



# THE CLP CIRCULAR

News for Leasing and Financing Professionals

*"Setting the Standard for Leasing & Finance Professionals the World Over"*

**CLP Foundation**

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**HIGHLIGHTS**

- Letter from the President
- Reapply or Recertify?

**CLP SPOTLIGHTS**

- John Byrum, CLP
- Doug Houlihan, CLP

## President Chris Walker's Address

As I look out to 2010 I'm encouraged by what I see happening in our industry. How can that be? Let's face it, our industry has been affected by both sides of the economic crisis; the credit crunch has eliminated many funding sources and the economic conditions have forced those remaining to tighten credit standards to meet the challenging landscape. Applicants are fewer, their credit has deteriorated and they are less likely to sign documents when they are approved. This is encouraging how?

I'm encouraged by the resilience of my fellow CLPs. I'd like to share my observations of CLPs from the last 24 months because they served as my guide as I prepared to move forward into 2010.

**CLPs Have a Professional Attitude:** You seek to understand why, not just the reason on the surface, but the driver of the decision. For example, when credit standards changed, you worked with the funding source to understand where delinquency and losses were occurring and what the leading indicators of future losses could be. This knowledge allowed you to lead your vendor partners toward a more stable customer resulting in a higher closing ratio and improved credit quality. My fellow CLPs are seen as experts by their vendors, lessees and funding sources.

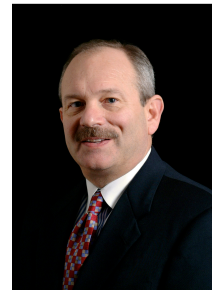
**CLPs Invest in Themselves:** Because you are curious, you ask questions and seek to understand. To become a CLP you invested many hours of study as you prepared to take the CLP exam. It took a commitment then and I see you investing your time every day to keep yourselves current. Our business has changed and you have changed with it.

**CLPs Invest in Our Industry:** You attend industry conferences and get involved. You share success stories and frustrations with compatriots and competitors. You are not afraid to step up to help because knowing you will get more than you give.

**CLPs Invest in Others:** Over the years we have all been mentored in our personal and professional lives and we are better for it. But the real learning happens when we do the same for another. I see CLPs taking the time to help others prepare for exams, explaining challenging concepts and asking thoughtful questions. We learn much more from teaching others than individual study.

**CLPs are Principled:** CLPs have a reputation for doing things the right way. We are honest and ethical. You would never sacrifice your integrity for a commission because the cost is too high.

I invite all present and future CLPs to join me in leading our industry out of these challenging times by living the principles that separate the CLP from someone that has a job in the leasing business. I am encouraged by you all, every day!



**Chris Walker, CLP**  
2010 President

## CLPs Need Not Reapply, Only Recertify

*Members Only » Recertification*

After achieving your CLP there are ongoing requirements to maintain your elite status as a CLP In Good Standing, and retain the license to use the designation. Two of these requirements are annual dues renewal and recertification every four years. Recertification is a process in which CLPs outline their continued and ongoing contributions to the equipment leasing and finance industry. This may include professional education credits (CPEs) acquired in the leasing and finance industry as well as association membership. Recertification can be completed online and reexamination is not required.

**When do I Recertify?**

Attaining your CLP accreditation is a life-time achievement however the designation is a license to use and is not perpetual. Every four years a CLP is required to Recertify. On the chart below you can see the year in which you will next recertify.

Year CLP was achieved	Recertify In
1985, 1989, 1993, 1997, 2001 or 2005	2009
1986, 1990, 1994, 1998, 2002 or 2006	2010
1987, 1991, 1995, 1999, 2003 or 2007	2011
1988, 1992, 1996, 2000, 2004 or 2008	2012
1989, 1993, 1997, 2001, 2005 or 2009	2013

**Qualifying Activities**

Recertification is a process in which CLPs confirm their continued activity in the equipment leasing and finance industry, and outline their ongoing industry contributions. For a concise list of qualifying activities, please consult the member section of the website.

The CLP Foundation helps track and record your Continuing Professional Education (CPE) credits. Various industry trainers and programs, as well as NAELB, NEFA and ELFA offer classes which qualify for CPE credits. When you take one of these courses be sure to sign the CPE CREDIT REGISTER and the Foundation will track your credits. You can view and update your account at anytime by logging in to the Members Only area.

**Steps to Recertify**

Attaining your CLP accreditation is a life-time achievement and designates you as part of the elite in your industry; however the designation is a license for use and is not perpetual. Every four years a CLP is required to recertify. CLPs overwhelmingly meet and exceed recertification requirements it is in the nature of a CLP to consistently strive to improve and excel their professional competency and integrity of the industry.

Recertification does not require re-examination and can be done via regular mail, fax or online by visiting the Members Only section of our website.

**4 Easy Steps To Recertify**

- 1** Review the CLP Standards of Professional Conduct and CLP Pledge
- 2** Complete the CLP Recertification Form
- 3** Return form to the CLP Foundation
- 4** Pay Your Recertification Fee

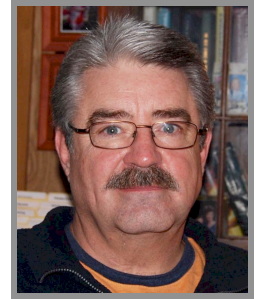
# CLP Spotlight

## An Interview with John Byrum, CLP



### Q: Can you share a little about your background and how you got started in the leasing business?

My plunge into the equipment leasing world began in 1980 when I was promoted to Leasing Manager at Pitney Bowes Credit Corporation (PBCC). Since that entry into the industry, I have held numerous positions including President & Managing Director of Pitney Bowes Credit Australia Limited (PBCAL), Vice-President – Broker Services for Colonial Pacific Leasing Corporation (CPLC) and Director of Leasing – Digital Print Systems for Oce Financial Services (OFSI); the position I hold today. My career in this industry has been a labor of love. Every day is different and the opportunity to work with some of the best minds the leasing world has to offer is something I still get excited about and utilize often. Most of my experience has been in the captive leasing field but my most enjoyable experience was working with CLPC. This position allowed me to work with and get to know many people in the lease broker world. Being a part of NAELB, UAEL and other broker organizations was rewarding and refreshing. It also allowed me to become a part of the CLP Foundation; one of my proudest moments. When I was hired by Oce Financial Services, I trumpeted the value and education this organization could provide and I am proud to say that OFSI now has two more CLP members with several more preparing to take the test.



John Byrum, CLP  
Oce Financial

### Q: What do I enjoy most about my job?

As I mentioned in my first answer, everyday is different and the challenges my team and I face are constantly changing and evolving. We have to continuously work to get ahead of the deal and make sure it is done correctly. That is the part I love the most. I relish the chase and the finding new ways to get around the pitfalls that may get in the way.

### Q: What are the biggest challenges in my day?

I have two very large and critical challenges. In this day and time, getting access to credit is my single biggest challenge. With the economy in turmoil, it has become much more difficult to get even the best of customers' credit approved. Even in a captive environment, credit is critical to the success of every leasing organization. The second challenge I face on a daily basis is access to resources. When the economy turned downward, it became necessary to eliminate several positions. Now that the economy appears to be stabilizing and business is picking up, the number of resources I have available to process the business is barely enough. We had to learn how to do more with less; not an easy proposition.

### Q: If I could be a superhero, what would be my superpower and why?

Actually, my favorite superhero is Batman. He is the only superhero without super powers. He relies on his training, his instincts, his abilities and his intelligence to defeat evil and does a great job of it. That is who I aspire to be.

### Q: Would I share an interesting hobby or accomplishment?

During the 60's and early 70's, I was a lead guitar player in a rock and roll band in Tennessee where I grew up. We were very popular in and around the Knoxville/Chattanooga, TN area. We broke up as a band in early 1970 but remained friends. In 2009, a local arts council asked if we would reunite for a fund-raising. We all agreed to do it. We spent about 2 months practicing in Tennessee for this event which was a resounding success. It was so successful, our hometown, Madisonville, TN asked us to perform for a 4th of July event the city was hosting. We were all somewhat overwhelmed by the turnout. There were over 5,000 people there to hear us play. The townspeople had not forgotten our band. We are now practicing for another arts council fund-raiser in April, 2010.

Another hobby I have is riding my Harley. I love to ride and feel the freedom it allows. The Harley Owners Group I belong to hosts several fund raising events. I love the rumble of 3500 Harley's; especially knowing it is for a great cause. Let's ride!

## An Interview with Doug Houlahan, CLP

Like most of us I believe I tripped and accidentally landed in the leasing business. It wasn't an industry I consciously pursued, but as a serial entrepreneur I liked the diversity of the business and the opportunities to get an inside look at so many different businesses.

While in my second year of graduate school and running a Wells Fargo Bank branch I met Chris Enbom, CEO and founder of Allegiant Partners Inc. I was actually trying to get my wife a job as she had been in the leasing business for a few years and was commuting to the East Bay and I thought a job close to home in Marin County would be an ideal situation. Ultimately, after a few months of discussion, I joined Allegiant as a Controller, but very quickly found myself participating in many roles in this rapidly growing five person company.

As Allegiant grew, so did my responsibilities and my introduction to all aspects of the business and really the "on the job" CLP education. In addition to my initial accounting role I very quickly became involved in business development and over the next five to six years actively participated and/or was involved in Accounting and Audits, Credit and Underwriting, Documentation, managing banking relationships and credit lines, collection efforts including litigation, and various software and system integrations, a complete CLP education.

In January 2009 as the liquidity crisis had us all in it's griped I left Allegiant Partners and was introduced to a group of businessmen in the Los Angeles area that wanted to enter the Equipment Leasing world and I was the final piece to their puzzle. The timing of this meeting was serendipitous and within a few weeks Maxim Commercial Capital was born and our first deals were funded.

The last year has been a whirlwind and I'm amazed at how closely the CLP materials and test actually mimic my day to day responsibilities of running a leasing company and growing a balance sheet. As I write this "Spotlight" I am preparing for our accounting audit, closing out the year-end financials, working on obtaining our first bank warehouse line, creating documentation for outside investments, and for two real estate backed transactions, negotiating and filing suit on several defaulted transactions and working on a business plan for developing a small direct origination team. Unbelievably it's all in a days work and I truly believe the CLP preparation has allowed me to more effectively handle every aspect of this business.

While I am not at the office, which is actually two blocks from my house, I'm spending time with my wife Angie and our three young children, Lauren (6), Brady (4) and Ryan (2) in and around our home about 30 minutes north of San Francisco, CA. As native Midwesterners we don't miss a day to appreciate the beautiful place we live!

The perfect start to my day involves some sort of early morning exercise, preferably an outdoors hike or run here in beautiful Marin County, followed by my favorite cup(s) of Peet's Coffee!



Doug Houlahan, CLP  
Maxim Commercial Capital



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## CLP Mindbenders

**Past mountain, meadow, field, and hill, it follows a river while standing still.**

Please log in on the members-only page at [clpfoundation.org](http://clpfoundation.org) for the answer.

## Save the Dates

Events » Conferences



### NAELB 2010 Annual Conference 20<sup>th</sup> Anniversary

Omni Hotel at CNN Center  
100 CNN Center • Atlanta, GA 30303  
(404) 659-0000  
April 15-17, 2010

There will be six opportunities to earn Continuing Professional Education (CPE) credits while attending the NAELB Conference.

Check our website for dates and times.



### NEFA 2010 Sprint Summit

The Fairmont  
1717 N Akard St • Dallas, TX 75201  
(214) 720-2020  
March 19-21, 2010

### NEFA Funding Symposium

The Ritz Carlton  
Atlanta, GA  
October 15-17, 2010

## Advertising Opportunities

### CLP Circular

Get Exposed to over 300 industry leaders from CLP, NAELB, NEFA, Leasing News readers and more... Run a business card size ad in the CLP Circular for only \$40 per month or \$100 for three issues. All ads are first come first served.

Business Card Size Ad	\$100 for 3 months or \$40 per issue
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### CLP Handbook 2010 Edition

Reserve your advertising space now, while there is still availability! The newest edition of the CLP Handbook is nearly completed and will be going to print soon. There is still space left to advertise your company to the "Best of the Best" in the equipment finance industry: namely CLPs.

Ad	Dimensions	Orientation	Cost
Full Page	4.50" x 7.00"	Portrait	\$1200
Half Page	4.50" x 3.25"	Landscape	\$850
Quarter Page	2.00" x 3.25"	Portrait	\$500

## CLP Standards of Professional Conduct

- ✓ A Certified Lease Professional will always strive to conduct all business dealings in an honest, ethical, and professional manner.
- ✓ A Certified Lease Professional will respect ownership of funds delivered as advanced fees or security deposits and will treat in a fiduciary capacity all funds received in that capacity.
- ✓ A Certified Lease Professional will strive to constantly gain additional education to improve his/her professional competency and will work to promote education and integrity within the leasing industry.
- ✓ A Certified Lease Professional will never knowingly make false or misleading statements to his/her employer, employees, customers, vendors, brokers or funding sources.
- ✓ A Certified Lease Professional will never be involved in fraudulent activities.
- ✓ A Certified Lease Professional will act in a leadership role in the industry and always be held to the highest standards of conduct applicable to the industry.

## 2010 CLP Board of Directors

All About CLPs » Board of Directors

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