

ELFA 2020 **BUSINESS**

October 27-28

LIVE!

Register now at
www.elfaonline.org/2020buslive

ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION

ELFA 2020 BUSINESS

LIVE!

Why Attend?

If you're in the near trillion equipment finance industry, you can't afford to miss ELFA's first ever virtual event, ELFA 2020 Business LIVE! This innovative event will deliver value to the entire membership and all industry professionals - from emerging talent to senior executives - are encouraged to attend. We'll have a wide range of content so there's something for everyone. Whether you've never attended an ELFA event or you've been participating in our conferences for years, you will benefit from this unique opportunity to learn and network.

When you attend ELFA 2020 Business LIVE!, you'll invest in the success of your business, your staff, your industry and your career. Don't miss the newest and most important gathering of industry leaders in 2020. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote speakers and a first-rate virtual exhibit.

Check out the ELFA 2020 Business LIVE! section at ELFA online for the latest detailed information at www.elfaonline.org/2020buslive

Become a sponsor!

The ELFA 2020 Business LIVE! virtual event provides unmatched opportunities to get noticed, especially through a variety of sponsorship opportunities.

To become a sponsor, contact Steve Wafalosky at stevew@larichadv.com or 440-247-1060.

ELFA 2020 BUSINESS



— SCHEDULE OF EVENTS —

Schedule times are in US Eastern time zone.

TUESDAY, OCTOBER 27

11:00 am – 12:15 pm

Welcome and General Session Keynote



RALPH PETTA
President and CEO of ELFA



DONNA BRAZILE
Renowned Political Strategist and
Commentator

12:15 pm – 1:00 pm

Exhibit Hall

1:00 pm – 2:00 pm

Breakout Sessions

- **Adapt to Thrive: How Marketing Agility Enables a Stronger Response to Extraordinary Challenges**
Brought to you by: ELFA Communications Committee
- **There Is More Than Meets the Eye With Diversity and Inclusion**
Brought to you by: ELFA Equality Committee
- **Has COVID 19 Ushered in the Leasing Company of the Future?**
- **Balancing Tech & Human Interaction**
Brought to you by: ELFA Operations & Technology Committee
- **Back to Basics: Introduction to the Leasing and Finance Industry**

2:00 pm – 2:30 pm

Exhibit Hall

2:00 pm – 2:30 pm

Networking Lounge Programs

2:30 pm – 3:30 pm

Breakout Sessions

- **What's New in the Law?**
- **Creative Financing Alternatives: Power by the Hour and Pay Per Use**
- **Transport Finance in the Age of COVID: Aircraft, Trucks, and Vessels**
- **Fast Tracking Your Technology in the Age of COVID**
Brought to you by: ELFA Operations & Technology Excellence Award
- **Where Confidence and Resilience Intersect: Facing and Overcoming Personal and Professional Challenges**
Brought to you by: ELFA Women's Council

3:30 pm – 3:45 pm

Exhibit Hall



"In addition to our regular ELFA Annual Convention attendees, we look forward to seeing a lot of new faces, including those who planned to attend other events that were cancelled this year, and those who've never attended an ELFA Convention."

Ralph Petta, ELFA President and CEO

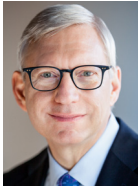
3:45 pm – 4:45 pm

Welcome and General Session

Keynote



KELLI NIENABER
Executive Director, Equipment Leasing
& Finance Foundation



SCOTT THACKER
Chair, Equipment Leasing & Finance
Foundation



MARCI ROSSELL
Expert Economic Forecaster, Former
CNBC Chief Economist and Co-Host of
SQUAWK BOX

4:45 pm – 5:15 pm

Newcomer and First Time Attendee Virtual Reception

4:45 pm – 5:15 pm

Women's Council Virtual Reception

5:15 pm – 5:45 pm

Opening Virtual Reception

WEDNESDAY, OCTOBER 28

11:00 am – 12:15 pm

Welcome and General Session Keynote



MARTHA AHLERS
ELFA Board Chair



PETER ZEIHAN
Geopolitical Strategist

12:15 pm – 1:00 pm

Exhibit Hall

1:00 pm – 2:00 pm

Breakout Sessions

- The COVID-19 Economy and Outlook for Equipment Finance 
Brought to you by:
- Developing Young Talent for Long-Term Success
Brought to you by: ELFA Emerging Talent Advisory Council
- Emerging Technology: Hype vs Reality
Brought to you by: ELFA Operations & Technology Committee
- Collateral Repossession - Challenges in a Post COVID Environment
- Finding Growth After COVID: A Search for New Green Pastures

2:00 pm – 2:30 pm

Exhibit Hall

2:00 pm – 2:30 pm

Networking Lounge Programs

2:30 pm – 3:30 pm

Breakout Sessions

- How Data Analytics Can Improve Your Business Results
Brought to you by: ELFA Research Committee
- Pockets of Opportunity for Independents - Where to Shoot the 8-ball
Brought to you by: ELFA Independent Middle Market BCSC
- Automating Credit Decisioning & Risk Modeling
Brought to you by: ELFA Small Ticket BCSC
- I'm a Bank Finance Company: What Do I Need to Know to Survive and Thrive?
Brought to you by: ELFA Financial Institutions BCSC
- Optimizing Managed Bundled Services & Market Practices

3:30 pm – 4:00 pm

Exhibit Hall

4:00 pm – 4:45 pm

Closing General Session

4:45 pm – 5:45 pm

Virtual Reception

SPEAKERS



DONNA BRAZILE

Renowned Political Strategist and Commentator

Veteran political strategist Donna Brazile, author of the New York Times bestseller *Hacks: The Inside Story of the Break-Ins and*

Breakdowns That Put Donald Trump in the White House and the 2004 best-selling memoir *Cooking with Grease: Stirring the Pots in American Politics*. She is a co-author of *For Colored Girls Who Have Considered Politics*, which won the 2019 NAACP Image Award for Outstanding Literary Work, Nonfiction.

Brazile has devoted her life to working for progressive change, responsible governance and the advancement of all people in a society that is fair and equitable. She first got involved in politics at the age of nine when she worked to elect a City Council candidate who had promised to build a playground in her neighborhood; the candidate won, the playground was built, and a lifelong passion for political progress was ignited. Brazile has worked on every major presidential campaign since 1976 and in 2000 she became the first African American woman to serve as the manager of a major party presidential campaign, running the campaign of former Vice President Al Gore.



MARCI ROSSELL

Expert Economic Forecaster, Former CNBC Chief Economist and Co-Host of SQUAWK BOX

Marci Rossell electrifies audiences nationwide, speaking on the nexus of economics, politics,

culture and the media. Her animated style was honed when she served as the popular, lively Chief Economist for CNBC in the months immediately following September 11. She takes complex economic issues, often dull in the buttoned-down business press, and makes them relevant to people's lives, families and careers. Prior to her career in broadcast journalism, Rossell served as Corporate Economist and Investment Spokesperson for OppenheimerFunds, one of the nation's largest mutual fund companies. Before moving to Wall Street, she was an expert witness for Deloitte and Touche in court cases involving economic issues. She began her career as an economist with the Federal Reserve Bank of Dallas.



"It's more important than ever for us to come together as a community to connect, exchange insights and prepare for what's coming next."

*Martha Ahlers, ELFA Board Chair
President, United Leasing & Finance*



PETER ZEIHAN
Geopolitical Strategist

Peter Zeihan is a geopolitical strategist, which is a fancy way of saying he helps people understand how the world works. He combines an expert understanding of demography,

economics, energy, politics, technology and security to help clients best prepare for an uncertain future.

Over the course of his career, Zeihan has worked for the U.S. State Department in Australia and the DC think tank community, and helped develop the analytical models for Stratfor, one of the world's premier private intelligence companies. He founded his own firm, Zeihan on Geopolitics, in 2012 in order to provide a select group of clients with direct, custom analytical products. Today those clients represent a vast array of sectors including energy majors, financial institutions, business associations, agricultural interests, universities and the U.S. military.

Zeihan is a critically-acclaimed author whose first two books—*The Accidental Superpower* and *The Absent Superpower*—have been recommended by Mitt Romney, Fareed Zakaria and Ian Bremmer. His newest book is *Disunited Nations: The Scramble for Power in an Ungoverned World*.

EXHIBITION

Visit the interactive virtual exhibit hall to check out the latest technology and services.

A select group of equipment leasing and finance industry service providers are exhibiting at ELFA 2020 Business LIVE!, giving you a look at services available to help increase the operational efficiency of your company.

For information on becoming an exhibitor, please contact Steve Wafalosky at steve@larichadv.com or 440-247-1060.

IMPORTANT: REGISTRATION DEADLINE DATE

Wednesday, October 21, 2020
Last day for online registrations

Please note: There are no refunds of registration fees after this date for any reason.

ELFA 2020 BUSINESS LIVE!

GENERAL INFORMATION AND REGISTRATION

Register by Wednesday, October 21, 2020.

ELFA 2020 BUSINESS REGISTRATION LIVE!

Registering online at the ELFA website is fast and easy.

www.elfaonline.org/2020buslive

All participants must be registered in advance. Registration is mandatory to attend the virtual event. No partial registration is available. The full registration fee is payable in advance in U.S. funds. No registrations will be considered complete until payment is received.

To learn about ELFA membership and its benefits, please contact Julie Benson at jbenson@elfaonline.org or 202-238-3432.

REGISTER ONLINE:

Early Bird Fees (Until October 8):

Member Registration Fee: \$595

Non-member Registration Fee: \$795

After October 8:

Member Registration Fee: \$650

Non-member Registration Fee: \$850

The deadline for online registration is Wednesday, October 21, 2020.

Substitutions can also be made before this date.

Please note: There are no refunds of registration fees after this date for any reason.

VIRTUAL CONFERENCE COMPLIANCE

Attendee Contact Information

Please Note the Following—By registering for this conference, 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.

ELFA Professional Code of Conduct

Thank you for choosing to enhance your professional development by participating in ELFA activities. Our goal is to ensure that we promote a safe, inclusive and productive environment for all participants.

We ask that you help us make each ELFA-sponsored activity welcoming and respectful to all participants, regardless of their 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, or the on-premise staff at host events 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 and/or non-inclusive 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@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.

CANCELLATION POLICY

Cancellations to the ELFA 2020 BUSINESS LIVE! must be made via email. Please email Janet Fianko at jfianko@elfaonline.org.

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 processing fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after **Wednesday, October 21, 2020**. ELFA regrets that refunds will not be given for no-shows during the actual virtual conference dates.

Substitutions

Substitutions for the virtual event can be made before October 21, 2020.