

# 2020 Principles of Equipment Leasing and Finance Workshops



## ***DATES AND LOCATIONS:***

April 7-9 • Chicago, IL

June 17-19 • Washington, DC

September 15-17 • Plano, TX

“This course provides an essential starting point for individuals new to the equipment leasing industry. I walked away with a better overall understanding of the entire life cycle of the product and the industry terminology.”

*Workshop Attendee*

# The Principles of Equipment Leasing and Finance Workshop

This workshop is designed to teach the fundamentals of *personal property commercial equipment leasing and finance* for entry level personnel and/or individuals with business experience who have not had a complete overview of the leasing and finance business. Subjects address the “why” as much as the “how”, to provide the participant with a strong foundation on how the leasing and finance business works and where their individual responsibilities fit into the workflow.

## Who Should Attend the Principles of Leasing and Finance Workshop?

- Newly hired staff, generally
- Operations and administration staff
- Newly hired sales staff
- Marketing personnel
- Vendors/Vendor sales staff
- New members of ELFA

*It is recommended that attendees have at least 3-6 months in current position.*

## After completing the workshop, attendees will be able to:

- Define industry terminology
- Identify the tax, legal and accounting rules and regulations
- List the types of leases and loans, including structure and pricing
- Utilize a financial calculator to learn how pricing reflects the structure of a lease/financing
- Explain the current accounting requirements and discuss upcoming changes to lease accounting rules
- Describe the benefits of leasing/finance
- Identify the types of lease structures and how they fit the lessee needs
- Identify the types of equipment lease and finance institutions and how their requirements vary
- Describe the different types of legal entities and understand the the required legal forms needed to complete a transaction
- Recognize and discuss fraud prevention and detection measures
- Identify the purpose, paperwork and people involved in each step of the lifecycle of the lease/financing

**Duration:** 2½ days

## Registration Fees:

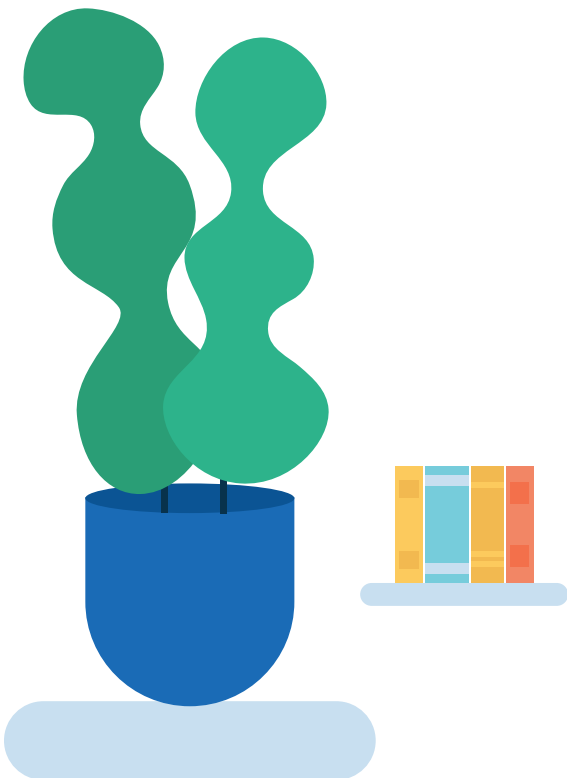
ELFA Member: \$1,280 (first person)

ELFA Member: \$1,000 (each additional person)

Non-Member: \$2,500

## Bring the Workshop to You!

Hosting a workshop at your own facility gives you the flexibility and convenience to address specific learning needs of your employees, establish collective knowledge, a shared skill set, and achieve even your most challenging business goals. Our instructor comes to you and works with you to customize the content to your group's needs. For further details and pricing, contact Alexa Carnibella at 202-238-3416 or [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).



## Agenda *Please note: Each section will be presented as it applies to each of three markets: small ticket, middle market and vendor programs*

### Overview of the Workshop

#### Industry Terminology

The instructor familiarizes attendees with the language of equipment leasing and finance. Throughout the workshop, additional terms and their use will be explained.

#### Rules and Regulations

This section is a basic overview of the current Federal Income Tax code, the current bank regulations and requirements, and the definition of a lease for legal contracts. Attendees will gain an understanding of why the rules developed, and learn the paper flow and procedures required to complete a lease.

#### Types of Lease and Finance Transactions

This section highlights loans and leases and their purposes, their structures, pricing, end-of-term options, and how each type does or does not comply with different legal, tax and accounting rules. Attendees will learn how pricing reflects the structure and how it can be modified to fit a specific need of the lessee/borrower and the lessor/lender.

**NOTE: Attendees MUST bring a Hewlett-Packard 12c or 17b II+ financial calculator.**

#### Lease Accounting

Attendees will learn how current accounting requirements affect the structure of a lease, and the difference between accounting and income/expense for commercial income tax returns. Instructors will discuss the upcoming changes to lease accounting rules, the impact upon balance sheet and operations of Lessors and Lessees and equipment procurement strategies.

#### Benefits of Leasing

Why is leasing attractive to many companies? What are its tax, legal, and accounting benefits? How does it differ from lending, and how does each method of financing handle different needs and requirements of the customer?

#### Types of Lease Programs

Attendees will examine sample lease structures to learn how specific arrangements for vendors or equipment types can help determine the parameters of a transaction. Unique programs that fit a specific need of the lessee (e.g., seasonality of revenue stream or expense control), will also be presented.

#### Types of Equipment Lease and Finance Institutions

Attendees will learn the variations and requirements of different types of leasing and finance institutions.

#### General Legal Overview Structure, Terminology, Laws and Documentation

The different types of legal entities—from proprietorships to corporations—will be reviewed, along with the required legal forms needed to complete a lease or equipment financing for each. Using a sample lease transaction, participants will review the required documents, including the purpose of each. The internal forms for managing the workflow will also be discussed. By examining the contents of the lease agreement, attendees understand the necessity for particular documents from both the lessor's and lessee's perspectives.

#### Fraud Prevention and Detection

Attendees will learn to recognize the many faces of fraud and discuss suggestions for preventing fraudulent transactions.

#### Lifecycle of a Lease

The transaction paper flow from the marketing, sales, structuring and pricing phase into credit evaluation, documentation procedures, booking, billing, collection, termination and asset management phases is reviewed.

#### Quiz

Attendees complete the workshop with a 60-question quiz that reviews all the principles presented.

**Please note:** In order to receive a certificate of completion for this workshop, attendees are required to complete the Quiz.

### Workshop Schedule

#### Day One

7:30am-8:00am

**Registration**

**Continental Breakfast**

8:00am-noon

**Morning General Session**

Noon-1:00pm

**Hosted luncheon**

1:00pm-5:00pm

**Afternoon General Session**

#### Day Two

7:30am-8:00am

**Continental Breakfast**

8:00am-Noon

**Morning General Session**

Noon-1:00pm

**Hosted luncheon**

1:00pm-5:00pm

**Afternoon General Session**

#### Day Three

7:30am-8:00am

**Continental Breakfast**

8:00am-Noon

**Morning General Session**

**Quiz**

## About Our Instructors

### R.A. (Bob) Golden • BoCon Group, Inc.

Mr. Golden is the CEO of The BoCon Group, Inc. a training and consulting firm located in Boca Raton, FL. Mr. Golden has spent the last 40 years in the capital equipment leasing and financing industry. He has held positions in sales, sales management and senior management. In addition to a sales and marketing background, he has managed credit, collections and operations personnel, as well as the responsibility for maximizing profitability for his employers. He has worked for banks, insurance companies and independent Fortune 500 lessors.

With a Bachelor of Science in Marketing from Rider University (NJ) and, as a student of equipment leasing and financing, he has developed a thorough understanding and knowledge of the industry. He has conducted numerous training and development courses including financial statement analysis, customer service, sales management, sales motivation, as well as lease and finance structuring.

Mr. Golden has been involved with the Equipment Leasing and Finance Association (ELFA) and its predecessor, Equipment Leasing Association (ELA) throughout his career. He also is an avid photographer operating his studio in Florida.

### Gary W. Anderson

Gary Anderson, CPA (inactive) is an Independent Consultant. He retired in 2016 from TCF National Bank in the capacity of Senior Vice President and Director of Finance for TCF's Lending companies and was an advisor to the Vice Chairman and President on a wide range of matters including finance, risk management and technology. Mr. Anderson was a former Chief Financial Officer of TCF's leasing companies, Winthrop Resources Corporation and TCF Equipment Finance, and also served in a Chief Technology Officer role during his 28 year career at TCF.

Mr. Anderson served on the Accounting Committee of the Equipment Leasing and Finance Association during the deliberations of the new lease accounting standard ASC 842--Lease Accounting, was a frequent conference speaker and also contributed articles to its publication *Equipment Leasing & Finance*. He also served as a CFO Roundtable Leader for the AICPA's Healthcare annual conference for several years.

His community involvement includes service on St. Cloud State University's Foundation Board of Trustees (currently Chair) and the Herberger School of Business Advisory Board. He has also served as Treasurer on the Board of Directors of Urban Boatbuilders, Inc., a 501(c) 3 organization whose mission is positive youth development through the building of boats.

He graduated from St. Cloud State University with a B.S. Accounting degree in 1977 and a M.B.A. degree in 1994.



# Registration and General Information

## Principles of Equipment Leasing and Finance Registration Fees

ELFA Member: \$1,280 (1st person)

ELFA Member: \$1,000 (each additional ELFA member attendee)

Non-Member: \$2,500

### 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.



### Mail-In Address

Please complete and return this registration form and mail with payment to:

Equipment Leasing and Finance Association  
Attn: Meeting Registration  
1625 Eye Street NW, Suite 850  
Washington, DC 20006



### Register On-Line

You may register online for this workshop by going to: <https://www.elfaonline.org/events/principles-of-leasing-finance-workshops/POL>. You may also visit ELFA's web site [www.elfaonline.org](http://www.elfaonline.org) for information about this and other educational programs. You can register directly online via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. You will receive a confirmation number from the website.



### Register By Fax

You can register for ELFA meetings by fax. Complete the registration form, including the appropriate credit card information, and fax to ELFA at (202) 238-3457. A confirmation will be forwarded to you.



## Cancellations

To receive a full refund of registration fees, cancellations must be received no later than seven business days prior to the start of the selected workshop. Cancellations made by telephone must be followed by a letter that includes the name of the ELFA staff member who accepted the cancellation.

## Substitutions

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

## Attire

Business casual attire is appropriate for these meetings.

## Inquiries

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

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

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

## Continuing Professional Education (CPE)

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).

19 CPE credits will be earned for attending this workshop

*NASBA fields of study* - Finance (13), Accounting (1.5), Business Law (1.5), Taxes (1.5), Specialized Knowledge (1.5)

*Program Level* - basic, no prerequisite education or experience required

*Delivery method* - group live event

## Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3400.

## 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 +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming, and respectful to all.