

Equipment Management Conference & Exhibition

February 26-28, 2023 - Orlando World Center Marriott - Orlando, FL

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SUNDAY, FEBRUARY 26th

7:30 – 8:30 am

ELFA Golf Tournament Continental Breakfast

Location: Hawk's Landing Golf Clubhouse

8:30 – 2:30 pm

ELFA Golf Tournament (Shotgun Start)

Location: Hawk's Landing Golf Club located on hotel grounds.

Longest Drive Competition Sponsored by



2:30 – 7:30 pm

Conference Registration Desk Open

Location: Grand Registration Desk, Grand Ballroom Foyer

4:00 – 5:00 pm

Newcomer Reception

Location: Falls Fireplace, outdoors near pools

Calling all First Time Attendees! This is a great opportunity to meet with the Conference Planning Committee and fellow First Timers. No need to be intimidated, this is the event for those who are new! *No additional fee to attend this event.*

5:00 – 7:00 pm

Opening Reception/Exhibits Open

Location: Grand Ballroom, Salon 7

Join your fellow conference attendees for a fantastic start to the conference! Mix and mingle with new and long-time friends while visiting with our fantastic exhibitors. Lite fare will be served with an open bar. *This event is included with all conference registrations.*

7:00 pm

Dinner on your own

MONDAY, FEBRUARY 27th

7:45 am – 6:30 pm **Conference Registration Desk Open** *Location: Grand Registration Desk, Grand Ballroom Foyer*

7:45 – 8:45 am **Continental Breakfast /Exhibits Open** *Location: Grand Ballroom, Salon 7*
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8:45 – 9:30 am **OPENING GENERAL SESSION – Top Ten Equipment Acquisition Trends**
Location: Grand Ballroom, Salon 8

Welcome Remarks

Presenter:

THOMAS HARFORD

SVP, Equipment Management Group

Wells Fargo Equipment Finance

Chair, ELFA Equipment Management Committee

Top Ten Equipment Acquisition Trends

Presenters:

RALPH PETTA

President & Chief Executive Officer

Equipment Leasing and Finance Association

ROBERT C. NEAGLE

President & CEO

Finova Capital, LLC

Chair, ELFA Board

9:30 – 9:45 am **NETWORKING BREAK - EXHIBITS OPEN** *Location: Grand Ballroom, Salon 7*

9:45 – 10:45 am **GENERAL SESSION – What's Hot? What's Not in Equipment Leasing & Finance?**
Location: Grand Ballroom, Salon 8

2023 is shaping up to be a difficult year, as the economy is expected to decline. Businesses in the U.S. will be dealing with high inflation, and interest rates that will stress many equipment sectors. 'Black Swans' related to geopolitical actions, could also challenge global economies, which could negatively impact the outlook. In addition, supply chain problems still persist but to a lessening degree. The annual rate of equipment and software spending is forecast to decline, but what are the drivers, and in which areas?

Receive answers to such questions as, "How much will the economy change in 2023, how long will high inflation continue, 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 and interest rates on certain 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; regulations; 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 - EXHIBITS OPEN** *Location: Grand Ballroom, Salon 7*

11:00 am – 12:00 pm **GENERAL SESSION – Supply Chain Issues Related to Trucks, Tractors and Trailers**
Location: Grand Ballroom, Salon 8

Presenter:

ANDREW VERING

Director of Appraisal Services
Taylor & Martin Appraisals

STEVE OLIVER

National Director of Sales
Taylor & Martin Appraisals

12:00 pm **Box Lunch for All Attendees** *Location: Grand Ballroom, Salon 7*

12:45 pm **Buses Load for Off-Site Tours** *Location: Courtyard Terrace Drive*

12:45 – 5:00 pm **Off-Site Tours**

• **Ritchie Bros. Auction Site Tour**

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Ritchie Bros. invites you to attend and participate in a hands-on equipment valuation experience featuring a diverse selection of construction, transportation, material handling and industrial equipment. The tour will take place at RB's 220-acre facility only 15 minutes from the conference hotel and will offer every attendee the opportunity to interact with the equipment being inspected and engage directly with each advisor. Don't miss this fantastic experience - 220-acres of the largest equipment auction in the world!

This tour will take place outdoors, please dress appropriately. No open-toed shoes allowed. Attendees must ride in the provided transportation to participate. No limit to registrations. Registration required by February 20, 2023.

Moderator:

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency Management
Ritchie Bros.

• **Tour of Port Canaveral**

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Construction Oversight • General Condition Surveys
Safety Inspections • Trip & Tow Surveys • Subchapter M Auditors

North American Marine Consultants is offering a unique opportunity to visit Florida's Space Coast from a different point of view! Participants will be taken via charter bus to Port Canaveral, where they will board two crew boats and embark on an approximately 45-minute tour. During the tour, participants will get a close-up view of a SpaceX recovery barge and hopefully a used rocket booster, multiple cruise ship terminals with several docked cruise ships, and the Trinity Marine Basin and submarine base (and with a little luck, maybe an operating submarine). Also visible along the way will be multiple marine terminals, NASA and Space Force Port facilities.

The tour can accommodate up to 30 people, and reservations are expected to fill quickly! Comfortable clothes and shoes that you don't mind getting a bit dirty are recommended. Total trip duration is approximately 3 hours (Resort to Port Canaveral and back). *No open-toed shoes allowed. All attendees must ride in the provided transportation to participate. Limited to 30 attendees only. Registration closes on February 20, 2023, or when registration limit has been reached. A waitlist will be available.*

Moderators:

LAURA GRILL
VP, Asset Management
Truist Equipment Finance Corp.

KEITH WEBER
North American Marine Consultants

CASEY HERSCHLER
North American Marine Consultants

4:30 – 5:30 pm **Buses Return**

Location: Courtyard Terrace Drive

5:30 – 7:00 pm **Hosted Reception/Exhibits Open**

Location: Grand Ballroom, Salon 7

Join your fellow conference attendees for a fantastic welcome to the conference! Cocktail reception with hors d'oeuvres and open bar throughout the evening. Take some time to visit the amazing exhibitors and make new friends and connections at this fun event!



7:30 pm **Dinner on your own**

TUESDAY, FEBRUARY 28th

7:45 am – 6:30pm **Conference Registration Desk Open** *Location: Grand Registration Desk, Grand Foyer*

7:45 – 8:45 am **Continental Breakfast/Exhibits Open** *Location: Grand Ballroom, Salon 7*
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8:45 – 10:00 am **KEYNOTE GENERAL SESSION - Future Equipment Technologies and What is Holding Us Up from Getting There**

Location: Grand Ballroom, Salon 8

Welcome

THOMAS HARFORD
SVP, Equipment Management Group
Wells Fargo Equipment Finance
Chair, ELFA Equipment Management Committee

ANTHONY GORDON
Manager of Asset Management
Farm Credit Leasing

Future Equipment Technologies and What is Holding Us Up from Getting There



CURT BLADES
SVP, Industry Sectors & Product Leadership
Association of Equipment Manufacturers (AEM)

Everyone wants to know what the future holds and possibly, what technology is just ahead. Join Curt Blades, Senior Vice President of Industry Sectors & Product Leadership for the Association of Equipment Manufacturers (AEM) for a discussion of valuable information and shared insights on where the equipment industry is headed.

If one thing's for sure, the equipment industry is ripe for disruption – can we all say “Supply Chain Issues” - and those companies willing to embrace that idea are poised for benefit the most. Join over 300 attendees as Curt Blades speaks on the “Future Equipment Technologies and What is Holding Us Up from Getting There”, including supply chain issues and details straight from the manufacturers in the know!

10:00 – 10:15 am **NETWORKING BREAK - EXHIBITS OPEN**

Location: Grand Ballroom, Salon 7

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 – Electric Vehicles**

Location: Grand Ballroom, Salon 8

Presenters:

JOE SANTORA

Managing Partner
Irontrax

JAMES FULLERTON

Equipment Manager
DLL

NICHOLAS COSCIA

Equipment Manager, Asset Management
Americas CT&I
DLL

11:15 – 11:30am **NETWORKING BREAK**

Location: Grand Ballroom Foyer

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

Location: Grand Ballroom, Salon 8

Panelists:

RAFFI AHARONIAN

Managing Director
Rouse Services LLC

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency Management
Ritchie Bros.

JOE SANTORA

Managing Partner
Irontrax

12:30 – 1:45 pm **General Luncheon**

Location: Siro Restaurant

1:45 – 2:45 pm **CONCURRENT TRACKS (3 Sessions to Choose from)**

• **Renewables**

Location: Grand Ballroom, Salon 6

Come join an interactive discussion about renewable energy financing with our panel of experts. We will focus on solar projects with a team of specialists involved in putting a solar transaction together – the sponsor, the operation & maintenance provider, and the appraiser. We will discuss the equipment, the manufacturers, the economics behind the projects, government incentives, tax benefits, lease residuals, the independent engineering report, the appraisal and other critical topics. This is an industry that is maturing rapidly and will continue to be a growing investment opportunity for those prepared. As an Equipment Manager, this is a chance to look beyond the surface and develop a more holistic view of these projects. Come with your curiosity, bring your questions, and share your thoughts and ideas with the group.

Presenters:

JAMES MERZ

SVP – Head of Equipment Management
Fifth Third Bank, National Association

KELLY LANE

Senior Vice President, Asset
Management
BciCapital, Inc. (BciC)

DOUGLAS SIMON

Senior Vice President, Head of Asset
Management
M&T Bank Corporation

PETER LEWIS

Principal
Next Summit Group

MARK MILLER

Senior Vice President, Business Development
Bay4 Energy Services

GARY DURDEN

Partner and Managing Director
CohnReznick Capital

- **The Post-COVID Medical Device Market**

Location: Grand Ballroom, Salon 5

As the healthcare market emerges from COVID and supply chain disruption ebbs, we'll hear from three leaders in medical device remarketing discuss trends in life science and instrumentation, surgical and imaging. This program will be geared towards both the medical device novice and those who specialize in healthcare equipment.

Presenters:

ROBERT HERB

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

BEN RICE

Head of Sales, Big Iron Equipment
Probo Medical

BRYAN BIDDULPH

President
MYCO Instrumentation, Inc.

TOM RICKARDS

Equipment Portfolio Manager
DLL

BRIAN SINGER

Chief Commercial Officer
AA Medical

- **Round Table Discussions**

Location: Grand Ballroom, Salon 2&3

What are the 3 biggest things you are worried about in Marine, Food & Ag, Office Products and Compliance/Reputational Risk? Come to this roundtable discussion to discuss your ideas and those of fellow attendees. Topics will be discussed individually at tables of 10 participants. Move around to different topics or continue with one conversation the whole hour. Each discussion will be led by a facilitator. This interactive discussion environment is sure to bring out amazing ideas and great take-a-ways.

**Table #1 – Marine**

Facilitated by: **KEVIN SENSENBRENNER**

SVP, Senior Managing Director,
Head of Asset Management
Stonebriar Commercial Finance

**Tables #4-7 - Compliance – Reputational Risk**

Facilitated by:

ANDREW PACE

Chief Client Experience Officer
Asset Compliant Solutions (ACS)

**Table #2 - Food & Ag Table**

Facilitated by: **ANTHONY GORDON**

Manager of Asset Management
Farm Credit Leasing

WADE WHITENBURG

Strategic Accounts: Finance & Insolvency
Management
Ritchie Bros.

**Table #3 - Copiers – Office Products**

Facilitated by: **ROBERT MERCOGLIANO**

SVP, Head of Asset Management
PEAC Solutions

MIKE SMITH

President & CEO
RTR Services, Inc.

PHILIP HOUSER

Director, Asset Management
First Citizens Bank

2:45 – 3:00 pm

NETWORKING BREAK

Location: Foyer of Salon 4

3:00 – 4:00 pm

CONCURRENT TRACKS (3 Sessions to Choose from)

- **Current Status of the Rail Industry**

Location: Grand Ballroom, Salon 6

This session will discuss 2022 performance and 2023 forecasts for the Rail Industry. Speakers will also explore railcar valuations, potential problems and solutions, and there will be time at the end of the session for Q&A.

Presenters:

THOMAS MONROE

SVP, ATEL Equipment Services
ATEL Capital Group

PAT MAZZANTI

President
Railroad Appraisal Associates

DOUGLAS SIMON

Senior Vice President, Head of Asset Management
M&T Bank Corporation

- **What's Up in Material Handling and Lithium Batteries: Where is the Battery Industry Headed and Why Lithium Ion is Becoming More Popular**

Location: Grand Ballroom, Salon 5

This session will provide attendees with an overview of MHE, what is happening with equipment new and used, where we should be looking to set RV's and what changes we might expect. We will also present a discussion on lithium battery technologies and its advantages, as well as the regulations, trends, the EOL market and what you need to know.

Moderators:

PHILIP HOUSER

Director, Asset Management
First Citizens Bank

JANE RETHMEIER

CEO
Harbor Capital Leasing, Inc.

Speakers:

JOSEPH JOYCE

Vice President of Purchasing
Russell Equipment Company

STEVE FEINBERG

Blue Water Battery
with **MAXIM KHABUR** of OneCharge and
BOB RICHARD of Hazmat Safety

- **Machine Tools**

Location: Grand Ballroom, Salon 4

Presenters:

ADAM HERMAN

VP, General Counsel
Prestige Equipment Corporation

KEVIN TOYE

Senior Vice President
Bank of America Global Leasing

KIM KHOURY

Certified Equipment Appraiser
Action Machinery Consulting, LLC

6:00 – 8:00 pm

Closing Reception & Casino Night
Sponsored by Equipment Placement Services

Location: Grand Ballroom, Salon 7

Come join your friends and colleagues for an evening of fun and games at our Casino Night. Try your hand at blackjack, roulette and Texas Hold 'Em. Lite fare will be served with an open bar. *This event is included with your conference registration fee.*



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