



Equipment Management Conference & Exhibition

February 23-25, 2020
Omni ChampionsGate • Orlando, FL

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SUNDAY, FEBRUARY 23rd

7:00 – 8:00 am

ELFA Golf Tournament Registration & Continental Breakfast

Location: Champions Hall

8:00 am – 2:00 pm

ELFA Golf Tournament (Shotgun Start)

Location: International Course

Sponsored by:



9:00 am – 2:30 pm

Airboat Ride (Additional Fees Apply)

Looking for something exciting, different and blood pumping? How about a thrilling airboat ride and tour of the Florida Everglades and natural preserves!



Glide across the headwaters of the Everglades in a high-performance airboat and see alligators, turtles, birds and more in their natural environment. You'll feel like you're flying through the beautiful Central Florida wetlands.

This tour will depart the hotel on Sunday, February 23rd at 9:45 am for a bus ride to the Nature Preserve. Each airboat tour is a unique experience and never the same and typically lasts about 60 minutes. You will enjoy whisking across the water at speeds up to 45 mph while shooting between walls of tall grass. Wearing ear protective headsets, your Captain will guide you through the natural environment and point out the natural wildlife of the Florida

Everglades. Water will be provided on the bus – lunch is on your own. This tour is NOT included in your conference registration fee.

Tour Pickup will be at the bus loading area outside of Morsel's, Lobby Level.

2:00 – 7:30 pm

Attendee Registration

Location: International Ballroom Foyer

4:00 – 5:00 pm **Newcomers Reception**
Location: Golf Course Commons, Lobby Level Outdoors

5:00 – 7:30 pm **Opening Reception/Exhibits Open**
Location: International Ballroom I and II

Sponsored by:



7:30 pm **Dinner on your own**

MONDAY, FEBRUARY 24th

7:30 – 8:30 am **Breakfast/Exhibits Open**
Location: International Ballroom I and II

Sponsored by:



8:30 – 9:30 am **GENERAL SESSION**
Location: International Ballroom III

Welcoming Remarks

Speaker:

RICK PIERMAN
SVP/Strategic Operations
Crestmark Equipment Finance
ELFA Equipment Management Committee Chair

State of the Association and State of the Industry Report

Speakers:

RALPH PETTA
President & Chief Executive Officer
Equipment Leasing and Finance Association

MARTHA AHLERS
President
United Leasing & Finance
ELFA Chair

9:30 – 9:45 am **NETWORKING BREAK**
Location: International Ballroom I and II

9:45 – 10:45 am **GENERAL SESSION**
Location: International Ballroom I

Transportation – Truck/Trailer

Moderator:

JAMES MERZ
Head of Equipment Management
Fifth Third Bank

Speaker:

MICHAEL HOLCK
Vice President
Irontrax

10:45 – 11:30 am **GENERAL SESSION, continued**
Location: International Ballroom III

Material Handling – Market Trends: Short Term or Long Term? What to Expect

This session will focus on market trends and which trends we can expect for the long term. Speaker Michael Russell will discuss current market trends, technology changes, how lessees are managing their MH fleet, and how these trends and changes are affecting equipment values.

Moderator:

JANE RETHMEIER
CEO
Harbor Capital Leasing, Inc.

Speaker:

MICHAEL RUSSELL
CEO & President
Russell Equipment Company

11:30 am – 12:15 pm **GENERAL SESSION, continued**
Location: International Ballroom I

Construction

Rouse is the construction equipment industry's leading information services company, delivering the most accurate and reliable information in the rental and construction equipment industries. Rouse Services provides the knowledge you need to make more informed business decisions. In this presentation, Rouse will discuss the latest market trends for construction equipment as observed through the secondary trading activity across retail and auction sales channels. In addition, Rouse will explore how data can be used to enable more efficient and more accurate residual value estimates in connection with lease underwriting processes.

Moderator:

THOMAS HARFORD
SVP - Equipment Management Group
Wells Fargo Equipment Finance

Speaker:

RAFFI AHARONIAN, CFA, CPA
Managing Director
Rouse Appraisals

12:15 pm **Box Lunches for All Attendees**
Location: International Ballroom I and II

12:45 pm **Buses Load for Off-Site Tours**
Location: Bus loading area outside of Morsel's, Lobby Level

1:00 – 4:30 pm **Off-Site Tours (Pre-Registration Required; Proper Attire Required)**

- **Ritchie Bros. Auction Site Tour**



Ritchie Bros. invites you to attend and participate in a hands-on equipment valuation experience featuring a diverse selection of construction, transportation, material handling and industrial equipment. The tour will take place at RB's 220-acre facility only 10 minutes from the conference hotel and will offer every attendee the opportunity to interact with the equipment being inspected and engage directly with each advisor. Don't miss this fantastic experience - 220-acres

of the largest equipment auction in the world!

This tour will take place outdoors, please dress appropriately. No open-toed shoes allowed. All attendees must ride in the provided transportation in order to participate.

Moderator:

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency Management

Ritchie Bros.

- **Tech Tour – Microelectronics Wafer Fabrication and R&D Facility**

BRIDG is a unique not-for-profit, public-private partnership at the heart of a technology-based economic transformation happening in Central Florida. Located at NeoCity's 500-acre master-planned community of innovation in Osceola County, FL.



Focused on innovation, BRIDG operates a new, versatile 200mm microelectronics wafer fabrication and R&D facility specializing in advanced system integration and packaging, digital and RF silicon interposers, microelectronics production, and III-V materials growth for sensors, optoelectronics, and high-speed transistors. Attendees can expect to have questions answered about technology, trends, costs, maintenance, operation, and the business behind high-tech industry. We will not enter

the main clean room and primary equipment viewing will be done only through glass looking into the production space. Bring your curiosity.

*This tour is limited to 40 attendees. Registration will close **Friday, February 14, 2020** in order to provide security information to BRIDG. **NO EXCEPTIONS.** Tour attendees are required to present valid federally-approved ID (such as valid passport, Global Entry Card [US/UK only] or birth certificate) at tour entry. All attendees must ride in the provided transportation in order to participate.*

Moderator:

JAMES MERZ

Head of Equipment Management

Fifth Third Bank

4:30 pm **Buses Return from Off-Site Tours**

5:30 – 7:30 pm **Hosted Reception/Exhibits Open**
Location: International Ballroom I and II

TUESDAY, FEBRUARY 25th

7:30 – 8:30 am **Continental Breakfast/Exhibits Open**
Location: International Ballroom I and II
Sponsored by:



8:30 – 10:00 am **KEYNOTE GENERAL SESSION**
Location: International Ballroom III

Chairman's Recap/Announcements

Speaker:

RICK PIERMAN
SVP/Strategic Operations
Crestmark Equipment Finance
ELFA Equipment Management Committee Chair

Keynote Presentation: 2020 Economic Outlook



JEFF JENSEN
Senior Director
Keybridge

Keybridge's 2020 Economic Outlook for the equipment finance industry. Jeff will speak about the state of the U.S. economy and implications for the equipment finance industry. His presentation will also highlight several relevant resources published by the Equipment Leasing & Finance Foundation. When making plans for 2020, you certainly do not want to miss this fantastic discussion!

10:00 – 10:15 am **Break/Exhibits Open**
Location: International Ballroom I and II

10:15 – 11:15 am **GENERAL SESSION**
Location: International Ballroom III

Trends in the U.S. Healthcare Market

This session will delve into the US Healthcare market across many segments (hospitals, outpatient care centers, lab, dental, home health, etc.) and discuss trends which impact lease/loan performance and desirability/values of different medical devices. Our panelists bring a wide variety of experience, combining a leading global manufacturer of diagnostic imaging, patient monitoring and other equipment, the largest generalist healthcare auction company in US and a specialized surgical and dental refurbishment/remarketing company. The session will be designed to have value for attendees specializing in healthcare equipment as well as generalists who would like to gain insight into the healthcare portion of their portfolio.

Moderator:

ROBERT HERB
VP, Global Asset Manager, Healthcare & Clean Technology
DLL

Speakers:

BENGT HAGSTROM
Vice President, Asset Management
GE Healthcare Financial Services

ROSS ETTIN
Vice President, Business Development
Centurion Services Company

DOUG CAIN
Managing Partner
Northbay Networks

11:15 am – 12:15 pm **GENERAL SESSION, continued**
Location: International Ballroom III

State of the Auto Industry and its Effect on Machine Tool Investment

The US and global auto industry is changing like never before. Focus on regulations, CO2, electrification, autonomous driving, and the associated technologies to support these efforts have rewritten the book on

how vehicles are produced. A continued push to reduce fixed product costs puts significant pressure on capital investment and effects how the machine tool industry will support vehicle build and development in the future.

Moderator:

KEVIN SENSENBRENNER

SVP/Senior Managing Director, Head of Asset Management
Stonebriar Commercial Finance

Speaker:

GORDON HEIDACKER

Managing Director - Automotive Sector Group Head
Great American Group

12:15 – 1:30 pm

General Luncheon

Location: Ballroom Commons

1:30 – 2:15 pm

CONCURRENT SESSIONS

- **Corporate Aircraft Values and Portfolio Red Flags**

Location: ChampionsGate

Do you have or are you considering adding corporate aircraft to your portfolio?
What's the market telling us? Are you safeguarding your portfolio with diamonds or
with duds? It all starts on day one.

Moderator:

ROBERT MERCOGLIANO

Speaker:

JOSEPH ZULUETA

Managing-Partner
Aeronautical Systems

- **Basics of Equipment Management**

Location: Augusta

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.

Moderator:

THOMAS MONROE

SVP, Asset Management
ATEL Capital Group

- **Food Processing**

Location: Olympic

This session will discuss current trends in food processing.

Moderator:

ELIZABETH JARAMILLO

VP, Asset Management/New Business Support
Key Equipment Finance

Speaker:

ROBERT BREAKSTONE

President

Equipment Exchange Company

- **Emerging Technology Trends in Agricultural Equipment**

Location: Congressional

This session will explore emerging technologies designed to reduce the dependence on unskilled labor and capital sensitive tasks in agriculture. The presenter will explore risks associated with this new technology and the effect on existing equipment.

Moderator:

MARK LOKEN

Vice President, Credit

Farm Credit Leasing

Speaker:

TONY GORDON

Manager of Asset Finance

Farm Credit Leasing

2:15 – 2:30 pm

Break

Location: Congressional Foyer

2:30 – 3:15 pm

CONCURRENT SESSIONS

- **Marine**

Location: ChampionsGate

Led by Basil Karatzas, ASA, Founder and CEO of Karatzas Marine Advisors & Co., the Marine break-out session will take a deep dive into the state and current developments of both the global 'blue water' marine and also domestic (Jones Act) / inland markets. Basil will provide his thoughts on the strengths and weaknesses of today's shipping industry, including coverage of freight rates, marine asset pricing, regulatory and technological developments that can have a material impact on the bottom line of shipping operators and ship owners, as well as lessors and financiers with marine residual value exposure. From push-boats and tractor tugs (and their new SubChapter M Regulations), to the offshore supply vessel (OSV) fleet for offshore drilling and newly permitted offshore wind farms to the Ultra Large Crude Carrier (ULCC) tanker fleet, Basil provides a unique perspective on what variables impact the competitive marine market. Basil holds numerous professional qualifications and memberships and works with both shipping operators and financiers on arranging financing in the international and domestic marine industries.

Moderator:

JOHN GOUGEON

SVP, Corporate Valuations Manager

Bank of America

Speaker:

BASIL KARATZAS

Founder and CEO

Karatzas Marine Advisors & Co.

- **Portfolio Impairment Testing – Identifying Best Practices**

Location: Congressional

This session will look at current practices and identify best practices for periodic portfolio impairment testing. ELFA recently surveyed asset managers to determine what the industry is doing now in its impairment testing – following up on a survey we did ten years ago to look at trends. Based on this survey and a series of discussions with industry veteran asset managers, a best

practices document has been developed which is posted on the ELFA website. In this session we will review key findings from the survey, the best practices document, look in detail at some specific examples of asset impairment review, and discuss the process in detail. The goal is to give asset managers a solid methodology and toolbox to accomplish this important portfolio risk management function.

Moderators:

CHRISTOPHER NUGENT

Managing Director
Bluechip Asset Management LLC

ROBERT HERB

VP, Global Asset Manager, Healthcare & Clean Technology
DLL

Speaker:

DAVID CONOVER

VP Asset Management
Customers Commercial Finance

- **Packaging**

Location: Augusta

Come join us for an overview of the packaging industry, including the specific processes encompassed by the catchall term “packaging” such as offset and flexo printing, die cutting, folding/gluing, etc. Manufacturers, models, values, and remarketing will be key discussion points.

Moderator:

STEVEN ROBBINS

SVP, Director of Asset Management
Signature Financial

Speaker:

FRED MOSS

VP, Marketing
Advance Print Technology

- **Alternative Energy**

Location: Olympic

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: Congressional Foyer

3:30 – 4:15 pm

CONCURRENT SESSIONS

- **Rail**

Location: Congressional

This session will discuss the status of the U.S. Rail Car Fleet, including storage cars, oversupply and rail car loadings. The session will also cover a general outlook for industry recovery, future production of new railcars, rental rates and the recovery timeline, related issues, with time for questions and discussion at the end of the presentation.

Moderator:

KIMBERLY ESPOSITO

Managing Director, Asset Management Services
The Alta Group LLC

Speaker:

PAT MAZZANTI

President
Railroad Appraisal Associates

- **Vocational Trucks**

Location: Augusta

Moderator:

JOE SANTORA

Managing Partner
Irontrax

Speakers:

LEN BRESTER

Senior Appraiser/Inspector
Housby

NICHOLAS COSCIA

VP, Asset Management
People's United Bank

PAUL HINSON

Manager – Asset Management & Remarketing
Altec Capital Services

- **Plastics**

Location: Olympic

This session will address the market for Injection Molding Machinery resale values, especially older machines and Chinese imports, and emerging trends in (1) Flexible Packaging, including blown film and flexographic printing, and (2) Rigid Packaging including PET beverage bottle market, including self-manufacturing lines and other developments impacting values.

Moderator:

WILLIAM TEFFT

SVP, Asset Management
CapitalSource, Inc.

Speaker:

KEN HEYSE

Managing Director
Plastics One

- **IT Trends and the Future of Asset Management**

Location: ChampionsGate

Moderator:

MARTIN KLOTZMAN, CLFP

Senior Marketing Manager
Ivory Consulting Corporation

FRED WETZEL

VP, Asset Management
BciCapital, Inc. (BciC)

Speaker:

CHRISTOPHER SHAHEEN

Vice President, Asset Management
Crestmark Equipment Finance

JOSEPH POTHIER

Business Development Manager
Sipi Asset Recovery

6:00 – 9:00 pm **Closing Reception & Live Auction**

Location: International Ballroom II

Bring your wallets, find that checkbook, thaw out the credit cards and search for couch change – The Equipment Management Conference & Exposition is closing with an exciting **LIVE AUCTION!** Benefiting FOUR charitable entities close to the Conference Committee’s hearts.

Place bids on fantastic items in support of the Leukemia & Lymphoma Society, Boomer Esiason Foundation for Cystic Fibrosis, St. Jude’s Children’s Hospital and the Wounded Warrior Project. All profits from the sale of the auction items will be going to these four fantastic charities equally. Come out and support some wonderful charities and have a great time at the Equipment Management Conference Closing Reception & Live Auction!

Brought to you by:

STEVEN ROBBINS

SVP, Director of Asset Management
Signature Financial

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