



# Independent Best Practices Roundtable

April 9, 2019

Swissôtel Chicago • Chicago, IL



EQUIPMENT LEASING AND FINANCE ASSOCIATION  
*Equipping Business for Success*

*The Independent Best Practices Roundtable is a small, highly-interactive half-day program designed to bring senior independent equipment finance executives together for information sharing and critical thinking about the issues facing you each day as leaders of your organization. The Roundtable will also provide an unparalleled networking opportunity.*

#### **Who Should Attend?**

The Roundtable is open exclusively to senior executives of ELFA member independent leasing companies.

## **Independent Best Practice Roundtable Planning Committee**

**Brian Eschmann**, President, Trans Lease, Inc. and Chair, IMM BCSC

**Mark Duncan**, Executive Vice President & General Manager, Commercial Finance, Hitachi Capital America Corp.

**Don Hansen**, Chief Executive Officer, Regents Capital Corporation

**Kathy McGurk**, VP - Indirect Funding and Alliance Development, Marlin Business Services Corp.

**Mike Quimby**, Executive Vice President & General Manager, Sertant Capital, LLC

**Ricardo Rios**, COO, Commercial Equipment Finance, Inc.



## REGISTRATION AND GENERAL INFORMATION

Register by Friday, **March 29, 2019** to ensure that your name appears on the list of attendees. Please note: you must register for this conference via the ELFA website: [www.elfaonline.org/events/2019/IR](http://www.elfaonline.org/events/2019/IR).

### Registration Fees

Member registration fee \$400

#### **Bundled Pricing:**

Roundtable + Funding \$995 (first attendee)  
Roundtable + Funding \$945 (additional attendee)

If you will be attending both the roundtable and the Funding Conference, please go to: [www.elfaonline.org/events/2019/NFC/](http://www.elfaonline.org/events/2019/NFC/).

### 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 March 30, 2018.

*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: Janet Fianko, or
- c. 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.

### 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 please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).

### Continuing Professional Education (CPE) Credit

The Independent Best Practices Roundtable qualifies for 5 CPE credits.

#### **Program Details**

**Prerequisite:** None  
**Preparation:** None  
**Level of Knowledge:** Basic, Overview  
**Field of Study:** Management: Finance  
**Delivery Method:** Group Live

ELFA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

### 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.

## Hotel Reservations On-line Reservations!

For your convenience, two hotel room blocks have been arranged for ELFA Attendees.

**Swissôtel Chicago** - A block of rooms has been reserved for this conference at the Swissôtel 323 E. Wacker Drive, Chicago, IL 60601. A special group rate of \$299 single/double (Standard Room) is available for attendees. You can make your hotel reservations on line. Follow these simple instructions:

Log on to: <https://book.passkey.com/go/elfa-2019natfundingconf>

*Enter:* Arrival and Departure Dates

*Click on:* Check Availability and rates

Once the reservation is complete, you will receive an instant confirmation number via e-mail (as long as your e-mail address has been entered).

## Radisson Blu Aqua Hotel, Chicago

The Radisson Blu Aqua Hotel, Chicago is located at 221 North Columbus Drive, Chicago, IL 60601, and is directly in front of the Swissôtel. A special group rate of \$289 single/double (Standard Room) is available for attendees. To make hotel reservations at the Radisson Blu Aqua Hotel, Chicago please call +1 312 565-5258 or go here:

**ELFA 2019 National Funding Con-Radisson Blu Aqua, Chicago**

Available dates at the ELFA rate are between April 5th and April 13th. Promotional Code: ELFA19

## 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 [lramirez@elfa-online.org](mailto:lramirez@elfa-online.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.

**Best Practices Roundtables**  
**April 9, 2019**  
**Swissôtel Chicago**

***SCHEDULE OF EVENTS***

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**11:00am-Noon**

**Registration/Check-in**

**Noon-1:30pm**

**General Session and Hosted Luncheon**

The General Session and luncheon will be held jointly with attendees of the Bank, Captive and Vendor Finance and Independent Roundtables.

**Welcome and Introductions**

**RALPH PETTA**

President and CEO  
ELFA

**Chairman's and Industry Update**

**JUD SNYDER**

ELFA Chairman  
President  
BMO Harris Equipment Finance Company

**BILL PHELAN**

President  
PayNet

**Federal and State Public Policy Update**

**ANDY FISHBURN**

Vice President, Federal Government Relations  
ELFA

**SCOTT RIEHL**

Vice President, State Government Relations  
ELFA

**1:30pm-1:45pm**

**Break**

**1:45pm-4:30pm**

**Bank Roundtable**  
**Captive and Vendor Finance Roundtable**  
**Independent Roundtable**

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**Agenda**

- 1:45-2:00pm Introduction**
- BRIAN ESCHMANN**  
Chairman, Independent Middle Market Business Council Steering Committee  
President, Trans Lease, Inc.
- 2:00-3:00pm Navigating the Current Business Climate—Challenge or Opportunity?**  
How will the economic outlook, regulatory update and other hot topics presented at the opening luncheon impact Independents? This interactive session will allow for lively discussion as attendees respond to how the overall business climate will impact their businesses.
- FACILITATOR**  
**DON HANSEN**  
Chief Executive Officer, Regents Capital Corporation
- 3:00-3:15pm Break**
- 3:15-4:25pm Hot Topics for Independents**  
A panel of fellow Independents will provide insight into key opportunities and threats to Independents. Key topics to be discussed include:
- Lending in the Digital Age;
  - Making better decisions using your own data;
  - Fraud prevention and cybersecurity; and
  - Managing in a rising interest rate environment.
- FACILITATOR**  
**BRIAN ESCHMANN**  
Chairman, Independent Middle Market Business Council Steering Committee  
President, Trans Lease, Inc.
- PANELISTS**  
**DAVID LAFFERTY**  
Vice President, Marlin Business Services Corp.
- DEBORAH REUBEN, CLFP**  
President, Reuben Creative, LLC
- RICARDO RIOS, CFA**  
COO, Commercial Equipment Finance, Inc.
- MARK TOMASELLI**  
President, Innovation Finance USA LLC
- 4:25-4:30pm Wrap-up**