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News for Leasing and Finance Professionals

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Thank you to our supporting associations



Message from the President



Marci Slagle, CLFP
Vice President
36th Street Capital

It is hard to imagine that we are already past the first quarter of 2018, this year is flying by. I would be remiss not to touch a little on all of the accomplishments we made in 2017, and how much we have already accomplished in 2018.

The Academy for Lease & Finance Professionals (ALFP) Program has continued to be a resounding success not only in attendance, but in helping more CLFPs than ever pass the exam so that they can utilize the designation. Last year, we held 8 ALFPs all across the country from California to New Hampshire, and many places in between. We ended 2017 with a record-breaking number of 119 new CLFPs, bringing our total to 520 active CLFPs. Already in 2018 we have added another 19 and have 8 scheduled ALFPs, with more penciled in--that number is going to continue to grow. The majority of these are already sold out, but as of today, we have a few spaces left in Burlington, MA in April, and in Chicago in July. Reach out right away if you would like to attend or know someone who would.

We are continuing to make strides in increasing our relationship with ELFA, as well as NEFA and NAELB. We are working closely with all of these Industry organizations to keep our CLFP value at an all-time high. We cannot thank our sponsors, educators and hosts enough for helping us continue this phenomenal growth. If you are interested in hosting, sponsoring or instructing a future ALFP, please get in touch with [Reid](#). Based on the huge amount of interest we are looking to hold at least a few more in 2018.

Our real heavy lifting for 2018 is a complete rewrite of the CLFP Handbook. We are very lucky to have the brilliant and talented Deborah Reuben, CLFP with Reuben Creative, to help us with this endeavor. To have such a talented writer, who not only knows the equipment leasing and finance industry inside and out, but is a CLFP herself, we feel we struck gold. This has been a labor of love for many of us. Deb is working with close to 40 "Subject Matter Experts" (SMEs) in an effort to put together a comprehensive and helpful updated handbook. There has been so much work and volunteering that has gone in on this project, it is unprecedented. We seem to be right on track and hope to have a final product ready to launch towards the end of April.

Our fearless Executive Director, Reid, will be headed down under to continue talks and work on building a relationship with the CAFBA, an Australian equipment leasing association, as we continue to look for ways to keep our designation growing.

We have a fabulous and hard-working new Board that is here to serve our existing CLFPs and continue to grow the designation. Please do not hesitate to contact us with any ideas or questions you have. I am looking forward to serving as President this year and am honored to have been given the chance to be part of the amazing growth we are experiencing as a foundation.

A handwritten signature in blue ink, appearing to read 'Marci Slagle'.

Marci Slagle, CLFP
2018 CLFP Board of Directors President

Academy for Lease & Finance Professionals 2018 Schedule

Two Academies for Lease & Finance Professionals (ALFP) were held internally in the first quarter, and proved to be a success with 19 new CLFPs. There are six additional ALFPs scheduled for 2018 that are open to the public; however, three of them have already sold out.

Below is the schedule:

Burlington, MA

April 12 - 14, 2018

Hosted by LeaseQ

Registration and
general information [here](#)

Irvine, CA

May 3 - 5, 2018

Hosted by First
Foundation Bank

Overland Park, KS

May 17-19, 2018

Hosted by Arvest
Equipment Finance

Chicago, IL

July 12 - 14, 2018

Hosted by BMO Harris EF

Registration and
general information [here](#)

Cincinnati, OH

August 16 - 18, 2018

Hosted by Great
American Insurance

Philadelphia, PA

TBD

Save the Date

NAELB Annual

April 27 - 29; Las Vegas, NV

ELFA Credit & Collections Management Conference

June 4 - 6; New Orleans, LA

ELFA Accountants/Operations & Technology

September 17 - 19; Philadelphia, PA

NEFA Fall Funding Symposium

October 3 - 5; Charlotte, NC

ELFA Annual

October 14 - 16; Phoenix, AZ



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Spotlight on Mary Jo McCormick, CLFP

This quarter's spotlight is on Mary Jo McCormick, CLFP - Lead Account Representative at Northland Capital.

At which store would you like to max-out your credit card?

DSW (Designer Shoe Warehouse) – it's the biggest shoe store I've ever been in... the first time I walked in, I thought I died and went to heaven!!!!

What was your favorite TV show when growing up?

Little House on the Prairie

Choose a movie title for the story of your life.

Under the Tuscan Sun. If you know the movie - you'd know why I chose that one.

What was your favorite toy as a kid?

Barbies

Can you play any instruments?

I used to play the piano and the flute. I haven't played an instrument since I was in school.



Mary Jo with her daughter Alex and son Andrew



Mary Jo with her significant other Scott and dog Emma

What was your childhood nickname?

Jo

Do you have any strange phobias?

I am terribly afraid of big waves and deep water!

What, or who, are you a "closet" fan of?

Reality TV shows. I'm addicted!

What are three things still left on your bucket list?

Going to Bora Bora, Getting re-married and retiring early...someplace warm – preferably by the ocean

What is the worst pet you have ever had?

A Guinea pig. They are so gross and smell terrible.

What was the best concert you ever went to?

Prince!

Where's your favorite place in the world?

Hawaii (so far)

What are you currently watching on Netflix?

I don't have Netflix

If you could visit anywhere in the world you've never been, where would you go?

Bora Bora in Tahiti

What's your secret talent that no one knows about?

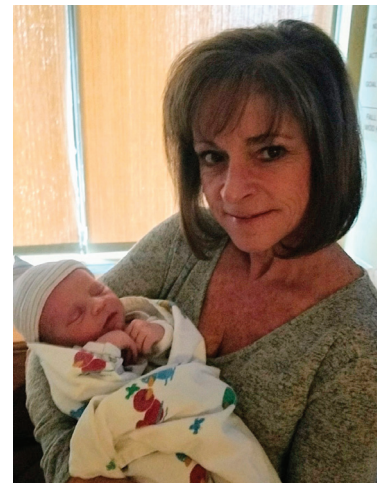
Its not that big of a secret – but I am a Zumba/fitness instructor and I love to hunt turkeys and deer!

If you were a crayon, what color would you be?

Silver (not your typical color, I know!)

Who is your least favorite superhero?

I'm not a superhero fan and don't know much about them...but if I had to choose one I didn't like, I guess it'd be Aquaman since I don't like deep water...
LOL



Mary Jo with her grandson Kash

The Millennial Myth: The Danger of Generalizing a Generation.

By Jud Snyder, President BMO Harris Equipment Finance

"Self-centered. Immature. Entitled. Lazy."

Millennials are the most maligned generation in history. Or are they? Not if you consider the competition.

Do we really believe that the parents of the Baby Boomers didn't also have issues with their children? And, while I can't say for sure, I'd bet that the Greatest Generation were also labeled slackers and judged for their work ethic by their parents as well.

The point being, every generation views itself as smarter, harder working, and more diligent than the one that follows it. We do this at our own peril.

Millennials are not only an increasingly lucrative consumer base for many companies, they are also our future VPs, Directors, Presidents, CEOs and Chairpersons. (Translation: You will be reporting into one soon, if you aren't doing so already.)

All of us in leadership today have a choice: we can be dismissive and attempt to direct our younger employees to work, think, and act like us... or we can embrace them, learn from them and hopefully pick up on the unique mindset they bring to the world of business.

Personally, I love how millennials seem to question what we take for granted. Are they challenging the status quo? And if so, is that necessarily a problem? All I know is that we've improved everything from our client care to our internal processes, thanks to our younger employees.

The next generation also generally has the education, critical thinking skills and work ethic to back up their questions with action. In fact, no generation has been as well-equipped with education, experience and drive. **If open to it, we can all benefit from working with, and learning from, the next generation.**

They value proactivity, honesty and loyalty.

When it comes to the personal attributes that make for a successful employee (or, for that matter, a successful employer) there's a lot to celebrate about the millennial generation.

CUSTOMIZED FUNDING PROGRAMS

by Hanmi Commercial Equipment Leasing

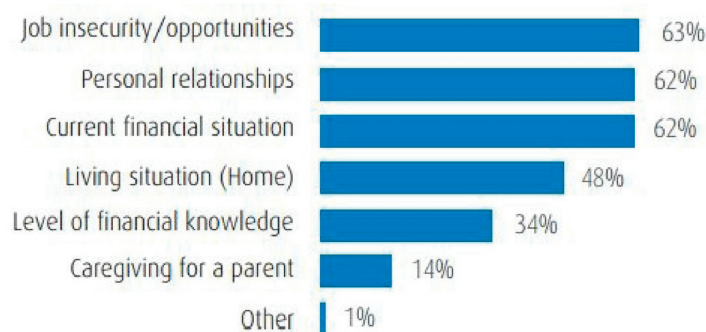


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In a survey cited in [*Generation Why!, a new report from BMO Wealth Management*](#), millennial respondents listed the most important characteristics required to achieve success today.

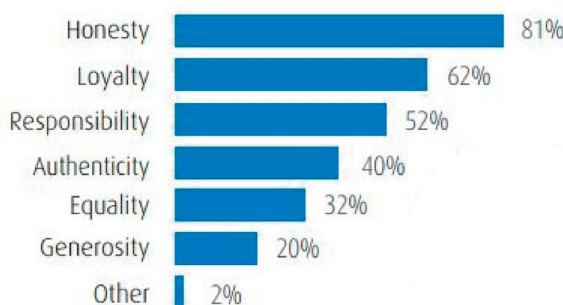
They are, in order of priority: confidence (25%), resiliency (19%), proactivity (17%), the ability to innovate (14%), and flexibility (11%) – values that have been valued in every generation and every successful workplace.

Millennials also share many of the same concerns that we have:



Generation Why?, BMO Wealth Management Report, Canadian Edition July 2017

And the personality traits they value the most? Honesty, loyalty and responsibility.



Generation Why?, BMO Wealth Management Report, Canadian Edition July 2017

Straight from the source:

I'm a Board Member of the Equipment Leasing and Finance Association (ELFA). Three years ago, we started the Emerging Talent Advisory Council. The council was established with the idea that our industry needed to understand what the next generation was looking for in industry leadership, how to retain and attract younger professionals to our industry, and to help us innovate in terms of employee and customer experience.

They encouraged us to look at certification and continuing education. They valued educational investment in their careers earlier and with more intensity than many of us did at similar points in our lives.

They asked for more networking and learning opportunities from industry leadership. They are hungry for mentoring and leadership. And not afraid to ask for it.

They build peer and near peer groups, both in person and virtually through LinkedIn and e-groups. They use these forums as additional learning and growth opportunities, looking to leverage different perspectives when faced with a challenge at work.



A Powerful Connection

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Within my business, we also have a great pool of younger talent. Here are a few insights that I've picked up in watching and meeting with our younger employees. Consider them when you're looking to attract – and retain – millennials.

- 1. Millennials are more focused on getting the job done than being the person who shuts off the office lights after a long day.** They're comfortable leaving the office, going to the gym and getting back to their work later that night. If you're more concerned about the quality of work than the process of getting to it, that shouldn't be an issue, should it?
- 2. Millennials have also been dubbed the "ADD Generation" for their relative lack of attention spans. That translates to their jobs.** Put a plan in place that provides them with a steady stream of new challenges and you'll be rewarded with an engaged (and loyal) team.
- 3. Like all of us, millennials expect careers, not just jobs. But they want a clear, agreed-upon career progression.** It's been my experience that they don't turn away from responsibility - they just want to know what needs to be done to earn it.

If we are honest with ourselves and truly think back to our early careers, we had some of the same questions:

- Were you mentored and supported?
- Provided the right tools to succeed?
- Given responsibilities that enabled you to flex your skills?

For many of us, whichever way we answered those questions, we likely know we would have been better off and maybe more productive if the answer was yes.

Our millennial employees are looking for the same respect and the same opportunities. Given the chance, the right encouragement and a bit of flexibility, they will reward our companies with growth, innovation and future leadership.

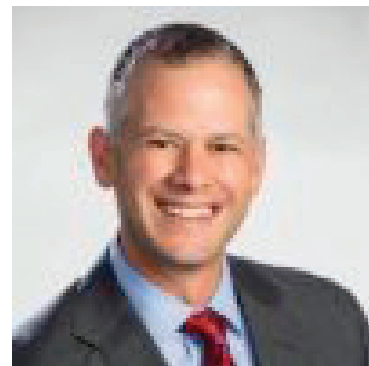
The future of our companies has always relied on our employees. Are you willing to set aside your biases and lead them? If you don't, the odds are your competitors will...

Jud Snyder is the President of BMO Harris Equipment Finance Company and BMO's Senior Executive for Southeast Wisconsin.

Jud joined the Bank in 1994 and is responsible for leading the growth and development of BMO Harris Equipment Finance Company. This includes strategic and managerial responsibility for sales, operations, underwriting and equipment management capabilities within the Equipment Finance Company.

Jud obtained his BA in Russian and Economics from UW Madison ('94). He is currently the Chairman Elect and an Officer of the ELFA (Equipment Leasing and Finance Association). He also serves on the Board of Directors for the Milwaukee Ballet (Immediate Past Chair & President and Executive Committee Member), The Boys and Girls Clubs of Greater Milwaukee (Trustee), United Way of Greater Milwaukee & Waukesha County, Teach for America and Froedtert Health Systems.

Jud lives in Whitefish Bay, Wisconsin with his five children.





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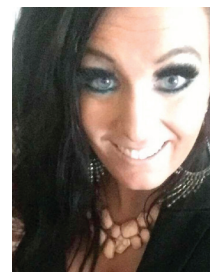
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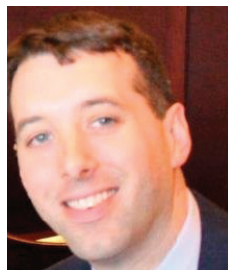
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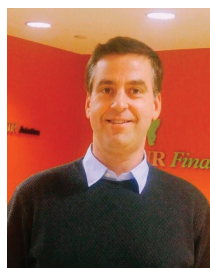
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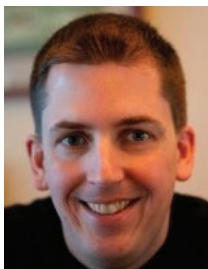
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