

## PRELIMINARY SCHEDULE OF EVENTS

### Sunday, March 3

9:45 – 10:30 am

#### Golf Registration

Location: Conrad, Florida Course

9:45 am – 10:15 am

#### Shuttle Bus Pickup for Golfers

Location: Hotel Main Entrance

10:30 am – 3:00 pm

#### Golf Outing

Location: Conrad, Florida Course

5:30 – 7:30 pm

#### Roundtable Registration

Location: Plumeria

6:00 – 6:30 pm

#### Chairman's Forum

#### Q&A with ELFA's New CEO,

#### Leigh Lytle

Location: Plumeria



#### ROBERT BOYER

Equipment Finance Group  
President First Commonwealth  
Equipment Finance, a division of  
First Commonwealth Bank  
Chair of Board, ELFA



#### LEIGH LYTLE

ELFA  
President and CEO

6:30 – 7:15 pm

#### Hosted Reception

Location: Beachberry Terrace

7:15 – 8:45 pm

#### Hosted Dinner

Location: Beachberry Terrace

### Monday, March 4

7:30 – 8:30 am

#### Roundtable Registration

Location: Plumeria

7:30 – 8:30 am

#### Hosted Breakfast

Location: Beachberry Terrace

8:30 – 10:00 am

#### Opening Remarks and Keynote

Location: Plumeria

#### 2024 Forecast for Equipment Investment and Key Drivers of Growth



Speaker:

#### ROBERT WESCOTT, Ph.D.

President  
Keybridge Research LLC

10:00 – 10:30 am

#### Refreshment Break

## PRELIMINARY SCHEDULE OF EVENTS

10:30 – 11:30 am

**Federal Regulatory:  
1071 Discussion**

*Location: Plumeria*

**ANDY FISHBURN**

VP, Federal Government Relations  
ELFA

**MIKE JONES**

President, Equipment Finance  
First Citizens Bank Equipment Finance

**JAYMA SANDQUIST**

Chief Marketing Officer, SVP JDF US & CA  
John Deere Financial

**ADRIAN HEBIG**

Chief Corporate Development Officer  
Channel

12:00 – 1:30 pm

**Hosted Luncheon**

*Location: Beachberry Terrace*

1:30 – 2:45 pm

**Keynote Speaker**

*Location: Plumeria*



**TIM ALBERTA**

Staff Writer for the Atlantic,  
Former Chief Political  
Correspondent for POLITICO

2:45 pm – 3:00 pm

**Refreshment Break**

3:00 – 4:00 pm

**Decoding History: Uncovering Insights  
for a Sustainable Future for the  
Equipment Finance Industry**

*Location: Plumeria*

**BOB WAX**

Co-President  
Kingsbury Wax Bova, LLC

**RICK REMIKER**

Vice Chairman  
The Alta Group

**MIKE JONES**

President  
First Citizens Bank Equipment Finance

**DAVE FATE**

Founder & CEO  
Stonebriar Commercial Finance

4:00 – 4:15 pm

**Refreshment Break**

4:15 – 5:15 pm

**AI's Current and Future Role in  
Equipment Finance**

*Location: Plumeria*

Explore the transformative power of Artificial Intelligence (AI) across our industry. As we stand on the cusp of a digital revolution, understanding the nuanced role of AI is paramount for steering our companies towards unprecedented growth and innovation. This session aims to demystify the rapid advancements in AI technology, offering a clear perspective on its practical applications today and its potential to reshape our industry's future.

## PRELIMINARY SCHEDULE OF EVENTS

Join us as we unpack real-world AI use cases already happening across equipment finance. Learn from examples from other sectors to broaden our thinking about new possibilities for our industry.

Gain insights on the capabilities of AI not just as a technological tool, but as a strategic asset to reshape the way we approach leasing and financing operations across the lifecycle.

### **DEBORAH REUBEN**

CEO & Founder  
TomorrowZone

### **JEFF BILBREY**

CEO  
Leasepath

5:15 – 6:00 pm

### **Hosted Reception**

*Location: Beachberry Terrace*

### **Dinner on Your Own**

## **Tuesday, March 5**

8:00 - 9:00 am

### **Hosted Breakfast**

*Location: Beachberry Terrace*

9:00 – 11:30 am

### **Keynote Speaker and Workshop Leader**

*Location: Plumeria*

### **Leading Innovation & Effective Culture Change**



### **DR. JONAH BERGER**

Expert on Innovation,  
Disruption,  
and Change  
Wharton School at the  
University  
of Pennsylvania

11:30 – Noon

### **Roundtable Wrap-Up**

*Location: Plumeria*