



EQUIPMENT LEASING and FINANCE ASSOCIATION

47th Annual Convention

Financing New Frontiers

OCTOBER 12-14, 2008



ELFA
EQUIPMENT LEASING AND FINANCE ASSOCIATION

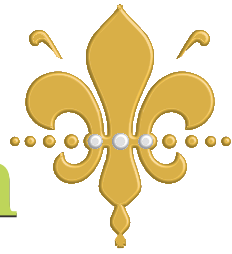
Hilton Riverside
New Orleans

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47th Annual Convention

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The U.S. and global economies are rapidly changing. New models arise to replace old, innovators emerge to create and expand new frontiers. And new frontiers require capital. No one is better positioned to provide that capital than the entrepreneurs and innovators of the equipment finance industry. You understand change, you have a proven ability to adapt, and you have the creativity to thrive in new environments. Whether you're finding new ways of funding your business, or creating cutting edge means to fund your customers, equipment finance companies are on the new frontier of financing.



The 2008 ELFA Annual Convention program reflects the pioneering nature of the industry, focusing on emerging domestic and overseas markets, untapped funding services and best practices.

This October, the new frontier in finance is in New Orleans.

Check out the Convention section at ELFA online for the latest detailed information
<http://www.elfaonline.org/pub/events/2008/AC/>

Preliminary Schedule of Events

Sunday, October 12

8:00 am **Golf Tournament at TPC of Louisiana Course, New Orleans**
(Transportation will depart from hotel at 6:30 am)
(Sponsorship Opportunities)

8:00 am - 3:00 pm **ELFA Community Service Project**
Building New Frontiers...A New Lease on Living
(Continental Breakfast & Orientation at 7:00 am)
(Sponsorship Opportunity)

8:30 am **Tennis Tournament at Hilton New Orleans Riverside Hotel**
(Men and Women)
Sponsored by CHP Consulting



10:00 am - 8:00 pm **Convention Registration**

2:00 - 5:00 pm **Exhibitor Setup**

5:00 - 6:00 pm **New Members Reception**

6:00 - 8:30 pm **Opening Reception in Exhibit Hall**
(Sponsorship opportunity)

Monday, October 13

7:00 am - Noon **Convention Registration**

7:00 am - 5:30 pm **Exhibit Hall Open**

7:00 - 8:15 am **Group Breakfast**
Sponsored by Assurant Specialty Property



7:00 - 8:15 am **Breakfast Sessions**
• Service Provider Business Council

8:30 - 10:00 am **General Session**



Speaker: Hon. Charles Wilson
Former Congressman and Inspiration for Charlie Wilson's War
(Sponsorship opportunity)

10:00 - 10:30 am **Break**

10:30 am - 12:00 pm **Business Council Meetings**
• Financial Institutions
• Small Ticket
• Middle Market Independent
• Captive and Vendor Finance

12:15 - 2:00 pm **The Foundation Luncheon**
Sponsored by PayNet, Inc.



Preliminary Schedule of Events (continued)

2:15 - 3:45 pm

Concurrent Breakout Sessions I

- Human Capital Issues Track - Compensation Practices in the Leasing and Finance Industry
- Renewable Energy Finance Overview
- Tax Developments, Opportunities and Incentives for Equipment Finance Companies
- The Emerging Aircraft Market
- 2008 State of the Equipment Finance Industry
- Making Transparency A Competitive Advantage

3:45 - 4:00 pm

Break

4:00 - 5:30 pm

Concurrent Breakout Sessions II

- Human Capital Issues Track - Assessing Talent: Turn Challenging Times into Opportunities for Success
- Capital Markets Update – How Can You Optimize Your Reliance on the Capital Markets?
- How Changing Credit Philosophies and the New Realities of the Marketplace are Impacting Business
- Trucks and Trailers Market Update
- Mock Trial: A Re-Enactment of the Enforcement of the Terms of the Lease Agreement

Evening Open for Business Entertaining

Tuesday, October 14

7:00 - 8:15 am

Group Breakfast

Sponsored by AIG Commercial Equipment Finance, Inc.



7:00 - 8:15 am

Breakfast Sessions

- Women in Leasing
- Middle Market Independent Business Council

7:00 am - 4:00 pm

Exhibit Hall Open

8:30 - 10:00 am

General Session



Speaker: **Gordon Bethune**

Former CEO and Chairman of Continental Airlines
(Sponsorship Opportunity)

10:30 am - Noon

Concurrent Sessions III

- Raising Capital and Finding Liquidity in Today's Turbulent Markets
- The Non-Renewable Energy Sector: Update on Oil and Gas Services Sector
- Visiting International Association Executives Panel
- ELFA Technology Performance Index Annual Benchmarking Report – Making Intelligent Technology Spending Choices in a Difficult Market
- Riding the GreenTech Wave: How Corporate Sustainability Initiatives are Driving New Investment

Preliminary Schedule of Events (continued)

12:15 – 1:45 pm

Recognition Luncheon



Speaker: **Charlie Cook**

Publisher of the Cook Political Report and
Commentator on U.S. Elections and Political Trends
(Sponsorship Opportunity)

2:00 – 3:30 pm

Concurrent Breakout Sessions IV

- Human Capital Issues Track - Commercial Excellence Best Practices at GE Innovative and Practical Solutions for Sales Force Effectiveness
- Healthcare Market Opportunities and Unique Risk Factors
- Economic Outlook for the Equipment Finance Industry: Current and Historical Originations, Delinquency, and Default Rate Trends in Equipment Finance
- Managing Country Credit Risk – Beyond the Sovereign
- Conversion of US Accounting Standards to International Financial Reporting Standards (IFRS) and Its Impact on the Capital Markets
- Government Lease Syndication/Municipal and Federal

7:00 - 10:00 pm

Closing Party – Mardi Gras

*(Reception and Dinner at the
Hilton New Orleans Riverside Hotel)*
(Sponsorship Opportunity)



Exhibition

Visit convention exhibitors to check out the latest available technology and services.

A select group of leasing industry service providers is exhibiting at the annual convention, giving you a look at services available to help increase the operational efficiency of your company. Here are the companies signed up to exhibit this year:

American Lease Insurance
CapitalStream
Cassiopae
CHP Consulting
Copernicus – USA, LLC
Cornerstone Software, Inc.
Corporation Services Company
CT Lien Solutions
Cyence International
DIVDAT
ECS Financial Services, Inc.
Equifax Inc.
Equipment Insurance Services
Integrated Financial Solutions, Inc.
International Decision Systems
Ivory Consulting Corporation

LeaseTeam, Inc.
Monitor
Nationwide Exchange Services
NetSol Technologies, Inc.
Odessa Technologies, Inc.
OSG Billing Services
Paynet
Premier Lease & Loan Services
PricewaterhouseCoopers
Ross International
RVI Group
SunGard
Third Pillar Systems, Inc.
Vertex, Inc.
Vision Commerce, Inc.

General Information

Location

ELFA 47th Annual Convention is rolling into The Paris of the Americas, the Crescent City, the Big Easy—New Orleans. By any name it's arguably America's most interesting city. This bayou metropolis blends the mysterious and magical with the majestic and historic, and its diversity is apparent everywhere in the architecture, the food and the music.

Although best known for jazz, New Orleans musicians truly represent a gumbo of musical richness. You can hear it in the air—Zydeco, gospel, rhythm and blues and new age rock—at street parades, jazz funerals, seasonal festivities, and drifting from open doors all around the city.

In New Orleans, sitting down to a meal is a joyous social occasion. Food is not something to be gobbled down in a frantic race to get on to the next attraction; it is the main attraction. Cajun or Creole, fish or fowl, New Orleans restaurants offer some of the world's greatest dining experiences.

With its richly mottled old buildings, its sly sophisticated—and sometimes disreputable—air, and its Hispanic-Gaelic traditions, New Orleans has more the flavor of an old European capital than an American city. The sheer number of historic homes and buildings per square mile makes the city a great living museum of architecture.

So, if you think you've seen New Orleans...think again!

Getting There

The Hilton New Orleans Riverside Hotel, Two Poydras Street, New Orleans, is just 25 minutes from the Louis Armstrong New Orleans International Airport. Taxis and Car rentals are readily available at the airport.

Reserving Accommodations

Online Reservations Available. Convention attendees will be housed at the Hilton New Orleans Riverside Hotel. Located on the Mississippi River and just two blocks from the French Quarter, the Hilton offers a range of lovely rooms and suites. Here is how you make your reservations:

EASY RESERVATIONS. For attendees registering online for the ELFA convention, you will have the added option of making your hotel reservations at the same time ONLINE! Make your hotel reservations by going to <http://www.elfaonline.org/pub/events/2008/AC/hotel.cfm>

Or, if you prefer, you can call the hotel directly at 504-584-3999 and ask to speak to the reservations department. Please tell the reservations agent you are attending the ELFA Annual Convention in order to receive the group rate. The hotel will send confirmations directly to registrants.

It is important to reserve accommodations before the **September 18, 2008** deadline. Reservations are on a first-come, first-served basis and the hotel may fill up before the cutoff date. Make your hotel reservations early, especially if you're planning to participate in the sports tournaments or community service project on Sunday, October 12. All convention activities are completed following the closing Mardi Gras Party on Tuesday, October 14 at 10:30 pm.

ELFA is holding a block of rooms at the reduced convention rate for registered convention attendees only. Anyone making reservations at Hilton New Orleans Riverside Hotel that does not register with ELFA for the convention will be excluded from the ELFA block of rooms.

Registration

ELFA wants to ensure each attendee gets what he or she values the most out of the convention. To make registration as effortless as possible, please note the following items:

- Register early to be on the pre-registration list so everyone will know you are coming—deadline is September 18, 2008! (See sidebar.)
- Remember, all participants must be registered in advance.
- Registration is mandatory for anyone attending the convention, including spouse/companions.
- Only individuals registered and wearing a badge may attend convention sessions and social functions.

The full registration fee is payable in advance in U.S. funds. No registration will be considered complete until a check or credit card payment is received. Please note that non-member registration is welcome, but is only available to a person who has not previously attended the ELFA convention or to a person from a nonmember company that has never sent an attendee.

The deadline for mail-in registration forms is October 2. Individuals who want to register or make substitutions

Registering online is the FASTEST and EASIEST way to register.
<http://www.elfaonline.org/pub/events/2008/AC/registration.cfm>

General Information (continued)

after that date can do so on-site. In order to be included on the final convention roster handed out to each attendee, registration must be received by the October 2 deadline and paid in full.

All registration policies apply to both attendees and spouse/companions. Badges must be worn for admittance to all convention functions.

Pre-registration List

Attendees registering by **September 18** will be included on the pre-registration list of convention attendees. In order to be included on this list, which will be put online at the ELFA convention web site, payment must accompany the registration form and be **received** no later than September 18. Individuals registering after September 18, but before October 2 will be included on the final list of attendees handed out on-site **No exceptions.**

Cancellations and Refunds

Individuals who cancel on or before September 18, 2008, are entitled to a full refund. Cancellations for any reason received after that date will be subject to a \$100 service fee per registrant. Under no circumstances will refunds of any kind be made for cancellations made after October 2, 2008. Telephone cancellations must be followed up by a letter or email indicating the ELFA staff member who accepted the cancellation. The letter or email must be received by November 14, 2008, in order to receive a refund. All cancellation and refund policies apply to both convention attendees and their spouse/companions.

Deadline Dates to Remember

September 18

- Last day to register and to be included in the pre-registration list.
- Last day to cancel a registration and receive a full refund.
- Cutoff date to make accommodation reservations at the Hilton New Orleans Riverside Hotel.

October 2

- Last day for receipt of mail-in registrations. After this date, individuals should register or make substitutions on-site.
- Last day to cancel and receive a partial refund.



Corporate Entertainment Functions

The New Orleans area offers a unique opportunity for entertaining and unstructured fun. The industry custom is to leave Monday evening of the convention free. Out of respect for this custom, no private parties can be scheduled in the hotel when any ELFA functions are held. ELFA urges companies with individuals registered for the ELFA convention to host their private parties on Monday evening, October 13, starting anytime after sessions end at 5:30 pm

Send requests for function space at the Hilton New Orleans Riverside Hotel in writing to ELFA's Sally Maloney, Vice President of Meetings & Conventions at smaloney@elfaonline.org. Specify the type of function, timing, and number of people expected.

We request that companies planning events outside of the Hilton New Orleans Riverside Hotel provide ELFA with the information about the function in case of emergencies or inquiries. If assistance is needed with planning an event outside of the hotel, ELFA's Vice President of Meetings & Conventions can provide recommendations of facilities and activities available for parties.

What to Pack

Business casual dress for education sessions is encouraged. The temperature range in New Orleans during October is low 80's (daytime) to low 60's (nighttime) Suggested dress for social events is as follows:

Sunday Evening Welcoming Reception—Casual and comfortable attire, such as slacks and polo shirt.

Monday and Tuesday Optional Spouse Programs—Casual attire, comfortable footwear.

Tuesday Night Mardi Gras Party—Casual attire.

General Information (continued)

ELFA Katrina Recovery Project St. Bernard Parish, Louisiana

Building New Frontiers . . . A New Lease on Living

Sunday, October 12

As part of our 47th Annual Convention, ELFA is participating in the ongoing relief efforts related to Hurricane Katrina. On Sunday morning October 12, ELFA volunteers will assist the St. Bernard Parish Department of Recreation with their efforts to rebuild the old Hannan High School. Located just below New Orleans's lower 9th Ward, St. Bernard Parish was severely hit by Katrina, suffering damage to 100% of commercial, government and residential structures. Relief organizations and volunteers continue working year round to rebuild the community. The Hannan High School project is a critical priority because it will restore needed park and performing arts facilities devastated by the hurricane. Volunteer assistance is crucial since federal disaster relief funds are limited from use on such restoration projects. There is no limit to the number of volunteers for this project.

This will be an ELFA coordinated project and transportation and meals will be provided. Volunteers will be engaged in small construction, painting, sheet rock and landscaping projects coordinated by the parish. Appropriate clothing and footwear is recommended.

SCHEDULE:

7:00-8:00 am	Continental Breakfast & Orientation at Hilton Riverside Hotel
8:00 am	Buses Depart for Project
8:30 am-2:30 pm	Project Work
2:30 pm	Buses Depart for Hotel

(Box lunch included)

Sign up to be a volunteer and/or a sponsor today!
Go to <http://www.elfaonline.org/pub/events/2008/AC/CSP.cfm>

Convention Golf Tournament

Sunday, October 12

The ELFA golf tournament takes place at the TPC of Louisiana, which is host to a PGA tour event as well as the Zurich Classic of New Orleans. The course is about 20 minutes from the Hilton New Orleans Riverside Hotel. There are prizes for winning teams. Players have the option of forming their own foursomes or being placed into foursomes. The tournament is limited to 128 players, 32 foursomes. The cost for the tournament is \$250, which includes continental breakfast, transportation, green fees and cart, lunch. If you are interested in playing in the tournament, please check the appropriate box on the registration form and include the \$250 with your registration fees.

NOTE: There will be no refund of golf registration fees after September 26, 2008

This is a wonderful opportunity for those companies wishing to sponsor at the convention. Hole sponsorships, beverage cart and the Awards Luncheon are all available for those wishing more exposure at this premier event. For more information about golf tournament sponsorships, contact Sally Maloney at smaloney@elfaonline.org

Convention Tennis Tournament

Sunday, October 12

Sponsored by CHP Consulting



The ELFA Annual Tennis Tournament for men and women will be held at the Hilton New Orleans Riverside Hotel. They have a wonderful indoor tennis facility for our tournament. The fee of \$75 includes refreshments and a can of balls for each player. If you are interested in playing in the tournament, please check the appropriate box on the registration form and include the \$75 with your registration fees.



Speakers



HON. CHARLES WILSON

Former Member of the U.S. Congress (D-Tx) and inspiration for the book and movie *Charlie Wilson's War*

In the early summer of 1980, Congressman Charlie Wilson, a self-described news junkie, read an Associated Press dispatch describing hundreds of thousands of refugees fleeing Afghanistan due to the Soviet invasion and occupation. This is how the story that was the subject of the 2003 best-selling book *Charlie Wilson's War*, by George Crile III began. The book was later made into an award-winning movie of the same title starring Tom Hanks, Philip Seymour Hoffman and Julia Roberts.

On that summer day, very few, including those in the U.S. government, were paying attention to the situation in Afghanistan. After reading the AP dispatch Wilson, a new member of the House Defense Appropriations subcommittee, picked up a phone and called the Appropriations Committee staffer who dealt with "black appropriations" (CIA funds) and ordered him to double the current appropriation for Afghanistan, beginning his long fight championing the cause of the Afghan people.

Without Wilson, the then-Soviet Union would have most likely crushed the Afghan resistance. Although many are not aware of it, Wilson was instrumental in the defeat of the Soviet Union by his efforts to secure money needed to supply the Afghan Mujahadeen.



GORDON BETHUNE

Former CEO and Chairman of Continental Airlines

"The nimbler are those that can change. The nimble will do well and the ones that can't change will go by the by."

Gordon M. Bethune earned worldwide acclaim at Continental Airlines for spearheading one of the most dramatic corporate turnarounds in United States history. When he joined the troubled carrier as president and chief operating officer in February of 1994, Continental consistently ranked last in every measurable performance metric, including on-time performance, customer complaints and mishandled baggage.

Gordon quickly assumed the role of chief executive officer in November 1994, and was elected chairman of the board of directors in September 1996. His effort to rescue the financially troubled carrier from a seemingly irreversible tailspin, as chronicled in his best-selling business novel *From Worst to First*, has made him a legend in commercial aviation. At each step, he never failed to recognize the hard work of Continental's employees and credit them for the airline's progress. Continental went on to thrive under his leadership, winning more awards for customer satisfaction from J.D. Power and Associates than any other airline.

Fortune magazine named Continental among the 100 Best Companies to Work for in America for six consecutive years. In his final year piloting the airline to success *Fortune* magazine ranked Continental the No. 1 Most Admired Global Airline.

BusinessWeek named Gordon one of the top 25 global managers for 1996, and in 1997, *Aviation Week & Space Technology*, along with the Smithsonian Institution's National Air and Space Museum, honored him with the Laureate in Aviation trophy. Gordon was ranked among the 50 best CEOs in America by *Worth* maga-

zine in 1999, 2000 and 2001. A native Texan, he was inducted into the Texas Aviation Hall of Fame in 2003. In 2004, the Wings Club honored Gordon with the Distinguished Achievement Award, a distinction shared with other past recipients including Neil Armstrong, Robert F. Six, President George H.W. Bush, Fred Smith and Herb Kelleher.

Prior to joining Continental, Bethune was vice president and general manager of the Boeing Commercial Airplane Group's Renton Division, where he was responsible for the 737 and 757 airplanes. He began his career with Boeing in 1988, and also served as that company's vice president and general manager of the customer services division.

Before joining Boeing, Bethune held a number of senior management positions in commercial airlines, including vice president engineering and maintenance for Braniff and Western Airlines, and senior vice president operations for Piedmont Airlines. He also has served as a U.S. Navy Aircraft Maintenance Officer.

Bethune holds a Bachelor of Science degree from Abilene Christian University in Abilene, Texas and is a 1992 graduate of Harvard Business School's Advanced Management Program. In addition, he holds honorary doctorate degrees from the College of Aeronautics, Farleigh Dickinson University and Montclair State University. He is a licensed commercial pilot, type-rated on Boeing 757 and 767 aircraft as well as the DC-3. Bethune also is licensed as an airframe and power plant mechanic. He serves on the boards of directors of Honeywell International Corporation, Sprint Nextel Corporation, Prudential Financial, and the New York Academy of Arts. Gordon is also a member of the Board of Governors for the Wings Club in New York City where he served as President from 1999-2001. He currently serves as a Contributor for CNBC. Bethune retired from Continental at the end of 2004.



CHARLIE COOK

Publisher of the *Cook Political Report* and Commentator on U.S. Elections and Political Trends

Widely regarded as one of the nation's keenest litmus testers on U.S. elections and political trends, Charlie Cook is the publisher of *The Cook Political Report* and a political analyst for *National Journal* magazine and *CongressDailyAM*. He also writes a regular column for the *Washington Quarterly*, published by the Center for Strategic and International Studies, and is a political analyst for NBC News.

Cook's expertise has been featured on the ABC, CBS, and NBC evening news programs, as well as on *Good Morning America*, *the Today show*, *Nightline*, *Meet the Press with Tim Russert*, and *This Week*. He is also a welcome fixture on CNBC, MSNBC, CNN, C-SPAN, CNN, and National Public Radio. Before joining the National Journal Group in 1998, Cook wrote a twice-weekly column in *Roll Call*, Capitol Hill's premier newspaper. Charlie also served as an election night analyst for CBS in 1990 and 1992, and for NBC in 1994, 1996, 1998, 2000, 2002, and 2004.

The New York Times said of Cook "...one of the best political handicappers in the nation" and noted that *The Cook Political Report* is "a newsletter that both parties regard as authoritative," while Bob Schieffer of CBS News refers to it as "the bible of the political community." David Broder of *The Washington Post* has written that Charlie Cook is "perhaps the best non-partisan tracker of Congressional races."

SPOUSE/COMPANION INFORMATION

Spouse/Companion Program

New Orleans is a wonderful destination and ELFA has planned some terrific activities for spouses. We encourage you to bring your spouse this year. For your enjoyment during the ELFA Annual Convention, we're offering different packages for spouse/companion attendees. Choose the package that fits into your plans.

Package #1

Regular Convention Registration

This package includes all convention activities. Spouses or companions who register for the full convention package are entitled to attend all sessions and social activities, including the Sunday Welcoming Reception, the Tuesday Night Mardi Gras Party, special spouse program on Monday and Tuesday, and breakfast each morning.

Package #2

Evening Events Only

This package includes the Sunday Welcoming Reception and the Tuesday Night Mardi Gras Party. Spouses or companions registering for this package may also attend any business sessions they like.

Package #3

Special Spouse/Companion Activity

This package includes the special events planned specifically for spouses and companions, separate from convention sessions on Monday and Tuesday. Description of these special events follows.

A spouse or companion attending any portion of the convention or social functions must be registered and pay the appropriate spouse/companion fee. If he or she is employed in leasing, the full member attendee registration fee is due.

MONDAY, OCTOBER 13

10:30 am - 4:30 pm

Cajuns and Plantations

Experience the opulence and grandeur of antebellum plantation life and the "joie de vivre" of the Cajuns. Attendees will travel to a pastoral Cajun village, where they will board pontoon boats. An authentic Cajun boat captain will be the guide to exploring the lush swamp, which is alive with exotic plants and animals. If you're lucky, you'll get to see the most famous swamp inhabitant – the beady-eyed alligator.



Next, attendees will journey to beautiful Oak Alley Plantation, which has been the site of many films and television episodes. This landmark is also home to the country's most famous avenue of 400-year-old oak trees. Guides will escort attendees through the mansion, describing life in a bygone era. A delicious Southern-style luncheon, served at Oak Alley Plantation, is included.

TUESDAY, OCTOBER 14

10:30 am - 2:30 pm

Now You're Cookin'!

Attendees will get a firsthand demonstration on what makes New Orleans cooking special. Attendees will be transported via mini motor coach through the French Quarter to the New Orleans School of Cooking, located in a quaint renovated molasses warehouse built in the early 1800s.



During the demonstration, attendees will learn the basics of Louisiana cooking, with fun as the primary ingredient. The personable chef will teach such New Orleans specialties as gumbo, jambalaya and pralines, and season them



with history, trivia and tall tales. It's a "ga-ron-teed" good time for all. Following the class, all will enjoy a delectable lunch drawn from the menu items that have just been prepared before your eyes.

Everyone will take back written recipes, so that you can return home and cook like a New Orleans chef no matter where you call home!

On the registration form, select the package or packages that best fit your New Orleans plans, and include the appropriate fees with your convention registration.