

## **SUNDAY, SEPT. 11**

6:00 – 8:00 pm

### **New Orleans Ghostly Legends Tour**

*Location: Hotel Lobby*

Are you arriving Sunday evening and looking for something to do in fantastic New Orleans? Well, let's meet in the hotel lobby and enjoy a walking tour of the French Quarter and its infamous ghostly legends! This tour combines some of New Orleans haunted locations with the city's history and its people. Hear the stories of murders and crimes of passion of Old New Orleans.

\$30 additional fee to attend. Approximately 2 miles will be covered on a walking tour during this event.

## **MONDAY, SEPT. 12**

8:30 am

### **Early Registration**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

10:00 am – Noon

### **Pre-Conference Workshops**

- **CFO Roundtable**

*Location: Grand Ballroom A*

*Session Leader:*

**Jay Wilensky**

Chicago Freight Car Leasing Co, a Sasser Family Holdings Company  
VP – Accounting and Finance

- **Introduction to the Leasing and Finance Industry**

*Location: Grand Ballroom B*

*Session Leaders:*

**Amie Sweeney**

CBRE Corporate Capital Markets Vice President

**Mamta Shori**

Wells Fargo Equipment Finance  
CFO

**Andrew Landers**

Citizens Asset Finance  
Head of Pricing

- **Taxation of Leases and Service Contracts**

*Location: Grand Ballroom E*

The economic yield of financing transactions is materially affected by how the transaction is taxed. This session will review the IRS guidance which determines how a transaction should be taxed, whether as a loan, a lease or a service contract. If improperly classified, the IRS has the power to recharacterize the tax treatment of transactions and thus affect their economic yield.

*Session Leader:*

**Joe Sebik**

Siemens Financial Services  
Director – Tax Reporting

11:30 am - 7:30 pm

### **General Conference Registration**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

1:00 - 2:00 pm

### **General Session (Joint Session)**

*Location: Grand Ballroom C*

#### **Welcome**

*Presenters:*

**Jennifer Martin**

Chair, ELFA Operations and Technology Committee  
Key Equipment Finance

**John Bober**

Chair, ELFA Financial Accounting Committee  
Managing Member  
IXL Lease Advisory, LLC

### **Operations & Technology Excellence Award Award Presentation**

*Presenters:*

### Jennifer Martin

Chair, ELFA Operations and Technology Committee  
Key Equipment Finance

### Tawnya Stone, CLFP

Chair, Award Sub-Committee  
GreatAmerica Financial Services

## Top 10 Trends in Equipment Finance Acquisition

### Presenters:

#### Ralph Petta

President & Chief Executive Officer  
Equipment Leasing and Finance Association

#### Robert Neagle

President and CEO  
Finova Capital, LLC  
Chair Elect, ELFA Board

2:00 - 2:15 pm

### Refreshment Break/Exhibits Open

*Location: Grand Foyer, 5<sup>th</sup> Floor*

2:15 - 3:30 pm

### Concurrent Sessions

- **Definition of a Lease/ Lease vs. Service Discussion/ Multiple Element Arrangements**

*Location: Grand Salon B*

### Session Leaders:

#### Marc Jerusalem

PWC  
Director, Accounting & Consulting Services

#### Vince Tesoriero

Marlin Leasing  
VP-Controller

- **Accounting for Leases Acquired in Business Combinations and Asset Acquisitions Under ASC 842**

*Location: Grand Salon E*

The purpose of this session is to discuss accounting considerations for both lessees and lessors when leases are acquired in a business combination or asset acquisition under ASC 842. This session will cover lease classification, recognition and measurement (including certain valuation topics) and other relevant considerations.

### Session Leaders:

#### Jeremy Simons

Ernst & Young LLP  
Partner

#### Charlie Shannon

Moss Adams LLP  
Partner

3:30 - 3:45 pm

### Refreshment Break/Exhibits Open

*Location: Grand Foyer, 5<sup>th</sup> Floor*

3:45 - 5:00 pm

### Concurrent Sessions

- **Transitioning to ASC 842 - What You Need to Know!**

*Location: Grand Salon B*

The last wave of companies are now transitioning to ASC 842. This session will share thoughts and perspectives and considerations when implementing the requirements of ASC Topic 842. This includes discussing (1) the need to and related challenges associated with socializing the new lease accounting requirements to both internal and external stakeholders, (2) the organization-wide mindset shift required when adopting the requirements including the need to enhance processes, systems, and controls, and (3) some of the more common pressure points and

related pitfalls when applying certain provisions of ASC Topic 842 (e.g., the lease identification, discount rate, lease term criterion, and applying the presentation/disclosure requirements).

*Session Leaders:*

**Tim Kolber**

Deloitte

Managing Director | Accounting Advisory  
& Transformation Services

**Mamta Shori**

Wells Fargo Equipment Finance  
CFO

- **Capital Markets**

*Location: Grand Salon E*

*Session Leaders:*

**Kyle Elken**

DLL

Controller

**Herbert J. Lohmann**

GE Healthcare

Global Leasing Controller

**Chris Morris**

U.S. Treasurer

DLL

**Ryan Steel**

Assistant Controller

DLL

5:00 - 5:45 pm

**Newcomers Reception**

*Location: Grand Couteau, 5th Floor*

5:30 - 7:30 pm

**Opening Reception/ Exhibits Open**

*Location: Grand Foyer, 5th Floor*

The ELFA Equity Committee welcomes you to a networking reception as we celebrate the

contributions of the Hispanic community to the equipment finance industry and kick-off Hispanic Heritage Month!

Hispanic Heritage Month is observed from September 15th to October 15th to recognize and raise awareness to the influence of Hispanic Americans to the history, culture, and achievements of the United States.

All attendees of the ELFA Operations & Technology and Lease & Finance Accountants Conferences are invited to connect and unwind at our Latin-themed reception.

The Exhibit booths will be open as well, and you will have some time to stop by and chat. Lite fare will be served with an open bar. This event is included with all conference registrations.

See you there!

**TUESDAY, SEPT. 13**

6:00 - 7:30 am

**5K Fun Run**

*Location: Hotel Lobby*

*Leader:*

**Amie Sweeney**

CBRE Corporate Capital Markets

Vice President

**Kyle Elken**

DLL

Controller

7:00 - 8:00 am

**Continental Breakfast/Exhibits Open**

*Location: Grand Foyer, 5th Floor*

8:00 – 9:00 am

**Keynote Session (Joint Session)**

*Location: Grand Ballroom C, 5th Floor*

**Presenter:**

**John Bober**

Chair, ELFA Financial Accounting Committee

Managing Member

IXL Lease Advisory, LLC

**Keynote Presenter:**  
**Deborah J. Reuben, CLFP, DES**  
CEO & Founder  
TomorrowZone



Deborah "Deb" Reuben, CLFP, DES, is CEO and Founder of TomorrowZone, a technology strategy consultancy inspiring fresh ideas and collaborations to shape the future of business. She encourages new thinking to explore the art of the possible through her extensive technical knowledge, equipment finance experience, and passion for challenging the status quo.

Her view on digital transformation and future-readiness is radically different with over two decades of innovating, speaking, and most importantly, real-life, in-the-trenches innovation experience in finance and software industries. Deborah appreciates and shares with audiences that digital transformation is less about the digital and more about the people.

#### **Innovation Beyond the Buzzwords™**

Innovation blah blah blah blah. You've heard it all before but still have not figured out how it works in your organization. You've heard all the buzzwords and learned all the jargon and lingo. But still can't figure out how to innovate better, faster, smarter, and move tangibly ahead of competitors as the business landscape is rapidly shifting under your feet.

Innovation is just sitting as a buzzword in a conference room, not tapping into the potential of your people, not making you a dime of extra profit.

Dog training is NOT about the dogs; it's about the human interaction with the dog. Digital transformation is not about digital it's about how your people interact with technology. Woof! You can have the best tech and innovation methodologies, but you are wasting your time and money if you don't get the human side right.

Have you been pulled into initiatives touted as "digital transformation" that did nothing but disrupt, derail, and distract you from the actual work you should be doing, resulting in rework, and wasted time, effort, and resources? When you reflect on it, you only wonder, "What were we thinking?"

Strap in, hang on; your thinking and doing are about to change. Let's make awesome happen together!

9:00 - 9:15 am

#### **Refreshment Break/Exhibits Open**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

9:15 - 10:15 am

#### **Concurrent Sessions**

- **How the "E" in ESG May Affect Your Lease Accounting**

*Location: Salon B*

To address the environmental aspects of ESG, lessees and lessors may undertake actions and activities that can affect their lease accounting. For example, to align with their climate-related sustainability goals, entities (lessors and lessors) may enter into new types of arrangements that must be assessed as to whether they are or contain leases, modify or terminate existing lease agreements, or lessees may take actions that trigger a reassessment of one or more of their leases.

This session will explore some of these emerging issues and arrangements, and share thoughts and perspectives about their lease accounting effects.

#### *Session Leaders:*

**Scott Muir**

KPMG LLP

Partner, Department of Professional Practice

**Jillian Pearce**

PWC

Partner

- **Lease & Loan Pricing – Basics**

*Location: Salon E*

This session will cover the key elements of pre-tax lease and loan pricing from the lessor perspective.

Topics will include an introduction to lease pricing, lessor return measures, pricing policy, various pricing methodologies, and the differences between economic pricing and pricing based on accounting rules.

Questions to be addressed:

- What are the key concepts of lease and loan pricing?
- What are the key metrics used in lease and loan pricing?

*Session Leaders:*

**Scott Thacker**

Ivory Consulting Corporation  
Chief Executive Officer

**Joe Sebik**

Siemens Financial Services  
Director – Tax Reporting

10:15- 10:30 am

**Break**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

10:30 – 11:45 am

**General Session**

**FASB**

*Location: Salon C*

*Session Leader:*

**John Bober**

Chair, ELFA Financial Accounting Committee  
Managing Member  
IXL Lease Advisory, LLC

**Gary Buesser**

Board Member  
Financial Accounting Standards Board

11:45- 1:15 pm

**Hosted Luncheon**

*Location: Grand Ballroom A, 5th Floor*

1:15 – 2:15 pm

**Concurrent Sessions**

- **Sale Leaseback, Built to Suit, Who Owns The Asset?**

*Location: Salon B*

This session will provide an overview of the application of the ASC 842 Lease Accounting and ASC 606 Revenue Recognition rules to transactions where the sale leaseback and asset control provisions may apply. The relevant guidance will be reviewed including, but not limited to, determining criteria for sale recognition, specific changes for real estate assets vs equipment assets, the effects of repurchase options, gain or loss recognition, accounting for failed sales, considerations of ownership for assets under construction in build to suits and asset purchasing contexts, etc. The session will illustrate the types of arrangements where the sale leaseback rules will apply and the expected impacts of those rules.

*Session Leaders:*

**Jay Wilensky**

Chicago Freight Car Leasing Co, a Sasser Family Holdings Company  
VP – Accounting and Finance

**Brian Wilson**

Banc of America Global Leasing  
Director - Leasing

**Amie Sweeney**

CBRE Corporate Capital Markets  
Vice President

- **CECL**

*Location: Salon E*

This session will provide a quick review of CECL guidance (ASC 326) and share perspectives and lessons learned from companies that have adopted the standard over the past few years. The discussion will include a focus on changes that have occurred as certain

pandemic related impacts have eased and businesses evaluate the go forward approach to their models. The presentation will also include updates from the standard setters related to troubled debt restructurings and vintage year disclosures (ASU 2022-02).

*Session Leaders:*

**Derrick Prine**

John Deere Financial  
Controller, US & Canada

**Steven Pinamonti**

IBM Financing  
Senior Manager - Technical Accounting

**Brian Brandenburg**

Director - Accounting Advisory Services  
KPMG

2:15 – 2:30 pm

**Refreshment Break/ Exhibits Open**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

2:30-3:30 pm

**Concurrent Sessions**

- **ASC 842 – Navigating the ‘Day 2’ Accounting Considerations for Lessees**  
*Location: Salon B*

After the adoption of ASC 842, companies still need to navigate the ongoing lease accounting requirements. This requires understanding the accounting requirements as well as having processes and controls in place. The purpose of this session is to share thoughts and perspectives about the ‘Day 2’ accounting and process considerations when accounting for changes to leases, with the primary focus being (1) lease reassessment events, (2) ROU asset impairment and abandonment, (3) lease modifications, and (4) applicability of ASC 420 post

adoption of the new guidance.

*Session Leaders:*

**Kristi Marks**

Deloitte  
Senior Manager

**Kyle Elken**

DLL  
Controller

**Jeremy Simons**

Ernst & Young LLP  
Partner

- **Tax Update**

*Location: Salon E*

Certain tax laws have entered a scheduled change commencing this year and are also scheduled to change next year. Additionally, much discussion in Congress is focused on alternative energy tax incentives and investments in such assets are becoming more prevalent. This session will review the scheduled changes, touch upon the economics of them and introduce the evolving landscape of the Tax Code as it pertains to financing investments.

*Session Leader:*

**Joe Sebik**

Siemens Financial Services  
Director – Tax Reporting

3:30 – 4:00 pm

**Refreshment Break/Exhibits Open**

*Location: Grand Foyer, 5<sup>th</sup> Floor*

4:00 – 5:15 pm

**General Session  
ISSB**

*Location: Salon C*

*Session Leader:*

**John Bober**

Chair, ELFA Financial Accounting Committee  
Managing Member  
IXL Lease Advisory, LLC

**Max Le Merle**

International Sustainability Standards Board  
Technical Staff

5:15 – 6:45 pm

**Hosted Reception/Exhibits Open**

*Location: Grand Foyer, 5th Floor*

**WEDNESDAY, SEPT. 14**

7:00 – 8:00 am

**People Power Breakfast**

*Location: Grand Chenier, 5th Floor*

Breakfast Leaders:

**Sumeet Puri**

Caterpillar Financial Services Corporation  
Controller and Principal Accounting Officer

**Sheila Oliver**

John Deere Financial  
Global Product Manager, Retail Product Families

7:00 - 8:00 am

**Continental Breakfast/Exhibits Open**

*Location: Grand Foyer, 5th Floor*

8:00 - 9:15 am

**General Joint Session**

**Next Generation Innovation in A/R and A/P?**

*Location: Grand Ballroom C, 5th Floor*

Disruptive technologies, increased client expectations and ever evolving fraud threats are transforming the payments world. The paradigm shift offers both threat and opportunity. Join a panel of industry leaders and experts as we unpack the possibilities technology provides in the worlds of accounts receivable and accounts payable. Additionally, take a look into the future of this space as the panel unravels the accounting, operational and technology impact of cryptocurrency on the equipment finance industry.

*Discussion Leaders:*

**Scott Nelson**

Tamarack Technology, Inc.  
Chief Digital Officer

**Jeff Lezinski**

Odessa Technologies  
SVP, Solutions Architecture

**Deborah Reuben**

TomorrowZone  
CEO and Founder

**Anirban Basak**

FortifiD

**David Schwietz**

Technology and Strategy Consultant

9:15 - 9:30 am

**Refreshment Break/Exhibits Open**

*Location: Grand Foyer, 5th Floor*

9:30 - 10:45 am

**Concurrent Sessions**

- **Lease & Loan Pricing – Advanced**

*Location: Grand Salon B*

This session is a continuation of Lease & Loan Pricing – Basics. It will cover the most often used advanced concepts in lease and loan modeling and pricing and from the lessor perspective, including the impacts of taxes.

Topics will include all after-tax pricing methodologies, targeted returns, true leases, synthetic leases, quasi leases, renewable energy and municipal (tax-exempt) lease pricing.

Questions to be addressed:

- What factors need to be considered in after-tax pricing?
- What are the tax laws considered in lease pricing?



*Session Leaders:*

**Scott Thacker**

Ivory Consulting Corporation  
Chief Executive Officer

**Joe Sebik**

Siemens Financial Services  
Director – Tax Reporting

- **Business Trends That Impact Your Business Model**

*Location: Grand Salon C*

Our current business environment is changing, with labor shortages, supply chain issues, inflation along with other economic trends having a direct impact on our business models. Shawn Halladay will lead a discussion on how these issues are affecting companies in our industry as well as their near- and long-term implications.

*Session Leader:*

**Shawn Halladay**

Pitney Bowes Bank  
Chief Financial & Operating Officer

during the conference (e.g., revenue recognition, lease accounting, CECL) and (2) the expectation of the external auditor when it comes to auditing the initial adoption and continued application of the new accounting standards.

*Session Leaders:*

**Jeff Lezinski**

Odessa Technologies  
SVP, Solutions Architecture

**Tim Kolber**

Deloitte  
Managing Director | Accounting Advisory & Transformation Services

**Marc Jerusalem**

PWC  
Director, Accounting & Consulting Services

**Jeremy Simons**

Ernst & Young LLP  
Partner

10:45 – 11:00 am

**Refreshment Break/Exhibits Open**

*Location: Grand Foyer, 5th Floor*

11:00 am – 12:00 pm

**General Session**

**Ask the Accountant: Addressing Those Burning Accounting and Audit-Related Questions!**

*Location: Grand Salon C*

After more than two and a half days of operational and accounting discussion at this conference, there are certainly a number of open questions that participants may have on their minds. This session will provide conference attendees the opportunity to ask the accounting firm professionals any questions that are lingering about (1) the application of the new accounting standards that were discussed