

Schedule of Events

Golf Outing sponsored by: **IDS** | Asset Finance Technology

Hotel Keycards sponsored by: **PayNet**
An Equifax Company

Conference pens sponsored by: **odessa**

Sunday, March 8

10:30 – 11:30 am
Golf Registration

10:00 am – 3:00 pm
Golf Outing

6:00 – 7:00 pm
Hosted Reception

7:00 – 9:00 pm
Hosted Dinner

Welcoming Remarks:



RALPH PETTA
President and CEO
Equipment Leasing and Finance Association

Monday, March 9

7:30 – 8:30 am
Roundtable Registration

7:30 – 8:30 am
Hosted Breakfast

8:30 – 9:45 am
Opening Remarks and General Session



MARTHA AHLERS
President
United Leasing & Finance
Chair of the Board, ELFA



SCOTT THACKER, CPA, CLFP
CEO
Ivory Consulting Corporation
Chair of the Equipment Leasing & Finance
Foundation Board of Trustees



Keynote Speaker:
ROBERT WESCOTT, Ph.D.
President
Keybridge Research LLC

2020 Forecast for Equipment Investment and Key Drivers of Growth

Dr. Wescott is the author of the Equipment Leasing and Finance Foundation's quarterly reports on the Equipment Leasing and Finance U.S. Economic Outlook. He will discuss the drivers of U.S. growth in the face of a generally weak global economy, and offer his views on likely trends in consumer spending and capital spending in 2020. Wescott also will share his views on the likely direction of U.S. trade policy and Federal Reserve monetary policy, and describe the economic and financial backdrop that he expects to prevail on the road to the presidential election this autumn.

9:45 – 10:00 am
Refreshment Break

10:00 – 11:00 am
Recession Ready: Preparing to Succeed

Industry experts will share perspectives on the state of the industry heading into recession, economic data that helps identify early warning signs, tools available to monitor portfolio performance, and specific preparedness steps member companies are taking now to get ready.

Speakers:
JEFF BERG
DLL

MIKE DiCECCO
Huntington Asset Finance

BILL PHELAN
President
PayNet, an Equifax Company

ROBERT WESCOTT, Ph.D.
President
Keybridge Research LLC

11:00 – Noon
80/20 Session: Improve Profitability & Drive Growth Through Strategic Focus

In this session, Mark Curran, Vice President of Strategex and former Illinois Tool Works (ITW) executive, will walk through the 80/20 process with a mission to provide a thorough understanding of the 80/20 Principle as it applies to business – and to life. Learn how to uncover and focus on the 80's of your business – the critical few customers, products, and activities that provide 80% of the value. Mark

is a dynamic speaker who is in demand globally and a leading practitioner in 80/20 management philosophy.

Panel Lead:

MARK CURRAN

*Vice President, 80/20 Practice
Strategex*

12:00 – 1:30 pm

Hosted Luncheon

1:30 – 2:30 pm

Keynote Address



Keynote Speaker:

PETER ZIEHAN

*Geopolitical Strategist and Forecaster
Author, The Absent Superpower*

2:30- 2:45 pm

Refreshment Break

2:45– 3:45 pm

How to Think Like a Futurist

An overview of foresight frameworks and the nature of change. The understanding of the forces of change happening in your environment will enable you to make more proactive and informed choices in both strategic decision-making and innovation.



Speaker:

TERRY GRIM

*Founding Partner
Foresight Alliance*

3:45 – 4:00 pm

Refreshment Break

4:00– 5:00 pm

America's Newest Crop: Building and Financing a Global Supply Chain

Hemp is now a federally legal commodity crop. The question is, what is and what is not permissible, and what pieces are necessary to rekindle a crop absent from our landscape for over 85 years. Some of the nation's most respected authorities address these issues.

Speakers:

AXEL BERNABE

New York State Executive Chamber

ERICA MCBRIDE STARK

National Hemp Association

GEOFF WHALING

HIP Canopy Growth USA LLC

5:00– 5:45 pm

Hosted Reception

Dinner on Your Own

Tuesday, March 10

8:00 – 9:00 am

Hosted Breakfast

9:00 – 10:15 am

Keynote Address

How to Get Ahead of Disruptive Technology Now



Keynote Speaker:

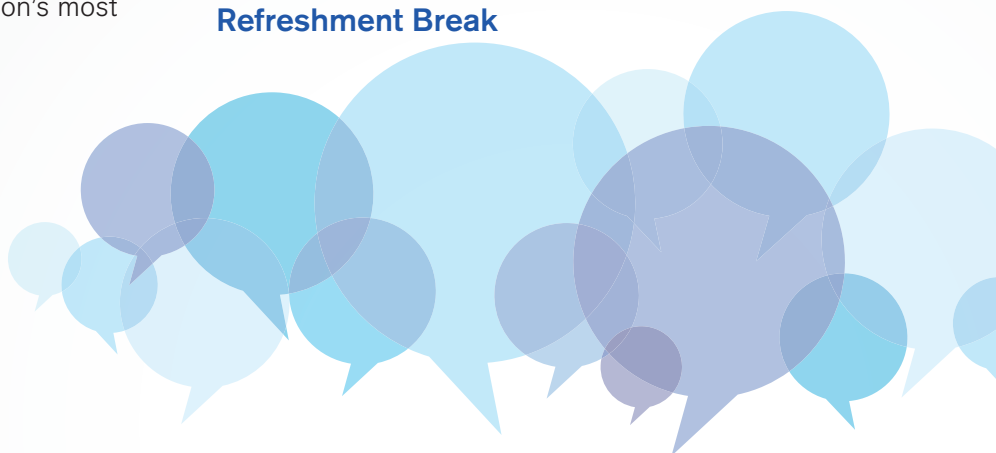
MIKE STEEP

*Executive Director
Stanford Engineering Center for Disruptive
Technology and Digital Cities*

Mike Steep's speeches offer audiences a first-hand look at the inner-workings of Silicon Valley and the specific processes that make the world's most innovative companies so successful. An expert on "operationalizing innovation" who has worked to drive new products and strategies for companies including Boeing and BMW, Steep inspires audiences to rethink current business models and stresses that innovation is not necessarily the result of a "light bulb moment" but rather the ability to apply the right idea, technical expertise, business model, and even company culture to an existing problem. This speech answers the big question for companies today: "What can I do about technology disruption?" With anecdotes from his time working for Apple, Lexmark (IBM), Microsoft, and HP, Mike dissects technological advances and subsequent business successes and failures to provide an overview of where innovation really comes from, how to best create and implement change, and what each audience he speaks to should specifically aim to do now to stay ahead of disruption.

10:15- 10:30 am

Refreshment Break



10:30 – 11:30 am

Discussion: Business Model Innovation and Equipment Finance

In this session we will share an update on the Technology Innovation Working Group's progress and plans for 2020 and continue to dive into the themes presented by Mike Steep.

What are leaders thinking about and how are they dealing with shifts happening in the equipment finance space? How is the equipment finance game changing? What new innovations are enabling disruptive business models? In this session we continue with an interactive discussion applying themes covered in Professor Mike Steep's keynote.

Moderator:

DEBORAH REUBEN

Reuben Creative, LLC

Speakers:

ROBERT BOYER

BB&T Commercial Equipment Capital Corp.

BOB RINALDI

Rinaldi Advisory Services

MIKE STEEP

Stanford Engineering Center for Disruptive Technology and Digital Cities

11:30 am – 12:00 pm

Roundtable Wrap Up

Speaker:

MARTHA AHLERS

United Leasing & Finance

Chair of the Board, ELFA

