

Leasing...Building Relationships for Life

NAELB Western Regional Meeting

September 5-6, 2008

Hilton Orange County/Costa Mesa

Costa Mesa, California



REGISTRATION INFORMATION



INVITATION



Together with the NAELB, I'd like to invite you to attend the NAELB Western Regional Meeting being held on September 5th and 6th, 2008 at the Hilton Orange County Hotel located in Costa Mesa, California. The hotel is centrally located in southern California and is conveniently located near the John Wayne airport for easy

access by all.

Being successful in today's market is no different than at any other time. We simply have to work smarter. Developing and growing relationships is the first step toward working smarter. First and foremost, it is vital you have a good relationship with someone willing to finance the transactions you develop. Relationships with vendors help drive more business your way. Good relationships with lessees help insure repeat business. Relationships with other brokers can help you learn through their mistakes. Relationships are the cornerstone to success in today's market.

In the past, exhibitors at the regional meetings have been limited to Saturday mornings. This year, the exhibits will be open both Friday afternoon AND Saturday morning. This gives you twice as much time to meet face to face with key individuals. It's an excellent time to put a face to that name at your favorite funding source, or that new broker. Often new relationships established at these meetings determine the future success of your company. Be sure to attend, and take your relationships to that next level.

There will be sessions for those seeking CLP status, brokers wanting to take the ethics test and a special two-hour workshop on Internet Marketing – one of the most well received sessions at this year's annual conference.

Attending this meeting will provide you with the opportunity to build on current relationships or start new ones. However, it's difficult to do so if you don't attend! This year's Western Regional Meeting looks to have a record number of attendees offering more opportunities to meet and develop key relationships for your company. Please join us in Costa Mesa, see what you missed in New Orleans, and get a taste for what's to come in Las Vegas at next year's annual conference.

Norm Malkowski
2008 Western Regional Meeting Chair
Mesa Leasing, Inc.

AGENDA

FRIDAY, SEPTEMBER 5

8:30 a.m. - 7:00 p.m.

Registration

9:00 a.m. – 12:00 p.m.

CONCURRENT WORKSHOPS

Introduction to alaQuote & Advantage 2.0

Jim Buckles, Preferred Business Solutions

Jim Buckles will offer an introductory session on their two lease automation products; alaQuote (on-line lease calculator, quote letter, application submittal and credit release authorization tool) and Advantage 2.0 (upgrade from System 1 Software), which includes contact management, deal tracking and document processing and paperless file storage. This session is geared towards companies considering upgrading their lease management tools and new users that want an overview of these products.

Ethics Test (additional fee will apply)

NAELB Best Practices Broker™ Exam. By passing the NAELB Ethics examination, you can proudly display "Best Practices Broker™" on your letterhead, business cards and brochures.

You must have signed up to take the exam at the time you registered for the regional meeting. You must also be approved to take the exam. No walk-ins will be accepted. (brokers only)

1:00 p.m. – 4:00 p.m.

Advanced alaQuote & Advantage 2.0 Training

Jim Buckles, Preferred Business Solutions

Jim Buckles will demonstrate the latest features of their lease automation products (alaQuote & Advantage 2.0). This session is geared towards existing customers who would like to get the most out of their technology investments. This will also be an excellent opportunity to share ideas on specific uses of these products with your peers.

Why Should I Become a CLP and What Will it Do for Me?

This workshop will not only answer those two important questions, but it will give you valuable insight into the steps necessary to become a Certified Lease Professional. It will explain the materials and special programs available to assist you with your studies and review the subjects covered in the exam. Test your leasing knowledge by taking a short exam covering the subjects in the Body of Knowledge and then review your answers with CLPs.

1:00 p.m. – 4:00 p.m.

Exhibits Open

So many exhibitors, so little time! Not this year! For the first time ever, exhibitors will be available to meet with brokers on Friday and Saturday. This additional time will allow exhibitors to meet with more brokers and focus on developing more rewarding relationships. No need to rush on Friday! They're back in the morning as well from 8:30 a.m. to noon.

6:00 p.m. - 8:30 p.m.

Sponsors Opening Reception

Here's your opportunity to meet with individuals in a more relaxed environment. Use the time to meet with other brokers, funding sources, and the NAELB Board of Directors. Many lasting friendships started in this type of atmosphere have led to very successful financial relationships. Now it's your turn! Introduce yourself!

SATURDAY, SEPTEMBER 6

7:30 a.m. – 3:30 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 12:00 p.m.

Exhibits Open

12:00 p.m. – 1:15 p.m.

Lunch

Sponsored by Presidential Sponsors

1:30 p.m. – 2:30 p.m.

CONCURRENT WORKSHOPS

Interactive Workshop

Ellen Stern, *Law Offices of Ellen Stern*

Discounting and Broker Agreements: (CLP-CPE credit)

What you need to know before you sign either one. On Ellen's panel will be Bob Robichaud with Commerce National Bank representing the funding source and Jamie Kaneshina with the Cambridge Capital Group representing the Lessor / Broker.

Internet Marketing Workshop I – Making Your Website Work for You (CLP-CPE credit)

Christopher DeCaro, *DeCaro Studios*

Andrea DeCaro, *DeCaro Studios*

This session will focus on the benefits of a website, what every website should include, helping people find your website, using your website to communicate to your current and future clients, search engine optimization and the importance of web standards compliance.

2:30 p.m. – 2:45 p.m.

Networking Break

Sponsored by Gold Sponsors

2:45 p.m. – 3:45 p.m.

CONCURRENT WORKSHOPS

Hell or Highwater Marketing (CLP-CPE credit)

Linda Kester, *The Institute for Personal Advancement*

In this informative and interactive workshop you will learn how to grow volume on a shoestring budget. Some of the key points that will be covered are:

- Creating a constant swarming offense
- Integrating e-mail, fax, direct mail and telemarketing
- Developing a multimedia approach
- How to continue marketing even when putting out fires
- E-mail marketing that works
- Using social networking to boost your business

Internet Marketing Workshop II – Email Marketing: Reaching Out to Your Online Audience (CLP-CPE credit)

Gary Graves, *Graves Communications*

This session will focus on the benefits of email marketing and the importance of using a qualified service. It will also touch on how to create a compelling email campaign using appropriate content as well as using tie-ins to traditional marketing strategies tracking click-throughs and forwards with analytics.

HOTEL INFORMATION

Hotel reservations are not included with the registration fee. Hotel reservations for the Hilton Orange County/Costa Mesa, located at 3050 Bristol Street, Costa Mesa, CA 92626, may be made by phoning the hotel at 714/540-7000. Please identify yourself as an NAELB attendee. You may also make reservations online at www.naelb.org by clicking on the hotel photo on the NAELB homepage. Our special meeting rate is \$129 Standard single/double occupancy. The cut-off date for hotel reservations at the meeting rate is Monday, August 18, 2008. After that date, the hotel will honor reservations on a space and rate availability basis.

TRANSPORTATION/PARKING

The Hilton Orange County/Costa Mesa hotel provides complimentary shuttle service to and from the Orange County/John Wayne Airport.

Valet parking is available at the cost of \$20.00 per night with in and out privileges and self parking is available at the reduced cost of \$10.00 per night with in and out privileges.

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As of 7/10/2008

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2008 NAELB WESTERN REGIONAL EXHIBITORS

As of 7/10/2008

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Government Leasing Company
Litehaus Systems, Inc.
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Pawnee Leasing Corporation
Pentech Financial Services, Inc.
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Pioneer Capital Corporation
Preferred Business Solutions
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