



EQUIPMENT LEASING AND FINANCE ASSOCIATION

58TH Annual Convention

October 27-29, 2019

Marriott Marquis Washington, DC



PROGRAM HIGHLIGHTS

Why Attend?

If you're in the equipment finance industry, you can't afford to miss the **58th ELFA Annual Convention**. This event is the largest and most important annual gathering of leaders in the \$1 trillion equipment finance industry, and this year we are taking this vital force in the economy to our nation's capital, Washington, DC!

The vision for the future remains bright, with many equipment finance professionals able to point to real opportunities in a variety of sectors. Come to the ELFA Annual Convention to exchange ideas and share best practices for innovating, winning business and leading in an age of rapid change. We'll also focus on how to prepare for the next generation of equipment finance, from delivering value to customers, to leveraging new technology, to entering new markets. This is the premiere venue to discuss the leading trends, issues and solutions in the equipment finance industry.

When you attend 58th ELFA Annual Convention, you invest in the success of your business, your staff, your industry and your career. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote speakers and a first-rate exhibit.



Check out the Convention website for the latest detailed information at
www.elfaonline.org/events/2019/AC/



Location

The 58th ELFA Annual Convention is being held at the Marriott Marquis Washington, DC. Situated in the beating heart of the nation's capital, the Marriott Marquis Washington, DC is a new, monumental, flagship hotel where business meets pleasure. Find your passion amid celebrated attractions, including Penn Quarter, Chinatown, the National Mall monuments, the Smithsonian Museums and the Walter E. Washington Convention Center.

Become a sponsor!

The 58th ELFA Annual Convention provides unmatched opportunities to get noticed, especially through a variety of sponsorship opportunities.

► To become a sponsor, contact Steve Wafalosky at steve@larichadv.com or 440-247-1060.

WASHINGTON, DC

SCHEDULE OF EVENTS

SUNDAY, OCTOBER 27

9:00 am – Noon

Jim McGrane Charity Bike Ride and Monument Tour

(pre-registration required,
limited to 60 attendees)



10:15 am – 2:15 pm

Odyssey Brunch Cruise and Tour with Docent

(pre-registration required, limited to 150 attendees)



Donors are eligible for a free
or discounted pass.

10:00 am – 8:00 pm

Convention Registration

2:00 – 4:00 pm

Community Service Project– Community Lodgings

(on property)

(pre-registration required, limited to 100 attendees)



2:00 – 5:00 pm

Exhibitor Set Up

4:30 – 5:30 pm

New Members & Leadership Reception

5:00 – 6:00 pm

Women's Council Reception

6:00 – 8:30 pm

Welcome Reception

Exhibits Open

MONDAY, OCTOBER 28

7:00 am – 4:30 pm

Registration Open

7:00 am – 4:00 pm

Exhibits Open

7:00 – 8:15 am

Group Breakfast

8:30 – 10:00 am

General Session



MICHAEL BESCHLOSS

*Nation's Leading Presidential Historian and
Best-Selling Author*

10:00 – Noon

Coffee Break in Exhibit area

10:30 – Noon

Concurrent Breakout Sessions

- **Mindset Shift: Looking at Technology & Innovation
Through a New Lens**

Sponsored By: ELFA TECHNOLOGY INNOVATION WORKGROUP

- **Getting into the Weeds – Opportunities & Risks in
Cannabis Finance**

- **Hiring the Best.... Putting Your Gut to the Test**

Sponsored By: ELFA WOMEN'S COUNCIL

- **Got Illicit Funds? Fraud in the e-World**

11:00 am – 4:00 pm

Spouse/Companion Event



America's First Home–Mount Vernon Tour and Luncheon

WASHINGTON, DC

12:15 – 2:00 pm

Equipment Leasing & Finance Foundation Luncheon



MARCI ROSSELL

Former CNBC Chief Economist and Co-Host of SQUAWK BOX

2:00 – 4:00 pm

Coffee Break in Exhibit area

2:30 – 4:00 pm

Concurrent Breakout Sessions

- Merger-Up and Other Restructures: Lessons Learned and Successful Outcomes
- Diversity and Inclusion from the Inside Out: A Conversation About Us
Sponsored By: ELFA DIVERSITY & INCLUSION COMMITTEE
- E-Docs: How to Stop Using Pens
- The Art & Science of the Customer Experience

4:30 – 5:30 pm

International Reception

Evening Free for Private Entertaining and Company-Sponsored Receptions

TUESDAY, OCTOBER 29

7:00 am – 3:00 pm

Registration Open

7:00 am – 3:00 pm

Exhibits Open

7:00 – 8:15 am

Group Breakfast

8:30 – 10:30 am

General Session



JAKE TAPPER

Award-Winning Journalist; Anchor and Chief Washington Correspondent, CNN

10:30 – Noon

Coffee Break in Exhibit area

11:00 am – 12:30 pm

Breakout Sessions

- Optimizing Managed Solutions and Other Vendor Programs in Periods of Rapid Transformation
- Candid Conversations: Emerging Talent Success Stories
Sponsored By: ELFA EMERGING TALENT ADVISORY COUNCIL
- Economic Waves: Preparing for What Comes Next
- Modernization & Innovation: Leading with Technology Excellence
Sponsored By: ELFA OPERATIONS & TECHNOLOGY EXCELLENCE AWARD

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11:00 am – 4:00 pm

Spouse/Companion Event



A Rare Glimpse—Private U.S. Capitol Tour and Luncheon

12:45 – 2:30 pm

NEW! Community Luncheon for All Attendees



MARK SCHARENBROICH

Author of Nice Bike and Leadership Expert

2:30 – 3:00 pm

Coffee Break in Exhibit area

3:00 – 4:30 pm

Concurrent Breakout Sessions

- Today's Regulatory Environment – Are You in the Know?
- From Tech Innovation to Competitive Advantage: A Four Step Approach
- Get Social: Leveraging Today's Communication Tools
Sponsored By: ELFA COMMUNICATIONS COMMITTEE
- Sustainability in the Energy & Technology Space

6:30 – 9:30 pm

Closing Reception & Dinner at the Smithsonian National Museum of American History

Registered attendees only.



IMPORTANT DEADLINE DATE

Friday, October 11, 2019

Deadline for online registrations. After this date registrations can be made on-site.

Please note: There are no refunds of registration fees after this date.

Exhibit Hours

Sunday, October 27

6:00 p.m. – 8:30 p.m.

Monday, October 28

7:00 a.m. – 4:00 p.m.

Tuesday, October 29

7:00 a.m. – 3:00 p.m.

WASHINGTON, DC

KEYNOTE SPEAKERS



MICHAEL BESCHLOSS

Nation's Leading Presidential Historian and Best-Selling Author

The widely praised author of nine books, Michael Beschloss has been called “the nation’s leading Presidential historian” by *Newsweek*. He uses history to help us understand our own time and find perspective and

nuance in current events. He also has the largest Twitter following of any historian on earth, and he appears on *TIME*’s list of the world’s top Twitter feeds. He speaks with eloquence about not only the presidency, but about the men who sat in the Oval Office in times of tumult and change. His history lessons come alive with humanity and enthusiasm, and his lectures are riveting windows into the mind of the most powerful official in the world. By looking at presidents past, Beschloss helps predict the future of presidential politics and the impact of elections. In presentations filled with anecdotes, humor and stories almost too good to be true, Beschloss gives context to the crucial events of our time. Trained at the Harvard Business School in leadership studies, he offers a look at the leadership that has affected the course of our nation, describing the leadership skills essential to almost every kind of success.



MARCI ROSSELL

Former CNBC Chief Economist and Co-Host of SQUAWK BOX

Marci Rossell electrifies audiences nationwide, speaking on the nexus of economics, politics, culture and the media. Her animated style was honed when she served as the popular, lively Chief Economist for CNBC

in the months immediately following September 11th. She takes complex economic issues, often dull in the buttoned-down business press, and makes them relevant to people’s lives, families and careers. Prior to her career in broadcast journalism, Rossell served as Corporate Economist and Investment Spokesperson for OppenheimerFunds, one of the nation’s largest mutual fund companies. Before moving to Wall Street, she was an expert witness for Deloitte and Touche in court cases involving economic issues. She began her career as an economist with the Federal Reserve Bank of Dallas.



MARK SCHARENBRICH

Author of Nice Bike and Leadership Expert

Mark Scharenbroich’s comedy path started when he founded a comedy troupe called Mom’s Apple Pie that performed at high schools and colleges. When the group disbanded he went

solo, combining his comedy with leadership training and messages about making connections. He and his wife, Susan, founded Scharenbroich and Associates, a motivational speaking and leadership training video production company. Mark quickly became known as a leading connections expert in developing leaders and transforming the culture of an organization. He is an award-winning keynote speaker, winner of an Emmy Award as writer/producer for an ABC TV special, and recipient of several international film awards. He is the author of the award-winning book *Nice Bike: Making Meaningful Connections on the Road of Life*.



JAKE TAPPER

Award-Winning Journalist; Anchor and Chief Washington Correspondent, CNN

Jake Tapper is a hugely influential and award-winning American journalist who currently serves as Chief Washington Correspondent for CNN and the anchor of the

network’s weekday television news show “The Lead with Jake Tapper” and Sunday morning affairs program “State of the Union.” Tapper has been recognized for being a fair and balanced commentator and critic whose unbiased reporting makes him—as media power rankings site Mediate put it—an “equal opportunity skeptic—confronting Democratic politicians just as toughly as he would Republican ones.” According to *The New York Times*, Tapper’s “The Lead” proved that “it’s possible to create an afternoon news show that is intelligent, non-ideological and not horribly boring.” He comments on daily news, elections and popular culture items and brings an unabashedly honest, smart and to-the-point reporting style to presentations and panels that breaks down tough issues. Likeable, consistent and up-to-the-minute, Tapper’s no-spin commentary makes you think while keeping you entertained.

WASHINGTON, DC

SPOUSE/COMPANION PROGRAM

WASHINGTON, DC is a fun destination and ELFA has planned some terrific activities for spouses and companions. We encourage you to bring your family this year.

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

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

Package #1

Full Spouse/Companion Convention Registration

Spouses and companions who register for the full convention package are entitled to attend all social activities, including the Sunday Welcome Reception, the Tuesday night Closing Party, special spouse and companion activities on Monday and Tuesday, and breakfast each morning.

Package #2

Evening Events Only

This package includes the Sunday Welcome Reception and the Tuesday Night Closing Party only.

Package #3

Spouse/Companion Day Activities Only

This package includes the special events planned specifically for spouses and companions on Monday and Tuesday. Descriptions of each of these special events follow.



America's First Home—Mount Vernon Tour and Luncheon

Monday, October 28
11:00 a.m. – 4:00 p.m.

Attendees will take a private tour of Mount Vernon Estate, home of the first U.S. President George Washington. Situated on a grassy, shaded slope overlooking the Potomac River, Mount Vernon is a place all Americans should visit in their lifetime. The estate, gardens and farm totaled some 8,000 acres in the 18th century, and today 500 acres of this historic property have been painstakingly preserved along the banks of the Potomac River. Within its boundaries are an exceptional collection of historical treasures, stories and exhibits that are not to be missed. *Luncheon will be served on property at Mount Vernon.*



A Rare Glimpse—Private U.S. Capitol Tour and Luncheon

Tuesday, October 29
11:00 a.m. – 4:00 p.m.

On this city's most prominent hill lies Washington's revered institution, the U.S. Capitol. You will be offered a rare glimpse of the Capitol on a private tour. Your tour will take you through this magnificent building where the laws of the land are still being created in its chambers.

Escorted by a former member of Congress along with professional U.S. Capitol Historic Society docents, you will visit the Rotunda, where heads of state and our country's honored have laid in repose, and Statuary Hall, where Congress was originally held and where traditionally the Presidential Inaugural Luncheon is hosted. If Congress is not in session, you will be invited by the Sergeant of Arms in the House of Representatives or Senate chambers to stand on the floor where your representatives' votes are cast. If you've ever watched C-Span, you'll be impressed by the stateliness of these rooms in person. Exploring the many nooks and crannies located in the Capitol, you will be privy to the anecdotes and fables from the past as shared by your escorts. Luncheon will be served at a nearby Capitol Hill restaurant.

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

WASHINGTON, DC

Thank you...

...To All Our Convention Sponsors (as of September 1, 2019)



...To All Our Community Service Project Sponsors (as of September 1, 2019)



Thank You To All Our Exhibitors! (as of September 1, 2019)

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To become a sponsor for either the convention or the community service projects, contact Steve Wafalosky at stevew@larichadv.com or (440) 247-1060.