

# 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.

## Program Highlights

- Grow your leadership skills
- Improve your professional performance
- Build relationships and make new connections

## Who Should Attend?

This event is open to women and allies. Men are encouraged to attend and we welcome your participation. Registration is limited to 150 attendees. ELFA member companies may register up to four representatives from their companies. A wait list will be available for those wishing to register more than four representatives, should space become available.

## Sponsorship Opportunities

Your company is invited to support this important event by becoming a Marquee Sponsor (\$5,000) or a Friend of the Women's Leadership Forum (\$500). See the next page for details.



## 2019 ELFA Women's Council

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Country Sales Manager, US Healthcare • DLL

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### CARLIE YEANDLE

Vice President • BMO Harris Equipment Finance Company

# 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

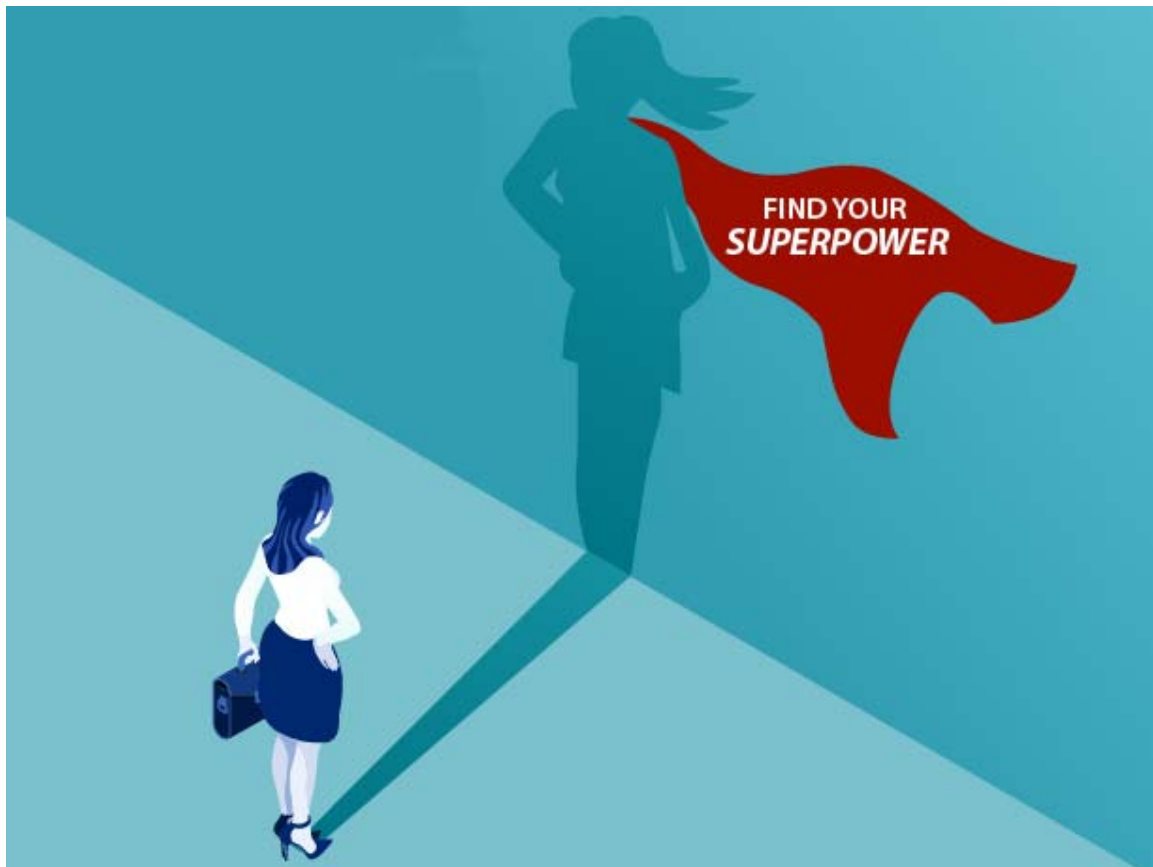
### Closing Session

## THANK YOU TO OUR SPONSORS

### Marquee Sponsors (\$5,000)



### Friend of the Forum Sponsors (\$500)



## SPONSORSHIP OPPORTUNITIES

*Increased Visibility... Leadership Status... Reinforced Reputation... Industry Supporter*

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. As a sponsor, your company is showcased to decision-makers in all facets of the equipment leasing and finance industry. Your sponsorship offers several important benefits, including increased visibility, leadership status and a reputation as an industry supporter. Following are the sponsorship opportunities and benefits available to your company for the 2019 Women's Leadership Forum:

### Marquee Sponsor - \$5,000 each

- 1 complimentary registration to the Forum
- Register up to 7 representatives from your company (other companies are limited to four representatives)
- Recognition (your logo) as a sponsor on the official meeting website with a link to your website
- Recognition (your logo) as a sponsor on the printed agenda for attendees
- Signage recognition at the event
- Company logo on screen in Opening General Session
- Verbal acknowledgement at the Opening General Session
- Recognition on the event mobile app
- Recognition in the "know before you go" e-newsletter distributed to attendees before the event
- Black and white logo printed on napkins for cocktail reception – all Marquee Sponsor logos will be printed together on the napkin
- A one-time use only Excel Spreadsheet of conference attendees.
- Sponsor ribbons on name badges of all attendees from the sponsoring company
- Thank-you recognition in *Equipment Leasing & Finance* magazine

### Friend of the Women's Leadership Forum - \$500 each

- Recognition (your logo) as a sponsor on the official meeting website with a link to your website
- Recognition (your logo) as a sponsor on the printed agenda for attendees
- Signage recognition at the event
- Company logo on screen in Opening General Session
- Recognition in the "know before you go" e-newsletter distributed to attendees before the event
- Sponsor ribbons on name badges of all attendees from the sponsoring company
- Thank-you recognition in *Equipment Leasing & Finance* magazine



All sponsorship fees are payable in advance. For more information or to reserve one of these sponsorship opportunities, please contact Steve Wafalosky at (440) 247-1060 or [steve@larichadv.com](mailto:steve@larichadv.com).

## REGISTRATION AND GENERAL INFORMATION

Please register as far in advance as possible. To register, please go to <http://www.elfaonline.org/events/2019/WLF>.

Registration is limited to 150 attendees. ELFA member companies may register up to four representatives from their companies. A wait list will be available for those wishing to register more than four representatives, should space become available.

### Registration Fees

Member registration fee: \$695

### 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 Tuesday, March 19, 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:

- mailed to Janet Fianko at ELFA Headquarters:  
1625 Eye St., NW, Suite 850, Washington, DC 20006
- faxed to (202) 478-0980, Attn: Janet Fianko, or
- emailed to Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org)

### Substitutions

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

### Hotel Reservations

A block of rooms is being held for attendees of the 2019 Women's Leadership Forum at The Conrad Washington, 950 New York Avenue, NW, Washington, DC 20001. A special conference rate of \$259 per person per night plus tax, single/double occupancy, is offered to attendees on Sunday, March 31 and Monday, April 1. Check in time is 3:00 pm, and check-out time is 12:00 Noon. Please call Reservations at 1-800-774-1500, provide your arrival and departure dates and mention ELFA in order to get the ELFA group rate.

**Hotel Reservations Online:** We strongly encourage you to make your hotel reservations online. Please use this link: <http://group.conradhotels.com/ELFAWomensForum2019>

### Make Hotel Reservations by Tuesday, March 5, 2019!

Reservations after this date are based on availability and may be at a higher rate.

### Getting There

The Conrad Washington is located 4 miles from the Washington National Airport (DCA), 29 miles from the Washington Dulles International Airport (IAD) and 34 miles from the Baltimore/Washington International Airport (BWI). The hotel is located 1 mile from the Amtrak Train Station at Union Station. Further directions may be found on the hotel website at <https://bit.ly/2BBUoGa>.

### Parking

Valet parking only is available at the hotel for \$59 per night with in/out privileges. For further information about this property, including driving directions, visit their website at <https://bit.ly/2BBUoGa>.

### Attire

Business casual is appropriate for this meeting.



## CONFERENCE COMPLIANCE

### Photographs Taken at the Conference – Please Note the Following

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

### Attendee Contact Information – Please Note the Following

By registering for this event, 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 contact Janet Fianko at [jfianko@elfaonline.org](mailto: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](mailto: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.

### Inquiries

If you have a question about this conference, please call ELFA Professional Development at (202) 238-3400.

**Email for registration inquiries:** [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org)  
(Note: no registrations can be made by telephone)

**Email for conference brochure:**  
[rscoggins@elfaonline.org](mailto:rscoggins@elfaonline.org)