

EQUIPMENT MANAGEMENT

Conference & Exhibition



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SUNDAY, FEBRUARY 23rd

6:00 – 7:00 am **Breakfast for Golfers**
Location: Marquis Ballroom Foyer

6:45 am **Shuttle Departs for Golfers** (Course is 3-minute shuttle ride from hotel)
Location: Marquis Ballroom Foyer & Parking Lot

7:00 – 7:30 am **Golf Tournament Check-In**
Location: TPC Las Vegas Golf Club

7:30 am – 12:00 pm **ELFA Golf Tournament** (Shotgun Start)
Location: TPC Las Vegas Golf

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2:30 – 7:00 pm **Conference Registration**
Location: Marquis Ballroom Foyer

4:00 – 5:00 pm **Prodigy Program & Newcomer Reception**
Welcome First-Time Attendees and New Talent in the Equipment Management Industry! This reception is JUST FOR YOU! This is a great opportunity to meet with the Conference Planning Committee, fellow First Timers and those new to the industry. *No additional fee to attend this event.*
Location: Cascade at the Promenade

Hosts & Current Prodigy Program Associates:

LACEE GASSMAN

Global Strategic Asset Specialist
DLL

&

MARTIN LANG

VP. Sr. Asset Manager
BMO Harris Bank

RILEY NEMETH

Senior Asset Manager
Wintrust Commercial Finance

ALEX OHANESSIAN

VP of Asset Management – IMH
Insight Investments, LLC

5:00 – 7:00 pm

Opening Reception/Exhibits Open

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.*

Location: Marquis Ballroom

MONDAY, FEBRUARY 24th

7:30 am – 6:00 pm **Conference Registration Open**

7:15 – 8:15 am **Continental Breakfast in Exhibit Hall**

Breakfast Sponsored by



8:15 – 9:30 am **OPENING GENERAL SESSION – Supply Chain Management, Issues & Solutions**

Welcome Remarks

Presenter:

ROB HERB

Head of Global Asset Management
DLL
Chair, ELFA Equipment Management Committee

ELFA Investing Forward

Presenter:

JAMES CRESS

Vice President & General Manager
Flex Financial, Stryker
Chair, ELFA Board

Supply Chain Management, Issues & Solutions

Moderator:

TONY GORDON

Manager of Asset Management
Farm Credit Leasing

Speaker:

DARYL THEIS

Head of Sales & Marketing
CLAAS of America

9:30 – 9:45 am **Networking Break & Exhibits Open**

9:45 – 10:45 am **GENERAL SESSION – AI in Equipment Management – What It Is, What It Isn't, and How to Use It**

Artificial Intelligence (AI) is transforming industries, but what does that really mean for equipment managers? In this interactive session, we'll break down the fundamentals of AI—what it is, what it can do, and where its limitations lie. We'll separate the hype from reality and explore practical applications tailored for equipment management. The session will conclude with a live demonstration, showcasing how AI can be integrated into daily operations to streamline decision-making, improve efficiency, and drive better asset utilization. Don't miss this opportunity to see AI in action and learn how to make it work for you.

Moderator:

JOE SANTORA
Managing Partner
Irontrax

Speaker:

JEFF DENNIS
Founder and CEO
TRNSFRM

10:45 – 11:00 am **Networking Break & Exhibits Open**

11:00 – 12:00 Noon **GENERAL SESSION – Trucks & Trailers**

This session will explore the North American commercial vehicle market, analyzing the key factors driving demand and the impact of equipment supply. The discussion will also cover industry trends, the used equipment market, and advanced analytics of used equipment. Gain valuable insights and stay ahead in this dynamic market – don't miss this opportunity!

Moderator:

KELLY LANE
Senior Managing Director, Head of Asset Management
Ansley Park Capital

Speaker:

ROBERT SLAVIN
Senior Valuation Analyst
Ritchie Bros.

STEVE TAM
Vice President
ACT Research Co.

12:00 Noon **Boxed Lunch with Exhibitors**

12:30 – 4:00 pm **Ritchie Bros. On-Site Equipment Tour**

This tour will take place outdoors, onsite at the hotel, please dress appropriately. No limit to registrations.

Organizer:

WADE WHITENBURG
Strategic Accounts: Finance & Insolvency Management
Ritchie Bros.

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Auctioneers

5:00 – 6:30 pm

Hosted Reception/Exhibits Open

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!

TUESDAY, FEBRUARY 25th

8:00 – 9:00 am

Continental Breakfast/Exhibits Open

9:00 – 10:00 am

KEYNOTE GENERAL SESSION – 2025 Economic Outlook

Welcome Remarks

Presenter:

ROB HERB

Head of Global Asset Management

DLL

Chair, ELFA Equipment Management Committee

2025 Economic Outlook



JOEL L. NAROFF, Ph.D.

President & Founder
Naroff Economics LLC

Joel is an economic advisor and consultant with banks on asset/liability, economic growth and risk issues as well as corporations on economic risk. His style is high energy, enjoyable, entertaining and you will take away knowledge that will help you in your business decision making and planning for 2025.

10:00 – 10:15 am

Networking Break & Exhibits Open

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

10:15 am

Exhibit Hall Closes

10:15 – 11:15 am

CONCURRENT TRACKS – 60 Minute Sessions

- **Construction & Mining - Technology Track**

In this session, we will delve into the essential facets of the construction equipment market. Attendees will gain valuable insights into the latest events and trends affecting new and used construction equipment. Key topics will encompass a comprehensive market overview, cutting-edge technological advancements, supply chain dynamics, and future outlook.

Presenters:

NICK COSCIA

Equipment Manager, Asset Management Americas CT&I
DLL

ALEX OHANESSIAN

VP, Asset Management – IMN
Insight Investments, LLC

JIM RYAN

Sales Manager
Sandhills Global

VINCE LORENZ

Director, Fleet & Valuations
NCI

• **Marine – Transportation Track**

Current Blue & Brown Water Jones Act Currents

Moderators:

LAURA GRILL

VP Asset Management
Truist Equipment Finance Corp.

GEOFF WALSH

Vice President, Equipment Management
Wells Fargo Equipment Finance

Presenters:

ANDREW HOLTHAUS

Executive Vice President
Heartland Barge

CAPT. CASEY HERSCHLER

President
North American Marine Consultants

Navigating the International Maritime Market: Different Longitudes with Jones Act Market

Presenter:

BASIL KARATZAS

CEO
Karatzas Marine Advisors & Co.

• **Machine Tools & Plastics – Industry Track**

Presenters:

RILEY NEMETH

Senior Asset Manager
Wintrust Commercial Finance

MARTY LANG

VP, Sr. Asset Manager
BMO Harris Bank

KEN HEYSE

Managing Director
Plastics One Asset Advisors, LLC

DAN OSTERHOUT

Vice President of Asset Recovery
Revelation Machinery LLC

11:15 – 11:30 am **Networking Break**

11:30 – 12:00 pm **CONCURRENT TRACKS – 30 Minute Sessions**

- **Attracting Talent and Making Asset Management a Destination in Your Company - Education Track**

The education track will focus on innovative strategies for attracting top talent, creating pathways for career growth, and positioning asset management as a key professional destination within organizations.

Presenters:

ANDREW PACE

Chief Client Experience Officer
Asset Compliant Solutions (ACS)

BRUCE BRANDON

VP, Indirect Business Development and Training
TCS Equipment Finance, LLC

MATTHEW HIEBER

SVP, Asset Management Leader
EverBank Vendor Equipment Finance

- **Liquidation of a Hospital – Technology Track**

Presenter:

ROB HERB

Head of Global Asset Management
DLL
Chair, ELFA Equipment Management Committee

TOM RICKARDS

Equipment Portfolio Manager, HC Americas
DLL

BRAD TIVIN

Director of Business Development
Centurion Service Group, LLC

ROSS ETTIN

Senior Vice President
Centurion Service Group, LLC

- **Aircraft & Helicopters – Transportation Track**

Presenter:

DENNIS BOLTON

Head of North America Equipment Finance
Gordon Brothers Equipment Finance

CHAD ANDERSON

Chief Executive Officer and Board Member
Jetcraft

- **State of Alternative Power – Industry Track**

Learn about the dynamic alternative energy market, where rapid growth meets cutting-edge innovation! Discover the latest trends and advancements driving us towards a sustainable future. Learn valuable pointers for assessing deals and making informed decisions as asset managers.

Presenters:

ANNIE WEETS

End of Lease Manager
US Bancorp Business Equipment Finance

LACEE GASSMAN

Asset Management – Commercial, Training and Reporting Coordinator
DLL

ALEX OHANESSIAN

VP, Asset Management – IMN
Insight Investments, LLC

PATRICK HINEY

Equipment Portfolio Manager, Asset Management, Energy Transition
DLL

12:00 – 1:30 pm **General Luncheon**

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1:45 – 2:30 pm **CONCURRENT TRACKS – 45 Minute Sessions**

• **Asset Management in Equipment Leasing – Education Track**

This session explores the critical role of asset management in equipment leasing, focusing on an asset manager's key responsibilities, and strategies around valuation, lifecycle monitoring, lease maturities management, and risk mitigation. Setting residual values, asset/market due diligence, appraisals, exit strategies, and strategies for developing transaction structures that balance risk and return will be discussed.

Presenters:

JORDAN GRU

Equipment Management Officer
Bank of America Global Leasing

JAMIE MERZ

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

KEVIN SENSENBRENNER

SVP, Senior Managing Director, Head of Asset Management
Eldridge Capital Management

MIKE SMITH

President & CEO
RTR Services, Inc.

• **IT / Software – Technology Track**

In this session, Tim Farrow will cover a range of topics, including the current state and trends in the IT hardware market, the impact and opportunities arising from AI and other technological advancements, trends in the secondary market and residual values, and best practices for managing lease returns.

Presenters:

TIM FARROW

Chief Operating Officer
Apto Solutions

PHIL HOUSER

Director, Asset Management
First Citizens Bank Equipment Finance

ROSEANNE NEILL

Director, VP, Equipment Management

- **Top 15 Gainers and Losers in the Current Rail Fleet** – *Transportation Track*

The car types that have seen gains and losses from January 2024 to January of 2025, and why they have increased or decreased.

Presenters:

GEOFF WALSH

Equipment Manager
Wells Fargo Equipment Finance

DOUG SIMON

SVP, Head of Equipment Management
M&T Bank Corporation

JOHANNA BIGGS

Accredited Senior Appraiser
Biggs Appraisal

- **Material Handling – A return to normal, when and at what level?** – *Industry Track*

The session will be a recap of the post-Covid MHE market - what got us here and what can we expect in 2025 and 2026. Michael Russell will discuss current market trends, manufacturers' strategy, specific asset classes that are hot or still depressed along with an update on lithium-ion batteries.

Presenters:

TOM MONROE

SVP, ATEL Equipment Services
ATEL Capital Group

PHIL HOUSER

Director, Asset Management
First Citizens Bank Equipment Finance

LACEE GASSMAN

Asset Management – Commercial, Training and Reporting Coordinator
DLL

MIKE RUSSELL

President & CEO
Russell Equipment Company

2:30 – 2:45 pm **Networking Break**

2:45 – 3:30 pm **CONCURRENT TRACKS – 45 Minute Sessions**

- [Cond't] **Asset Management in Equipment Leasing** – *Education Track*

Presenters:

JORDAN GRU

Equipment Management Officer
Bank of America Global Leasing

JAMIE MERZ

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

KEVIN SENSENBRENNER

SVP, Senior Managing Director, Head of Asset Management
Eldridge Capital Management

MIKE SMITH

President & CEO
RTR Services, Inc.

• **Changing MFP Market – Technology Track**

The session will begin with a discussion on new MFP device placements, addressing both the current status and forecasted future trends as provided by IDC. Following this, we will shift our primary focus to used MFP equipment. We will explore current trends in the used equipment market, including decreasing revenues, increasing costs for remarketers, changes in the mix of asset segments, geopolitical risks, and scrap/recycling costs and practices. The session will conclude with an open discussion on potential long-term solutions that are mutually beneficial for all vested parties.

Presenters:

ROB HERB

Head of Global Asset Management
DLL
Chair, ELFA Equipment Management Committee

RAJ THADANI

EVP
Ross International

LANCE DICKSON

VP Asset Management
GreatAmerica Financial Services

• **The Grapes of Wrath, Managing Through the Ag Recession – Industry Track**

Moderator:

TONY GORDON

Manager of Asset Management
Farm Credit Leasing

Presenter:

DAVID LORRENS

Remarketing Manager
Farm Credit Leasing

3:30 – 3:45 pm **Networking Break**

3:45 – 4:45 pm **CLOSING GENERAL SESSION - Mastering the Impossible: Creating WOW Moments and Overcoming Challenges Like a Magician**

Closing Remarks with ROB HERB

Head of Global Asset Management
DLL
Chair, ELFA Equipment Management Committee

**Mastering the Impossible:
Creating WOW Moments and Overcoming Challenges
Like a Magician**

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Renowned magician, entrepreneur, YouTube creator, and master of creating the impossible. **Rob**



Anderson brings his unique blend of Las Vegas showmanship and business savvy to the stage with his transformative keynote presentation.

In this unforgettable presentation, Rob will reveal how the mindset of a magician can empower you to:

- Design extraordinary experiences that leave a lasting impact.
- Solve unforeseen challenges with creativity and composure.
- Build stronger teams by unlocking rapport and resilience.
- Navigate the unexpected with flexibility and focus.

Through captivating stories, magic, and actionable insights, Rob will leave you equipped to tackle your toughest challenges and create remarkable results—both within your organization and for your clients. **Experience the magic!**

4:45 – 6:00 pm

Closing Happy Hour

Wrap up your Conference experience in style at our Closing Happy Hour! Join in for an evening of lively conversation and delicious bites as we celebrate the connections and insights gained during the conference. Unwind, network, and create lasting memories amidst the dazzling lights of the Entertainment Capital of the World! *Beverages and lite food will be served. This event is included with your conference registration.*

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