

EQUIPMENT MANAGEMENT CONFERENCE & EXHIBITION

FEBRUARY 13 – 15, 2022

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SUNDAY, FEBRUARY 13

7:30 – 8:30 am **ELFA Golf Tournament Registration & Continental Breakfast**
Location: Westin La Paloma Country Club South Patio

8:30 am – 2:30 pm **ELFA Golf Tournament (Shotgun Start)**
Location: Westin La Paloma Ridge Course

Longest Drive Competition Sponsored by



1:00 – 2:30 pm **Golfers Boxed Lunch** *Location: Westin La Paloma Country Club South Patio*
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9:00 am – 1:30 pm **Arizona-Sonora Desert Museum** *Location: Hotel Lobby*



This tour will depart the hotel on Sunday, February 13 at 9:00 am for a bus ride to the Desert Museum and plenty of time for you to experience all the Sonora Desert has to offer. Wear your walking shoes for this fantastic outdoor and indoor experience. Water will be provided - lunch is on your own. This renowned museum is everything you could want in a Sonora Desert adventure! This tour is NOT included in your conference registration fee. Attendees MUST be pre-registered. Masks are required indoors at the museum.

2:30 – 7:00 pm **Attendee Registration** *Location: Arizona Ballroom Foyer, Lobby Level*

4:30 – Half-Time **Opening Reception – Super Bowl LVI Watch Party!** *Location: Grand I & II; Canyon II & IV*

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Join your fellow conference attendees for a fantastic start to the conference! Mix and mingle with new and long-time friends while watching the Super Bowl LVI in the conference exhibit hall. Super Bowl food and drinks will be served until half-time, so come cheer on your favorite team while catching-up with new and long-time friends – it’s been a while since we’ve been together, so don’t miss this great event.



The official reception will end at Half-Time; however, the exhibit hall will remain open for the length of the game and a cash bar will remain.

MONDAY, FEBRUARY 14

7:30 am – 6:30 pm **Attendee Registration** *Location: Arizona Foyer, Lobby Level*

7:30 – 8:30 am **Breakfast/Exhibits Open** *Location: Grand I & II; Canyon II & IV*

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COMMERCIAL FINANCE

8:30 – 9:10 am **GENERAL SESSION** *Location: Canyon I & III*

Welcome Remarks

Presenter:

THOMAS MONROE

Senior Vice President, ATEL Equipment Services
ATEL Capital Group
Chair, ELFA Equipment Management Committee

Top 10 Trends in Equipment Finance

Presenters:

RALPH PETTA

President & Chief Executive Officer
Equipment Leasing and Finance Association

MICHAEL DICECCO

Executive Managing Director, Huntington Asset Finance
Huntington Equipment Finance
Chair, ELFA Board

9:10 – 9:30 am **NETWORKING BREAK** *Location: Grand I & II; Canyon II & IV*

9:30 – 10:45 am **GENERAL SESSION** *Location: Canyon I & III*

What’s Hot? What’s Not in Equipment Leasing & Finance for 2022

2022 is shaping up to be a growth year, as the economy continues to rebound from the pandemic. The U.S. is expected to continue to deal with unemployment issues that have long been a drag on growth, proposed multi-trillion-dollar spending bills, and immigration rules which have caused political turmoil. ‘Black Swans’ related to geopolitical actions, and severely challenged global economies could negatively impact the outlook. In addition, supply chain problems have caused disruptions in many manufacturing sectors. The annual rate of equipment and software spending is forecast to increase, but what are the drivers, and in which areas? Receive answers to such questions as, “How much will the economy improve, is inflation here to

stay, and how does the U.S. economy compare to those of the rest of the developed world? What are the best equipment types to lease or finance? What are the effects of increasing oil prices on which industries? Where is the risk? What types of equipment should be avoided and why? Are there any secondary market bubbles?" These are but some of the topics to be addressed in this presentation that will also highlight the results of a survey of more than 400 equipment managers and industry experts. In addition, insights and outlooks for various equipment markets will be discussed with an emphasis on: current conditions, changes over time; technology; valuation issues; and various current and future residual challenges and opportunities. This session will also summarize the opinions of survey participants relating to the economy and secondary market concerns.

Presenter:

CARL CHRAPPA, ASA, M.R.I.C.S., I.F.A.

Senior Managing Director – Asset Management Practice

The Alta Group, LLC

10:45 – 11:00 am

NETWORKING BREAK

Location: Grand I & II; Canyon II & IV

11:00 am – 12:00 pm

GENERAL SESSION

Location: Canyon I & III

Transportation: The Impact of Alternative Fuel Sources

This session will touch on the impact of alternative fuel sources on the transportation industry, such as electric and hydrogen power. If you wanted to know how this technology could impact your portfolio of traditional diesel power equipment, then you shouldn't miss this session. The session will include presentations from Plug Power & Nikola (TBD), two manufacturers in the alternative fuel source space. A panel discussion will cover a vast array of topics, including total cost of ownership, infrastructure cost, performance, and comparison to diesel.

Moderators:

NICK COSCIA

Equipment Manager, Asset Management &

Americas CT&I

DLL

KELLY LANE

Senior Vice President, Asset Management

BciCapital, Inc. (BciC)

Presenters:

LANCE DENG

Vice President Mobility & Transport &

Plug Power

MARK KEITH

Global Head of Business Development & Service

Nikola Motor

12:00 – 12:45 pm

Box Lunches for All Attendees

Location: Grand I & II; Canyon II & IV

12:30 – 4:30 pm

Pima Air & Space Museum Tour

Location: Buses Load in Hotel Lobby

Pre-Registration Required. The Pima Air and Space Museum is one of the world's largest non-government funded aerospace museums. The museum features three main hangars, three World War II hangars and a memorial museum, this is SURE to be a fantastic experience of large equipment at work through the years.

4:30 pm

Buses Return from Off-Site Tour

5:30 – 7:00 pm

Hosted Reception/ Exhibits Open

Location: Grand I & II; Canyon II & IV

The receptions are always a HIT and the perfect time to relax, enjoy and connect. Light fare and drinks will be served for all registered attendees.

TUESDAY, FEBRUARY 15

7:45 am – 3:30 pm

Attendee Registration Open

Location: Arizona Foyer, Lobby Level

7:45 – 8:45 am

Continental Breakfast/Exhibits Open *Location: Grand I & II; Canyon II & IV*

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STONEBRIAR
COMMERCIAL FINANCE

8:45 – 10:00 am

KEYNOTE GENERAL SESSION

Location: Canyon I & III

Chairman's Announcements

Presenter:

THOMAS MONROE

Senior Vice President, ATEL Equipment Services

ATEL Capital Group

Chair, ELFA Equipment Management Committee

Keynote Presentation: 2022 Economic Outlook



JOHN E. SILVIA, PH.D.

CEO and Founder, Dynamic Economic Strategy

Managing Director and Chief Economist for Wells Fargo, Retired

An investment professional with over thirty years of experience as Chief Economist to a bank, U.S. Senate Banking Committee and private investment management company. Expertise in the analysis of financial markets and macroeconomic trends with experience in the application of economic forecasting and analysis in a framework of corporate investment strategy. Strengths include the ability to analyze and simplify complex economic trends and then articulate these to non-economists such as investment professionals, sales & trading personnel as well as public clients.

Sought after speaker on CNBC, Bloomberg, Fox Business (to name a few) as well as in forums such as The Federal Reserve Bank of Richmond, National Investor Relations Institute and the Association for University Business and Economic Research.

10:00 – 10:15 am

NETWORKING BREAK/EXHIBITS OPEN

Location: Grand I & II; Canyon II & IV

Grab a quick cup of coffee and take some time to talk with our exhibitors to thank them for supporting the conference. The exhibit hall will close after this break.

10:15 – 11:15 am

GENERAL SESSION

Location: Canyon I & III

Supply Chain Management, Issues & Solutions

- Supply chain disruption in ag equipment production & what we are doing to overcome it.
- Material costs and its impact on new equipment prices
- Demand for new and used equipment

Moderator:

TONY GORDON

Manager of Asset Management

Farm Credit Leasing

Speaker:

DARYL THEIS

Head of Sales & Marketing

CLAAS Global Sales

11:15 – 11:30 am

NETWORKING BREAK

Location: Grand I & II; Canyon II & IV

11:30 am – 12:30 pm **GENERAL SESSION**

Location: Canyon I & III

Construction Update

Moderator:

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency Management
Ritchie Bros.

Speakers:

RAFFI AHARONIAN

Managing Director
Rouse Services LLC

DANIEL FISHER

Senior Vice President, Government & External Affairs
Associated Equipment Distributors

JERILYN NICHOLSEN

Vice President Strategic Accounts - Finance, Bankruptcy and Solvency
Ritchie Bros.

12:30 – 1:30 pm

GENERAL LUNCHEON

Location: Fiesta Area outside, Terrace Level

1:30 – 2:15 pm

CONCURRENT SESSIONS

• **Material Handling** *[Industrial]* *Location: Aster, Terrace Level*

Material Handling – What should we expect to see 2022 and beyond? This session will include current trends with power sources and what we might see in the future, supply chain updates, what MHEDA projects for 2022 and beyond, as well as current market trends and what should we expect for used values when the backlog of new orders starts to deliver.

Moderator:

JANE RETHMEIER

CEO
Harbor Capital Leasing, Inc.

PHILIP HOUSER

Director, Asset Management
CIT

Speaker:

MARC KNAUFF

Transamerican Equipment

• **Corporate Aircraft** *[Transportation]* *Location: Indigo, Terrace Level*

An interactive session with dedicated professionals in the aviation field to explore the current corporate aircraft marketplace and how to be prepared for the various stages of an aircraft transaction. An appraiser, a broker and an asset manager experienced in many aircraft transactions will be on the panel to present their thoughts about the risks associated with aircraft leasing and how to mitigate them including how to put a deal team together that works. We will also explore the current market strength and what the cause may be as well as the outlook for continued strength. Come listen and bring your ideas and questions.

Moderator:

JAMES MERZ

Senior Vice President – Head of Equipment Management
Fifth Third Bank

Speakers:

DONALD MCGILL, ASA

Vice President, Senior Asset Manager
Fifth Third Bank, National Association

SCOTT ROGERS

President
Amjet Aviation Company

JOE ZULUETA, ASA

President & CEO
Aeronautical Systems

• **Healthcare** [Technology] *Location: Lantana, Terrace Level*

Moderator:

ROB HERB

Vice President, Global Asset Manager, Healthcare & Clean Technology
DLL

Speaker:

TOM RICKARDS

Equipment Evaluation Specialist
DLL

• **Basics of Asset Management** [Education] *Location: Verbena, Terrace Level*

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.

Moderators:

MIKE SMITH

President & CEO
RTR Services, Inc.

ROBERT MERCOGLIANO

*Strategic Account Manager – Financial Services
Bidadoo Inc.*

2:15 – 2:30 pm **Break** *Location: Terrace Level Foyer*

2:30 – 3:15 pm **CONCURRENT SESSIONS**

• **Plastics Machinery Update** [Industrial] *Location: Indigo, Terrace Level*

Ken will discuss the current state of the plastics machinery market. Trends in the recycling, packaging, and automotive market segments will be covered in depth. Updates on present market dynamics for injection molding, blow molding and extrusion equipment will be provided, as well as thoughts and expectations for 2022 and beyond!

Moderator:

KEVIN SENSENBRENNER

Sr Managing Director/SVP – Head of Asset Management
Stonebriar Commercial Finance

Speaker:

KEN HEYSE

Managing Director

Plastics One Asset Advisors

• **Marine** [Transportation] Location: Verbena, Terrace Level

Moderators:
LAURA GRILL
Asset Manager
Truist Equipment Finance Corp.

Speakers:
CAPTAIN CASEY M. HERSCHLER
Vice President
North American Marine Consultants, LLC

TOM HARFORD
Senior Vice President – Equipment Management Group
Wells Fargo Equipment Finance

DAVE LEE
Vice President, Sales, Global Workboat VTR
ABB Marine & Ports

KEITH J. WEBER, ASA
President
North American Marine Consultants, LLC

• **Alt. Energy** [Industrial / Technology] Location: Lantana, Terrace Level

Moderator:
ELIZABETH JARAMILLO
Vice President – Asset Management/
New Business Support
Key Equipment Finance

Speaker:
HAROLD MARSHALL
Vice President, Business Development
Clean Energy Associates

• **Planning a Career in Asset Management** [Education] Location: Aster, Terrace Level

Moderators:
ROB HERB
Vice President, Global Asset Manager,
Healthcare & Clean Technology
DLL

JANE RETHMEIER
CEO
Harbor Capital Leasing, Inc.

Speaker:

MARC KNAUFF
Shipping Manager/Salesman
Transamerican Equipment Corp.

RILEY NEMETH
Senior Asset Manager
Wintrust Commercial Finance

ALEX OHANESSIAN
VP of Asset Management -IMH
Insight Investments, LLC

3:15 – 3:30 pm

NETWORKING BREAK

Location: Terrace Level Foyer

3:30 – 4:15 pm

CONCURRENT SESSIONS

• **Rail Market Update** *[Transportation]* *Location: Indigo, Terrace Level*

Pat will discuss the current state of the railcar market and provide a general overview including fleet size, cars in storage, scrap prices and forecasted deliveries. An outlook of various railcar segments will be presented including an update on the tank and sand car markets. Updates and trends for the leasing environment, precision scheduled railroading, commodities prices, railcar traffic, new car prices, supply chain issues, and other topics will be covered, as well as Pat's opinions on current and future challenges and opportunities for this market.

Moderator:

DOUGLAS SIMON
Administrative Vice President,
Head of Equipment Management
M&T Bank Corporation

Speaker:

PATRICK J. MAZZANTI
President
Railroad Appraisal Associates

• **Cyber Security & Compliance** *[Technology]* *Location: Aster, Terrace Level*

Moderators:

ANDREW PACE
Chief Operating Officer
Asset Compliant Solutions (ACS)

Speakers:

DANIEL LEVIN
President, Co-Founder
Liventus, Inc.

TONY GORDON
Manager of Asset Management
Farm Credit Leasing

GREGORY MEYER
CFO & CIO
Asset Compliant Solutions (ACS)

MIKE SMITH
President & CEO
RTR Services, Inc.

• **Machine Tool State of the Union** *[Industrial]* *Location: Verbena, Terrace Level*

Moderator:

JAMES MERZ
Senior Vice President – Head of Equipment Management
Fifth Third Bank

KEVIN TOYE
Senior Vice President
Bank of America Global Leasing

Speaker:

TOM HAZELHURST
President
Machinery Management LLC

• **IT as an Asset** *[Technology]* *Location: Lantana, Terrace Level*

Moderator:

ROB HERB
Vice President, Global Asset Manager, Healthcare & Clean Technology
DLL

Speaker:

JIM JOHNSON
Business Development
Teladvance LLC



6:00 – 8:00 pm **Closing Fiesta!**

Location: Waterfall Mesa Verde, past the adult pool

To close out the conference, enjoy a fantastic dinner outdoors. A great way to cap off your 2022 conference experience and talk about plans for getting together again in 2023 at the Equipment Management Conference!