtual networking tables will be labeled as follows so you can select the topic of greatest interest:

- **Open Networking:** You choose the topic!
- **First-Time Attendees:** Connect with other newcomers.
- **Kelly Accetta** session takeaways
- **Shannon Cassidy** session takeaways
- **Deb Reuben** session takeaways
- **Executive Leader** session takeaways

Your Chance to Win!

Make sure you attend the Closing Networking Session for your chance to win Shannon Cassidy's book, *The 5 Degree Principle*, or Kelly Accetta's book, *How to Defuse the Landmines We Plant in Our Lives*.

