



Equipment Management Conference & Exhibition

February 24-26, 2019

Omni La Costa Resort • Carlsbad, CA

GREAT SESSIONS that bring you up-to-date on a variety of asset classes

OFF-SITE EQUIPMENT TOURS enabling you to get invaluable insight into a variety of equipment types and to see them in actual work settings

FIRST CLASS EXHIBITION of equipment appraisers, remarketers, and others you need to meet

UNMATCHED NETWORKING OPPORTUNITIES with your peers in the industry

ELFA Conference Qualifies for A.S.A. Re-Certification

CFA Members!

The 2019 Equipment Management Conference will highlight a partnership with the Commercial Finance Association (CFA) and will offer a registration discount to CFA members.



EQUIPMENT LEASING AND FINANCE ASSOCIATION
Equipping Business for Success

SERVING EQUIPMENT MANAGEMENT PROFESSIONALS FOR OVER A QUARTER OF A CENTURY

There is no better place to evaluate current market conditions, portfolio quality and residual values for a variety of equipment segments than this conference.

Who Should Attend?

Equipment management professionals, including senior managers and their staff, and service providers to the industry. The 2019 Equipment Management Conference will incorporate a partnership with the Commercial Finance Association (CFA) and will offer a registration discount to CFA members. ELFA welcomes members of the CFA to join our conference.

Get Maximum Exposure for Your Company... Become a Sponsor!

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Steve Wafalosky at steve@larichadv.com or (440) 247-1060 if you are interested in becoming a sponsor of this important event.

Become an Exhibitor at the 2019 Equipment Management Conference & Exhibition

Do you want to reach over 300 Asset Managers? For information on how your company can exhibit at this conference, contact Steve Wafalosky at steve@larichadv.com or (440) 247-1060.

2019 ELFA Equipment Management Committee

Kevin Sensenbrenner
Committee Chair
Stonebriar Commercial Finance

Thomas Monroe
ATEL Capital Group

Carl C. Chrappa
Chair Emeritus
The Alta Group LLC

Christopher Nugent
Bluechip Asset Management,
LLC

Kimberly Esposito
The Alta Group LLC

Rick Pierman
Woodforest National Bank -
WNB Specialty Finance

John L. Gougeon
Banc of America Leasing

Jane Rethmeier
Harbor Capital Leasing Inc.

Thomas Harford
Wells Fargo Equipment Finance

Steven Robbins
Signature Financial

Elizabeth Jaramillo
Key Equipment Finance

Joseph Santora
IRONTRAX

Eric Livingston
Citizens Asset Finance, Inc.

William Tefft
CapitalSource, Inc.

Mark Loken
Farm Credit Leasing Services
Corporation

Fred Wetzel
BciCapital, Inc. (BciC)

Robert Mercogliano
SunTrust Equipment Finance &
Leasing Corp.

Wade Whitenburg
Ritchie Bros.

Exhibitors at the 2018 Equipment Management Conference

ELFA wishes to thank the following companies who exhibited at this important event in 2018:

Action Machinery Co., Inc.	Dynamic ITAD	Ritchie Bros.
American Society of Appraisers	Equipment Placement Services, Inc.	Ross International
ARCOA Group	EquipmentWatch	RTR Services, Inc.
Asset Compliant Solutions (ACS)	Forklift Pro, Inc.	Sipi Asset Recovery
Asset Recovery Specialists	Global Resale LLC	Soma Technology, Inc.
AuctionTime.com	HealthCare Appraisers, Inc.	Specialty Equipment aka Maven Management
AVGear.com	Hobi International, Inc.	Stallard Technologies, Inc
Centurion Service Group	Iron Solutions	Taylor & Martin Appraisals
Comerford & Orlando Forklifts	Ivory Consulting Corporation	Tenna LLC
Computer Wholesalers Inc.	Nassau Asset Management	Transamerican Equipment Corp.
Continental Lift Truck Corp	Nationwide Imaging Services, Inc.	
Diamond Assets	Orion First Financial, LLC	

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

REGISTRATION AND GENERAL INFORMATION

Please register as far in advance as possible. Register by **Wednesday, February 13, 2019** to ensure that your name appears on the list of attendees. Please note: you may also register for this conference online at:

www.elfaonline.org/events/2019/EMC/

Registration fees:

ELFA Member (1st person):	\$1,170
Each additional ELFA member representative:	\$1,050
First time attendee from ELFA member company:	\$ 995
Non-Member:	\$2,340
CFA Member:	\$1,170
Spouse/companion fee:	\$ 275
Golf:	\$ 195
U.S.S. Midway Tour:	\$ 55
Committee fee:	\$ 585
Speaker Fee – attending entire conference:	\$ 585
Speaker Fee – if attending day of presentation/ one day only:	\$ 0

Speaker/Committee Registration Policy

All speakers and committee members must complete and return the registration form, or register online. Speakers attending the entire conference pay half the registration fee (In this case \$585). The fee is waived for speakers who are attending **only on the day of their presentation**. Committee members, regardless of length of stay at the conference, pay half the registration fee (\$585). Please make sure you check the appropriate box on the registration form. If you have questions regarding these policies, contact Emily Winkler at (202) 238-3415, ewinkler@elfaonline.org.

Get Credit Toward Your ASA Re-Accreditation

Attendees of the Equipment Management conference may obtain credit toward their American Society of Association (ASA) re-accreditation requirements.



Welcome CFA Members!

The ELFA Equipment Management Conference and Exhibition is delighted

to welcome members of the Commercial Finance Association. We will be holding a joint panel session highlighting the CFA and ELFA and our partnership during the conference. In addition, ELFA would like to offer CFA members discounted pricing to attend the conference. *For those choosing the CFA member pricing online, CFA Membership will be verified before the conference.*

This is a wonderful opportunity to partner with a fellow association in the commercial equipment industry and we look forward to your attendance.

Non-Members: Please Read Carefully

1. A non-renewing, *Regular Member organization* will be permitted to attend **one** ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
2. An organization that has *never been a member* of the ELFA, and is *qualified to be a Regular Member*, is subject to the same attendance policy that applies to the non-renewing ELFA Regular Member: i.e., they will be permitted to attend **one** ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
3. New members will receive a discount (the difference between the non-member and member registration fee) towards their dues if they attend a conference as a non-member, pay the non-member registration fee, and subsequently join the ELFA within 60 days.

To learn more about ELFA membership and its benefits, please contact Julie Benson at jbenson@elfaonline.org or 202-238-3432.

Spouse/Companion Fee

A spouse/companion attending any portion of the conference or social functions must be registered and must pay the spouse/companion fee (\$275). Please mark the appropriate box when registering. If your spouse/companion is employed in leasing and wishes to attend any portion of the conference, the full attendee (member/nonmember) registration fee is due.

Golf

There will be a golf tournament at the Omni La Costa on Sunday, February 24, 2019 beginning at 8:00 am (shotgun start). The Legends course is located on the hotel grounds. Included in the \$195 fee is a continental breakfast, greens fees, players gift, cart and taxes, and boxed lunch. If you are interested in playing in the golf tournament, please check the appropriate box when registering and include your \$195 tournament fee. **No refunds for golf cancellations will be made after Monday, February 4, 2019.** For foursome information go to: <https://apps.elfaonline.org/golf/index.cfm?fuseaction=golfPairings>

U.S.S. Midway Tour

Sunday, February 24th

9:00 am – 2:30 pm

\$55 Additional Fee Applies

A unique once-in-a-lifetime experience – tour the U.S.S. Midway – a United States aircraft carrier!

The U.S.S. Midway was the United States' longest-serving aircraft carrier of the 20th century, from 1945 to 1992. Approximately 200,000 sailors served aboard the carrier, known for several naval aviation breakthroughs as well as several humanitarian missions. The carrier now serves as a museum.

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.

Off-Site Tours

Monday, February 25, 2019

1:00 – 4:30 pm

This is a unique opportunity to visit with the experts and experience the equipment in a real-world setting. Three tours have been planned: Solar Turbines, Dean Machinery and Agricultural tours. Complete descriptions of each tour can be found in the Schedule of Events of this brochure. A box lunch will be provided with each tour.

Important Information about the Off-Site Tours

Some tours require that you have with you a photo ID, either a driver's license or valid passport. Please wear comfortable clothing and footwear. *Each tour has limited capacity, so pre-registration is mandatory.* Should a tour become full, a wait list will be maintained on a first-come, first-served basis.

Be sure to check the box of the tour you wish to attend on the online registration form.

Closing Reception & Casino Night

Tuesday, February 26, 6:00 – 9:00 pm

Pre-registration required

Note: if you wish to attend this event, please check the box during registration.

Register On-Line

Visit ELFA Online at www.elfaonline.org for information about this and other educational programs. Go to the Events & Training section for details on the agenda, speakers, location and registration information. You can register directly on-line via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. You will receive a confirmation from the website.

Note: Registration online is highly encouraged. If you require a paper registration form please contact Janet Fianko at jfianko@elfaonline.org.

Cancellations & Substitutions

Cancellation Policy

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 administrative fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after Monday, February 4, 2019.
- **No golf fee refund** after Monday, February 4, 2019.

Please Note: Cancellations by telephone will be accepted, but must be followed up with a letter that includes the name of the ELFA staff member who accepted the cancellation. This letter may be:

- a. mailed to Janet Fianko at ELFA Headquarters:
1625 Eye Street, NW, Suite 850, Washington, DC 20006-1203
- b. faxed to (202) 238-3457 Attn: Meetings, or
- c. emailed to Janet Fianko at jfianko@elfaonline.org

Substitutions

Substitutions for the entire program may be made at any time including on-site registration.

Hotel Information

A block of rooms is being held for attendees of the 2019 Equipment Management Conference and Exhibition at the **Omni La Costa Resort**, 2100 Costa Del Mar Road, Carlsbad, CA 92009 at a discounted rate of **\$269 +tax**. Check in time is 3:00 pm and check-out time is 12:00 Noon. Please call Reservations at 1 (800) THE-OMNI or use the link below before Friday, February 1, 2019 to ensure the group rate. Reservations made after February 1, 2019 are based on availability and maybe at a higher rate.

Hotel Reservations Online: We strongly encourage you to make your hotel reservations online. Please use this custom portal before Friday, February 1st:
<https://bit.ly/2P1TFq3>.

Make Hotel Reservations by Friday, February 1, 2019! Reservations after this date are based on availability and may be at a higher rate.

Conference Compliance

Please Note the Following Photographs Taken at the Conference –

Photographs of speakers and attendees may be taken at this conference. These may appear in ELFA publications or on the ELFA website. By registering for this conference, you authorize ELFA the right to use any photographs taken of you during the course of the Equipment Management Conference and Exhibition.

Attendee Contact Information – Please Note the Following

By registering for this conference, attendees authorize ELFA to share your contact information, including but not limited to email address and telephone number with other registered attendees, sponsors, and exhibitors. For more information please contact Janet Fianko at jfianko@elfaonline.org.

ELFA CODE OF CONDUCT

Thank you for choosing to enhance your professional development by attending this ELFA conference. One of our goals is to ensure that we promote a safe and productive environment for all conference attendees.

We invite you to help us make each ELFA-sponsored conference and live event a place that is welcoming and respectful to all participants, regardless of race, gender, gender identity and expression, age, sexual orientation, disability, physical appearance, national origin, ethnicity, political affiliation, or religion. We do not condone, nor will we tolerate harassment of our participants, including ELFA and facility staff, in any form—in person or online.

Examples of harassment include offensive comments, verbal threats or demands, sexualized images in public spaces, intimidation, stalking, harassing photography or recording, sustained disruption of sessions or events, and unwelcome physical contact or sexual attention.

We expect all participants—attendees, speakers, sponsors, volunteers, and staff—to follow the Code of Conduct during the conference. This includes conference-related social events at off-site locations and in related online communities and social media. Participants asked to stop any harassing behavior are expected to comply immediately. Conference participants violating this Code of Conduct may be expelled from the conference without a refund, and/or prohibited from attending future ELFA events, at the discretion of ELFA.

Please bring any concerns to the immediate attention of the event staff, or contact Lisa Ramirez, ELFA Vice President of Business and Professional Development, at lr Ramirez@elfaonline.org. You may also report violations by calling call +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming, and respectful to all.

Getting There

The Omni La Costa Resort & Spa in Carlsbad is located 30 miles from San Diego International Airport (SAN).

Parking

Parking is available at the hotel. Self-parking is \$24 per night and overnight valet parking is \$34 per night.

For further information about this property, including driving directions, visit their website at <https://www.omnihotels.com/hotels/san-diego-la-costa/things-to-do>

Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3429, or check the appropriate box on the registration form.

Exhibitor Opportunities

An exhibition is held in conjunction with this conference. If you would be interested in obtaining more information about exhibiting, please contact Steve Wafalosky at (440) 247-1060 or steve@larichadv.com.

Sponsorship Opportunities

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Inquiries

If you have a question about this conference not related to registration, please call ELFA Professional Development at (202) 238-3400.

Email for registration inquiries:

jfianko@elfaonline.org

(Note: no registrations can be made by telephone)

Email for conference brochure:

rscoggins@elfaonline.org

