

Betting on Success

EAEL Spring Conference



Seaview Resort & Spa • Galloway, NJ • May 6-7-8, 2007

eael Eastern Association of Equipment Lessors

**EAEL
Annual
Conference
Committee**

Paul Meyer, Chairman
U.S.Bancorp
Manifest Funding Services

Chris Santy, Vice Chairman
Patriot Capital Corporation

Fred Anderson
Studebaker-Worthington
Leasing Corporation

BETTING

ON

SUCCESS

2007 EAEL Spring Conference



WOW, 2006 has past and 2007 is well on its way. The 2007 EAEL Spring Conference in Atlantic City – May 6th – 8th is fast approaching. As the Chairman for the upcoming Spring Conference, I would like to personally invite you to attend. The spring conference committee and EAEL staff have plans for an outstanding educational conference. They have put a lot of work into this and you can bet it will pay off.

The theme for 2007 EAEL Spring Conference is “***Betting on Success.***”

Here are a few of the things you can *BET* on:

- The weather will be better than it is in Marshall, MN (-30 degrees as I write this)
 - Average temp in May in Atlantic City is 71
- The emphasis of the conference is on **EDUCATION**
 - Sales training** – Rick Farrell with Selling Dynamics
 - “Selling has nothing to do with selling”
 - Motivate sales & retain more customers**
 - BI – The Business Improvement Company
 - Move customers to buy more
 - Move Sales People to sell more
 - Move Employees to create a competitive Advantage
 - Paynet** – Case Study on increasing operational efficiencies
 - Experian** – State of Industries
 - Equifax** – Fraud Prevention
- Guest speaker – Ken Bentsen ELFA President
- You will have some **FUN**
 - Championship Golf at the Bay Course
 - Elizabeth Arden Red Door Spa
 - Gambling in Atlantic City
 - Evening reception and **ENTERTAINMENT**

I am very excited about the upcoming spring conference. Now I can't guarantee many things like the weather (other than it won't be -30) or that you will have fun (golf, spa, gambling & education – what more do you need). What I can guarantee is that after attending this conference you will feel that your time and money (for the conference not gambling) were well spent.

Thank you for your continued support of EAEL and I look forward to seeing you in Atlantic City – May 6th – 8th!

Paul Meyer

EAEI Spring Conference

“Betting on Success”

Sunday – May 6, 2007

12:00 PM	Tee Time Golf Seaview Resort & Spa Pines Course
Noon-5:00 PM	Registration
7:30-9:30 PM	Opening Reception

Monday – May 7, 2007

8:00 – 9:00 AM	Networking Breakfast
9:00 –9:15 AM	Annual Business Meeting
9:15 – 10:30 AM	BI – The Business Improvement company “They are the business improvement company that moves the people who drive your business – by moving customers to buy more, sales people to sell more and employees to create a competitive advantage” This session will help you: <ul style="list-style-type: none">· Drives Sales and Channel Performance· Create Customer Preference· Build Employee Engagement
10:45 – 12:30	“Tools of the Trade” panel discussion <ul style="list-style-type: none">· Paynet – Case Study: Strategic business review – originations, market share, process, etc.· Experian – State of Industries: Operational Efficiencies, Credit, Trends· Equifax – Fraud prevention
Lunch	
2:00-4:00 PM	“Rules of the Game” Have you ever heard: “A Hobo’s Delight on a Cold and Rainy Night?” Or the expression “A Dead Man’s Hand?” If not this might be for you:— A fun afternoon of hands-on instructions of Texas Hold’em and Craps. An introduction to the dealer/player perspective, money management, strategies and rules of the game. And, it might just be an enjoyable way to network! Evening open to enjoy on your own!

EAEI Spring Conference

“Betting on Success”

Tuesday – May 8, 2007

- | | |
|------------------|---|
| 8:00 – 9:00 AM | Networking Breakfast |
| 9:00 – 10:15 AM | <p>Kenneth E. Bentsen, Jr. ELFA President
We are honored to have Mr. Bentsen address our group on topical leasing issues and what is happening on Capitol Hill.</p> <ul style="list-style-type: none">· State of the Industry· Political Action: State and Federal Legislation· Code of Fair Business Practice |
| 10:30 – 11:45 AM | <p>“Let it Ride” Richard Antonacci, All Points Capital Corp. will lead a panel discussion on Titled Vehicle Leasing.</p> |
| LUNCH | |
| 1:30 – 3:30 PM | <p>Sales Training Keynote Speaker—Rick Farrell, President, Tangent Knowledge Systems</p> <p>“Selling has nothing to do with selling”</p> <p>You'll learn—why most sales organizations are very good at a game no longer being played; why you are paid and rewarded by your questions, not your answers; why the company with the best understanding of the customer’s business and problems will consistently outsell the company with the best solution; why your company’s value proposition is valueless; and why sales is all about finding the truth and is no longer all about selling, persuading and convincing.</p> |
| 6:00-9:00 PM | <p>Dinner and Entertainment
Tonight, award winning entertainer, Michael Anthony, mentalist and hypnotist, will present “See the Show or Be the Show!” You don’t want to miss this!</p> |

EAEL Spring Conference

How to Register:

**FAX your registration
212/809-1650**

Mail your registration to:

Eastern Association
of Equipment Lessors
62 William Street
4th Floor
NY, NY 10005

Hotel Reservations
to make your room
reservations call
Seaview Resort & Spa
A Marriott Resort
401 South New York Road
Galloway, NJ 08205
609-652-1800
and indicate you are
attending the
EAEL Conference...
\$189 per night

Reservation deadline:
April 5, 2007

Cancellations & Substitutions:

To receive a refund,
cancellations must be received
by April 5, 2007. Cancellations
must be made in writing
and faxed to the EAEL office by
April 5, 2007 and will be subject
to a \$100 service fee
per registrant. There will be
no refunds given for
cancellations received on
or after April 5, 2007.
Substitutions for the program
may be made at any time,
including on-site registration.

Registration

May 6-7-8, 2007

Seaview Resort & Spa A Marriott Resort

REGISTRATION INFORMATION

Conference Registration

Name _____

Badge Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail Address _____

Name and Phone in case of emergency _____

GOLF: Sunday, May 6, 2007; 12:00 PM Tee Times
\$150 - Pines Golf Course

Handicap _____ Preferred Partner _____

Monday, May 7, 2007; 2:00 PM - 4:00 PM

RULES OF THE GAME

LEARN TO PLAY TEXAS HOLD 'EM & SHOOT CRAPS

If you are interested in this instructional and fun afternoon
simply check the box. We just need a head count.

GUEST REGISTRATION

\$295 includes all meals and receptions

Name _____

Nickname _____

PAYMENT INFORMATION

MEMBER

NON-MEMBER

\$695 First attendee

\$845 Attendee Fee

\$595 Additional member attendee

Check enclosed American Express Mastercard/VISA

Amount \$ _____ Payment must accompany registration

Account # _____ Exp. Date _____

Cardholder's Name _____

Signature _____

Zip Code of Cardholder _____

Sponsorship Opportunities

Golf Tournament:	\$200 pin/hole
Workbook	\$1000
Momento	\$1000
Monday Breakfast	\$1000
Monday Lunch	\$1000
Workshops (each)	\$250
Monday Afternoon "Rules of the Game"	\$1000
Tuesday Breakfast	\$1000
Tuesday Lunch	\$1000
Tuesday Reception	\$1500

Sponsorship Options

1st Choice: _____

2nd Choice: _____

Name _____

Company _____

Phone _____

Email _____

PAYMENT INFORMATION

Check enclosed American Express Mastercard/VISA

Amount \$ _____ Payment must accompany registration

Account # _____ Exp. Date _____

Cardholder's Name _____

Signature _____

Zip Code of Cardholder _____

Card Code _____

Sponsoring an event at the Annual Conference gives you increased exposure to EAEL Members and supports the Association as well. Signage with the event sponsors will be evident at each function. Your Sponsorship is listed in the Annual Conference Program and in "The Independent" for repeated exposure.

Please list your first and second choices for sponsorship. We encourage you to co-sponsor/joint sponsor an event. Call the EAEL office at (212) 809-1602 if you need additional information.