



AZELA NEWSLETTER

Volume 2, Issue 5

Next Meeting Wednesday November 2, 2005 5:30 pm

October 7, 2005

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Meeting = Results

Once again our last meeting was voted a success by unanimous decision by board members and attendees. Attendance was unbelievable, despite rain and plodding through rivers in the street. We were all drenched but survivors! Even the Astro's win did not dampen the hometown spirit! We had funders, brokers and service members who met some new contacts that they can use in the lease biz.



Next Meeting

DATE: Wednesday Nov. 2, 2005

Time: 5:30 pm

- Starfire Golf Club
- 11500 N. Hayden RD

Market Opinions

Where is LEASING NOW, My Opinion - By Jeffrey Taylor

Equipment leasing has lost its direction. And, it's no one's fault. Wouldn't you be lost if you had been assaulted for many years by the accounting industry, the U.S. government, Federal regulators, overseas competition. low interest rates and reduced tax benefits. It's a crying shame and I do not like to see my industry suffer.

On November 2, 2005 I plan to give a pep talk at the Arizona Equipment Leasing Association (A.E.L.A.). As a result of my dealing with equipment leasing and real estate leasing issues on a daily basis, I will share with you what makes a truly successor lessor.

Although I have not written my speech or prepared my remarks at this early date, I wanted to give A.E.L.A. and its members a reason to come to the November 2, 2005 event:

- ❖ What's happening with the International Accounting Community and why should I care?
- ❖ What is the near term impact of rising interest rates to equipment lessors?
- ❖ Has our traditionally progressive industry gone conservative?
- ❖ How will real estate leasing issues affect equipment leasing?
- ❖ What is the prognosis for small ticket and middle marketing leasing?
- ❖ What are the majors doing to survive?
- ❖ Should I be afraid of Sarbanes-Oxley?

If you have any issues or question that you want me to focus on please e-mail me at JeffreyArizona@aol.com. I look forward to seeing you next month.

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- Scottsdale AZ 85260
- 480-948-6000

Fee: \$20 payable in advance or at the door. Price includes heavy hors doeuvres and one drink ticket and networking.

SPEAKER: Jeffrey Taylor (published author, "Selling Leasing in a Tough Economy")

RSVP/Registration form to: Nancy Rosenberg, Event Chairperson (480) 813-9386 Fax (480) 8139387

Name	
Company	
Email	
Phone	

Send Check payable to AELA for \$20.00 and send it prior to Quality Financial 226 N. Mondial Dr. Gilbert, AZ 85233

Annual Renewal for Membership is Due

If you have not done so, Send your annual membership \$25 to:

AELA President
 Pat McCann
 Universal Financial
 3021 East Laurel Street
 Mesa, Az. 85213

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Mission Statement

The Arizona Equipment Leasing Association is dedicated to facilitating the advancement and general interests of Arizona's Leasing Industry through organizing and conducting periodic gatherings of Leasing Professionals from all types and sizes of ethical businesses.

Join Today!

Know someone new in the state who ought to be a member? Please forward this newsletter and the application for them to join.

Application for Membership

Company Name: _____

Individual: _____

Address: _____

City: _____

ST: _____

Zip: _____

Email address: _____

Phone: _____

Fax: _____

Other Affiliations (if any) _____

Fee: \$25 payable to AELA (Arizona Equipment Leasing Association)

For more information about meetings, joining, or questions.

Contact any one of the following board members. AELA Board Members:

- | | |
|---------------------|--|
| Patrick McCann | universal5@cox.net |
| Bernice Truszkowski | efl1@prodigy.net |
| Cletus Thiebeau | cthiebeau@valleyofthesunschool.org |
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| Roger Marce | rmarce@leaseplans.com |
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| Patrick Sponsel | patrick.sponsel@sharpelease.com |
| Steve Amrhein | samrhein@leaseplans.com |

Or see us on the web: www.azela.net



DO YOU OR ANY ASSOCIATES SUFFER FROM:

Phobias: a persistent and irrational fear, well maybe not really irrational!

Ephibiphobia- Fear of Teenagers

Ergophobia- Fear of Work

Glossophobia- Fear of speaking in public or of trying to speak

Amaxophobia- Fear of riding in a car

Agateophobia- Fear of Insanity

Caligynophobia- Fear of beautiful women

Epistemophobia- Fear of knowledge

Prosophobia- Fear of progress

And my 2 business favorites:

Chrometophobia or **Chrematophobia**-
Fear of money.

LLisophobia – Fear of Leasing (ok so it is a new one but around for eons!

Steps to Spark Your Creativity and Enthusiasm, Something Great may happen:

1. **Wonderment:** Retain spirit of discovery. Question understanding that others consider obvious – have fun!
2. **Follow** that spark of interest
3. **Intellectual courage** – Strive to think outside accepted principles and habitual perspectives such as “We’ve always done it that way”
4. **Relaxation**-Take time to daydream and ponder, because that is often when the best ideas arise.

Don't Miss this One!

Bernice Truskowski, CLP
AELA correspondent

Summer is over but rates are not falling with the coming of Fall! Now its time to have another outstanding meeting and enjoy your fellow A.E.L.A. members in networking and what should be a lively discussion on the direction of leasing. We are pleased to have Jeffrey Taylor as our guest speaker to discuss the direction or lack of it in the our industry.

Mark your calendars for Wednesday, November 2 when we will have our third meeting of the year at **Starfire Golf Club (Scottsdale Country Club)** 11500N. Hayden RD Scottsdale, AZ 85260 where we will feast on heavy hors doeuvres and liquid refreshments while discussing newest funders and programs out there.

Want to be More Involved?

We can always use additional input or if you'd like to be on the board and involved with the planning, announcements, or decisions please contact any of the board members and volunteer your time, effort, and expertise. Volunteers are always needed.

What's in it for me?

By joining the local association of equipment leasing professionals, you'll receive the opportunity to gain eye to eye contact and relationships with professionals in this industry that you share common issues and concerns with. You'll gain perspectives on the national meetings that you may wish to attend, products and processes that work or haven't worked for other organizations, new funding sources locally and nationally, recognition within your local lending community, contact with leading professionals in the equipment leasing industry. The dues are minimal and the organization's purpose is solely to provide communication venues for the leasing community with in the state of Arizona. Furthermore, if you want input as to the future of the industry, you'll gain immediate attention on a local level many experienced people locally and opportunity to meet funding sources.